

BOOKSELLER & STATIONER

MAY

and
Canadian Newsdealer

1908

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

MONTREAL

TORONTO

WINNIPEG

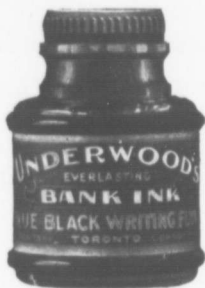
ESTABLISHED



125 YEARS

UNDERWOOD'S INKS

Ask the trade to show you our new bottles
with Metal Screw Cap. In 2 and 5 ounces.



NEW METAL CAP INK BOTTLE

Everlasting Bank Ink
Egyptian Black Ink

Fountain Pen Ink
Red Steel Pen Ink

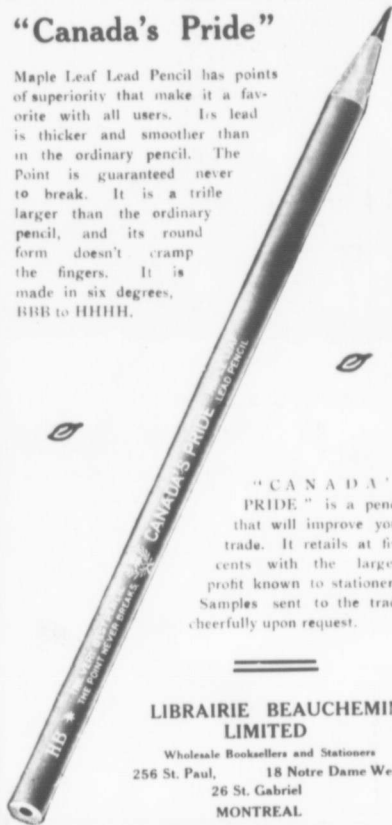
JOHN UNDERWOOD & CO.

Manufacturers

90 Richmond St. E. - Toronto

"Canada's Pride"

Maple Leaf Lead Pencil has points of superiority that make it a favorite with all users. Its lead is thicker and smoother than in the ordinary pencil. The Point is guaranteed never to break. It is a trifle larger than the ordinary pencil, and its round form doesn't cramp the fingers. It is made in six degrees, BBB to HHHH.



"CANADA'S PRIDE" is a pencil that will improve your trade. It retails at five cents with the largest profit known to stationers. Samples sent to the trade cheerfully upon request.

LIBRAIRIE BEAUCHEMIN, LIMITED

Wholesale Booksellers and Stationers
256 St. Paul, 18 Notre Dame West,
26 St. Gabriel
MONTREAL

School Goods

Our new range of School Exercise and Scribbling Books is complete and in the hands of our travellers. The few lines we are able to mention here will give you an idea of the attractiveness of our series for the coming season.

- "The Scenic Practice Books"** — Showing colored Canadian scenes — 100 different views.
- "Badges of the British Colonies"** — Giving 41 Coats of Arms of the different British possessions printed in colors.
- "Historical Canada"** — A most appropriate design for this season — with reproductions of Champlain, Wolfe and Cartier in colors.
- "Sunset"** — Something entirely new, an exquisite color effect covering the entire book, back and front.
- "Moonlight"** — A companion design to the Sunset.
- "Diabolo"** — A cover that will appeal to all children — depicting the new game which will certainly become a favorite in Canada.

Other new lines are made in quiet designs which will appeal especially to the senior pupils, such as Notes, Manuscripts, Mental Notes, Work Book, MSS., etc.

Quarto books for collegiate and advanced classes are made in many sizes and to retail at all prices.

The series of oblong note books contains new styles and sizes, which with the old favorite makes the line complete in every detail.

**SEE ANNOUNCEMENT OF OUR THIS YEAR SPECIAL
THE PRIZE COMPETITION BOOK ON PAGES 34 AND 35.**

Warwick Bros. & Rutter, Limited

Wholesale
Manufacturing Stationers

TORONTO

BOOKSELLER AND STATIONER

IT IS THE CORRECT THING
FOR EVERY
BOOKSELLER AND STATIONER
TO STOCK

GOODALLS

UNSURPASSED

Playing Cards

JUST THE THING FOR TOURIST TRADE

New Ocean to Ocean 52 Views

New National Canada showing Coat of Arms of ALL the Provinces.

IMPERIAL CLUBS

AND

LINETTE CARDS

The newest creation in card manufacture,—no misdeals possible with these cards,—crisp, smooth and waterproof

are now being used by the Leading Clubs

ORDER FROM ANY JOBBER

A. O. HURST, 24 Scott Street, TORONTO

THE COMPLETE Stationery House

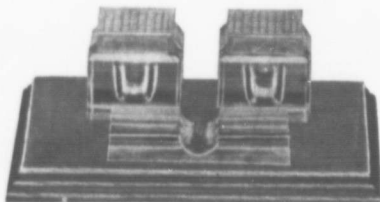
Stocks specially well assorted "up-to-date"

IN EVERY DEPARTMENT

**STATIONERY—PAPER
OFFICE SUPPLIES
ACCOUNT BOOKS
LOOSE LEAF BOOKS
LEATHER GOODS
PRINTERS' SUPPLIES
BINDERS' MATERIAL**

We are now manufacturing very largely

STATIONERY CABINETS



WOOD BASE INKSTANDS

Surpassing Imported in style or value

We are sole Canadian Agents for

**Esterbrook's Steel Pens—
O.K. Paper Fasteners—Wirt Fountain Pens
Moore's Modern Methods—Loose Leaf Record Keeping**

We keep an unlimited supply of all

**STEEL PENS, PENCILS and RUBBER BANDS
BOOKBINDERS' Leather and Supplies—everything required**

We aim to have the most complete
Stationery House going.

BROWN BROS., Limited

51-53 Wellington St. West, TORONTO

A BUSINESS CHANCE

is often missed when it might
have been easily embraced by

Systematic Saving

Begin now to prepare for the day of opportunity by depositing your savings in *The Metropolitan Bank*. In the *Savings Department* \$1.00 or upwards opens an account. Interest is allowed from date of deposit, and compounded four times a year. No delay in withdrawal.

THE METROPOLITAN

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



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

British America Assurance Company

A. D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Huskin, K.C., L.L.D.,
Frederic Nicholls, Alex. Laird, James Kerr Osborne, A. 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	2,162,753.83
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

School Blanks

1908 finds us still leading with new lines of Blanks for School Opening, such as :

Exercise, Practice and Note Books

☞ The artists who designed our new covers are specialists in this line, and our enormous sales in former years prove that they know what the children want.

☞ Artistic they are, but they are a great deal more, for every design suggests an idea to the child and therefore appeals directly to him. **A good display is the only advertisement needed to guarantee big sales at School Opening.**

☞ Our travellers are now carrying samples of these Blanks and will see you in due course. We know that the values cannot be excelled, and that in deferring the placing of your School Opening Order until you have seen these samples you will be well repaid.

W. J. GAGE & CO., Limited

PAPER MAKERS
AND MANUFACTURING STATIONERS

PAPER MILLS AT
ST. CATHARINES

TORONTO



JERRY BACK.

Here are four entirely dissimilar backs in style and design. They are reproduced to show the wide range and variety of designs



ROSE BACK.

in Congress Playing Cards—designs to suit every individual taste and fancy—timely designs for special occasions. There are dozens of backs for your customers to select from, and some of them are sure to please. A good assortment of them in stock will bring you the cream of the playing card trade in your locality. Order from your jobber.



MOON FAIRY BACK.

Samples sent to dealers, on application to The United States Playing Card Company, Cincinnati, U. S. A.



THE OLD, OLD STORY BACK.

Above backs, copyright, U. S. A., 1929, 1930-4-7, by The U. S. Playing Card Co., Cincinnati, U. S. A.

Adhesives That Sell On Sight



Any store can add considerably to its annual profit by selling Dennison's Adhesives in Patent Pin Tubes. The quality of Dennison's Adhesives is the best that can be had *at any price*, and the Patent Pin Tubes represent the *only* practical method ever devised for using adhesives and for keeping them fresh and strong for an indefinite period.

Dennison's Glue, Paste and Mucilage IN PATENT PIN TUBES

are big sellers everywhere—a counter display like that illustrated below sells the goods on sight.

The public knows the value of Dennison's Adhesives, but to make the demand still more widespread, Dennison is helping the dealer by an extensive advertising campaign in the leading magazines, exploiting Dennison's Adhesives. Every dealer should take advantage of this advertising and back it up with a counter display of his own.

Write our nearest store for particulars and prices

Dennison Manufacturing
Company

The Tag Makers
BOSTON
26 Franklin Street
NEW YORK
15 John Street
PHILADELPHIA
1007 Chestnut Street
CHICAGO
125 Franklin Street
ST. LOUIS
413 North Fourth Street



HIGGINS' PHOTO MOUNTER

(TRADE MARK)



NO adhesive on the market at the present time has proved of equal value or had a wider sale than HIGGINS' PHOTOMOUNTER. Its great popularity, not only among amateur and professional photographers, for whom it was originally made, but among business men and users of paste generally, has shown beyond all doubt that it has great intrinsic merit. It is not a flour or starch paste, but a vegetable glue—a product entirely new in the chemistry of adhesives. For mounting photographs, arietypes, scrap pictures, and engravings, and

for general use as a substitute for mucilage, it will be found most satisfactory. Be sure and stock Higgins' paste.

HIGGINS' AMERICAN DRAWING INKS
BLACKS AND COLORS
The Standard Liquid Drawing Inks of the World

CHAS. M. HIGGINS & CO., Manufacturers
NEW YORK CHICAGO LONDON
Main Office and Factory, BROOKLYN, N.Y., U.S.A.

"ROB ROY" PENS

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



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

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

Quality Papers!

Your requirements no matter what they are, can be satisfactorily met by us, as we have the facilities for manufacturing lines which, for quality, cannot be equalled in the Dominion. Notice a few of our chief lines, sizes and weights given:

PROVINCIAL BOND

White and Tint

17 x 28—20, 24 and 28 lbs.
17 x 22—14, 16, 18, 20 and 24 lbs.
19 x 24—20 lbs.

PROVINCIAL BOND

Azure

17 x 28—28, 32 and 36 lbs.
17 x 22—32—56 lbs.
23 x 36—72 lbs.

COVER PAPER

SNOWFLAKE

in Blue, Red, Lilac and Wine

20 x 28—40 and 60 lbs.
22½ x 28½—50, 60 and 80 lbs.

ADELIA

Fine White Wave, Double Cap and Folio

and variety of other lines.

The Northern Mills Pulp and Paper Co.

278 St. Paul Street

MILLS
St. Adele, Que.

MONTREAL

JOHN HEATH'S PENS

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

LONDON AGENCY
6 St. Bride St., LONDON, E.C., ENGLAND
Telephone Pen registered in Canada.

IMPORTANT

Dear Mr. Stationer,

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

Faithfully yours,

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

Fancy Goods, Toys, Dolls, for Import

We have a large and carefully selected range of Holiday Lines for Import, which we are placing in the hands of travellers shortly.

Samples have been personally selected by our Mr. Davidson from product of the best European factories.

Nothing but sellers in our line. See them before purchasing your Holiday goods.

SMITH, DAVIDSON & WRIGHT, Limited
Fancy Goods Importers VANCOUVER

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE
IN THE MARKET.

ONE OF MANY
VARIETIES

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

SPECIAL CARD FOR
WHIST PLAYERS

Colonial Whist

We are headquarters for PLAYING CARDS
MADE IN CANADA.

Style and finish equal to Imported Cards.

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

The UNION CARD & PAPER CO.,
Limited
MONTREAL.

Quality That Talks

and it rises to remark that

CARTER'S INKS AND ADHESIVES

have a quality exceeded by none,
giving to a store that carries them a
reputation for handling the best goods.

Carter's Writing Fluid

The Standard general office
ink.

Carter's Water Well Paste

A Pure White adhesive,
more for the money than in
any similar jar sold.

CARTERS' STYLO FLUID

has no acid like ordinary
Fountain Pen Fluids to at-
tack the feed wire of Ink
Pencils—in fact in flow and
color it is the best

for
INK PENCILS.

The CARTER'S INK CO.,

BOSTON NEW YORK CHICAGO MONTREAL



No. 11

Western Booksellers and Stationers

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

Clark Bros. & Co., Limited, Winnipeg, Man.
WHOLESALE STATIONERS

A Magazine Seller

Mr. Bookseller, no matter how well your magazines are displayed nor how attractive they appear, you are bound to lose a number of sales, unless you can show your patrons what the month's periodicals contain of special interest to them. It is not to your interest to have your customers buy magazines at random. Show them a list of articles right in their line and you will sell two publications where you formerly sold one.

The Busy Man's Magazine gives a classified index of what the other magazines contain. May Busy Man's gives the contents of the other May magazines. Articles of the most technical nature, as well as those of general interest, are included in this index. You see the importance therefore of having Busy Man's in stock and having every customer examine this department. It means to you increased magazine sales, and to your patrons, getting exactly what they want.

Each issue of Busy Man's contains also a strong list of original articles of interest to every Canadian. It is fully returnable, retails at twenty cents, leaving you a margin of six cents, a profit equal to the sale of two or three of the other magazines. If you haven't it on hand return the attached coupon.

_____ 1908.

*BUSY MAN'S MAGAZINE,
Toronto.*

Kindly forward through the _____ News
Company _____ copies of *The Busy Man's Magazine* each month, on
a fully returnable basis.

Name _____

Address _____

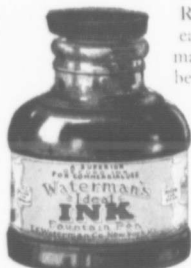


Ideal

Waterman's Ideal Fountain Pen Ink

Ideal

is the result of many years of unsatisfactory experience with other inks. It is made in all of the following colors: Blue-Black, Combined (for writing or copying), Black, Red, Green and Violet, and each one of these colors are made in all sizes, as shown below. It is absolutely the



Red - 2 oz. bottle
All colors - all sizes

only ink on which you can always depend. It is an ink that will give satisfaction by flowing freely through any fountain pen feed, and is most satisfactory for any other purpose, being made of only the best ingredients and under expert chemical supervision.

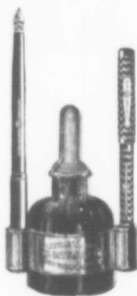
Dealers may order assorted inks to secure the quantity prices, which will be sent on request.

Travelers' Fillers are furnished by the dozen with counter display case.

Desk Fillers carry a one-dozen counter display case with three-dozen lots.



Traveler's Filler, Nickel



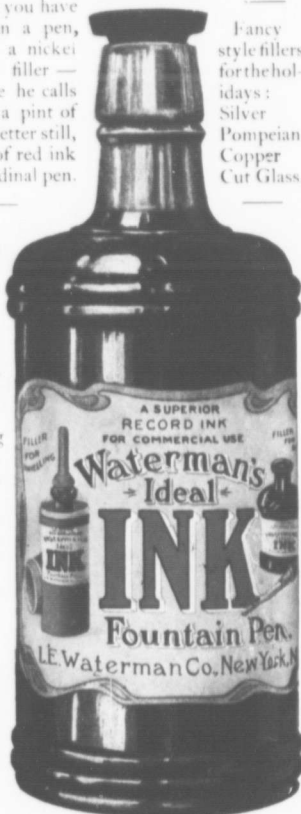
Nickel Pen Stand, price 25 cents
Adjustable to 2, 4, 6 oz. bottles

All orders are shipped promptly during the favorable season, extending generally from April 1st to November 1st. Give us positive shipping instructions to save delays in transportation.

Ideal salesmanship never ends with a single sale. After you have sold a man a pen, sell him a nickel travelers' filler — next time he calls sell him a pint of ink; or, better still, a bottle of red ink and a cardinal pen.

Fancy style fillers for the holidays: Silver Pompeian Copper Cut Glass.

Pen satisfaction is impossible unless you use a suitable ink. You will save yourself much trouble by persuading customers to use this ink.



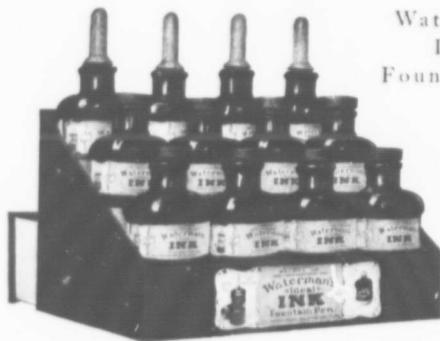
Quarts, Pints, Half Pints

PRICE LIST

	BLUE BLACK	JET BLACK	GREEN	VIOLET
2 Ounce	\$0.10	1/2 Pint		\$0.15
Size F	15	1		15
4 Ounce Desk Filler	25	1 Quart		1.00
6 " " Desk Filler	35	Traveler's Filler, Wood		75
		" " Nickel		50
RED INK				
2 Ounce	\$0.10	1/2 Pint		\$0.15
Size F	15	1		1.00
4 Ounce Desk Filler	25	1 Quart		1.00
6 " " Desk Filler	35	Traveler's Filler, Wood		50
		" " Nickel		55
COMBINED WRITING AND COPYING INK				
Gives Perfect Copies Will Not Gum				
2 Ounce	\$0.10	1/2 Pint		\$0.15
Size F	20	1		75
4 Ounce Desk Filler	30	1 Quart		1.10
6 " " Desk Filler	45	Traveler's Filler, Wood		50
		" " Nickel		55

W. L. Waterman Co., of Canada Limited

136 - 138^{1/2} St. James St., Montreal



Desk Filler Display Stand, (with drawer)
Showing dropper inserted

Waterman's
Ideal
Fountain Pen
Ink



Traveler's Filler Display Stand

COUNTER DISPLAY STANDS WITH DESK AND TRAVELERS' FILLERS

THE attractive way in which Waterman's Ideal Fountain Pen Ink is labeled and boxed and the Display Stands which are furnished with all Desk and Travelers' Fillers, as shown above, contribute largely to the constantly increasing demand for this ink, which is most satisfactory for any and every purpose.

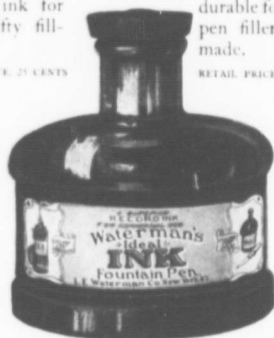
DESK FILLER

The Desk Filler shown in the display stand at the top, on the left-hand side, consists of a solid rubber stopper and dropper in a bottle, holding enough ink for about fifty fillings.

RETAIL PRICE, 25 CENTS



Traveler's Filler, Wood



Style of 2, 4 and 6 oz. Bottles

TRAVELERS' FILLER

The Travelers' Filler shown at the lower left-hand corner of this page (also upper right-hand corner) consists of a solid rubber stopper and dropper, in a bottle holding sufficient ink for 12 fillings, which is held firmly in place by a spring in a neat wooden box.

RETAIL PRICE, 25 CENTS

METAL TRAVELERS' FILLER

The Metal Travelers' Filler pictured in the center of the reverse page is similar in construction to the wooden filler, and is one of the handsomest, neatest and most durable fountain pen fillers ever made.

RETAIL PRICE, 50 CENTS



Style of Package

L. L. Waterman Co., of Canada Limited

136 - 138^o St. James St., Montreal

Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXIV.

MONTREAL AND TORONTO, CANADA, MAY, 1908.

No. 5.

Some Facts Mainly About Ourselves

Newspapers that are successful are so because they print that which pleases their readers. We have always aimed at this, and that we have not been amiss in our aim is evident from the wide circulation and strong influence that characterize MacLean's trade newspapers. To attain this position, the best newspaper men and women have been secured and large sums of money have been spent and are being spent. To-day our editorial staff is unsurpassed in efficiency and numbers by any publishing house in Canada. Twenty editors and reporters are regularly attached to the newspapers and magazines published by us, while of specialists and correspondents in Canada, Great Britain and France, there are 133. Each paper has its own staff of editors, correspondents and specialists.

*

This large staff enables us to accomplish a great deal but we want to accomplish more. We want to get as near perfection as possible. Our readers can help us. With their knowledge of business, some of them may see where an improvement can be made, where the paper is perhaps not as strong as it might be, or that we are not publishing articles on subjects you would like to see published. Drop us a line when you either see a weakness or think you see one. This is your paper as well as ours, and remember two heads are better than one.

*

Newspapers cannot live on their editorial staff alone any more than man can live on bread alone. There must be the co-operation of efficient advertising and subscription staffs as well. It is when these pull together and pull together well that the newspaper makes headway. On the staff of the MacLean Publishing Co. the aggregate number of men employed in either selling, advertising or soliciting subscriptions is 56. This enables us to systematically cover every part of the country. No other newspaper publishing firm in Canada has as large a selling staff as this, and we doubt whether it is equalled by any other on the continent. We do not say this boastfully, but merely to show our readers the extent of our organization.

*

Certain rumors have been going the rounds lately among uninformed people that The Bookseller and Sta-

tioner has changed hands. Such rumors are utterly untrue. This paper has been for the past twenty years continuously in the possession of the MacLean Publishing Company, and is one of the oldest of that company's series of trade newspapers. By dint of persistent and consistent work and loyalty to the trade, it has come to be recognized as the trade's official organ, covering Canada from the Atlantic to the Pacific. We wish to assure our friends in England, the United States and Canada, that no change whatever has been made in the ownership or management of The Bookseller and Stationer.

*

The mistake has evidently arisen from the reported sale of another publication trading on a name somewhat similar to that of The Bookseller and Stationer, and claiming to be the recognized organ of the trade. This publication has changed hands many times during the course of its existence and its value may be deduced from the fact that it is not even recognized by the post office authorities as a newspaper, having been cut off the list several years ago. We do not make this statement out of any animosity to this publication, but merely in justice to ourselves, lest the trade should be led into any further misunderstandings.

*

School supplies and summer lines are the features of the current issue. We trust our readers will find the number helpful. This is the first time we have ever attempted to specialize on school goods. Consequently our effort may not appear as comprehensive as we would like to have it. However, it is a start and in future seasons we will understand the requirements better.

*

The editor is always anxious to have trade subjects of all sorts discussed. Articles submitted by our readers will receive every consideration and, if suitable will be paid for at generous rates. We want articles dealing with selling ideas—how to dispose of goods. That is the main object of every bookseller, and suggestions as to how to do it are what is required.

The Relation of the Clerk to His Employer

A Right Attitude

Upon proper and mutually satisfactory relations between the clerk and his employer depends very largely the success of any store. It can be seen, therefore, that to this question too much consideration cannot be given. Unfortunately, but a small portion of clerks appreciate their responsibility in contributing to the success of the particular establishments with which they are identified, and are satisfied to render a purely perfunctory service, taking little practical interest in the general welfare of

his value to his employer, and builds up for himself a reputation which, should he embark in business for himself, will constitute a quality easily convertible into business success.

Employer's Attitude to Clerks

On the other side of the relationship—the attitude of the employer to his clerk—there are many things a clerk might say. In the first place, give him credit for doing his best—unless you're satisfied he is not—and encourage him to take an interest in your business. Ask him to give his opinion in respect to certain new methods you have in contemplation, and encourage him to make suggestions as to means by which the store may be improved, and the customers better served. He is, perhaps, in a better position to hear the adverse criticism made on your store than you are, because your friend is naturally disinclined to tell you about the unfavorable comparison he heard made the other day between your store and another. Your clerk likely heard it, too, and if he is encouraged he will tell you of it, and possibly be ready with a suggestion as to means by which the desired improvements could be effected.

Make him feel that it's his store, as well as yours—that he is co-responsible with you for its success. A little commendation and an assurance that his work is appreciated will act as an incentive to him, and more consistent work will result.

In a word, arouse an enthusiasm in your clerk, and



H. G. WELLS

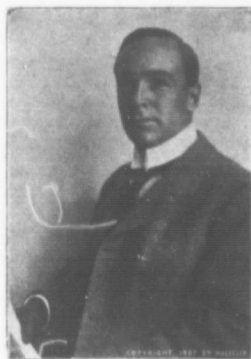
Author of "New Worlds for Old."
(Macmillan Co.)

the store, the result, of course, being that such a clerk does not do his best work—no clerk can who does not interest himself beyond the actual performance of assigned duties. Little consideration is required to convince one of the fact that from the standpoint of the clerk himself, such a course is a suicidal one, so far as his hopes of a successful business career are concerned.

A clerk who is as solicitous of the welfare and progress and good name of the store in which he is engaged has taken a long step towards making himself indispensable to his employers.

This interest will manifest itself in various ways. In the first place, there will always be an unswerving loyalty to "the firm." Your particular store is the most reliable, most progressive, and in every way the best that you know of. There will be no complaints to your young friends during the evening of the "unfair" treatment of the "old man." Generally, you will find that he is as good to you as you deserve, and as good as the average employer.

The ability to make friends of the store's customers is one of the most valuable assets a young clerk can possess. You've noticed, of course, how in some stores customers will wait for a certain clerk to serve them, and generally, it will be found that this particular clerk has attained his popularity by his willingness to go out of his way to satisfy the customers. This is a faculty doubly valuable to its fortunate possessor—it increases



WINSTON CHURCHILL

Author of "Mr. Crewe's Career."
(Macmillan Co.)

if he is the right kind he will respond with the best there is in him, and if he's not the right kind, and does not give the service you have reason to expect, your only resource is to replace him with one who gives evidence of his possession of the necessary initiative and other qualities calculated to encompass his success and your satisfaction.

Methods of Rewarding Clerks.

A very ingenious method of stimulating sales in departments where sales are mostly for small amounts is

in use in one of Toronto's departmental stores. The selling force, which consists chiefly of young girls, have to fill two check books each day. After the two first books are used, 5c. is paid them for each check they make in a day, no matter what the amount of the sale is.

The most modern, most progressive idea, and the one most favored at present, is to pay a bonus or percentage upon the amount of profit earned, instead of an individual percentage on sales. This makes the percentage depend not simply upon the amount of sales, but also upon the profits earned. In working out it makes for unity, instead of division, and encourages each salesman to work for the good of the department. The selling staff,

to earn a large bonus, must strive to sell to the best advantage and must make strong efforts in every way to keep up the efficiency of the department. The usual way is to pay the bonus on the profits of each department. Often also the amount paid is graded, thus the head of the department will receive, say 3 per cent.; his assistant 2 per cent., and the rest 1 per cent.

It is the usual custom to furnish the head of each department each week with the takings of the corresponding week of the year previous, so that each department knows just how it stands, and whether it is making progress or retrograding. In each and every case a fixed salary is paid in addition to any bonus or percentage.

Advantages of a Card Index Stock System

How to Establish it

Every retail store should be indexed, very carefully and thoroughly. There are several reasons why this should be done. One is that it preserves that admirable condition expressed by "A place for everything, and everything in its place." It also helps to keep the stock up, preventing the "just out" condition. It also helps to keep tab on the rapidity with which any certain stock moves. It preserves a record of prices, frequently settling disputes and often saving money on buying. The hardest part of keeping a card index is the installing. Afterwards it is easy, requiring only care. But even the installation is not so hard if properly gone about, the time devoted to it being the slack hours.

The card index system is much preferable to the book index system, for several reasons. It is more convenient to install, for it is more elastic. It is more complete in its efficacy, as it permits of the filing of a great deal of data that could not be cared for by the book system. It is neater and easier to refer to. It is cheaper in the end, because it will outlast a book system, the latter having to be removed as soon as one department becomes cramped for room, or as soon as the pages are worn out. With the cards there is no limit to the size to which it may be stretched, if desired, and the wearing out of a card means only to replace it with a new one. Besides, with the book system, old entries are liable to be scratched off and, indeed, that is the only way to dispose of them, while with the card system cards for stock that is out of date and cards that are too full for further additions may be filed in "defunct" or transfer drawers, where they are easily accessible.

Details of Cards.

The cards should be four by six inches in size, filed in drawers. Different colors may be used for different departments or classes of stock. The cards should be ruled, both vertically and horizontally, both front and back. No card should be devoted to more than one article. One side of the card should carry, at the top and right-hand side, the name of the article. On the left-hand side should be placed, in the first column, under the title, the amount in stock on the date the card was filed, entering the date in the second column. Then, thereafter, whenever a new supply arrives, put down the amount, date, name of firm from whom it was purchased, price discount allowed, price it is to sell for, and, whenever the selling price changes, date the change; condition it came in, whether good or bad. With some articles this last entry is not necessary. The reverse side of the card should carry at the top the name of the article and its location

in the store and in the storeroom. The lower three-fourths may be used as a continuation of the front side.

It is not necessary to have a column for every entry to be made. The date of the change in selling price, for instance, may be noted in the same column with the price only in another color of ink. Same with the condition of arrival, when the condition is bad a cross may be placed just above the price or somewhere else where it is not liable to escape attention. It is easy to see the importance of this system as far as it is used to denote location of stock. Many a merchant has forgotten stock piled in remote corners and is ordering new. It saves time and money. The buying record it affords is highly valuable in buying, for from it you may get a line on the last prices you paid, whether the goods are moving rapidly or not, and, in fact, the complete information without which you can not buy to the best advantage for yourself.

Helps in Stocktaking.

The stock and index card system is also of great value in taking an inventory; often shortening that work by several days. And all this costs only a little time in installing, and after that not so much time as you would waste for the lack of it if you didn't have it, and, from \$10 up, according to the size of index needed. Never throw a card away. This is important, for you do not know when you will want to refer back to it. Cards should be filed in a transfer drawer as soon as they are filled, and the same should be done with cards of articles no longer in stock. In the case of filled cards the new or "live" card in the working case should bear a mark showing that a preceding card has been filed in the "defunct" drawer.

Never, not in a single instance, should the system be neglected once it is installed. A card should be made for everything in stock. Every purchase should be entered. No system is of value unless properly carried out. Do not trust to memory; put it on the card. Of course, in denoting the location of stock, the store will have to be divided into compartments and each given a designated number or letter. The best method in most cases is to give each show case a double letter, like AA, BB, CC, and so on. The shelf compartments may be lettered and the shelves numbered. Drawers may be treated in the same manner. Then, after this is done, it is easy to tell, when the card says a certain article is at "G3" that it is in compartment G, shelf 3, or, if it says that it is in "S. R. G. 8," that means that it is in the storeroom, in compartment G, shelf 8. The method is very simple.

With this method should be a record on each shelf, wherever such a record would be of assistance, giving a list of the articles belonging on the shelf. This may be placed out of the customer's sight.

Running a Circulating Library in the book Store

By W. G. Hill

There are a great many book and stationery stores throughout the country running a circulating library in connection with their business and the number has been rapidly increasing of late. These libraries are as a rule well supported by the reading public, for the latter find they can get better accommodation at these libraries than at the public libraries. The public libraries are a good thing, but it is impossible to keep the books as thoroughly up-to-date as in the store library. In most towns, new books for the public library are bought only two or three times in a year, and even then books that are very often most sought after are not there.

Small Capital Outlay.

A lending library can be started in a book store with very little outlay of money. Most stores have a number of books on their shelves for which they cannot find a ready sale; with these books they can lay the foundation for a circulating library, for very often a book that would not sell outright will find many readers in the circulating library. The newest and most popular books of the day would of course have to be kept, and by adding a few new books each month a bookseller would soon find himself in possession of a fair-sized library. The size of the library of course would be regulated by the size of the town and the number of readers available. There are now in some of our smaller towns splendid libraries of 150 volumes with nearly as many readers; while in the larger places libraries containing four, five and six hundred volumes are in evidence. When a library gets much larger than this, the time required to run it will likely interfere with the other branches of business.

It would hardly be advisable to start a library in a town of less than 1,000 inhabitants, for there would not be sufficient readers to make it worth while, but in places upwards of this size, a library properly handled should show fair profits. Do not expect too great profits, for remember that the library is but a branch of your business proper.

Bookseller and Stationer has been making enquiries as to how these libraries are conducted, and has found that there are many systems in vogue, some of them, of course, better than others. The thing is to have a system by which you can trace every book and keep in touch with your readers.

Numbering the Books.

To start with, all books must be numbered, and should be stamped in some way by which the book can always be identified. The painting of the number in white paint on the back cover is a splendid idea, as this cannot be easily erased. The books should then be placed on shelves in the rear of the store if possible. We suggest the rear of the store, for very often a number of readers will be changing their books at the same time, and would interfere with other customers coming in and out if the library were in the forward part of the store.

Day Book System.

There are a number of good ways of working the library. One way is to secure an ordinary day book or journal and have a good-sized index in the front. Enter the names of all your books in this index, arranging them, of course, under their proper letters. Then assign a page of your journal to each book, marking the folio

of the page opposite the name of book in the index. You would also enter name of book at top of each page in the journal. The folio of the page should represent the number of the book. Take for instance "The Weavers;" Look in your index under W and you find that this book is assigned to page 68. The number on the book should also be 68. In exchanging a book, the name and address of the subscriber will be written down in the journal on the page representing the book taken away. The date, of course, is also entered. When the book is returned, you would mark amount paid opposite name of subscriber and the date. By this method you can see at a glance at any time how much you have taken in on any one book. Your journal should consist of sufficient pages to allow for additions to the library.

Card Index System.

Another splendid system, which is very simple, is to use cards in place of keeping a book. Have a card to represent each book, the number on card and book corresponding one with the other. The number should appear on upper right hand corner and cards should be placed in the cabinet in rotation. Cards should be specially ruled, with separate columns for date of book going out, date returned, subscriber's name and address, and cash column for the amount of fee. When you have more than one volume of the same book, which is often the case, with the more popular books, the books should have the same number, and be designated as 3A, 3B, 3C, etc. When a card has been used up, a new card can be substituted.

Rate to Be Charged.

The rate to be charged for exchange is a matter to be decided on to suit the circumstances. But the most popular fee is a 2 cent a day, with a minimum charge of 5 cents. A great many libraries, however, charge a straight 5 cent exchange, with a time limit of one week. With the 2-cent-a-day rate there need be no time limit, but if a book is out over two weeks the subscriber should be notified by card, as a reader will sometimes forget the fact that he has a book out, and the time should not be allowed to run on indefinitely.

In some cases an entrance fee of 25 or 50 cents is charged, this fee being returned at the end of a set period, while a number of libraries make no charge at all to beginners, but merely use their judgment as to whom they lend books to.

The smaller the town the easier it is to keep in touch with your subscribers and very few losses of books should occur, if proper care is taken. One library in Toronto, having a circulation of about 500 volumes, only lost two books during the past year, which speaks well for the system and management.

Up-to-date Books.

To be successful, a library will have to add the latest books as they are published, and a practice should be made of adding two or more new books to your library every week. This plan will hold your regular readers as well as attracting new readers.

To help to preserve the condition of books, a printed label should be pasted on inside of cover, asking readers to take care of books and handle them as carefully as they would if the books were their own property.

Plain paper covers, which can be changed often at practically no expense, should be put on all books as

they leave the library; this will keep the book clean and is much better than a case which is used in some instances. A case is rather expensive to start with, it soon becomes soiled and shabby, and is not as sanitary as a clean paper cover. Neither does it preserve the book any while being read, for the case will be thrown to one side for the time.

Know the Books.

The person in charge of a library should know his books well and try to read as many of them as possible. He should also carefully study his readers, so as to know the style of books suited to the individual. This can readily be done by watching the class of book read by each person. To give this matter proper study will in a short time prove beneficial to the librarian, for as long as you can please readers they will continue to subscribe, but if you take no interest in them, but leave them entirely alone in selecting their books, they are apt to choose something they do not care for, and if they get two or three books in succession that do not interest them, they are apt to become dissatisfied and leave you. Knowing one's readers also facilitates the changing of

background is framed with slats of wood and heavy cord. The frame is then covered with tissue paper to allow the light to come through. The contents of the window were mostly writing tablets, 500 score pads, tally cards, etc., manufactured in their own manufacturing department.

THE IDLE MOMENT.

William J. Bryan, on his last visit to New York, declined to answer one of a Washington correspondent's questions.

"I shouldn't know my business if I answered such a question as that," said Mr. Bryan, smiling. "Every one must know his business; otherwise failure follows; and I'm sure you wouldn't want me to fail like the young salesman of fountain pens.

"There was, you know, a young fountain pen salesman who, to his great joy, succeeded on his first trip in persuading a stationer to order five hundred pens. But all of a sudden the stationer's manner changed to the young man.



Interesting Dress of R. H. Davis & Co.'s Window, Yarmouth, N.S.

books, for in place of having the reader handle half the books on your shelf in order to secure one to suit, they will in most cases take your suggestion and go away satisfied.

To encourage new subscribers, a list should be printed every month, giving the names and authors of new books that have been added to the library. These lists should be delivered to the homes of your town. A circular of this kind will cost very little, and appearing every month, will be sure to attract new readers.

A library run on similar lines to those as suggested here should in a short time prove a profitable investment.

*

Well Dressed Window

The window of R. H. Davis & Co.'s store, Yarmouth, N.S., which is reproduced on page 15, is the work of a young man in that firm's printing department. The

"I countermand that order," he barked, and hurried into his private office, slamming the door behind him.

"Later in the day his bookkeeper said to this stationer:

"May I ask, sir, why you so suddenly countermanded your order for those fountain pens?"

"The young salesman," the other answered, "booked my order in lead pencil."—Washington Star.

*

"Yes," said the dry goods salesman, "the recent money flurry hit all parts of the country, even the farmers. Set them to hoarding money. You doubtless noticed it."

"You bet I did," replied Mr. Yardeloth, the enterprising general merchant at Cornob Corners. "But there was lots of money in this section after all. I had bigger sales in the larger sizes of stockings than I ever had before."—Puck.

Monthly Reports From Trade Centres

MONTREAL

Montreal, May 9. Booksellers and stationers report April as a busy month, owing to the fact that Easter came so late in the season. As a result, the April trade this year exceeded that of the same month last year in most instances. As usual, the Easter trade increased the demand for religious works of all kinds, Bibles, prayer books, hymn books, sacred mottoes, etc., being in active request.

At present book dealers state that business is not so active as this is the between season when the Easter rush is over, and the summer trade has not begun to any extent. With the opening of the tourist season and the summer holiday season, business in book stores will be lively.

The most widely read book in Montreal at present is "Somehow Good," by William De Morgan, and second in popularity is "The Barrier," by Rex Beach. The continued demand for "The Weavers," by Gilbert Parker, is a feature of the trade, and "The Shuttle," by Frances Hodgson Burnett, still holds its own.

One of the newest books is "The Heart of a Child," by Frank Danby, which, judging by the reception it has already met with, will be a remarkably good seller, though dealers cannot positively assert this, because of the fact that it has been so lately placed on the market.

"Pearl of Pearl's Island," by John Oxenham, is in good demand, as are also "Get-Rich-Quick Wallingford," by George Randolph Chester; "The Metropolis," by Lpton Sinclair; "Bar-20," by Clarence Edward Mulford; "The Missioner," by E. Phillips Oppenheim; "Helena's Path," by Anthony Hope, and "The Broken Road," by A. E. W. Mason.

Among other lines besides fiction is "Modern Egypt," by the Earl of Cromer, a book which retails at \$6. One dealer states that the sale at this season is really remarkable, considering the high price. "The Memoirs of the Comtesse de De Boigne," published by the Scribners, is much read at present, and the Archer edition of Henrik Ibsen's works is very popular.

With the tourist season the demand for guide books and books of travel is always active. A splendid series for travelers going to England is "Highways and Byways," which treats of the different counties and points of interest in England.

Music departments are fairly active. The latest in popular instrumental selections are the Intermezzo "Violetta," composed by A. Olman, and a "Waltz Dream," a Viennese operette by Oscar Straus, which is supplanting the "Merry Widow" waltz in popularity.

"Marsovia," a waltz by H. B. Blanke, is a favorite, and "Dimples," by John W. Bratten, is also well liked. Other popular selections are the "Sugar Plum" intermezzo, "Ivanhoe," and "Fine and Dandy."

Among the songs, "Are You Sincere?" and "Little Blue Flower" are meeting with a good reception, and their continued popularity is anticipated. The new march song, "Summer Time," by Harry Von Tilzer, the words by Jack Mahoney, is a big hit, and promises to be the biggest seller of the season. "Everyone's in Love With Someone" is doing well, and "In Dear Old Sweetheart Days," published by the Delmar Music Co., continues in favor, having been in constant demand since publication.

With the approach of spring and the time of house renovation, there is always a call for new pictures, and this spring is no exception. Pictures in all varieties and

prices are selling well and den mottoes, smart sayings, and passe-partouts have by no means fallen from favor.

In stationery the linen finish, particularly in the better lines, is still the favorite, but one of the leading stationers states that it has had its day, and that the kid finish will soon be the rage.

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ST. JOHN, N.B.

St. John, N.B., May 9, 1908.—The booksellers report that business has been as good so far this year as it was last year, despite the talk of financial depression. Just at present there is a big demand for wall paper and the dealers are being kept busy.

The demand for magazines is about normal and the new books are meeting with a ready sale. "Somehow Good," by the author of "Alice-for-Short," is having quite a run.

W. H. Everett, bookseller and stationer at Woodstock, N.B., suffered a heavy loss by fire on April 27. Mr. Everett's stock was valued at about \$20,000, while he had only \$2,800 insurance. The building was badly damaged and most of the stock ruined.

St. John, Fredericton, Moncton and Chatham are all endeavoring to secure the government grant of \$50,000 for a Dominion exhibition. St. John wants it for 1910 and the others desire it for 1909.

Kendall Hall, manager of Hall's Bookstore, was married on April 20 to Miss Gertrude Irene Vaughan, of this city. Rev. Wellington Camp performed the ceremony and the wedding was a very quiet one.

An interesting case was disposed of by Attorney-General Hazen on April 14, when he handed down a decision that the shareholders of the Canadian Bank Note Company, of this city, were not liable for the payment of the company's debts, owing to irregularities in the incorporation. The company, which last year failed and went out of business, was incorporated by the previous administration, and their affairs have been in the courts since that time. The decision of the new attorney-general is of interest to all incorporated companies in this province and decides to what extent the shareholders and directors can be held liable when the company is not properly incorporated. The Canada Paper Company had applied for a fiat to bring a writ *seire facias* to set aside the incorporation.

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TORONTO.

Toronto, May 9, 1908.—Trade with the booksellers and stationers during April showed a slight improvement over that of the previous month. Sales of Easter cards and novelties were particularly good. The demand for English newspapers and periodicals seems to be increasing from month to month. Books in general have fallen off somewhat, but a few of the leading titles are still being sought after.

"Somehow Good," Wm. De Morgan's latest success, has taken first place in the list of best sellers and from present indications will likely have a very large sale.

Stores handling wedding stationery are now beginning to feel the demand created by the "June bride."

The Harold A. Wilson Company have just moved into their handsome new building in Yonge Street. The new

building affords splendid accommodation for the display of novelties and sporting goods.

J. P. McKenna, Yonge Street, has a fine window display of Toronto view cards, there being over two hundred subjects to choose from. The cards shown are in black and white, and colored.

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VANCOUVER, B.C.

Vancouver, B.C., May 4, 1908.—"Trade is dull, but hopeful," was the concise way a bookseller summed up conditions this morning. He amplified this by remarking that all through the winter business has kept up well, the financial stringency not being felt as much on the coast as in the east. That the dealers are optimistic is shown by the fact that there is no diminution in spring orders. He says that books are among the luxuries, coming next to jewelry, and that it is a sign of the time when there are good sales. Just now several of the large jewelry houses in the city are holding auction sales. These take cash and entice many, with the result that money is not available for books. That is what is causing the present dullness.

Just what Vancouver can do in getting rid of a good Scotch book is shown in a happening last week. A traveler came through with a side line of a book on the

bagpipes, and disposed of a dozen to a dealer who is prominent in Scotch fraternal circles. The first dozen went, and another was ordered. Only thirteen of these books, a special issue, were sold in Toronto, two in Victoria, and a medium number in Winnipeg. Vancouver took as many as all combined.

The increase of the postage on American magazines has made a great difference in the English publications out here. One dealer reports an advance of 600 per cent. over what he did last year at this time. He carries a large and complete stock, and for that reason his sales may have a greater proportionate increase than those of other sellers. Besides there is quite a population of people from England out here, and a help such as wages would mean a considerable impetus to the trade. Much objection is raised to the ultra Yankeeism of many American magazines, and the encouragement of the buying of English publications should result in a change, or rather a strengthening of the national and imperial sentiment.

The MacMillan Publishing House, of London, which now has a Canadian house, is getting after the Scribners, who have a copy of Kipling's works on the market here. MacMillan's claim to have the exclusive right to publish Kipling, and the representative here is communicating with the house in London as to what steps should be taken to get rid of the Scribners issue.

The Business Outlook in Western Canada

A Review of Conditions

Following the business depression of the latter part of 1907, it is gratifying to note a general return of confidence in the outlook throughout the whole of Western Canada. This returning confidence is accounted for by solid, substantial reasons, which appeal to the common sense of level headed business men acquainted with the situation as it really is, and there is now no reason to doubt that there is to be a speedy return of the business prosperity to which the west has been accustomed for several years and which had come to be looked upon as the natural order of things.

Two principal causes were responsible for the business depression from which the west is now emerging. These were the world wide financial stringency and the partial crop failure of 1907. Either of these causes alone would have resulted in considerable inconvenience, and the combination made the way of the business man difficult. It is now a matter of common knowledge that the world wide financial storm has been weathered and money is rapidly becoming easier. This cause of business depression has been removed.

What of the crops this year? It is of course much too soon to prophesy what the 1908 crop will be, but all the indications are favorable. May 1 this year finds practically the whole of the seeding done, whereas at the same date last year it had not been even commenced. Following the seeding there have been general rains throughout the western provinces, and all weather conditions seem to be favorable to growth. Last year if there had been another fortnight to spare to allow the grain to ripen before the September frosts, the west would have produced by far the largest crop in its history. When it is remembered that this year seeding has been completed fully a month earlier than last year and that the acreage under crop will show at least 25 per cent. increase, it can readily be understood that the out-

look is much brighter and that the business man of the west has a reason for his returning optimism.

Western Canada suffered from the depression of 1907 but upon the whole she is to be congratulated upon the steadiness shown under stress and upon the slight damage sustained. Because of the newness of the country, people feared the worst for the west when the depression began, but it was found that it endured the business troubles of recent months quite as well as older communities.

The net result of the depression will be good. It has put an end to land speculation, of which there was altogether too much in the west, and therefore the prosperity of the country will henceforth be on a sounder and more stable basis. Moreover it has dealt a staggering blow to the credit system, which has been the bane of business in the west for many years. For some time there has been a general tendency towards the curtailment of credits and the introduction of the cash system, but some compelling influence was required to give the movement impetus. The depression has accomplished this and all through the western provinces merchants have been shutting down on credit and insisting on getting cash before parting with their goods. It is perhaps not too much to say that in at least one-third of the stores in the west the cash system is now in operation, and in all of them credit has been greatly curtailed as a result of the recent depression.

This means that business will henceforth be on a more satisfactory basis and as stocks throughout the country have been very greatly reduced the manufacturers and wholesalers may count with certainty upon a strong demand during the coming months from the dealers in the west. The western merchant will be on the market during the Summer and Fall for large supplies of goods and with a reasonably good crop, he will have plenty of money to pay for what he buys.

What Men in The Trade Are Doing

W. K. Ireland, of Owen Sound, called on the Toronto trade recently.

B. C. Fairey, of Fairey & Marshall, fancy goods dealers, Calgary, is dead.

The death was recently announced of Frederick N. Warren, of Johnston & Warren, dealers in wall paper, Barrie, Ont.

Geoffrey Hustwayte, late of A. H. Stratton & Co., Peterboro, has joined the staff of W. J. Stephenson, Watakiwin, Alta.

Bert Fairfield, junior member of the firm of B. C. Fairfield & Son, St. Catharines, did some buying in Toronto last week.

George Savoy, of the National Blank Book Co., Holyoke, Mass., was in Toronto recently. Mrs. Savoy accompanied him.

C. J. Musson closed his import exhibit of books at the King Edward Hotel last week, after a very successful six weeks' stand.

A. H. Box, the bustling bookseller of Cobden, Ont., accompanied by Mrs. Box, was among recent trade visitors to the Ontario metropolis.

J. E. Hodder Williams, managing director of Hodder & Stoughton, London, is expected this week in Toronto on a brief visit to his firm's connections here.

James Sutherland, Brantford, accompanied by Mrs. Sutherland, leaves on the 15th inst. for a two months' trip to Europe. Business must be good with "Jim."

George Zurhorst, who used to be with Albert Britnell, Toronto, is now in charge of the book department in the new Vancouver store of David Spencer, Limited.

John Morgan, of Raphael Tuck & Sons Co., is at present located in Room 812, King Edward Hotel, Toronto, where he has laid out a choice range of his firm's samples.

R. H. Davis & Co., printers, booksellers and stationers, Yarmouth, have moved into new premises in the Sherora Building, opposite the Bank of Montreal, Main Street.

Among booksellers who registered at Toronto hotels last week were R. McLaughlin, St. Thomas; W. Turner, Markdale, A. H. Jarvis, Ottawa, and A. H. Stratton, Peterboro.

Frank Wise, manager of the Macmillan Co. of Canada, sailed recently from St. John for the Old Country, where he will pay his annual visit to the offices of the parent company.

Menzies & Co., Toronto, have been receiving good reports from their representatives in the west, which would indicate that conditions in that part of the country are rapidly improving.

W. H. Kerfoot, of Smith's Falls, who sells books and other necessities to the people of that burg, came on a buying trip to Toronto early in the month. Mrs. Kerfoot came along too.

H. S. McClung, of Crystal City, Man., has sold his drug and stationery business to G. A. Waller, of Winni-

peg, possession being taken on April 15. Mr. McClung is retiring from business.

James Grand, of Grand & Toy, commercial stationers, Toronto, returned to this city last month, after a two months' vacation in Bermuda. Mr. Grand spent a few days in New York on his way home.

Dr. D. J. Goggin, manager of the Canada Publishing Co., Toronto, publishers of school books, was elected president of the Empire Club of Toronto for next season at the club's annual meeting, held on April 30.

R. B. Taylor, of Grenfell, Sask., is selling his drug business to Doctors Prush and King, of the same town. Mr. Taylor is retaining his old premises, increasing his jewelry, stationery and fancy goods business and adding china and crockery.

A. J. Hefferman, of Neepawa, has sold his book and stationery business to E. A. Hutchins, formerly of Liverpool, N.S. Mr. Hefferman is now spending a short time in Toronto before taking up business again in the west.

C. L. Nelles, Guelph, is again offering his business for sale or he is prepared to make arrangements with likely parties to take charge of the business on partnership basis. Full particulars are given elsewhere in this issue.

The Frederick A. Stokes Company's genial representative, Fred H. Newcombe, has been receiving the trade at Room 751, King Edward Hotel, Toronto, during the past couple of weeks. Mr. Newcombe is always a welcome visitor in Toronto.

G. W. Sulman, bookseller and stationer, of Chatham, Ont., has accepted the Conservative nomination for the Legislature for the riding of West Kent. The seat is at present held by A. McCoig, M.P.P., but Mr. Sulman has been canvassing hard and hopes to win.

Wm. I. Ferris, manager of the manufacturing department of the L. E. Waterman Co., New York, accompanied F. D. Waterman on his recent visit to Montreal. It is interesting to note that Mr. Ferris is the oldest of the present members of the Waterman organization.

H. M. Caldwell, of the H. M. Caldwell Co., Boston and New York, was in Toronto about the beginning of the month. Mr. Caldwell is publishing the American edition of Cy Warman's new book "Weiga of Temagami," which is being brought out in his usual unique style.

G. S. Forsyth & Co., Vancouver, suffered a serious loss by fire last month. The fire occurred in the rear portion of the store, and much damage was done by smoke and water. Fortunately the loss was fully covered by insurance, and a fire sale, held afterwards, was well patronized.

E. B. Clark, representing the L. E. Waterman Co. in the New England States, was in Montreal on April 27, the guest of E. J. Kastner, the manager of the Canadian company. Mr. Clark will be remembered by the Canadian trade, as having formerly traveled for the same firm in this country.

W. J. F. Mallagh, Brantford, has disposed of his business in that city to Stedman Bros., and has bought out Francis Nisbet, of Kingston. This is an important

move and should have quite an influence on the book business of the Limestone City, as Mr. Mallagh is as energetic as they are made.

Writing Bookseller and Stationer from Winnipeg, under date of April 19, W. C. Bell, of the Musson Book Co., says: "I expect to be here for two-weeks yet, although too early to form a definite opinion, I believe business will be quite as good as ever." If anybody can get the business it is "Billy" Bell.

R. B. Bond, of the Methodist Book and Publishing Co., got in recently from his western trip. He reports business picking up wonderfully and already the throeb of renewed activity can be felt. Business on the coast was particularly fine. Mr. Bond has opened up a sample room at the King Edward Hotel, Toronto.

W. J. Stephenson, Wetaskiwin, writes: "Business has been rather quiet here since the first of the year, but I am glad to say it is now picking up considerably. Money has been very tight and collections slow, but I believe conditions are now improving, and by fall business will be up to normal again—if we get a good crop."

A. O. Hurst starts on his western trip on the 18th. He is well pleased with the way the Goodall cards are selling. "When times are dull," says Mr. Hurst, "people have more time for playing cards, and the demand increases. When times are good, there's less playing done and I push stationery lines instead. So I'm always all right."

Arthur P. Jackson, of the Hawkes-Jackson Co., New York, whose Solidhd thumb tacks are famous the world around, has been coming in for some well deserved commendation from Printers' Ink, the great advertising authority. Printers' Ink praises Mr. Jackson's advertising methods very highly. Readers of Bookseller and Stationer may remember some of his devices.

The trade in Toronto have learned with regret of the sudden death in London on April 16 of Harry Bishop, who since 1895 represented Archibald Constable & Co. in England, visiting America periodically. It is only a few months since he was in Toronto, placing editions of his firm's new fiction. Mr. Bishop was connected with Macmillan & Co., both in London and New York, for many years.

Ernest W. Walker, manager wholesale department Methodist Book and Publishing Co., recently returned to Toronto from a trip to the Maritime Provinces. It is eight years since Mr. Walker last called on the trade there and he was glad to renew acquaintance with what he terms a fine set of men. When in Sydney he had a somewhat thrilling experience at the fire in the Sydney hotel, waking up at midnight to find the firemen fighting the flames in the room adjoining his own.

A splendid chance for somebody to secure an excellent book and stationery business in a thriving Ontario city is afforded in the retirement of James I. Anderson, of London, who has been compelled by ill health to offer his business for sale. From personal acquaintance with Mr. Anderson and his methods, we would unhesitatingly say that the stock is all that he claims it to be and that the goodwill of the business is a great asset. London is a prosperous, growing city, with a good book-buying population, and it is right in the centre of a populous district. Offers will be considered until the end of the month.

John Morgan, representing the Religious Tract Society of London, England, is in Toronto at the present

time, en route home from a trip around the world, including in his itinerary Australia and New Zealand. He paid the Toronto office of Bookseller and Stationer a pleasant visit on the 2nd inst., and spoke cheerfully of trade conditions in the cities he had visited. In Australia and New Zealand he found the book business in excellent shape and in British Columbia he did well. Winnipeg and the prairie provinces were quite up to the average. From Toronto Mr. Morgan goes to Montreal and the Maritime Provinces.

Here is rather a funny coincidence. The trade is, of course, aware that there are two John Morgans on the road, one connected with the Religious Tract Society and resident in London, the other connected with Raphael Tuck & Sons Co., and hailing from Montreal. But this in itself would not be so very extraordinary, if it were not that the firms' initials in each case are almost identical. Thus we have John Morgan of the R. T. S., and John Morgan of R. T. & S. Another oddity is that John Morgan of R. T. & S. used to be a buyer for Henry Morgan, Montreal, and John Morgan of the R. T. S., used to sell to him.

The English press have lately been bestowing many encomiums on Arthur Spurgeon, general manager of Cassell & Co., Limited, who is to visit Canada this summer. The Publishers' Circular, after indicating the hard task which Mr. Spurgeon undertook three years ago, to revive the declining fortunes of the house, and the splendid success which has attended his efforts, says: "We are sure the trade generally will join us in congratulating Messrs. Cassell & Co. on their greatly improved position and bright prospects, and these congratulations are the best compliments which can be paid to the energy, ability, and resource of the present general manager."

F. D. Waterman, president of the L. E. Waterman Company, New York, was in Montreal on Monday, April 27, completing arrangements for their Canadian factory at St. Lambert. This factory in itself is sufficient evidence of the faith this concern has in the assured business future of Canada. Commenting upon the business of their Canadian company, Mr. Waterman expressed himself as highly gratified with results, and spoke particularly of the encouraging co-operation of Canadian dealers. The policy of this firm is essentially helpful; Mr. Waterman outlined some of the publicity work they have been doing. This education of the consumer in the value of fountain pens, and their pens in particular, can only be made highly successful when the dealer takes full advantage of the work that is done for him. Speaking of business conditions in the United States, he thought the turning point had come, and gave definite illustration to prove this remark.

You'd better subscribe for McSwat's Magazine, madam," said the agent, as he slipped his toe inside the door so "madam" could not close it. "Costs you only fifty cents per year, and every new subscriber gets a life insurance policy, a bicycle, a mushroom hat, a bottle of Finnigan's Oil of Joy and a copy of Nicholson Meredith's 'House of a Thousand Cradles.'"

"Not me," said madam. "I've just subscribed for McSquirt's Monthly, and they gave me a 'God Bless Our Home' motto, a kitchen range, some fly paper, a rainy day skirt, an ice pick, a picture of Edward Bok crossing the Delaware in a gilt frame and sent me to the Jamestown Exposition thrown in."

Editorial Chronicle and Comment

AN ENCOURAGING NOTE.

Easier money and a resulting improvement in business is in sight. The tightening in the money market, with the curtailment of credit extended to the industrial and mercantile concerns was largely responsible for the depression experienced during the last few months.

The last bank statement shows that the turn in the tide has come, and deposits, the real test of the wealth of a country, increased during March by over \$8,000,000. This indicates that the persistent withdrawal of funds has ceased and the augmentation of deposits begun. While they are still less than they were a year ago by \$22,000,000, the increase for the month covered by the report is very encouraging.

That the additional money thus placed at the disposal of the banks is being used to relieve the stringency in commercial circles is indicated by the fact that the current loans in Canada increased during March by nearly \$4,000,000.

Throughout the trade generally, there is a better tone in evidence, and indications point to a return—possibly by a healthy, gradual process—to the conditions which prevailed prior to a few months ago.

With good crop prospects in the west and the consequent buoyant influence upon trade in both the east and west, retailers and wholesalers are more cheerful.

The fact which should impress itself upon those inclined to take a less hopeful view of the situation is that by the showing made in the bank statement the Canadian people have practically as much money as they had a year ago.

INDUCEMENTS TO SHORT CREDIT.

A large store in Prince Edward Island, in an effort to equalize conditions under which business is done, and to shorten terms of credit working towards a cash basis of selling, has adopted a method which has a feature, to that part of the country, extremely novel. The practice prevailing there is to mark goods at two prices; a cash price and a credit price, but it is found that often in order to effect a difficult sale the cash price is given to a credit customer.

In future, this store will sell the goods at one price, absolutely, but discounts ranging from five to three per cent. will be allowed if the accounts are paid within certain stated periods. Inducements will thus be offered for early payment of accounts.

In this portion of the Dominion where the farmers are in an unusually prosperous state, they have allowed their money to remain on deposit at the banks, drawing interest, and pay their store bills once or twice a year.

They are perfectly good pay, but they are slow, simply

because they have developed the habit of making the merchant wait for his money. The unfairness of this practice is apparent, and the method adopted by the firm referred to will, no doubt, bring about a better and more healthy state of affairs. In localities where the adoption of an absolute cash system is impracticable this example might be followed with benefit.

SERVICE, NOT SYMPATHY.

A correspondent writing in the *Elmvale Lance*, takes a fling at the department stores and makes a plea for the local stores. In this letter he asks, in reference to the local merchant: "Is his interest not in many ways bound up with ours? If he suffers, does not the town or village suffer also, in the trade thus diverted from its doors?" He adds:

"As a result, is there not stagnation of business and a shrinkage in rents and land values and the once growing town or village is at a standstill and property becomes a drug. This is where the shoe pinches and the short-sighted policy, in my opinion, comes in. We grasp at the shadow and lose the substance."

This writer is arguing from a wrong standpoint; it is lowering to the self respect of a merchant and places him in contempt with the public to make a plea for business on the score of sympathy.

Believe us, this is not the way to meet the competition of the mail order houses. A store which has to depend for its business on the sympathy it can arouse in its fight against outside competition is bound to lose.

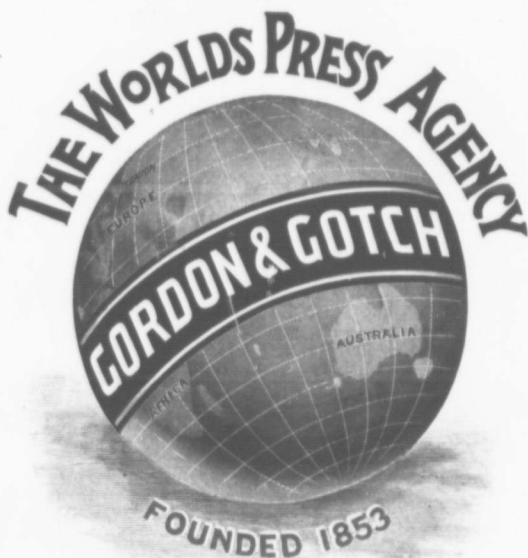
The only ground upon which a successful bid for trade can be made is that of immediate, direct benefit to the customer, and this is the ground which local stores must meet this competition on. It is reasonable and rational, and no progressive merchant need be afraid to ask for patronage on this score.

That local stores can serve the wants of their patrons better than the mail order houses merchants know but is this fact made sufficiently plain to the public? Is it not a fact that the majority of local merchants are beaten before they start in their fight for the trade of the local patrons? They take it for granted that people will send out of town in any event and do not try to get the trade which should be theirs.

People send to mail order houses because they BELIEVE they are getting better service. If they were SHOWN that they would be consulting their own interests by dealing at home, they would trade there.

This, it seems to one who looks at the matter impartially, is the only ground upon which mail order competition can be met.

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Latest News of the Month in the Publishing World

Reports of Best Selling Books—New and Forthcoming Books
Announced—What Canadian Authors are Doing—Short Book Reviews.

NOTES ABOUT CURRENT BOOKS.

The Musson Book Co. have just ready "The Chaperon," by C. N. and A. M. Williamson, which they place at the head of their spring list. They have also ready the Canadian edition of "The Under Groove," by Arthur Stringer.

William Briggs has now ready his editions of "The Scarlet Runner," by C. N. and A. M. Williamson, "The Husbands of Edith" by G. B. McCutcheon, "The Fair Moon of Bath" by Elizabeth Ellis, and "Prisoners of Chance" by Randall Parrish. He has also received a new edition of "The Old Peabody Pew" by Kate Douglas Wiggin.

"The Young Lord Straleigh," by Robert Barr, which was announced last month for publication in July, will be ready earlier than was expected. McLeod & Allen will probably issue it during the present month.

The cheap editions of "The Man on the Box" and "In the Bishop's Carriage" (cloth 50c., paper 25c.) are now ready, with the imprint of McLeod & Allen.

"Delilah of the Snows," by Harold Bindloss, is announced for publication by McLeod & Allen on the 15th inst. "The Coast of Chance," by E. and L. Chamberlain, and "True Stories of Crime," by Arthur Train, are also numbered among this month's publications of the same firm.

The Macmillan Co. of Canada published on the 2nd inst., "Prima Donna," the new novel by F. Marion Crawford, and on the 9th inst., "Mr. Crewe's Career," by Winston Churchill.

Notable new editions just received by the Macmillan Co. of Canada are "The Diary of John Evelyn" in the Globe edition and "Cranford" by Mrs. Gaskell, with illustrations by Hugh Thomson, in the Cranford Series.

"A General History of Western Nations," by Emil Reich, is announced by the Macmillan Co., and volumes I. and II. are now ready. These two volumes make up Part I., dealing with "Antiquity."

That magnum opus, the Century Shakespeare, which Cassell & Co. have in course of preparation, will, it is expected, be ready in July. This handsome edition in 40 volumes, contains full notes, reproductions in color of famous paintings and attractive borders in color.

Twenty-five new titles have recently been added to the People's Library, bringing the total issue to date up to fifty volumes. In the new series is included the four-volume edition of Shakespeare.

Cassell & Co. have just published "The Spanish Jade," by Maurree Hewlett (Cloth, \$1.25). This novel is one of the most attractively dressed books of the season, with colored end papers and illustrations.

Thomas Langton, Toronto, has secured the Canadian market for "The Bishop's Seapegoat," by T. Bailey Clegg, and "The Duchess of Dreams," by Edith MacVane. Both are current American novels with strong plot interest.

By the time the Copp, Clark Co. bring out "The Prodigate," by Arthur Hornblow, later on in the month,

their spring list will be complete. The recent issues are "The Heart of a Child," by Frank Danby; "The Missioner," by E. P. Oppenheim; "Deepmoat Grange," by S. R. Crockett; "Pearl of Pearl Island," by John Oxenham, and "The Four Fingers," by F. M. White. With the exception of the Oppenheim book, all are published in cloth only \$1.25. "The Missioner" is published in both cloth and paper.

The Copp, Clark Co. will issue the following titles in paper at 75 cents this month: "The Lodestar," by Max Pemberton; "Thou Fool," by J. J. Bell; "Quick-sands," by J. A. Stewart; "The Trampled Cross," by Joseph Hoeking, and "The Call of the Deep," by Frank T. Bullen.

To be ready in time for the June weddings—"The Bride's Cook Book," handsomely gotten up to retail at \$2. This is one of the Reilly & Britton publications, handled in Canada by the Copp, Clark Co., and it is, of course, a dandy.

The novels of Frank Danby have met with such immense success that her new book, "The Heart of a Child," (Copp, Clark), will be welcomed by hosts of readers. Taking a girl from the gutter, the author places her in a factory, afterwards in a fashionable costumier's, and then on the stage. Every one who commences the story of Sally Snape will become engrossed in her career and follow her progress with the deepest interest. She is a wonderful creation.

There seems to have been a serious misunderstanding among the trade as to the representation of Blackie & Sons, Glasgow, in Canada. Last month the statement was made in this paper that Wm. Briggs and the Copp, Clark Co. were joint agents. Now it seems that the Musson Book Co. have also a claim to the same title. They have recently purchased from Blackie & Sons, three important Canadian juveniles, for which they have the exclusive control in Canada.

*

The Time for Nature Books.

Now is the time when it is advisable to bring out nature books and push their sale. The vernal blood is stirring in everybody these days and young and old are drawn to the woods and the fields. The angler is getting out his rod, the camera-fiend is furnishing up his lenses, the botanist is equipping himself with microscope and specimen box, the naturalist is on the qui vive for the first notes of the birds. Everyone has his or her particular interest in nature and nearly every one needs books to increase his or her knowledge.

Again we give our old advice. Put nature books into the window. Place them on a special display stand. Advertise them. Take full advantage of the popular desire for these books and show the people that you have them.

The Copp, Clark Co. have in stock a series of handbooks of practical gardening, published by John Lane of London and New York. The series numbers more than 22 titles, such as "The Book of Asparagus," "The Book of the Green House," "The Book of Orchids," "The

Book of the Carnation," etc. The books are tastily bound in cloth, retailable at 75 cents each.

The Musson Book Co. specialize in outing and nature books, having on their spring list quite a number of interesting titles, all of which are now ready. Among them are "Our Bird Friends," by George F. Burba, \$1.25; "Sport of Bird Study," by Herbert K. Job, \$2; "Favorite Fish and Fishing," by James A. Henshall, \$1.25; "Bait Angling for Common Fishes," by Louis Ithead; "Big Game at Sea," by Chas. F. Holder; "Camping and Woodcraft," by Horace Kepphant; "Practical Farming," by W. F. Massey, \$1.50, and "American Poultry Culture," by R. B. Sands, \$1.25, are books of kindred character also published by the Musson Book Co.

*

Moving to New Premises.

The process of moving the Musson Book Company's big stock of books from the old premises in Richmond Street West, Toronto, to their new quarters in the fine new fireproof building at the corner of Victoria Street and Wilton Avenue, is now in full swing, and by June 1, the transplanting of the firm will be complete. In the



Illustration from "The Call of the South," by Robert Lee Durham.
(L. C. Page & Co.)

new building the company will occupy two floors, with double the space of the old premises, and the offices will be equipped in the latest style with every modern convenience.

*

A Unique Shipment.

A somewhat unique shipment is being daily expected by the Copp, Clark Co. It is a consignment of sixpenny paper fiction, being shipped direct from London to Toronto in a vessel which will land the boxes at a dock in Toronto, only a few rods distant from the Copp, Clark warehouse. Apart from the fact that this shipment of sixpennies is probably the largest ever sent to Canada at one time, the unique feature is that the goods should be carried so far without transfer.

And speaking of sixpennies, let it be said that no line presents better possibilities for summer trade.

These very attractive books sell as low as 15 cents and among them are the works of the best writers of recent years. In the Copp, Clark collection there are upwards of one thousand titles and more than 20 publishers are represented.

*

Additions to Boys' Friend Library.

Several additions have been made to the interesting Boys' Friend Library of fiction, to which reference was made last month. These books have lithographed paper covers and sell at 10 cents each. The new titles are as follows: "Black England: A Tale of the Nail and Chain Trade," by Allan Blair; "The Sleep Walker: A Tale of Sexton Blake and Tinker," "The Boys of Barrowby," by Sydney Drew; "Gilbert Nameless: A Thrilling Story of 'Prentice Life in Old London," by Morton Pike; "Ned Kelly: A Tale of Trooper and Bushranger," by Cecil Hayter; "Trooper and Bushranger: A Thrilling Tale of the Last Days of Ned Kelly," by Cecil Hayter, and "The Rivals of St. Kit's," a splendid tale of school life, by Charles Hamilton.

*

Quebec Tercentenary Celebration.

A fine souvenir album is to be issued for the Quebec Tercentenary celebration. It will be published in both languages, and will contain a life of Champlain, some historical papers relating to the foundation of the pioneer city of Canada, an article on the battle of the Plains, etc. It will be illustrated with rare portraits and prints, and the cover will be lithographed and printed in several colors. Should our readers wish to secure this publication, we advise them to order it at once, as the edition will be limited. Price, 25c. post paid. Special conditions to the trade. Copies can be had from the editor, Mr. Raoul Renault, Quebec, Canada—(Advt.).

—♦—

WINDOWS WHICH SELL.

The function of a store window display is to sell goods. If it does not accomplish this result it is a failure, just as complete a failure as a salesman who did not make sales. A window which simply affords a vehicle for the display of goods which may be representative of the stock on the shelves inside is of no more value than a clerk, who, while he might be able to show the goods in his department, was unable to create a desire in the mind of the prospective customer to possess those goods.

Many merchants, however, do not appreciate this fact; they look upon the windows in much the same way as the sign board above the door.

This is all wrong. Every trim which the windows are given should actually accomplish the sale of goods in that window. A merchant spends good money in constructing windows, and in paying wages of a man to trim them, and he should not be satisfied if this investment does not bring direct returns. The larger and more successful store proprietors appreciate this, and impress the fact upon the one they engage to trim their windows.

Indeed the first qualification of a store decorator is the ability to produce direct selling windows. This does not necessarily mean that artistic windows are not required; usually the display with the best artistic effect is the best selling window. This is realized by some of the men in charge of windows in the smaller places, and they have been accomplishing good results by the application of this principle.

It's a matter worth thinking about.

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Brief Reviews of Current Books

Fiction.

- THE ADMIRABLE DAVIS.** By Ronald Legge. Toronto: Cassell & Co. Cloth, \$1.25. An episode in the career of Geoffrey Arkwright, special messenger of the British Foreign Office, in which are involved the fortunes of his friend, Tommy Carter, and the latter's valet, the admirable Davis. Needless to say the valet is instrumental in clearing up an ugly situation in a masterly manner.
- THE NIGHT RIDERS.** By Henry C. Wood. Chicago: Laird & Lee. Paper, 25 cents. The story of the pretty daughter of a poor widow, who keeps tollgate through the influence of a mean, but well-to-do old squire, who insists upon marrying the girl. She, however, is in love with the squire's ne'er-do-well nephew, whom the old fellow plots to get into the hands of the law as a tollgate-raider.
- MORALS OF MARCUS ORDEYNE.** By W. J. Locke. Toronto: Henry Frowde. Cloth, \$1.25. The publisher has done well, even at this late date, to produce a Canadian edition of this remarkably clever novel. Its main interest lies in the sparkling play of brilliant epigrammatic language, in which its hero relates the story of his discovery of the heroine in a London park, the awakening of his love for her and the difficulties he encountered in the way of winning her love.
- BEAU BROCADE.** By Baroness Orczy. Toronto: William Briggs. Cloth, \$1.25. Another romance by the author of "The Scarlet Pimpernel," this time with the scene laid in England at the time when the Young Pretender had failed to recover the throne. A young nobleman wrongfully accused of treason is saved by Beau Brocade, the noted highwayman, who is led to fall in love with the nobleman's sister. Complications arise through the machinations of a rival, which add excitement to the tale.
- VAYENNE.** By Percy James Brebner. Toronto: Cassell & Co. Cloth, \$1.25. Vayenne, a mythical European state, is the scene of a lively romance of the Zenda variety. The hero, Roger Herriek, an Englishman, chances to come to Vayenne on the eve of the old Duke's death, and becomes involved in the struggle for the succession. The necessary love interest is supplied in the person of Christine de Liancourt, a princess of the ruling family.
- THE ORPHAN.** By Clarence E. Mulford. Toronto: Musson Book Co. Cloth, \$1.25. This new story by the author of "Bar-20," gives a splendid picture of western life in stage coach and Indian days. The Orphan is a young outlaw, who wars for his life against the ranchers and cowboys. But he has good in him and the good is brought out by friendship of the sheriff, assisted by his sister from the east, whom the Orphan saves from the Apaches.
- A MILLIONAIRE GIRL.** By Arthur W. Marchmont. London and Toronto: Cassell & Co. \$1.25. A detective story, without a detective, full of plots and counterplots. The heroine shows remarkable aptitude for extricating herself from difficult situations. Through her resourcefulness and courage she obtains a victory over a band of scoundrels and brings about a happy ending to a very exciting tale.
- THE LOST MILLIONAIRE.** By Lillian Campbell Davidson. London and Toronto: Cassell & Co. \$1.25. A story of a clever and designing woman, who in order to gain possession of her husband's property practices deceit and treachery towards his heir. The stolen child plays an important part in her intrigues and is finally the means of exposing her wickedness and the heir comes to his own again.
- THE WINGLESS VICTORY.** By M. P. Willeoeks. Toronto: Henry Frowde. Cloth, \$1.25. A clever love story, full of suggestive reflections on natural affinity, the interaction of temperament and heredity. Religion has no place in the book. In the case of the beautiful, wayward, neurotic girl, who is its heroine, victory over evil is attained by simple, natural processes with which her will has nothing to do. The book is distinctly clever if not wholly artistic.
- THE BARRIER.** By Rex Beach. Toronto: Musson Book Co.; New York: Harper & Brothers. \$1.50. A beautiful Alaskan maiden and an army officer connected with one of the oldest families of Kentucky, meet amid the incongruities of a mining camp. A pretty romance is developed and stirring scenes are described with vigor and sympathy in which John Gale, trader, and Poleon Doret, French voyageur, display some of the finest qualities of a noble manhood.
- EXTON MANOR.** By Archibald Marshall. Toronto: Wm. Briggs. \$1.25. A restful and refreshing tale of English social life in a rural district, treated after the manner of the early Victorian writers. It is quite realistic in style and one feels after reading it that one has been enjoying a delightful sojourn among personal friends, especially Major Turner, Mr. Browne and the Redeliffes.
- CRAVEN FORTUNE.** By F. M. White. Toronto: The Copp, Clark Co. \$1.25. A story of crime and crim-

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inals. In the exposure of such men as Stephen Morrison and Horace Bentley, a lurid light is cast upon the lives of a society that owes its position to unlawfully acquired wealth. In the case of these men retribution follows exposure, and Freda Everton, the heroine, receives the fortune of which she has been unjustly deprived.

HER FAITHFUL KNIGHT. By W. Bourne Cooke. London and Toronto: Cassell & Co. \$1.25. A spirited tale of the time of the Parliamentary war, when Cavalier and Roundhead joined issue in that deadly strife which resulted in the overthrow of the monarchy. This story shows how Will Heritage, a yeoman, served his country in her need with ardent devotion and how he won the lady of his love by his chivalrous faithfulness to duty. The book is well written and well worth reading.

Miscellaneous.

THE DISINHERITED. By George Wallace. New York: J. S. Ogdive Publishing Company. 12mo, cloth. 215 pages. Price, \$1. In a series of "Observations on Travel," the author makes a sympathetic study of the conditions of a large proportion of the various peoples existing in want and misery.

PATHS TO THE HEIGHTS. By Sheldon Leavitt, M.D. New York: Thomas Y. Crowell & Co. Cloth, \$1. net. For many years, Dr. Leavitt was a practising physician of the "regular" schools, but finally abandoned this practice to go into the more alluring field of mental healing. This volume is a tabulation of his experiences and also a bold exposition of his beliefs.

SIGNALLING. How to learn the commercial code and all other forms of signalling. Glasgow: James Brown & Son, Nautical Publishers. Board covers.

2s. This book also contains the British Signal Manual, comprising a complete signal book for small vessels, and an explanation of Marconi wireless telegraphy.

LILIES OF ETERNAL PEACE. By Lillian Whiting. New York: Thomas Y. Crowell & Co. Cloth, 75c. net; limp leather, \$1.50, net. A book redolent of the true spirit of Easter, bringing a message of peace and reassurance as humanity moves on into the vast unknown.

OUR RICH INHERITANCE. By James Freeman Jenness. New York: Thomas Y. Crowell & Co. Another little volume in the "What is Worth While" series, following a line of thought indicating the best use of present possessions and opportunities.

MAGAZINE CHANGED HANDS.

Street and Smith have bought Gunter's Magazine, and the issue for May has been brought out under the new management. The May issue is a well printed number, containing 160 pages of interesting and entertaining fiction. Hereafter it will be devoted wholly to the publication of fiction of an unusually high character. If the May issue may be taken as indicative of what the new management intends to do it is safe to predict that it will have a large appeal to the reading public. The magazine was established by the late Archibald Clavering Gunter and has always had a strong following.

W. J. Slater, who has for some years managed the retail department of the Methodist Book and Publishing Co., Toronto, has resigned to accept a similar position in the Book Room of the Church of England Publishing Co., formerly the retail store of the Musson Book Co.

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Among the many "detective" stories published this Spring this will easily take first place, on account of its genuine mystery, which the most astute reader can hardly penetrate before the end. It is exciting, strong, and well written. Five pictures in color by A. B. Wenzell.

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Some Matters of Interest to Canadian Newsdealers

An Injustice to Newsdealers—Who is the Cause of It?
New Western Magazine—Some Changes in Ownership.

The Motive Behind it All.

"What is the object of it all? What is behind this move of the Post Office Department?"

These are the questions being asked by those who read the correspondence, which appeared last month in this column, between Deputy Postmaster-General Coulter and the secretary of the Booksellers' and Stationers' Association.

The correspondence dealt with the action of the Post Office Department in requiring newsdealers, who wished to mail United States magazines at the cent a pound rate, to supply the Department with sample copies of each magazine before the privilege could be granted. It was pointed out by the secretary of the association that this requirement would impose an unnecessary burden on the newsdealers. The Department remained obdurate and insisted on being supplied with these sample copies, which would, of course, be duplicated many times over.

Undoubtedly "there is a nigger in the fence." The Department could surely not be guilty of such crass stupidity as was manifested in their dealing with the matter, were it not that some motive actuated them.

Who are being hit by this regulation? Undoubtedly the small newsdealers, both wholesale and retail. It is evidently intended that their little trade by mail should be hampered. Assuming this, we have not far to seek for the parties who, it may be presumed, inspired the post office officials to stick to their foolish position.

The rights of the small dealers must be maintained. There can be no doubt that certain interests are looking for a monopoly of the trade and are endeavoring to squelch all opposition.

*

New Magazine.

Two young newspapermen in Vancouver have launched a new monthly to be known as the *Outpost*. It will be devoted to the interests of the Canadian people and no effort will be spared to secure the best contributors in the country. It will combine all the departments of the standard magazine, as well as a special department to deal with matters educational. Frank W. Hunt has been engaged in the magazine business throughout western Canada for fifteen years and is well known in the west. S. N. Dancy is a former Ontario newspaperman, having been connected with papers in Stratford, Belleville, Picton, Guelph and Woodstock. Lately he has been on the staff of the *Vancouver Daily Province*. The first issue of the *Outpost* will appear about the end of the month.

*

Some Changes.

The *Circle*, a magazine which was founded by the Funk and Wagnalls Company a year ago, has been sold to a new corporation known as the *Circle Publishing Company*. The president of the new company is Eugene Thwing, the vice-president and treasurer, William Howard Hoople. Under the new management the editor of the magazine will be Eugene Thwing, Arthur T. Vance, who undertook the editorial direction of the *Circle* last May, having resigned his connection with it. Dr. W. Hanft is the new managing editor of the magazine, a position

which he formerly held on the *Delineator*. The capital stock of the new company is \$100,000, a large proportion of which has already been taken. The company has taken new quarters in the S. P. C. A. building, corner Madison Avenue and Twenty-sixth Street, New York, where they occupy the entire fourth floor. In discussing the future of the magazine Mr. Thwing stated that it is intended to continue the *Circle* on practically the same lines, both as to matter and outward appearance, as those followed by its former management.

It is announced that on July 1, the firm of Houghton, Mifflin & Co. will transfer their *Atlantic Monthly*, which has been published by them since 1873, to a new company to be incorporated under the laws of Massachusetts. The new company is composed of Ellery Sedgewick, of D. Appleton & Company, the New York publishers; Macgregor Jenkins, the present business manager of the magazine, and Waldo E. Forbes, and Rogers Pierce, of Milton. There will be no material change in the character or general conduct of the publication. Bliss Perry will continue as editor. The *Atlantic Monthly* was founded in 1857 by Oliver Wendell Holmes, Henry W. Longfellow, John Greenleaf Whittier, James Russell Lowell and Ralph Waldo Emerson.

*

Contents of Forthcoming Issue.

The June number of the *Century* will contain "Lincoln's Vote for Vice-President," "General Grant's Last Days," "Our Barbarous Fourth," "The Concealing Coloration of Animals," "The Abbotsholme," an account of a visit to a remarkable English school; "The Spell of Egypt," with pictures in color, and five complete stories.

Scribner's for June will contain "A Chronicle of Friendships," by Will H. Low, reminiscences of art-student days in France; "The Measure of Content," a picturesque account of the work and personalities of the longshore fishermen of the Maine coast; "Brazil, Where the Coffee Comes From," short stories and two serials by Richard Harding Davis and John Fox, Jr.

A word of appreciation of the valuable work being done by *Acadiensis*, the little Maritime Provinces' quarterly, is in order. The issue for April is just out, containing quite a number of interesting articles on historical subjects, among which is an illustrated outline of the history of Shippegan, by W. F. Ganong. *Acadiensis* is neatly printed and well illustrated and reflects credit on all connected with its publication.

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Department of School and Collegiate Institute Supplies

New Lines in Scribblers and Work Books—Some Good Display Racks for Pencils—Not Much Change in Prices

The dealer will soon have to replenish his stock of school supplies and be ready to provide the school children of his district with new outfits with which to start afresh the term after the summer holidays. There is very little change in the prices of articles from last



No. 1140.—Panorama Assortment. Price \$1.25 per box. (Copp, Clark Co., Limited, Toronto.)

year, chalk has advanced from ten to twenty per cent., and there has been a slight increase in the cost of blackboards.

The wholesale manufacturers have been busy getting out new lines and their travelers are now on the road showing the best assortment of school supplies that has yet been offered to the dealer.

Considerable originality has been shown in the large number of new designs in scribblers and exercise books. It can be safely said that, irrespective of other merits, the cover sells the book to the small child. For this reason, the manufacturers try to make their covers as attractive as possible. A cover with some educational value is possibly the best and can very often be put to practical use in the child's studies; covers of this nature will always find favor with the teachers and trustees of the schools.

It would be hard to estimate the number of pencils used in a season by the schools of Canada. The tendency the past few years has been for a better grade of pencils and one can now get a good pencil at a remarkably low cost. For the convenience of the retail dealer, the manufacturers have thought out many ways of displaying pencils and a number of new stands and racks are on the market. The pencils used are principally those of such makers as Johann Faber, the Eagle Pencil Co., and American Pencil Co. The makes of these houses are also strongly represented in the stocks of penholders and erasers.

*

The Copp, Clark Company, Limited.

The Copp, Clark Company, Limited, of Toronto, are this season showing a splendid stock of school supplies of all kinds and are prepared to give the trade even better satisfaction than heretofore. A large number of new and attractive lines are in evidence, and an especially large variety of designs in scribblers and exercise books.

Among the new designs in scribblers and exercise books are "Our Emblem," having a green cover of maple leaves, one that should appeal to the patriotic. "The

Pilot," another good design with cover in two colors, showing an old mariner stationed at the wheel. The "North Land" shows a large mouse head and maple leaves, on the back of this style we find the music and words of the patriotic song, "My Own Canadian Home." The "Beaver" gives you an imitation pyrography cover, a picture of the busy beaver being the feature, and song on back cover. The "Elife," "Jolly Tar," "Tom Brown" and "Swastika" are also designs worthy of special mention. The greater number of these styles are obtainable in two or three sizes, either plain or ruled.

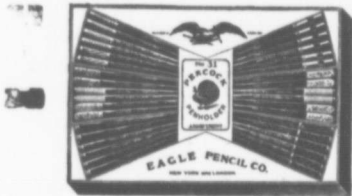
In pens, holders and pencils this firm are also to the fore and are ready to trade with the latest novelties in the shape of counter display racks for these articles. The "Merry-go-Round" display stand contains one-half gross of pencils in assorted colors, and rubber-tipped; the trade price for this stand is \$2.25, the pencils retailing at 5 cents each. The "Panorama," a most attractive stand, also contains one-half gross assorted pencils. A counter display case of penholders and pens contains three dozen holders and one gross of the most useful patterns of assorted pens. The trade price for this case is 90 cents, while the dealer sells one holder and four pens for 5 cents, this gives a splendid profit.

The list of school supplies is a lengthy one and it would take many pages to try and describe the many lines in full. A catalogue giving full description and prices will be sent on request.

*

The W. J. Gage Company, Limited.

The W. J. Gage Company, Limited, of Toronto, are one of the largest manufacturers of school books and general school supplies that we have in Canada to-day. Like other houses they are also showing many new styles in their big line of scribblers and exercise books, and by their attractiveness they hope to tempt the thousands of school children in this country of ours. These books are made in several sizes and some can be had either ruled or plain. Among some of the newer designs noticed were the "Empress of India," a cover in colors



No. 31.—"Peacock" Assortment of Penholders. Price \$1.35. (Copp, Clark Co., Limited, Toronto.)

of the steamer of that name. "Sailor Lads," a colored cover of sailor boys. The "Indian Life" depicts early living in Canada. "Who There," "A Queer Fish," and a host of other designs make up an assortment that will be sure to find favor.

In pens and pencils are found a number of new display stands and novelties, including the "Pyramid Rack" containing half gross pencils, the trade price, \$2.25. The

Years of Experience

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The **new designs and titles** of covers for this season's trade are the most **artistic** ever shown. The **originality and variety**, together with the **quality** of material used, give these books a **lasting attractiveness**.

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A display in your store of a **complete stock** of the above will bring gratifying

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SCHOOL

The Prize Series of Exercise and Scribbling Books

250
"Boy's Own Annual"
in Prizes.

For the coming school season we have gone to great trouble and considerable expense to produce something original and striking, that would appeal to the Canadian children with more force than simply an ordinary fancy covered practice book, and "THE PRIZE" series of Exercise and Scribbling Books is the result. The cover design of these books is from an original painting by Mrs. Mary Heiter Reid, R.C.A., who is recognized as the leading Canadian artist in floral work.

We will give to the Canadian school boys 250 copies of this year's "Boy's Own Annual" and to the Canadian school girls 250 copies of "The Girl's Own Annual," as prizes for reproducing this cover in either water colors or colored crayons.

The details of the competition have been thoroughly worked out, and the scholars have been divided into five classes, from the first to the fifth forms. A sheet of drawing paper is supplied with every book, on which the outline of the picture is printed and on which the reproduction is to be made, and returned to the Canadian Publishers of "The Boy's Own Annual," who will look after every detail.

Samples are now in the hands of our salesmen, and no stock will be complete in September without these books.

Warwick Bros. & Rutter, Limited
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OPENING

"Girl's Own Annual"

250
"Girl's Own Annual"
in Prizes.

Reasons for the Competition

- 1st. To create an increased demand for The Boy's and Girl's Own Annuals, which are recognized as the highest standard of reading published for young people.
- 2nd. To encourage the scholars to buy practice books with paper of a better quality, and to discourage the sale of those very large size books which fall to pieces before they are used, and from the sale of which there is no profit for the manufacturer or retailer, and no satisfaction to the user.
- 3rd. To increase the sale of water color paints and colored crayons.
- 4th. To encourage the scholars of Canada in their study of drawing and color work.

Teachers, as well as scholars, cannot but be interested in the proposition.

SEE ANNOUNCEMENT ON INSIDE FRONT COVER FOR
OTHER NEW NUMBERS IN SCHOOL PRACTICE BOOKS.

Warwick Bros. & Rutter, Limited
Manufacturing Stationers, TORONTO

BOOKSELLER AND STATIONER

"Turbine," "Panorama," "Merry-go-Round," "Arch," "Bridge," are all good display stands. One rack that will stand a lot of wear and tear is the "Metal Revol-



No. 414x.—Merry-Go-Round Assortment. Price \$2.25.
(Copp, Clark Co., Limited, Toronto.)

ing Stand," which contains one-and-a-half gross of pencils.

Pencil erasers, pens and holders are shown in many different styles, and are put up in such a way as to attract buyers.

*

Warwick Bros. & Rutter.

The firm of Warwick Bros. & Rutter, of Toronto, have for many years been extensive manufacturers and dealers in all classes of school supplies. Nearly everything that one will find in the schoolroom can be purchased from this well known house.

Among the lines of scribbles and exercise books carried this season by Warwick Bros. and Rutter one will find many new and original designs. Bookseller and Stationer had the opportunity of viewing the lines and a few of the newer styles are here mentioned. One that will appeal strongly to the scholar is a cover in colors

showing the coat-of-arms for the various colonies of the British Empire. The "Historical Canada" scribbler has a grouped picture of Champlain, Wolfe and Cartier. On the "Diabolo" work book you see a girl and boy playing that fascinating game. Colored post cards of Canadian scenes are mounted on the covers of the "Scenic" practice book. These designs, among others, including the best sellers of last season, give a large assortment from which the dealer can select. On the back covers of most of the lines will be found tables of measurement, weights, etc.

A large line of reporters' and stenographers' note books in many sizes and styles, is also carried.

This firm carry the much used "Topaz" lead pencils. They are made in all grades, hard or soft, and can be had in plain or rubber tipped.

On another page of this issue will be found the details of a drawing competition that will interest every bookseller of the Dominion.

*

Moving Into New Premises.

The Geo. M. Hendry Company, of Toronto, are about to move into their new 3-storey building on Temperance Street. This firm recently bought out the Western School Supply Co., of Regina, and are continuing it as a branch office.

*

Flexible Rulers.

Something really new is the featherweight flexible ruler, manufactured by the Wescott-Jewell Company, of Seneca Falls, N.Y. The rulers are made in carefully-selected maple, also in black and white flexite. They are made in two lengths, 12 and 15-inch, and have smoothly-finished double steel ruling and cutting edges of superior quality. Their thinness makes them very flexible and they embody all the desirable qualities of the rubber or



Featherweight Flexible Ruler.

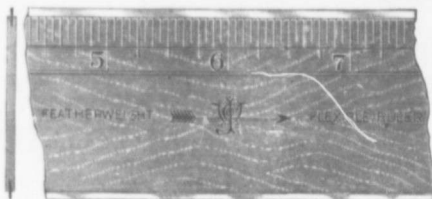
all-steel ruler, but are lighter, yet more durable. The ruling edges are very close to the paper, therefore more accurate for either single or double line ruling. This firm also make a full and complete line of school and office rulers of all kinds and would be pleased to send trade catalogues and price lists on application.

SOMETHING
REALLY NEW

THE FEATHERWEIGHT FLEXIBLE RULER

FOUR IN ONE

Flexible Ruler
—
Check Cutter
—
Book Mark
—
Leaf Cutter



SELL ON SIGHT

Very Durable
—
Finely Finished
—
Light Weight
—
Popular Price

The trade handling these rulers will be furnished with special imprinted descriptive circulars. Write us for prices.

WESTCOTT-JEWELL CO.,

Makers of Rulers of
Every Description.

Office and Factories: Seneca Falls, N.Y.

The Musical Department

Music Business at Former Level.

In large retail departmental stores and exclusive sheet music stores the music business has again reached its former level. The present time is one of the best to start a department of this kind, as by the time summer months are at hand you have, to a certain extent, established a fair connection. By the time the summer months are over, the busiest days in the sheet music business are at hand. By then you should have a full-grown trade; should be in close touch with all music jobbers and publishers, both in Canada and the United States. A large dry goods merchant who has established a music department in his store cannot help but say that it is one of his cheapest advertisements, also one of the best drawing cards to his store.

*

New Titles.

"Shapiro," music publisher, New York, has four good numbers in, "This is no Place for Me," by Moran, Heelan and Furth; "Roses Bring Dreams of You," and "Hoo-oo," by Herbert Ingraham, and "When They're Bringing in the Corn," by Alfred Bryan and Seymour Furth.

"My Rose of Tennessee," and "When Love's Dream is Growing Old," by H. H. Taylor, are two very pretty compositions. Other good numbers are, "When the Moon Plays Peek-a-boo" and "When You Dream of Someone and Someone Dreams of You," by W. R. Williams. Another entertaining number is "Everyone was Meant for Someone," by Brannen and Lloyd. All of above are published by Will Rossiter, Chicago.


From the four numbers below it will be seen that Jerome H. Remick & Co., New York, are still up to the front in the sheet music business. "Dreams that Never Come True" is as attractive on the cover as it is pretty inside. "Pride of the Prairie (Mary)" is making a big hit all over and deserves the success so far obtained. Harry Williams and Van Alstyne have a very good comical song, "I was a Hero, Too." Still another comical song published by this house is entitled, "Hang Out the Front Door Key," by B. H. Hurt.

The great prairie ballad, "When It's Moonlight on the Prairie," by Roden and Henry, is being introduced in America by the clever English artist, Rosie Lloyd. An up-to-date Irish novelty waltz song by Henry and Cahill is, "When My Girl from Tipp'rary Tips Me." This song is being introduced by the Elinore Sisters. The original Egyptian cowboy song, "Sahara," by Norton and Camp, continues a good seller. One of the latest and most popular stage songs now being introduced by Janet Allen is, "Everyone's in Love with Someone," by Gillespie and Petrie. "It Always comes with the Summer," is by Lamb and Solman. This song is being introduced with great success by Rosie Lloyd. The above five songs are published by Jos. W. Stern & Co., New York.

*

Important Announcement.

Whaley, Royce & Co., Limited, Toronto, have recently taken over the entire stock of the Canadian-American Music Co., and have also secured exclusive control of their publications. This stock consists of sheet music, music books, vocal and instrumental selections for all voices and all instruments, also theoretical and educational works. Lists will be furnished on application. In order to dispose of the stock within the next few months, special prices are being made and extra discounts on orders for quantities.



What Lines Do You Carry?

The successful bookseller answers by saying "Books, stationery, fancy goods and the "BERLINER GRAMOPHONE" and "VICTOR TALKING MACHINE." And I find that the two last named create business for every other department of my store. They bring in the people who have money to spend, and willingness to spend it."

Write for information about our special bookseller's business proposition. Write to the agent nearest your locality.

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 & Music Co.,	Toronto, Ont.
Royal Stores, Limited,	St. John's, Nfld.
Cordingley Bros.,	Brockville, Ont.

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

AMERICAN SKILL WINS

Holzman Local Views

"Not Made in Germany"

Supreme
Quality

plus

Unequaled
Service

at
Order Getting

Price

Write for Samples—It Will Pay You to Know

The Largest Factory in America Devoted
Exclusively to the Making of Post Cards

Alfred Holzman Co.

2815 Wabash Avenue, CHICAGO

After patient experimentation we have perfected some special processes which produce **View Cards** of a quality far surpassing the best work of European publishers.

Richness of coloring, fidelity of detail and genuine artistic value, are distinguishing features of Holzman Views.

We make deliveries in as many weeks as European manufacturer require months, and you enjoy the added benefits of American responsibility and accessibility.

means nothing unless compared with our samples

Department of General and Commercial Stationery

Window Display Contest — Fountain Pen Business Booming — State of Trade — Holiday Papeteries Being Shown — Two Firms Consolidate

Mercantile Fountain Pens.

W. V. Dawson & Co., 16 De Bresoles St., Montreal, have been appointed Canadian distributors for the Mercantile fountain pens, manufactured by the Aiken-Lambert Co., 33 Maiden Lane, New York City. They have issued to the trade a folder containing illustrations and descriptions of the full line, together with some of their selling helps.

*

\$60 Window Display Contest.

Recognizing fully the importance of the interchange of ideas regarding window displays, the L. E. Waterman Co., of Canada, Ltd., Montreal, are conducting a window display contest, closing June 15, for the best window displays of Waterman's Ideal fountain pens. Prizes amounting to \$60 will be awarded to dealers or their clerks, as follows: First prize \$15, second prize \$10, third prize \$5, fourth prize \$5, and for the next six, a

countries. It is probable the Canadian company will arrange to share the benefit of the ideas gained by their New York firm. Details of this competition are given in their special large Easter issue of the "Pen Prophet."

*

Taken Fountain Pen Agencies.

Canadian stationers will appreciate the fact that McFarlane, Son & Hodgson, Limited, Montreal, have secured the agency for the Sterling fountain pen, and in doing so they have made arrangements whereby they are carrying a large stock of these goods in their warehouse in Montreal. This line is not new to the Canadian trade as the manufacturers have been selling to a few customers in this country; they have undoubtedly improved in the manufacture of a high-class fountain pen, and with these improvements, protected by patents, they are offering a line much superior to any pen now



A Selection of 1908 Holiday Papeteries. (Buntin, Gillies & Co., Hamilton.)

\$4.25 pen. The judges are to be the managers of the wholesale, retail, and advertising departments. The points that will be chiefly considered will be originality, attractiveness and simplicity.

Many dealers in all parts of Canada have already exhibited enthusiasm regarding the contest, as they recognize the increased pen sales sure to result, as well as the opportunity for securing one of the prizes.

In taking photographs dealers should be careful to avoid reflection. It is the intention of the L. E. Waterman Co., of Canada, Ltd., to utilize the photographs submitted in the form of a helpful booklet. Similar contests are taking place in the United States and other

in the market. We note two or three points which we consider worthy of mention.

They have an absolutely non-leakable and strong ink-joint so placed in the centre of the barrel, away from the finger grasp, that the hand or fingers do not come into contact with it in writing.

We also notice that the flange fitting into the cap is arranged so that the cap fits securely at all times, and cannot be loosened by falling nor will it come off in the pocket by being jarred or pressed against.

The fit and finish of these pens cannot be excelled, while the gold pens are all selected with the greatest care and may be had in great variety of styles and

BOOKSELLER AND STATIONER

points to suit any penman. McFarlane, Son & Hodgson, Limited, report that they have secured a number of orders since they have taken over this agency.

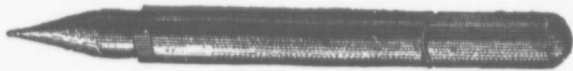
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Two Commercial Firms Consolidate.

A charter has been secured for the Copeland-Chatterton-Crain, Limited, which is a consolidation of two well-known Canadian concerns doing business in loose-leaf sys-

some of the sales helps for Waterman's Ideal fountain pen ink and some of the convenient forms in which their ink is salable.

Their fountain pen ink is a natural outcome of a desire to supply their Ideal fountain pen with what they consider the best ink obtainable. Waterman's Ideal ink is manufactured in the most convenient and practical style, including such lines as Traveler's Filler and the Desk Filler. Counter display stands are furnished for both of these lines. Their ordinary lines are attractively



The C.C.C. Style Pen.

tems and commercial stationery, the Copeland-Chatterton Co., Limited, of Toronto, and Rolla L. Crain Co., Limited, Ottawa. The Copeland-Chatterton Co. have been the pioneers, and the largest manufacturers of loose-leaf goods in the country, and the Rolla L. Crain Co. do a large loose-leaf business, holding a considerable section of the general printing and binding trade.

The new organization will be capitalized at \$1,000,000, and the heaviest stockholders will be the members of the present Copeland-Chatterton Co. R. J. Copeland will be the president, and A. E. Chatterton first-vice-president of the Copeland-Chatterton-Crain, Limited, and with Rolla L. Crain will comprise the management of the new company.

*

Sell Ink to Fountain Pen Customers.

Ideal salesmanship never ends with a single sale. After you have sold your customer a fountain pen, ink in one of its various forms should be introduced. This form of salesmanship will certainly result in a large increase of profit in the fountain pen department. It is upon this plan that L. E. Waterman Co., of Canada, Ltd., is constantly working. They try to make it easy for the dealer to follow up their suggestions, and a glance at their colored insert in this issue will show

and securely boxed for the most advantageous carrying of stock and handling, and are strongly eased for shipping purposes. Their trade price list of inks is not a mere pamphlet of particulars regarding their inks, but is interesting and helpful in its information.

*

Holiday Papeteries.

The illustration shows a few of the leading lines of holiday papeteries offered for next season by Buntin, Gillies & Co., Ltd., Hamilton. The assortment comprises many of the latest and most attractive designs in boxes, filled with fine linen finish note paper and envelopes. Samples are now in travelers' hands.

*

Stylographic Ink Pencils.

The Copp, Clark Company have in stock two new stylo pens, the C.C.C. pocket stylo, red vulcanite, and the C.C.C. black baby, black vulcanite. These pens are made of the best molded vulcanite, with finest quality platinum point, and a very handy size for pocket.

One firm in Winnipeg reports selling one gross of these pens per week. Price to the trade is \$7.20 per dozen.

Hurd's Suede Finish

Pearl Gray wedding stock is the best that can be made, fashionable in style and shade, correct in sizes and in manufacture perfect. Service, too, is important for many such orders are wanted in quick time. Our reputation for promptness will be maintained in the future as in the past. Then why not handle the Hurd's Suede Finish weddings? They will please the most exacting bride to be.

Our line of sachets, dinner cards, Xmas cards etc., which is being shown with our holiday line is the most attractive we have ever brought out. Be sure you see it.

GEO. B. HURD & CO.

Fine Paper Makers

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



Forced Sale

(on account of ill-health)

Jas. I. Anderson & Co.'s

Old Established, Up-to-date Business.

London, - Ontario

The stock is clean and well-bought and will invoice about twelve thousand dollars (\$12,000).

The stock must be sold and offers at a rate on the dollar will be received during balance of this month. Any reasonable offer will be considered.

London is a manufacturing city. Population over forty thousand and steadily growing.

Two taking hold of this business, one for inside and one for outside there is no limit to its possibilities.

HOLIDAY PAPETERIES.

In the sample room at W. J. Gage & Co.'s warehouse in Toronto, their magnificent display of holiday papeteries for the coming season is now on exhibition. Every box is made by this firm in their own factories and is the product of Canadian labor.

As far as competition is concerned, they have no fear of imported goods capturing the market, and mention as an instance one of their customers, a large jobber, who had sets of different makers' Christmas papeteries, imported, as well as domestic, sent him to examine so as to select the best for his own trade. After a careful inspection, he decided the series made by W. J. Gage & Co. to be the best in all respects and placed his order for them.

Their papeteries embrace a wide variety of designs and a most artistic assortment of colors and patterns in the coverings of the boxes. Prices range from \$125 per 100 boxes down to \$10 per 100 boxes. Their travelers are now taking orders for fall delivery and sales are ahead of any previous year.

NOVEL WAY OF ADVERTISING.

The Berliner Gramophone Company of Canada, Ltd., are thoroughly enterprising and lose no opportunity of advertising in an original and attractive manner. One of the latest methods of bringing their gramophones and accessories before the public was a complimentary concert held in Lyric Hall, Montreal, on Thursday evening, April 23rd, at 8.30. Invitations were issued to a large number of music lovers, who had the opportunity of hearing, by means of the gramophone, such artists as Madame Melba, Madame Marcella Sembrich, Madame

MAPS

Before purchasing **MAPS** give us an opportunity to tell you what is said by **CANADIAN GEOGRAPHICAL TEACHERS** who have examined **PHILIP'S COMPARATIVE SERIES LARGE SCHOOL ROOM MAPS**. They combine both **POLITICAL AND PHYSICAL** features. Physical features specially prominent. Political Boundaries clearly shown by red lines. The Towns by red circles. Railroads by black lines. Principal Ocean Routes with their distance also given, and numerous other features. Nothing unnecessary inserted, and nothing necessary omitted. Write us to-day for list of Series, Prices and Trade Discount.

Renouf Publishing Co.
61 Union Ave.,
Montreal

Canadian Agents for

Geo. Philip & Sons, London, Eng.
John Wiley & Sons, New York
Longmans, Green & Co., London, Educational Works
Thomas Nelson & Sons, Edinburgh, Educational Works

Schumann-Heink, Madame Calve, Enrico Caruso, Antonio Scotti, and others, in selections from the best composers. The auxetophone was used, this being its first presentation to the Montreal public. This is the latest achievement in sound reproduction, the principle being quite different from that employed in other sound reproducing instruments, and is a great improvement on former methods.

WINNIPEG.

Winnipeg, May 6, 1908.—April was the month of the educational conventions, and stores catering to the teachers' trade were very busy in consequence. Window displays and newspaper advertising were used effectively to push the sale of books and supplies among the visiting teachers. Easter novelties also met with a ready sale and on the whole, the month of April was a particularly good one for the Winnipeg retailers.

A. Roy Macdougall, manufacturers' agent, of Toronto, was in Winnipeg early this month, on his return from a business trip to the coast. He spent several days in this city calling on the retail trade.

The publishing department of the Society for Promoting Christian Knowledge is more than usually active at the present time, in anticipation of the Pan-Anglican Conference, which assembles in London, England, in June. A series of "Pan-Anglican Papers" has been issued, throwing light upon numerous problems that are to be brought up for consideration at the congress. These pamphlets are published at 2d each. Many of the subjects are of as great interest to the laity as to the clergy.

CALENDARS

An extensive high-grade line of British manufacture.

PRIVATE GREETING CARDS

We specialize in high-class Private Greeting Cards; our line is suitable for the Canadian market.

MASONIC STATIONERY

BALL PROGRAMMES

MENUS

CHRISTMAS CARDS

Our series has earned for us a big reputation amongst discriminating stationers.

WEDDING STATIONERY

We are the largest makers of Wedding Stationery in the world.

HARPER WOODHEAD & CO.

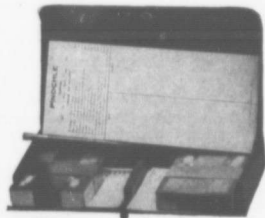
Telegraphic Address: **34, 36, 38, Provost Street, London, Eng.** Code **A.B.C.**
 Souhats, London 5th Edition

C. F. RUMPP & SONS

MANUFACTURERS AND EXPORTERS OF



Fancy Leatherware



Pinochle Card Sets

Writing Cases, Traveling Accessories
 Hand Bags, Dressing Cases, etc.

Philadelphia, Pa., U.S.A.

New York Salesrooms, 683 and 685 Broadway

**Fireworks
 Importers**

We are direct importers of **Chinese Fire Crackers, Cannon Crackers, etc.**, also of the wonderful **German and Spanish condensed Fireworks. Hand's Domestic Fireworks**—we carry a full range.

Closest prices quoted and prompt attention given to orders. Buy now and secure early delivery.

**Spring Lines Now in Full
 Swing**

Rubber Balls, gray, terra cotta and colored, Tennis Balls, Base Balls, Base Ball Bats, Mitts, Gloves, Masks, Lacrosse Sticks, etc.

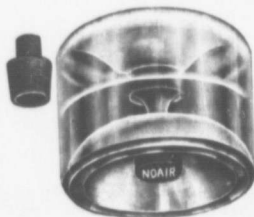
**The Sutcliffe-Edmison Co.
 LIMITED**

WHOLESALE FANCY GOODS

76 YORK STREET, TORONTO, ONT.

SOMETHING ALTOGETHER NEW IN SAFETY INK STANDS

NUMAN'S "NOAIR"



If you sell the "Noair" safety you will not be bothered with complaints about corks falling out. The Noair cork is made of the finest acid proof rubber absolutely warranted to last for years.

It is constructed so there is a double clamp on the outside as well as on the inside making it impossible for the cork to fall out.

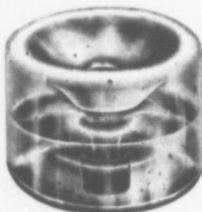
This is an absolutely new feature in Safety Inkstands.

Made in the finest fire polished Crystal Glass. Note the Squatty appearance.

No. 601 "Noair" size 2 1/2 inches \$2.00 per doz.
 No. 603 "Noair" size 3 3.00 ..

Sold by all jobbers in Canada.

Be up-to-date. Order sample dozens from your jobber and watch them sell.



C. H. NUMAN CO.

Sole Manufacturers
NEW YORK

Striking New Proposition in School Practice Books

One of the best and most generous competitions ever offered to the school children of the Dominion will commence with the opening of school after the summer holidays. Warwick Bros. & Rutter, Toronto, are offering as prizes 250 Boy's Own Annuals and 250 Girls' Own Annuals for the best copies of the picture on the cover of their "Prize Practice Book," to be done in water colors or colored crayons.

The design selected, a vase of poppies, is from the brush of Mrs. Mary H. Reid, R.C.A., who is known from coast to coast for her superiority in portraying floral subjects. The original painting, which is in oils, makes a beautiful picture, fully sustaining the reputation of this eminent artist. An excellent reproduction in colors appears on the cover of the "Prize Practice Book."

Drawing is a subject studied by the scholars in all our schools and anything that will encourage the boy or girl in this work should receive the hearty endorsement of teachers and school officials in general.

The design to be used is not selected entirely on the judgment of Warwick Bros. & Rutter, but was first of all approved of by the highest authorities on drawing in connection with the schools in Toronto.

Bookseller and Stationer has also seen a copy of the rules and regulations and on reading them over is struck with their fairness and the splendid opportunity given to every boy and girl, attending school in the Dominion, to improve themselves in the art of drawing.

A circular giving the rules and regulations will accompany each book, also a sheet of drawing paper to be used by each competitor. On this sheet will be printed a faint outline of the design ensuring uniformity of size when the completed drawings are sent in. The junior scholar will not have to compete with the senior, as the competition will be divided into five classes, and a state number of prizes be awarded to each class.

The publishers of the Boys' and Girls' Own Annuals have undertaken all the detail work and expense incurred by the competition. All drawings will be mailed directly to the publishers, who have been fortunate in gaining the consent of Mrs. Reid and two qualified associates, to act as judges.

Dealers should have little hesitancy in putting in a good stock of these "Prize Practice Books" for apart from the demand created by the competition the handsome cover will make the book one of the "best sellers" long after the competition is ended.

It is safe to predict that this will be one of the most successful competitions ever entered into by school children in this country for it will have the support of the teachers as well as the scholars' parents. There is an outlay whatever on the part of the scholar and the time spent on the drawing is for the individual's own betterment, whether or not a prize is won.

RELIGIOUS ARTICLES.

Religious articles are practically staple, and retailers have demands at all periods of the year. The difficulty of carrying a varied stock has prevented the trade in Ontario and the far west and the Maritime Provinces from getting their full share of this profitable business.

Librairie Beauchemin, the Montreal booksellers and stationers, make a specialty of this line, and for the

benefit of retailers are issuing a complete catalogue which will be useful in making many special sales at retail. The catalogue is now ready for distribution and will be cheerfully sent to interested dealers.

The catalogue describes fully complete lines of metals, crucifixes, rosaries, crosses, prayer books, etc., etc. It measures 7½ x 5 inches and is 48 pages in size. All the articles are well illustrated and described and retail prices given.

The retailer's profit is generous. This firm claims to show the largest line in the trade.

POST CARD HOUSE IN LARGER PREMISES.

The International Post Card Company, Montreal, are now in larger premises at 260 St. James Street. This building, known as the Bank of Toronto building, is at the corner of McGill and St. James Streets, and gives them much larger and better quarters than their old premises farther east on St. James Street. This firm have made a decided success of selling post cards wholesale by mail. They claim to carry everything worth while in post cards and accessories, and issue regular bulletins of their offers to the trade.

CREPE TISSUE.

Every stationer should keep a supply of crepe tissue. The "College" crepe tissue, put up by the Copp, Clark Company, Limited, Toronto, comes in 10-foot rolls, 20



inches wide and put up in boxes of 12 rolls. There are 36 shades to select from. A shade card will be sent on application.

HANDSOME PAPETERIES.

One of the finest lines of fancy papeteries on the market is that now shown by the Copp, Clark Company, Limited, and dealers should not miss the opportunity to view the line when the traveler is in your town. There is a large variety to choose from, boxes of all sizes and shapes. Some of the boxes are covered with real satin of pleasing colors, with a splendid imitation piece of mistletoe securely fastened on cover. Then there are boxes with holly designs, also various floral designs. The paper and envelopes come in all the latest shapes and sizes in linen fabrics, and should suit the most fastidious of tastes.

The revolving holder is undoubtedly the best rack for displaying picture post cards. For \$2.75 the Copp, Clark Company, Limited, are selling a metal holder finished in black japan, which will hold 2,500 post cards, having 48 pockets. The holder is 30 inches high and 12 inches wide.

BOOKSELLER AND STATIONER

FOUR NEW CHARMING PICTURES in COLORS by
≡≡≡ WILL GREFÉ ≡≡≡



Copyright, 1908, by Will Grefé.
Off for a Spin.



Copyright, 1908, by Will Grefé.
A Dainty Driver.



Copyright, 1908, by Will Grefé.
A Heart Hunter.



Copyright, 1908, by Will Grefé.
The Red Feather.

Four chic American Girls, superbly reproduced in colors. Each picture is printed on heavy coated paper and plate marked. Sizes 16 x 20 inches.

PRICE \$2.00 PER SET OF FOUR

Write for new catalogue and for trade rates.

Calendars for 1909 shown.

Windsor Publishing Co.

43 West 27th St.

New York

A Chance Of A Lifetime!

You've heard of the W. G. MacFarlane Co., makers and importers of picture post cards, view books, etc.? They have assigned! The creditors have decided to offer the entire stock—over \$20,000—of high-grade view cards of all the principal Canadian cities and towns and a large assortment of fancy lines and view books

At Cost

and less than cost. Here is your chance to buy your summer stock cheaper than you can get it anywhere else. The stock will be sold en bloc or in parts. Don't miss this chance! Write to-day for full particulars to the office of the

The MacFarlane Company, Ltd.

60 FRONT ST. WEST, - - TORONTO.

JAMES HARDY, ASSIGNEE.



CONSTRUCTION OF STANDARD FLANGE HOLDER

Sectional cut, showing features of Middle Ink Joint, Flange Joint at mouth of holder, and Ever-Fitting Cap. Fully covered by patents, Feb. 14, Oct. 3, 1899, and Aug. 7, 1900.

- | | |
|--|--|
| A Ink Joint in middle of barrel | E Feed |
| B Inner Extension of barrel | F Section or Finger-Grasp part of barrel |
| C Screw Threads joining barrel and section | G Flange fitting snugly into cap |
| D Central Ink Joint, receiving end of barrel | H Vent Hole in cap |

An absolutely non-leakable and strong ink joint is so placed in the centre of the barrel away from the finger grasp that the hand or fingers do not come into contact with it in writing.



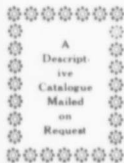
No. 7 MOTTLED



No. 4 GOLD MOUNTED, CHASED



No. 3 PLAIN BLACK



A
Descriptive
Catalogue
Mailed
on
Request

The Famous Sterling Fountain Pen

Fully Guaranteed by the Makers

AGENTS FOR CANADA

McFARLANE, SON & HODGSON, LIMITED
MONTREAL



CHAMPLAIN TER-CENTENARY SOUVENIR ALBUM

Souvenir of the Ter-Centenary of the Foundation of Quebec, consisting of forty-eight old engravings, acquired at considerable expense, giving the **History of Canada** in picture form from the Days of Jacques Cartier to the Conquest, in Old Type Manuscript form.

Price \$15.00 per hundred, \$2.00 per dozen. Special prices for large quantities.

Ter-Centenary Post Cards

About fifty subjects, illustrating the most important events in the **History of Canada**, such as Jacques Cartier taking possession of Gaspe Bay, Landing of Samuel de Champlain, Death of Wolfe and Montcalm, Battle of St. Foye, etc.

Price \$1.50 per hundred, \$12.50 per thousand. Special prices for large quantities.

The Clothesline Series

The biggest hit of the season. If you can't laugh when you see these, see a doctor.

Price \$3.00 per hundred.

FOR THE LATEST NOVELTIES SEE

The Illustrated Post Card Company

106 Notre Dame Street East - MONTREAL

Photo Supply Department

Help Your Customers.

This is the last of spring months—a circumstance hailed with joy by the vast army of tourists, thirsting for the experience of summer travel, and soon to be away to the goal of its desire. In view of the prodigiously large amount of photographic products consumed by tourists last season, it is safe to assume that few, indeed, will be the travelers this year who will venture away without a camera with which pictorially to record favorite views en route.

The stationer is the man who should carry in stock, cameras, and especially photographic supplies. While trade in these lines may have been discouraging during the winter months, still it will be worth your while to aggressively push these goods during the summer months. A very attractive window display can be made with photographic supplies, along with a few good prints of local scenes which should be easily procured.

The dealer should try and acquaint himself with the practical needs and requirements of photography. He will then be in a position to advise and enlighten the amateur on many important points. It is a fact not generally known that a large per cent. of the exposed films brought home by returning tourists are ruined by incompetent persons with whom they are left for development. They should be consigned to an individual or firm of established reputation, whose scale of compensation is commensurate with its technical skill. When the photo-finisher is given, for development, plates or films which have already been spoiled, either by age or exposure to heat or moisture, satisfactory results cannot be expected. Such an attitude is entirely unreasonable, for all the skill and ingenuity exerted by the expert will avail nothing to save what is already beyond redemption; yet he is entitled to the same rate of compensation as if the films consigned to him had been in good condition.

The trouble with too many advertisers is that they expect the advertisement to bring customers to the store, to sell the goods, and, in fact, almost expect the ad. to deliver the goods after they are sold. The only thing an ad. can possibly do is to bring prospective purchasers to a store, and the advertising will not fail if proper salesmanship is a factor of the store's policy and if prompt delivery service adds to the satisfaction of the customer.

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Doings of the Month in the Picture Post Card Department

Post Cards in Brisk Demand—New Lines Constantly Appearing—
Failure of a Well-known Toronto House—A Tercentenary Album

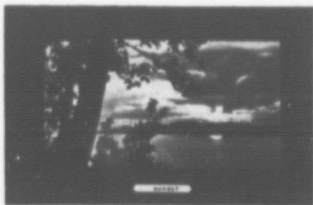
Though the trade in picture postal cards is affected by the seasons, and particularly by the different holidays, it is a trade which is brisk at all times. Early in the history of the illustrated postal craze it was predicted by many that it would not last, but present conditions would not indicate that the end is anywhere in view. Post card publishers are putting out new cards regularly, and the most of these are immediately taken up by the buying public.

*

Clothesline Series.

Among new designs in novelty cards is the clothesline series. These are double cards joined by a miniature clothesline. Other novelties coming out this month are those with metal figures attached, the subjects being the football player, different animals, and other designs.

The new cigarette band cards, with the bands arranged on thin wooden cards, are proving popular, and are very attractive, the bands lending themselves to very pretty designs. The ribbon bow cards, button cards, cigarette cards, etc., are good sellers. In fact,



Frame Card.
Valentine & Sons, Limited.

There is no let-up in the demand for novelties, and it is impossible to manufacture them fast enough to supply the trade.

*

Failure of the MacFarlane Company.

A meeting of the creditors of the MacFarlane Company, wholesale dealers in post cards, was held on May 8th at the office of the assignee, J. Hardy, of Jenkins & Hardy, Toronto. The statement presented showed assets of \$21,070.41, and liabilities of \$20,103.44, showing a nominal surplus of \$3,966.97. Inspectors were appointed and the trustee was instructed to wind up the estate under the direction of the inspectors.

*

Other Novelties.

Naturally, Leap Year cards are in favor, and those with the transparent messages are good. Motto comics are always in demand, and new subjects are published every week. Pin-cushion cards, another novelty, are doing well, and hair brush views of Montreal and other cities, highly embossed and hand colored, are favorites. In this line there are other subjects besides the views, a

couple of designs meeting with success being the Cowboy and Indian Series.

Birthday cards are always sellers, and leather postals are still good, the fancy for articles made of these latter keeping up the demand.

In the new designs which appeal to the finer tastes is a series entitled, "The Ten Commandments." These are colored cards, each one of the series giving one of the Commandments, with a suitable illustration.

Views are good, and new cards are continually being published. When the tourist season opens, the demand for them will increase. These are always the strongest features with the post card dealers, being instructive and interesting souvenirs, to send to one's friends, and taking the place of the letter which the traveler and the busy person sometimes find difficult to write.

The Gem series, with a pure white border, and the Canadian Woodland and Water series are immensely popular.

Postal albums continue to sell as well as ever, owing to the increasing number of collectors.

*

Photo Stamps.

An original novelty being pushed by the O. K. Press, Winnipeg, is a line of photo stamps. These stamps are used for sealing letters and when properly displayed are ready sellers. Merchants in any town in Canada can have these stamps made with local views by forwarding photographs to the O. K. Press. The books of stamps retail readily at 10 cents, allowing a handsome margin of profit.

*

New Summer Cards.

Summer views and scenes in picture post cards are now receiving attention. The Valentine & Sons' Publishing Co. have a new line entitled Canadian Woodland and Water series. These come in the popular photo frame effect, and treat of twenty-four Canadian scenes. Another good seller is their Gem series. This card has a pure white border, with the picture sunk into the card. There are forty-eight subjects in this line, with six in a set. Their holiday lines are arriving daily, and their samples contain many novelties. One of the new ideas is the Canadian Coat-of-Arms, and local views used on glove and jewel boxes, purses, card cases, calendars, blotters, etc.

*

Champlain Tercentenary Album.

On account of the tercentenary of the foundation of Quebec City, the old historic spot is very much in the limelight. Picture post card publishers are taking full advantage of the opportunity offered of issuing special cards. Perhaps the most ambitious effort is the Champlain Tercentenary souvenir album, published by the Illustrated Post Card Company, 106 Notre Dame Street, East, Montreal. The album, about 8x6 in size, in manuscript form, gives 48 historical views of Quebec and Canada, as it was in the days of Champlain, down to the time of Wolfe and Montcalm. The engravings secured at

great expense, are finished in old style. Besides the portraits of Champlain, Wolfe and Montcalm, there are views of old French settlers, the ships arriving in 1608, several views of Quebec as it was in 1759, monuments, etc. The cover, printed in four colors, in Old English type, giving the title of the album, has the red seal of Champlain with silk cord, at the left-hand corner. The book is brought out to retail at the popular price of 25 cents, with a good profit. In this connection this firm has published a large series of Tercentenary post cards, illustrating prominent events in the history of Canada. They have a reputation for bringing out novelties, and their newest line is the "Clothesline." This is a double card, with a clothesline joining the card, and the subjects are highly funny.

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3. The Shuttle. By F. H. Burnett.
4. Somehow Good. By Wm. De Morgan.
5. The Ancient Law. By Ellen Glasgow.
6. The Weavers. By Sir Gilbert Parker.

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American Code Co., New York
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Chapman's Book Store, Montreal
Clark Bros., Winnipeg, Man.
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Imperial News Co., Toronto.
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Rand, McNally Co., Chicago.
Renouf Publishing Co., Montreal.
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Wright, T. S., Toronto.

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Copp, Clark Co., Toronto
Smith- Davidson & Wright, Vancouver, B.C.
Warwick Bros. & Rutter, Toronto.

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Forest, David, Montreal

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Carbon Paper and Ribbon Co., Toronto
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Hurd, Geo. B., & Co., New York
MacDougall, A. Roy, Toronto

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Heath, John, London.
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Smith- Davidson & Wright, Vancouver, B.C.
Warwick Bros. & Rutter, Toronto.
Waterman n. L. E., Co., Montreal.

Photographic Supplies.

Ward & Co., Montreal

Playing Cards, Games, etc.

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Copp, Clark Co., Toronto.
Goodall, Chas., & Sons, London.
Hurst, A. O., Toronto.
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European P.C. Co., Montreal
Holtsman, Alfred, Chicago
Illustrated Post Card Co., Montreal.
O. K. Press Co., Winnipeg, Man.
Otto Leder, Saxony, Germany.
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Neumann, W. & Co., Berlin, Germany.
Verlag Ant. Gerstinkorn, Hamburg.
Warwick Bros. & Rutter, Toronto.

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Bell Telephone Co. of Canada, Montreal

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Plan de Centralisation de l'Industrie Laitiere Appliquable a la Province de Quebec. Par S. M. Barre, Janvier, 1907. (Livre.) S. M. Barre, Montreal.

Series of Verses Dealing with Events Connected with the History of British Columbia. Published in the "Saturday Sunset." Vancouver, British Columbia. (Temporary Copyright.) Welland Rattray Gordon, New Westminster, B.C.

Trails and Tales in Cobalt. By W. H. P. Jarvis. (Book.) W. H. P. Jarvis, Ottawa.

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The Camden Colony: A Story of the United Empire Loyalists. By Rev. W. Bowman Tucker, M.A., Ph.D. William Bowman Tucker, St. Johns, Que.

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Gleaned from Life's Pathway. Edited by Rev. M. C. Pritchard. (Book.) W. J. Dey, Ottawa.

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Our Faith: Love Glorified. (Poem.) The Toronto World, Toronto, Ont.

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