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BOOKSELLER AND STATIONER.



THE
MACLEAN
PUBLISHING
COMPANY
LTD.

MONTREAL . TORONTO . WINNIPEG .

Lorraine Stationery

Lorraine Stationery has made a place unique in the history of the stationery trade in Canada. From its inception the demand has grown so rapidly that it is now in course of manufacture constantly, and strenuous efforts are required to keep the entire range always in stock.

We Make It

- In NOTE PAPER —Boudoir, Regent and Duchess sizes.
- In ENVELOPES —Boudoir, Regent and Duchess sizes.
- In TABLETS Octavo, Regent, Double Regent, Quarto.
- In PAPETERIES Regent only.

All lines in two shades---White and Azure

If you are not selling it, we are both losing money

Get samples at once from

Warwick Bros. & Rutter
 . . . Limited . . .

Makers of
 High-Grade Stationery

TORONTO

"Some Record There Must Be"

Some record of appreciation for the many courtesies of friends and customers during the past year.

Some record of delight at the increased demand for **GOODALL'S PLAYING CARDS** in 1905.

Some record of gratification for the fact that **GOODALL'S PLAYING CARDS** have always given satisfaction.

Some record of avowal that **GOODALL'S PLAYING CARDS** will continue to be the best.

Some record of results that it will pay you to handle **GOODALL'S PLAYING CARDS**.

Several new designs out this year.

Trade supplied through the Wholesale

A. O. HURST, 24 Scott St., - TORONTO, Canada

"Sports" Playing Cards



LACROSSE DESIGN.

THE BEST VALUE IN THE MARKET.

ONE OF MANY VARIETIES.

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

SPECIAL CARD FOR WHIST PLAYERS

Colonial Whist

We are headquarters for **PLAYING CARDS**
MADE IN CANADA.

Style and finish equal to Imported Cards.

Advertising Cards of all sorts - Novel Designs.

FOR SAMPLES AND PRICES APPLY-

The UNION CARD & PAPER CO.,
Limited
MONTREAL.

The Kelk-Sutcliffe Co.

We announce the arrival of our

NEW SPRING STOCK

Rubber Balls

VIRTUALLY EVERY KIND USED.

FANCY PAINTED BALLS

To retail from 5c. to 75c.

Beautifully bright, clear colorings nicely assorted in dozens, half-dozens and quarter-dozens, according to price. In Prime Condition - Good Bouncers.

SOLID RUBBER BALLS to retail from 1c. up.

BALLOONS

In Splendid Quality Rubber. Assorted styles, with and without whistle. Fancy Shapes and Ordinary Ball. Lines to retail from 1c. to 5c.

"SURPRISE" AND RINK HOOTERS

Lots of noise. Handy size. To retail at 2c. and 5c.

The Kelk-Sutcliffe Co.

Successors to F. O. E. W. KELK
76 York St. ^{below} King, TORONTO

Account Books

Now
**Manufacturing all Kinds,
Sizes and Qualities**

- Ledgers
- Journals
- Day Books
- Cash Books
- Bill Books
- Letter Books
- Minute Books
- Invoice Books
- Scrap Books
- Memo. and Pass Books
- Trial Balance Books
- Joint Stock Books
- Loose Leaf Price Books
- Graves' Indexes
- Notes, Drafts, Receipts
- Our Loose Leaf Ledgers
Unsurpassed

**SPECIAL PATTERNS OF ANY
DESCRIPTION MADE TO ORDER**

BROWN BROS., LIMITED

**MANUFACTURERS OF ACCOUNT BOOKS,
LEATHER GOODS, STATIONERY**
51-53 Wellington St., W., TORONTO

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McINTOSH, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

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

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor. HAMILTON, BERMUDA
Opposite Victoria Park and Cedar Ave. Private board \$12 to \$14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER Cedar Avenue, HAMILTON, BERMUDA
Terms moderate. Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.) HAMILTON, BERMUDA
Centrally located. Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND LAMARCA STREETS, GEORGETOWN, DEMERARA.)
Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managersess E. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.
JOHN McEWEN, Manager. For Rates, etc., apply Trinidad Shipping & Trading Co. 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

DOMINION HOUSE

W. H. DUNHAM, PROPRIETOR. RENFREW, ONTARIO
The most popular Hotel in the Ottawa Valley.

The Belleville Business College, Limited

Business firms get the best results by applying to us 10 days before vacancies occur in their employ.
See Catalogue pages 21, 22, 23, 24

J. A. TOSAW } BELLEVILLE, } J. Prith Jeffers, M.A.
Secretaries. } ONTARIO } President.



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

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From the Makers to Your Store

There is no kind of Envelope we do not make. If your customer wants a special kind made we will make it for you in reasonable time after you send the order in.

Our Commercial Lines of Envelopes are No. 155, No. 5710, No. 2834.

If you do not carry these in stock, write us for samples and prices.

THE BARBER & ELLIS CO., LIMITED

Warehouse: 72 York Street, Toronto

Factory: Brantford, Ont.

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LATEST NOVELTY

TRANSPARENT Water Colors

No. 4030 Box containing Eight Transparent and Indelible Colors.

For coloring Photographs, Drawings, Silk, Leather and Pyrography or Burnt Wood, etc., etc.

Excellent for Picture Postcards and Amateur Photographs.

Sample sent on receipt of price.
Retail for 10 cents.
Obtainable from wholesale houses.

THE AMERICAN CRAYON CO.

Manufacturers
A. J. McCRAE, Representative, Toronto

WE HAVE EVERY FACILITY TO TRANSACT
YOUR BANKING BUSINESS
AND INVITE YOUR ACCOUNT

THE METROPOLITAN BANK.

CAPITAL PAID UP. - - \$1,000,000.
RESERVE FUND, - - 1,000,000.

SAVINGS DEPARTMENT at all branches.

*Interest allowed on deposits of
one dollar and upwards*

WESTERN ASSURANCE COMPANY.

Incorporated
1851

**FIRE
AND
MARINE**

Head Office	Capital	-	\$ 1,500,000.00
Toronto,	Assets, over	- -	3,900,000.00
Ont.	Annual Income	-	3,890,000.00

HON. GEO. A. COX, President.

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

C. C. FOSTER, Secretary.

BRITISH AMERICA ASSURANCE COMPY

FIRE AND MARINE.

Incorporated 1833

CASH CAPITAL, \$850,000.00.

TOTAL ASSETS, \$2,043,678.59.

LOSSES PAID SINCE ORGANIZATION, \$25,869,544.80.

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

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

Money

CAN BE SAVED BY MEANS
OF AN ENDOWMENT POLICY.

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

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

Confederation Life ASSOCIATION

W. H. BEATTY, President.

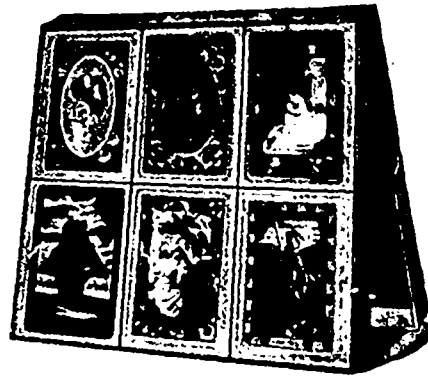
W. C. MACDONALD,
ACTUARY.

J. K. MACDONALD,
MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

Congress Playing Cards

will, where so ordered, be put up in our special boxes (patented Nov. 14, 1905) that can be used for display easels. No extra charge for these boxes.



Above designs copyright, 1905, by The U. S. Playing Card Co.

The boxes take up but little counter space, and make an attractive display of Congress Cards, thus largely increasing sales.

Congress Cards, when properly displayed, sell at sight.

Order through jobber. Handsome display card, showing full line, free to Congress dealers, upon request.

THE U. S. PLAYING CARD CO., Cincinnati, U. S. A.

VALENTINES

RETURNED
JAN 26 1906

J. Cooper
145
page 97
20
**St. Valentine's
Day**



**February
14th**

We carry and control the most unique and up-to-date lines offered to the **TRADE**

Lace Valentines, Comics, Novelties, Valentine Post Cards, etc.

Prices and full description of all lines in our illustrated CATALOGUE. SEND FOR A COPY.

Easter Cards, Booklets, Novelties and Easter Post Cards

Our travellers are showing complete line of SAMPLES of these PICTORIAL POST CARDS—
Complete stock of "ART" series and "DAVIDSON BROS." Send for lists.

THE COPP CLARK CO., Limited, 64-66 Front St. West, TORONTO

C. Brandauer & Co.'s - Limited



CIRCULAR POINTED PENS

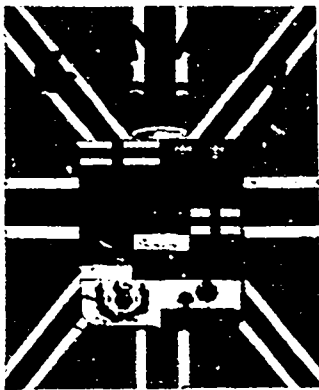
SEVEN PRIZE MEDALS.

These series of Pens neither scratch nor spurt. They glide over the roughest paper with the ease of a soft lead pencil. Assorted Sample Boxes, 6d., to be obtained from all Stationers. If out of stock, send 7 stamps to the Works, BIRMINGHAM. Attention is also drawn to our Patent Anti-Blotting Pens.

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

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

SCRIBBLERS AND EXERCISE BOOKS



Large Variety of Covers. Historical, attractive and instructive descriptions of subject on back cover.

Samples and prices sent on demand.

Librairie Beauchemin
LIMITED
MONTREAL



A. W. FABER'S

In ———
Assortments
Gross
Packages



PURE RUBBER

BANDS

or by the
Pound

FOR SALE BY ALL STATIONERS



PICTORIAL ADS

Do You Illustrate Your Ads. ?

A bright design often goes a long way to increase the effectiveness of a good advertisement.

Our Pictorial Ad. Department is designed to assist our patrons to improve the quality of their advertising at the lowest possible cost.

Our artist will submit sketches to suit any trade and finish sketches when approved.

Just the actual work of artist and cost of plate will be charged for.

Your advertisement will stand out distinctively. It will be exclusive. It will pay.

Don't hesitate to ask for what you want. We will see that you get it promptly.

Pictorial Advt. Dept.

THE MacLEAN PUBLISHING CO., Limited

Montreal Toronto Winnipeg

WILL
FROST

"Well Begun Is Half Done"

PROGRESSIVE STATIONERS

Know

THE OFFICE NEEDS FOR

1906

WE MAKE THE BEST

FOOLSCAP BLANK BOOKS

IN 3 QUALITIES.

DEMY BLANK BOOKS

**LEDGERS—1, 2 and 3 Account; LEDGERS—1 Account; JOURNALS,
DAY BOOKS (Broad and Long) ruled single and double columns,
CASH BOOKS, MINUTE BOOKS.**

COUNTER BOOKS
SALES BOOKS
ONE QUIRE BOOKS
QUARTO BOOKS
LETTER COPYING BOOKS
RECEIPT BOOKS

PRIVATE ACCOUNT BOOKS
BILL BOOKS
INVOICE BOOKS
LEDGER INDEXES
ORDER BOOKS
MEMO. BOOKS

AND HAVE

A COMPLETE STOCK—

Of Sundry Office Requirements

"OLD FRIENDS ARE BEST"

THE COPP CLARK CO., Limited

Manufactory:
67 to 79 Colborne Street

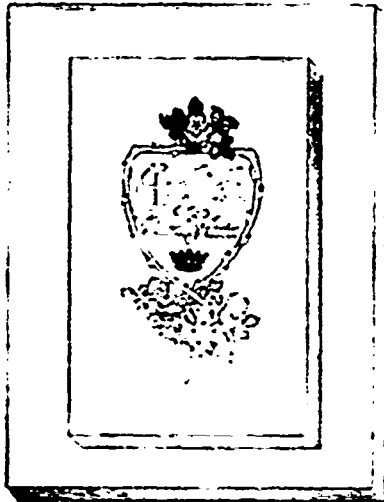
Warehouse:
64 and 66 Front Street West

TORONTO

TABLETS

We mention here a few of our new designs recently brought out, which are worthy of special mention. . . .

RETURNED
JAN 26 1906

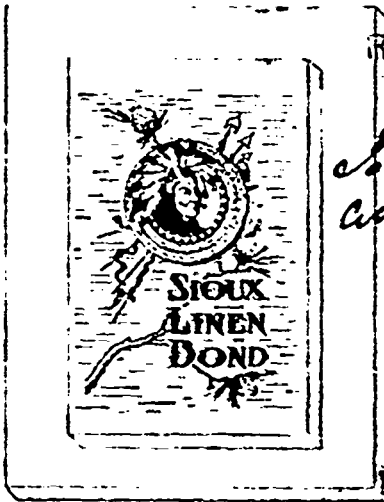


ENGLISH FABRIC

Cloth-finish paper, white and azure, in 8vo and 4to sizes, plain only. We supply Royal size Envelopes to match in each color.

SIoux LINEN BOND

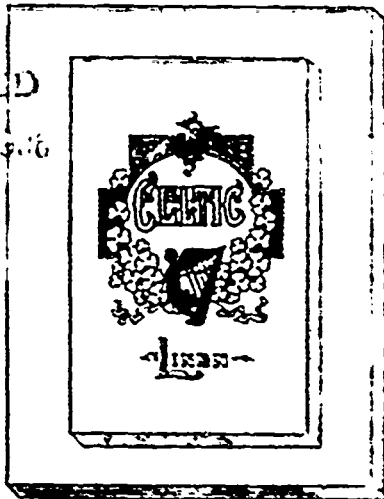
Light-weight bond paper, white, in 8vo and 4to sizes, plain only.



RETURNED
JAN 26 1906

*Ch. Corner
Cut Book #5
page 95*

RETURNED
JAN 26 1906



CELTIC LINEN

Fine linen paper in 8vo and 4to sizes, ruled and plain, special value.

WELLAND

White wove paper, in 8vo and 4to sizes, ruled and plain, special value.



RETURNED
JAN 26 1906

RETURNED
JAN 26 1906



STAR

Examination fcap. pad, with margin line and handsome cover printed in silver, to retail at 5c.

CRESCENT

Examination fcap. pad, with margin line and handsome cover printed in silver, to retail at 10c.



RETURNED
JAN 26 1906

Your stock will be benefited by laying in a stock of above lines.

Sample Rooms
54 FRONT ST. WEST.

W. J. GAGE & CO., LIMITED Toronto

Warehouse and Factory:
82 TO 94 SPADINA AVE.

Paper Mills:
ST. CATHARINES

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXII.

MONTREAL AND TORONTO, CANADA, JANUARY, 1906.

No. 1.

OFF FOR ANOTHER YEAR

AND still we grow! In the year 1903 this paper gave its readers a volume of twelve numbers, totalling 354 pages. In the year 1904, a volume of thirteen numbers was provided, there being an extra issue on account of the Toronto fire, and the total of pages was run up to 500. Last year, twelve numbers were issued with a total of 568 pages. So in tabular form our growth looks like this:

1903.....	12 issues.....	354 pages
1904.....	13 issues.....	500 pages
1905.....	12 issues.....	568 pages

Naturally much of this increase has been occasioned by the growing demands of advertisers upon our space, but we have always gone on the principle that increased advertising patronage demands increased reading matter, so that during 1905 we gave our readers more information and more illustrations than ever before.

This month we have pleasure in reproducing the interior of J. J. Taylor's store at Sault Ste. Marie. Though we have never seen Mr. Taylor's store, traveling men pronounce it to be one of the best in Western Canada, and that is saying a good deal. Next month we will show pictures of Mr. R. A. J. Little's store in Oshawa, and in following months other stores have been arranged for. We hope to be able to illustrate a few of the stores in the Maritime Provinces during the year. Several of these places of business were inspected last Summer by a member of our editorial staff, who found them most interesting. At the opening of the year, let us repeat our offer to illustrate any up-to-date store in Canada.

In the next Bookseller and Stationer we will publish an article which we have secured from an advertising specialist, on the power of the small advertisement. The lessons it contains should be taken to heart by many of our readers. We all know how few booksellers advertise; some because they do not believe in it, others because they imagine they cannot afford it. We use the word imagine advisedly. If the bookseller would cease looking upon advertising as an out-and-out expenditure, and rather view it as an excellent investment, he would not be so diffident about it. Money put into advertising—the proper kind of advertising—is an investment that

pays a good dividend. Learn this lesson and then begin. As our instructor shows, the investment need not be large. The small advertisement can be made to pay its dividend as well as the large one. For brain power the small man often surpasses the big man. The New Year is an excellent time to begin this small advertising. If you have any questions to ask do not hesitate to write to us.

There are a few good points to be found this month in our editorial pages. Perhaps, reader, you are not accustomed to read these pages, deeming them to consist of mere dryasdust platitudes. There you are wrong. We endeavor to make the editorial pages the kernel of the whole paper, and every month some suggestion is to be found there that would do your business good. But be this as it may, we have started the year with an appeal to our readers to get out of the rut and do things.

Have you noticed how the bankers are doing business now? They no longer are content to sit behind their wickets and wait for customers. No, they advertise, they canvas, they lobby, and they work for business in a way that the old-timers regard as scandalous.

Have you watched the local printer? He doesn't wait in his office for the jobs to come in, like he used to do not so long ago. No, he puts on his coat and scurries round town, leaving blotters here and there, offering suggestions and making work come to him.

The bookseller and stationer should wake up and do likewise. Let him be a miniature wholesaler, with a local traveling staff. Blank books to-day among the business men, greeting cards before Christmas, books among the literary people—there are great chances on every hand.

We would like to hear from our readers now and then. Suggestions as to improvements in the paper, information as to grievances in the trade, personal paragraphs, will always be welcome. Reader, you may not think the petty grievance under which you are laboring worth writing about. But others may be suffering from the same grievance, and an agitation in this paper may do a bit towards removing it. We would like you to remember that we are your organ and your advocate. Use us whenever occasion arises.

PUBLISHERS' ANNOUNCEMENTS

NEW CANADIAN EDITIONS THIS MONTH.

BOOK	AUTHOR	PUBLISHER
Divine Fire	May Sinclair	McLeod & Allen
A Prince of Lovers	Sir Wm. Magnay	Poole Pub. Co.

A. C. McClurg & Co., Chicago.

A. C. McClurg & Co., of Chicago, are planning for 1906 a very interesting list of books, covering a very diversified field. Their plans for fiction during 1906 include a historical romance entitled "Nicator: Teller of Tales," which will be brought out as a companion volume to their successful volume, "For the White Christ," with pictures in full color and decorations by the Kinneys, who have become celebrated the country over for their ability to produce rich and striking illustrations. Also "For the Soul of Rafael," a picturesque and dramatic story of an old Spanish mission town of Southern California, by Sarah Ellis Ryan, which will have some altogether unusual and unique photographic illustrations of a kind seldom hitherto used for book illustrations. Also a new novel of Irish life by Katharine Tynan, author of "The Dear Irish Girl," "A Daughter of the Fields," "Julia," etc., who can always be counted on for a delightful story, with four delicate and graceful illustrations from pen and ink drawings by George Alfred Williams.

Those who have enjoyed Randall Parrish's remarkably popular works will be interested to learn that there will be a new story by this author in which the Custer massacre will provide the dramatic climax, and there will be a sombre and powerful tale of mediaeval Italy, entitled "Ridolfo: The Coming of the Dawn," by Egerton Williams, who has already secured flattering recognition for his charming book, "Hill Towns of Italy," and a brilliant character novel of English social life by Netta Syrett, called "The Day's Journey," with four illustrations by Jay Hambridge.

The Macmillan Company of Canada, Limited.

Fortunately for the Macmillan Company, their stock of books had not been destroyed when the company's premises were damaged by the fire in the Oxford Press building. Only the office furniture was destroyed.

At present the manager, Mr. Frank Wise, is busy transferring to his office the stock of titles carried up to the present time by Morang & Company, Limited. Shipments of books from England are arriving daily and Mr. Wise will soon have a long list of titles in stock. He will cover the trade early this Spring.

The Westminster Company.

The Westminster Company have in the press a religious work by the young Montreal divine, Rev. John Mackay. The book is called "Religion, as Friendship with God." It is pronounced an admirable piece of writing, throwing an entirely new light on a time-worn subject.

A new book by Marian Keith, author of "Duncan Peite," will be issued in February by the Westminster Company. It is entitled "The Silver Maple." Admirers of the first-named book will find "The Silver Maple" even better than that clever story.

McLeod & Allen.

By arrangement with the English publishers, McLeod & Allen will shortly bring out a Canadian edition of

"Divine Fire," by May Sinclair. This book has had a remarkable run both in Britain and the United States, and a Canadian edition at \$1.25 should be welcome.

McLeod & Allen intend to push vigorously the sale of "The House of One Thousand Candles," by Meredith Nicholson. This book came out too near the holiday season to have justice done to its merits. It should have a splendid sale, as it is certainly a most readable book. \$1.25 cloth and 75 cents paper.

Poole Publishing Company.

This month the Poole Publishing Company will bring out a Canadian edition of "A Prince of Lovers," by Sir Wm. Magnay, in a cloth binding at \$1.25.

About February 1 the Poole Publishing Company will probably place on the market an edition of "The Long Arm," by Samuel M. Gardenture. They expect a heavy demand for this book.

"The Conquest of Canaan," by Booth Tarkington, has been a good proposition on the Canadian market and it is still selling well.

The Musson Book Company, Limited.

The Musson Book Co., Limited, of Toronto, have opened up an office in London, England, at Mansion House, Queen Victoria street.

A Canadian edition of Guy Thorne's next novel, the title of which will be "It Was First Ordained," is in preparation by the Musson Book Company. Mr. Thorne in dealing with social questions is one of the strongest writers in the English-speaking world. His first book, "When it Was Dark," is still very popular, and "It Was First Ordained" will be one of the leaders for 1906. It will be ready about the first of April.

L. C. Page & Company, Boston.

L. C. Page & Company's first publication for 1906 will be "The Passenger from Calais," a detective story by Arthur Griffith, which will be issued about January 10. This will be followed on February 1 by Morley Roberts' new novel, "The Idlers." "The Idlers" has already appeared in England, where it is receiving much attention. Its exposition of the smart set of London is compared to Mrs. Wharton's treatment of the American social class of the same name, in her "House of Mirth."

William Briggs.

Mrs. Henshaw's superb work on the "Mountain Wild Flowers of Canada" is now in course of issue by William Briggs and will be ready in time for the travelers to carry on their Spring trips. Mrs. Henshaw has had the good fortune to secure endorsement for her work from the Government botanists, Prof. Macoun and Dr. Fletcher. In a letter for inclusion with the volume Prof. Macoun says: "It was the one book needed. That the work should have been done as you have done it is more than I could have hoped. The beauty of the photographs, the absolute correctness of the grouping of the flowers, the concise and yet complete descriptions make it easy even for the visitor of a day to identify all the plants he is likely to see." It is gratifying to know that in competition with leading American engravers the Grip Company of Toronto secured the order for the half tone engravings (100 full-page plain and a colored frontispiece), both as regards quality of work and price. A handsome cover design has been made for the book by Mr. C. W. Jeffreys. It will retail at \$2 net.

The forthcoming reprint of Mrs. Traill's valuable work, "Studies of Plant Life in Canada," (William Briggs) will be embellished with 20 full-page engravings, reproductions of the exquisite and marvellously accurate paintings of Mrs. Agnes Chamberlin. Eight of these will

be reproduced in colors. The book will be one to be prized by lovers of the wild flowers. Mrs. Traill's descriptions are most charming and Mrs. Chamberlin's drawings are not only accurate but exceedingly beautiful. The work has the endorsement of Prof. Macoun and Dr. Fletcher, the Government botanists, and will be useful to students of botany.

William Briggs will have several notable volumes on his list for 1906. Among these are new novels by Sir Conan Doyle, S. R. Crockett, Mrs. Humphry Ward, Marie Corelli, Ellen Thorneycroft Fowler, Heaton Hill, Guy Thorne, and other popular writers, announcement of date of issue of which will be made in due time.

The reviewers are giving high praise to the verse in both Wilfred Campbell's and Isabella Valancy Crawford's recently published volumes. It is matter of congratula-

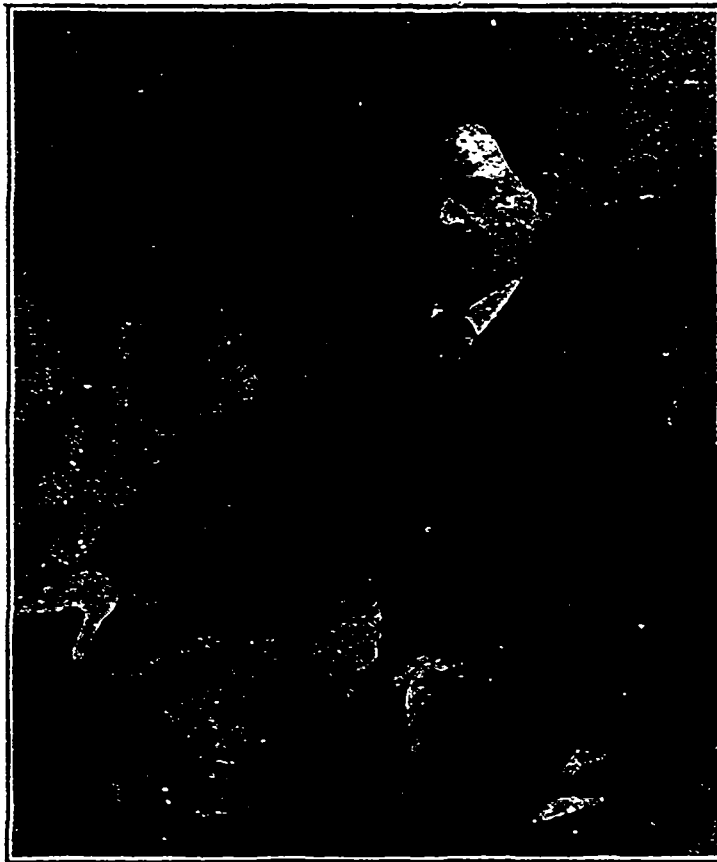
Miscellaneous.

The Historical Publishing Co., 446 Parliament street, Toronto, have issued a neat catalogue of a collection of Canadian and miscellaneous books and pamphlets that will interest booklovers interested in Canadian literature.

A useful little book is issued by William Dawson & Sons, Limited, "Cannon House," Bream's Buildings, London, E.C., giving a list of annual subscriptions to English and foreign newspapers, magazines, etc. These are classified in a helpful manner, and the list is absolutely reliable. New and corrected editions of the book are issued from time to time.

The latest addition to the York Library, published by George Bell & Sons, London, is "The Essays of

RETURNED
JAN 26 1906



William Wilfred Campbell,
The Distinguished Canadian Poet.



Isabella Valancy Crawford,
The Canadian Poetess.

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JAN 26 1906

*J. Cannon
Cut Book.
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A*

tion that our young country can claim these books as her own. Both are notable volumes in the literature of poetry. Both should find their way into Canadian homes from Atlantic to Pacific to have a place in the little "corner bookshelf" of special favorites. Both have the rare stamp of genius and are distinctly Canadian. Miss Crawford's "Canada to England" and "The Rose of a Nation's Thanks," and Campbell's "Canada," "England," "Crowning of Empire," etc., are noble poems, stirring the pulse of the patriot like a bugle call.

William Briggs will publish a Canadian edition of "Vikings of the Pacific," Agnes C. Laut's new book, a valuable contribution to the history of the west detailing the doings of the early navigators, Spanish, Russian and English, on the Pacific coast. The work will make a fine companion volume to "Pathfinders of the West."

Michel de Montaigne," in three volumes. The translation utilized is that of Charles Cotton, and the text has been carefully revised by W. Carew Hazlitt. A short biographical notice of Montaigne throws an interesting light on his life. As usual, the books come in cloth or leather bindings at two and three shillings, respectively. They are of a conveniently small size, and yet not too small to be unsuitable for the library shelf.

The following promotions have been made in the staff of the Copeland-Chaterson Co., Limited, Toronto: Mr. W. H. Huyek has been made assistant to the general manager; Mr. A. G. Randall, general sales manager; Mr. J. S. O'Higgins, advertising manager, and Mr. Charles E. Clifford, manager of purchasing department.

	BOOKS OF THE MONTH.	
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- BEVERIDGE, ALBERT J.**—"The Young Man and the World." New York: D. Appleton & Company. Cloth, \$1.50 net. Senator Beveridge is himself a young man and he understands his audience thoroughly. His book is a modern "Self Help," teaching a lofty morality and an honest ambition. It is illuminated with a store of literary allusions, that add to the charm of the style. A number of aspects of the question are discussed—the old home, the college, the new home, public speaking, the young man and the nation, etc.
- CAMPBELL, WILFRIED.**—"Collected Poems." Toronto: William Briggs. Cloth, \$1.50. Of the numerous band of contemporary Canadian poets, none occupies a more representative position than Campbell. His verse, which is here collected for the first time into a single volume, breathes a lofty patriotism and an ardent love of nature that gives a distinction to his writing. His dramatic gift is also notable and some of his dramatic verse is of a high order of merit, giving indication of still better things to come. It is a pleasure to have so choice a Canadian edition of a Canadian poet.
- COBB, BENJAMIN F.**—"Business Philosophy." New York: Thomas Y. Crowell & Co. Cloth, \$1.20 net. This admirable book needs to be read to be appreciated. The philosophy it contains is not of the dry scholastic variety, but is clever, keen and practical. The author is a business man, who has passed through a variety of experiences, and his advice is full of sound common sense, interspersed with illustrations that every business man, big or small, can appreciate. This book should be read and re-read by every man of affairs.
- GRAHAM, E. MAUD.**—"A Canadian Girl in South Africa." Toronto: William Briggs. Cloth, \$1.00. Miss Graham was one of the Canadian teachers who went to South Africa in 1902 to instruct the young Boer children in the concentration camps. In this book she gives a narrative of the trip to South Africa and her experiences there. Her observations of men and things are clever and amusing and her story reads with all the freshness and charm of a good novel. The many illustrations scattered through the book add much to its value.
- LONG, JOHN LUTHER.**—"Sefly." Indianapolis: The Bobbs-Merrill Company. Cloth, decorated pages and illustrations, \$1.50. Sefly's love story was full of troubles. He was a lovable chap, with his curly yellow hair, and Sally, the girl he adored, was a beauty and liked him, but then the ways of the Pennsylvania Dutch were against him and because he was slow his rival ousted him and married Sally. But even then there was hope for poor Sefly and in the end he was able to gratify his father's cherished wish. The story is cleverly written and the colored illustrations add much to its charm.
- MERTINS, GUSTAVE FREDERICK.**—"The Storm Signal." Indianapolis: The Bobbs-Merrill Company. Cloth, \$1.50. Despite a few defects in the working out of the plot, this book can truthfully be pronounced a remarkable novel. Its main theme is the negro problem in the southern states and the storm signal denotes the menace that is threatening American civilization. As a picture of the life and character of the negro to-day, the book is powerful. Some scenes reach a height of passion that thrills the reader. Several whites are introduced into the story and the love interest worked out among them gives a contrasting picture to the villainies of the blacks.
- SAINT MAUR, KATE V.**—"A Self-Supporting Home." New York: The Macmillan Company. Cloth, illustrated, \$1.75. This is a practical book, the result of several years' experience. The writer had been a city woman, striving to keep up a home for her husband on a small allowance. She conceived the happy idea of taking a small farm out in the country and going in for poultry raising, dairying, etc. By this means she was able to establish a self-supporting home. The book is full of information and sound advice on the various problems that confront the person who wishes to go in for this kind of life.
- SANGSTER, MARGARET E.**—"Radiant Motherhood." Indianapolis: The Bobbs-Merrill Company. Cloth, \$1.50. This is a book to be highly recommended to mothers both old and young. It is a sympathetic study of the problems that confront the mother. Divided into chapters, each one is found to treat of some important phase. There are "The Child and Religious Training," "The Children in School," "Outdoor Life and Pets," "Manners," "Home Reading," and many more. Mrs. Sangster knows her theme and writes down much good advice, which, if followed, will make the coming generation a blessing.
- TARBELL'S TEACHER'S GUIDE TO THE INTERNATIONAL S. S. LESSONS FOR 1906.** 637 pages. Indianapolis: The Bobbs-Merrill Company. This splendid large volume is to be the first of a series, designed to be helpful to the Sabbath school teacher in coming years. The most advanced methods of training the young are introduced and the system followed is designed to secure the very best results. In each lesson, after explaining the text and giving suggestive thoughts from helpful writers, suggestions for teaching the lesson are given, with illustrative thoughts and sentence sermons. Then in order to emphasize the lesson, the personal thought is introduced and subjects for discussion are suggested. The geography of Palestine is explained and general information about the Bible is given.
- VAN VORST, MARIE.**—"Miss Desmond." New York: The Macmillan Company. Cloth, \$1.50. A modern character novel, with the scene laid in Southern France. Miss Desmond, a puritan New Englander, is brought by circumstances into the gay life of the old world and there gradually her narrow vision is enlarged. She is very beautiful and natural, and soon men begin to pay homage to her. Her love story is prettily and sympathetically told and the development of her character and outlook is carefully worked out.
- WATSON, H. B. MARRIOTT.**—"Twisted Eglantine." New York: D. Appleton & Company. Cloth, \$1.50. When that famous court gallant, Sir Piers Blakiston, of Hone, after being storm-tossed in the Solent, landed one evening in the harbor of Lymington, he was plunged by fate into an unexpected love affair that almost proved his undoing. He who had successfully conquered the affections of many a court beauty was compelled to bite the dust by the pretty country girl, Barbara Garraway. The book is full of the intrigues by which he strove to win her love, but she had virtue and a worthy lover on her side and withstood all his advances. The picture which the author has drawn of Sir Piers is a masterpiece.

THE OXFORD PRESS VISITED BY FIRE.

HOW sudden, rapid and complete is the devastation of fire was well illustrated on the morning of Wednesday, December 27, when the handsome warehouse and show room of the Oxford Press at 25-27 Richmond street west, Toronto, were visited by the destroyer and \$30,000 worth of books completely ruined, all inside an hour. The fire originated shortly before eight o'clock from some undiscovered source and soon gained control of the entire ground floor, penetrating to the front of the first floor as well.

By quick work on the part of the salvage corps, the stock stored in the basement was covered over before any damage had been done by water, but everything on the

ground floor was destroyed, including all the finer stock. This comprised a valuable supply of Bibles, prayer books, hymn books, and beautifully bound Oxford editions of the poets, novelists, etc., besides a stock of fine note paper, and all the office fittings. A large number of Revell books, for which the Oxford Press are agents, were also destroyed. The building and stock were entirely insured.

Mr. S. B. Gundy, the manager, immediately opened a temporary office on the second floor of the building and cabled for a new stock. Fortunately the samples were saved and the travelers will go out on the road just as usual without any loss of time. The remodelling of the building will be begun at once and the arrangements for office accommodation, show rooms and stock rooms will be such as to make the building a marvel of convenience.

NEWNES' ART LIBRARY

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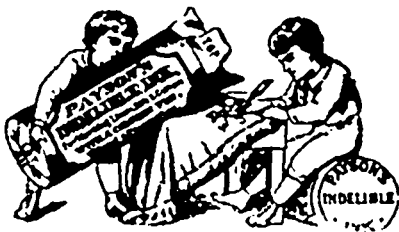
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ABOUT CANADIAN AUTHORS.

REV. FREDERICK GEORGE SCOTT spent a few days in Toronto recently, at a meeting of the official committee of the Anglican church, charged with the preparation of a new hymn book. Mr. Scott has not been cultivating his music very assiduously of late, but has been doing some good work, the better, perhaps, because of its not being forced. Hon. Joseph Chamberlain, in a recent speech, did Mr. Scott the honor of quoting two stanzas from his "Hymn of Empire," a noble poem well worthy of a place by the side of Kipling's "Recessional."

It seems that Andrew Carnegie's gift of Wilfred Campbell's collected poems to his libraries did not include the Canadian libraries. This rouses speculation as

W. L. Mackenzie King, Deputy Minister of Labor of the Dominion of Canada, has written a volume entitled "The Secret of Heroism," as a memorial to his assistant, Henry Albert Harper, who lost his life in an attempt to rescue a young woman who had fallen through the ice. Although Harper was yet a young man at the time of his death, his brilliant services to the Department of Labor, and his exceptionally strong and beautiful character, had made such an impression that by public subscription a statue was presented to the Canadian Government and unveiled on the grounds of the Parliament Buildings, Ottawa, Sir Wilfrid Laurier accepting the statue on behalf of the Government. The volume is written biographically, with extracts from Harper's writings, and is intended to be more than a memorial—an inspiration to young manhood everywhere. The book



Damaged Section of Oxford Press Warehouse, Toronto.
Showing Destruction of Thousands of Dollars Worth of Fine Editions of Books. (See page 131)

to whether the exception was due to the candid criticism of the big millionaire from this side of the line, or because he took advantage of the probability that the Canadian libraries would buy the book for themselves. Even for millionaires a penny saved is a penny gained.

Robert E. Knowles, the Canadian clergyman whose novel, "St. Cuthbert's," has had a most flattering sale, and added literary laurels to a name known all over Canada for pulpit eloquence, will be a guest of honor at the approaching dinner of the New York booksellers. In addition to his presence there, Dr. Knowles has been asked to attend various functions in and around the city of New York, his reputation as a witty speaker having preceded him.

appears from Revell's. Mr. King was a college mate of Norman Duncan, the author, and Wilfred Campbell, the Canadian poet.

PUBLIC LIBRARY NOTES.

The public library board of Dundas met on January 3, with Mr. W. F. More in the chair. The magazines and newspapers for 1906 will be secured through W. N. Braund.

During 1905 books to the number of 25,000 were issued by the Brantford library, 81 per cent. of which were fiction.

Mr. E. Francis has been appointed assistant librarian of the Vancouver library, in succession to Mr. W. H. Brown.

MAGAZINE COUNTER

SERIALS IN THE MAGAZINE.

AUTHOR	TITLE.	MAGAZINE.
Lady Napier	A Stormy Morning	Chambers's Journal.
F. Marion Crawford	Fair Margaret	Munsey's.
F. J. Stimson	In Cure of Her Soul	Appleton's.
Marie van Vorst	The Master of Craven	Pall Mall.
Sir A. Canon Doyle	Sir Nigel	Strand (English).
Stanley J. Weyman	Chippinge	Cornhill.
Mrs. Humphry Ward	Fenwick's Career	Century.
F. Hopkinson Smith	The Tides of Barnegat	Scribner's
H. G. Wells	In the Days of the Comet	Cosmopolitan.
Mary Cholmondeley	Prisoners	American.
Rez E. Deach	The Spoilers	Everybody's.

CURRENT FEATURES.

W. T. STEAD discusses the new British Cabinet in the January Review of Reviews. There is a good article with illustrations, "Farming as a Business Enterprise." J. P. Gerrie writes "A Year of Canadian Progress," and Agnes C. Laut takes up "England's Problem of the Unemployed."

"Out With a Moving Picture Machine" is one of the most interesting articles in the January *Cosmopolitan*. It is fully illustrated. "Germanizing the World," by Charles Edward Russell, in this number, is a strong presentment of an important subject.

The publishers announce that the February *Century* will be a Mid-winter Fiction Number. Dr. S. Weir Mitchell's short serial, "A Diplomatic Adventure," will begin its course. There will be articles on "The President and the Railroads," "The Portraits of Keats," and "Saving California's Fruit Crop." Mrs. Humphry Ward's serial, "Fenwick's Career," will be continued, as will also Frederick Trevor Hill's biography of "Lincoln, the Lawyer"

"Affairs of State," a serial by Burton E. Stevenson, who wrote "The Marathon Mystery," will begin in the March number of the *Woman at Home*.

Among the live contents of the February *World's Work* will be found "The Marvels of Photography," with eight pages of illustrations; "The Diplomatic Masters of Europe," "Conditions in Haiti," "The Cotton Mills," by Arthur Page, "A City's Fight for Beauty," etc.

In the January number of the *London Magazine* will be found the first chapters of an important serial entitled "The Surge of War," being memoirs of an aide-de-camp to Frederick the Great. This is attractively illustrated. There is also an interesting interview with Guy Thorne, distinguished as the author of "When it Was Dark"

Among the noteworthy contents of the current issue of *Munsey's* are "The Jew in America," "The Automobile in America," "The Prisoner of the Vatican," "English and American Journalism," "Lord Curzon of Kedleston"

The January number of the *Grand Magazine* contains a short life of Sir Henry Irving, a story by Morley Roberts, "Do We Take too Much Exercise?" "Traps for the Charitable," "Music in the United States," "Is Disease a Blessing?" and a number of interviews with actors and actresses on "My First Appearance."

A new serial by Stanley J. Weyman, entitled "Chip-

pinge," begins in the January number of the *Cornhill*. This periodical may always be depended on for excellent serials. It now contains two, the second being "Sir John Constantine," by A. T. Quiller-Couch.

Twenty-five years ago, in January, 1881, the *Critic* was born. Since then the *Critic* has grown and flourished, becoming the literary authority of America. One of the most notable features of the January issue is a paper on Franklin, by the Hon. Joseph H. Choate. There are several excellent pictures connected with Franklin's life.

McClure's *Magazine*, with its staff of special writers, is unique among current magazines. At present Ray Stannard Baker is contributing a series, which he entitles "The Railroads on Trial." Lincoln Steffens is writing character sketches of eminent American politicians, and William Allen White is working along the same line. Ida M. Tarbell is giving attention to modern commercial phases.

The special articles in the January *Forum* are "Financial Japan After the War," "The New China," and "Russia's Economic Future." The various reviews of politics, finance, foreign affairs, science, etc., are most entertaining.

The complete novelette in the February number of *Lippincott's* will be "One Way of Love," by Jennette Lee. There are to be six short stories in this number and an article on "Early Days in Opera in America." A poem by Ella Wheeler Wilcox, entitled "Love's Confessions," will also be a feature.

Short stories by Edith Wharton and Sir Gilbert Parker are announced for publication in the February and March numbers, respectively, of *Appleton's Book-lovers Magazine*. W. A. Fraser will contribute an East Indian racing story to the February number.

A number of valuable articles are announced for publication in the February number of the *World To-day*. A few of the best of these are "The Origin of Life," "Japan and Its New Crisis," "The Kansas Land Frauds," "Workingmen's Insurance," "The Trolley as a Social Factor," "The New English Art Club," "How Immigration is Stimulated," etc.

Chambers's Journal begins 1906 with a serial story by Lady Napier of Magdala, entitled "A Stormy Morning." The January number presents an exceptionally good bill of fare, the articles being of a bright and instructive character. Newsdealers should find *Chambers's* a good seller in this country.

Norman Duncan contributes a thrilling story of ice adventure in Newfoundland to the February *Pall Mall*, entitled "Her Majesty's Mail." Another interesting feature in this number will be "Sport on the Roof of the World," by a soldier-sportsman, telling about a shooting expedition in Central Asia.

"Sir Nigel," the new historical romance by Sir A. Conan Doyle, began its serial publication in the *Strand* (English edition) December issue. It is not appearing in the American edition, as the rights have been sold to a syndicate of United States newspapers.

The *Royal* for January is a bright number. The cover is, as usual, a striking one. Among the leading

articles are "The Story of the Bible Society," "When Great Men Woo," and "The Saving of H.M.S. Calliope." The stories are numerous and clever. Altogether the Royal is a capital magazine.

No fewer than four serials of exceptional interest are to be found in the current issues of St. Nicholas. "The Boy's Life of Abraham Lincoln" is the most important feature. "The Crimson Sweater" and "Pinkey Perkins" are absorbing boys' stories, and "From Sioux to Susan" is for girl readers. The St. Nicholas, with its many illustrations, is an ideal publication for the children.

MAGAZINEDOM.

Doubleday, Page & Company will shortly start the publication of a new periodical called "American Farming."

Tom Watson's Magazine changes its name to Watson's Magazine with the February number, and the price will be advanced to 15 cents per copy. Up to March 31 renewals and new subscriptions will be taken at \$1 a year; after that the subscription price will be \$1.50.

The average claimed monthly circulation of the Ladies' Home Journal in 1905 is said to have been 1,086,000 copies.

The Pan-American Review, written in English and Spanish, has been established at 12 Broadway, New York.

The Era Magazine is defunct.

The subscription prices of all the Munsey magazines will be increased to \$1.25 on January 1, and this is said to be an indication that Munsey's Magazine will advance to fifteen cents on the news-stands next year. Country Life in America goes to thirty-five cents on the counter with the January number, \$4 a year direct. Subscribers receive several special issues selling at fifty cents.—Publisher and Retailer.

The Independent of New York offers a prize of \$25 for the best cover design for its special monthly number during 1906.

The post office department having declared the ad contest, which has been conducted by Appleton's Book-lovers Magazine, to be a lottery, the publishers have changed the plan. Originally readers were asked to choose the ads they considered best and prizes were offered for the greatest number of replies. Hereafter prizes will be given for the best opinions of ads.—Publisher and Retailer.

The Business Magazine, published by the MacLean Publishing Company, Toronto, has been changed to The Busy Man's Magazine.

TRADE NOTES.

The book, stationery and jewelry business of E. F. Davis, Mitchell, Ont., has been purchased by A. J. Blowes. Mr. Blowes will take possession about February 1.

Whaley, Royce & Co., Toronto, have started the publication of the Musician, a paper devoted to musical instruments and supplies, and music.

Buntin, Gillies & Co., Limited, Hamilton, have lately opened up a sample room in Winnipeg, Man., in charge of Mr. Geo. Grey. A full line of samples is displayed here, and western stationers when in Winnipeg might find it to their advantage to call and examine the goods and prices.

"... Of all the newspapers in New York, the one which has approached most closely to what an American newspaper should be in straightforwardness and tone, THE NEW YORK TIMES stands first."

—Harper's Weekly.

The New York Times

"All the News That's Fit to Print."

Gives more space to news than any other New York newspaper. It gives impartial news free from bias. It goes into homes that bar other newspapers.

The London Times' Cable News Reports appear in this country exclusively in THE NEW YORK TIMES. No other American newspaper excels THE NEW YORK TIMES in the presentation of Domestic or Foreign News.

The New York Times

Is Now Appearing Every Sunday

IMPROVED and ENLARGED

with an illuminated PICTORIAL SECTION OF EIGHT FULL-SIZE PAGES, embracing pictures of prominent people in society and public life, also scenes and incidents of the important events of the day.

The Magazine Section accompanying the SUNDAY TIMES presents a variety of interesting illustrated features and a unique selection of the best stories about men and women of prominence.

The Financial Section gives a weekly review of current prices of stocks and bonds; also the dealings in securities, including high and low prices—comprising a compact and convenient reference publication for investors and others interested in financial matters.

The New York Times Saturday Review of Books

which accompanies the Saturday Edition, is the recognized authority to which the public looks for the first news of books.

ORDER THROUGH YOUR LOCAL NEWSDEALER,

or mailed direct from office, as per following rates:

SUBSCRIPTION TERMS:

	By Mail.
One Year, Sundays included.....	\$8 50
Six Months, Sundays included.....	4 25
Three Months, Sundays included.....	2 25
One Month, Sundays included.....	75
Per Week.....	17
Daily, without Sunday, per year.....	6 00
Daily, without Sunday, six months.....	3 00
Daily, without Sunday, three months.....	1 50
Daily, without Sunday, one month.....	50
Daily, without Sunday, one week.....	12
Saturday, with Review of Books, per year.....	1 00
Sunday, with Financial Section, per year.....	2 50

Postage to foreign countries for Daily and Sunday editions, add \$1.05 per month.

Newsdealers who are not receiving THE NEW YORK TIMES—Daily and Sunday editions—should order a regular supply at once. Write for terms. Address, Circulation Manager.

THE NEW YORK TIMES
TIMES SQUARE, - NEW YORK



What DENNISON is doing !

DENNISON originated and has maintained the Crepe Paper industry of the country. Little by little we have shown people how it can be used and have thus developed its field until now it is looked upon as the most popular material for all manner of home, table and gala decorations.

At the present time, Dennison is spending *many thousands of dollars* for advertising in the leading magazines and home journals. This advertising is awakening the artistic interest of the whole country. Every appeal we make is just as much in the interest of the dealers of this land, as ourselves. We want all orders to come through dealers, and we ask the dealers to keep a sharp lookout that they may reap the benefit of our extensive advertising campaign.

We have published for years the book "Art and Decoration" for the sole purpose of educating people in the simple art of making beautiful things from Dennison's Crepe and Tissue Papers. The seventeenth edition is just from the press. Many dealers have availed themselves of this book in increasing the knowledge as to the use of our goods among their customers. As an adjunct and support to a Dennison stock, they are invaluable. If you can use some to advantage, communicate with our nearest store.

Dennison's Crepe and Tissue Papers, Passe-Partout Bindings and our Pure Adhesives in the Dennison Patent Pin Tube—air-tight, all appeal to business and home people, and our purpose is to make it easy for them to obtain the Dennison goods.

In this campaign of education, as exemplified by the attractive and interesting exhibitions and displays in each of our stores, we hope every dealer will decide to participate.

We are always glad to assist dealers in every possible way that will put before the people the unlimited and wonderful possibilities of our Crepe Papers and other goods, and to that end solicit your particular attention. All inquiries will have our careful consideration; or, visit our nearest store, talk with the Manager, and see the advanced ideas exhibited.

DENNISON MANUFACTURING COMPANY

The Tag Makers

BOSTON, 26 Franklin Street

NEW YORK, 15 John Street

PHILADELPHIA, 1007 Chestnut Street

CHICAGO, 128 Franklin Street

ST. LOUIS, 413 North Fourth Street

MONTREAL, Coristine Building

THE BOOKSELLER AND STATIONER

and Fancy Goods Review.

Published promptly on the second Wednesday of every month.

The MacLean Publishing Company, Limited

President, JOHN BAYNE MACLEAN, Montreal.

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

OFFICES:

CANADA—

MONTREAL (Telephone 1256) - - - 232 McGill Street
 TORONTO (Telephone 2701) - - - 10 Front St. East.
 ST. JOHN, N.B. (J. Hunter White), - - - No. 3 Market Wharf.
 WINNIPEG, (F. R. Munro) - Room 511 Union Bank Building.
 Telephone 3726

GREAT BRITAIN—

LONDON, ENG. (J. Meredith McKim) - - - 88 Fleet St. E.C.
 Telephone, Central 1296.
 MANCHESTER, ENG. (H. S. Ashburner) - - - 18 St. Ann St.

FRANCE—

PARIS, Agence Havas, 8 Place de la Bourse.

Subscription, Canada and the United States, \$1.00.
 Great Britain and elsewhere - - 4s. 3d.

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

Vol. XXII JANUARY, 1906. No. 1

MacLean Trade Newspapers:—Enclosed find the sum of \$1 00 (as subscription to Bookseller and Stationer.) We consider this the best \$'s worth of information which we have had come into our store during 1905, and we wish you increased success for 1906.—The R. O. Smith Co., Orillia.

NEW ADVERTISEMENTS.

Carter Publishing Co., London, Eng.
 Cole's National Mfg. Co., Ottawa.
 Dennison Mfg. Co., Boston.
 Frankel & Co., London, W.C.
 Hunt, Philip G., London, E.C.
 Millar & Lang, Glasgow, Scotland.
 New York Times, New York, U.S.A.
 Newnes, George, London, Eng.
 The American Crayon Co., Toronto.

UNTILLED FIELDS.

FOR a long time it has been our earnest purpose to arouse the trade from the sort of lethargy or inactivity that at present characterizes it. Whether it is from lack of energy or lack of enterprise, or a mistaken notion of the functions of a bookseller and stationer, the truth is that dealers have come to take a back seat in local trade circles and to sit patiently by while others, more keen and more energetic, take the rewards.

In making this statement let it not be understood

that we refer to the every-day counter trade of the dealer or to his staple business. We refer rather to profitable trade openings such as we shall enumerate in the following paragraphs—openings which are his by right and which with a little care and cultivation he may successfully pursue.

Nearly every town and village to-day possesses a library. Naturally there must be frequent purchases of books for these libraries. Let us ask, in how many places are the orders for these books placed through the local bookseller? The truth is, in very few. It is found that in the great majority of cases the order goes to some library supply company in the city.

Now it seems to us that with a little policy the local bookseller can get some or all of this trade. The body that sanctions the purchase of the books is the library board. The library board is usually composed of business and professional men, who get their living from the town. A little canvassing of these men should do much to turn their sympathies in the local bookseller's direction. They are usually reasonable men, and they should readily see the strength of the dealer's position. Finally, a plain, direct business letter to the secretary of the board, just before the annual meeting, will be found to clinch the argument.

A second direction in which the stationer should actively bestir himself is in the matter of bookkeeping systems. There are to-day two or three strong firms manufacturing modern loose-leaf systems in Canada. These firms are placing their goods direct in many offices, stores and factories, and are gradually driving out the old-fashioned blank books supplied by the stationery trade.

It behooves the stationer to learn all he can about loose leaf systems. There are manufacturing firms who do supply them to the trade, and they will gladly do all they can to help on their trade customers. Let the stationer acquaint himself thoroughly with the system, and then try to steal a march on the firms who sell direct to the consumer. He should make an annual or semi-annual canvas of all local houses who require book-keeping supplies, and see to it that they get their goods from him, whether they be new style or old style. If he does do this, he will find some day that the loose-leaf men will get in ahead of him and his trade will dwindle away.

A great many other instances might be cited, where with a little enterprise a good trade might be built up, if only the dealer would get out of his shop and canvas. Let us refer to but one more. Local hotels are accustomed to purchase such articles as toilet paper in good quantities from traveling men or peddlers. There is no reason why the local stationer should not get this trade. He has a right to it, just as much as the butcher has a right to the meat trade and the grocer to the supply trade. He has a strong argument in his favor and should make use of it.

HERE AND THERE AMONG THE JOBBERS

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

A NOTE might well be made of two or three new papeteries now stocked by The Copp, Clark Co., Limited. A neat 25-cent line is the white damask, containing 21 sheets and 21 envelopes, long shape. Tolle des Indes is an attractive box containing the pointed flap style of envelope. Irisine linen is a 50-cent English papeterie, handsomely boxed, with sealing wax enclosed and separate drawer for note paper. It might also be noted that a new shipment of the favorite Silk Attire papeterie has arrived.

The Hippodrome Lead Pencil Exhibit will be found helpful in the sale of pencils. It is named after the great New York Society Circus, with its four rings. The pencils are ranged round the circles. The Copp, Clark Company are the sellers in Canada.

By the addition of a complete line of turkey leather memorandum books in 30 different styles, and a full range of monthly and weekly time books, milkman's account books and bill books in all sizes and bindings, to their regular series of blank books, Warwick Bros. & Rutter, Limited, have completed a remarkably strong and extensive line. Orders for any size, shape and binding can now be rapidly filled.

W. J. Gage & Co., Toronto, are finding that their loose leaf department is meeting with a very gratifying amount of success. The catalogue fully describing this branch of their business which was sent out to the trade a few weeks ago has brought in a large number of orders and inquiries. The loose leaf system has now become per-

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Hippodrome Pencil Display Stand.
Supplied by The Copp, Clark Co., Limited.

During the holiday season an exceptionally good demand was noted for the Shakespeare and Burns packs of Goodall's playing cards. The Copp, Clark Co. were almost cleaned out of these packs. They wish to state, however, that their stock has since been reinforced and they are now prepared to fill all orders.

A convenient sealed packet of note paper and envelopes has been put up by The Copp, Clark Co. for the benefit of dealers. Often customers ask for 5 cents worth of paper and envelopes and it is a convenience to the stationer to be able to produce a packet already done up. A 5-cent packet contains eight sheets of ordinary note paper and envelopes to match. A 10-cent packet of mill remnants contains 10 sheets of different finish paper and envelopes to match.

manently established, and very many of the alive, up-to-date merchants will have no other kind in their office. As W. J. Gage & Co. are selling these goods through the trade, enabling the dealer to supply his customer at the lowest market price, it would be advisable for all dealers interested in this line to get full particulars from the makers, as much of the loose leaf business can be secured by local dealers if they merely would devote a little attention to it.

The Puritan pin pyramid, sold by The Copp, Clark Co., has one advantage over the ordinary pyramid, which should make it popular. This is a cushion in the centre, where pins can be stuck. When a pin has once been removed from the ordinary pyramid, it cannot conveniently

be put back. The cushion provides a place for all pins removed. The pyramid is now put up in Canada.

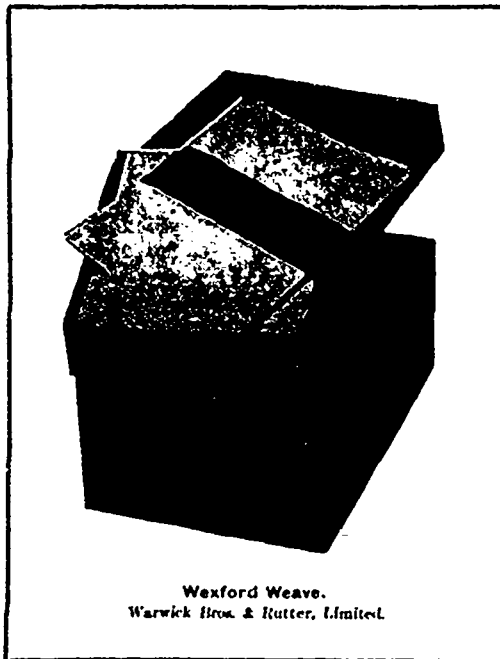
The Copp, Clark Co., Limited, have ready a new edition of their large map of the Dominion of Canada, showing the provinces of Alberta and Saskatchewan.

Three new numbers in toilet papers are shown by The Copp, Clark Co., Limited. Dealers should be able to do a good trade in toilet papers with local hotels, steamboat companies, etc.

The Brown Brothers, Limited, have recently issued a complete catalogue of their wood rose inkstands, in which are illustrated upwards of thirty designs, most of which are made in the above mentioned three finishes, and some are made in gold decorated mahogany and natural birdseye maple.

Dimity, "the paper that made Hamilton famous," is still gaining in popularity. Each year since it was first introduced it has almost doubled the sales of the year previous, until now it is a standard of good stationery.

Naples linen is the name of a new line of stationery, including notepaper and envelope, which continues the series of which Wexford weave was the initial number. The stock is an extra high-grade linen paper, made from a special wide dandy, and costing in the regular way an



Wexford Weave.
Warwick Bros. & Rutter, Limited.

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A Standard Box.
Buntin, Gillies & Co., Hamilton.

Buntin, Gillies & Co., Limited, the manufacturers, offer free advertising matter to all dealers carrying this paper.

W. J. Gage & Co., Toronto, have been very busy the latter part of December with their annual stock-taking. It has terminated a very successful year. The fact that they own their own paper mills has enabled them to fill orders promptly for writing and book papers, and has been a very large factor in the production of the excellent values this firm now offer in envelopes, writing tablets, and other lines of stationery of which their mill papers form the raw material. They state that the year now opening will see much improvement still in all departments of their business.

Lorraine stationery, the staple line of Warwick Bros. & Rutter, Limited, is now made up in three sizes and two colors, making six distinct numbers. The notepaper is banded in quires, with envelopes to match. These are of the deep square variety with wallet flap. The shades are azure and white. Lorraine is a staple, medium-priced notepaper.

immense amount. Warwick Bros. & Rutter, Limited, have made a special deal for this stock, and they believe it will prove exceptionally good value. The third number in the series is Snowflake linen, which will be ready shortly. The stock is light-weight, with linen-finished surface, in which there is a mottled effect well described by the word snowflake.

A set of five shelf and stock boxes for holding notepaper and envelopes, have just been prepared by War-



Stationery Shelf Cases.
Warwick Bros. & Rutter, Limited.

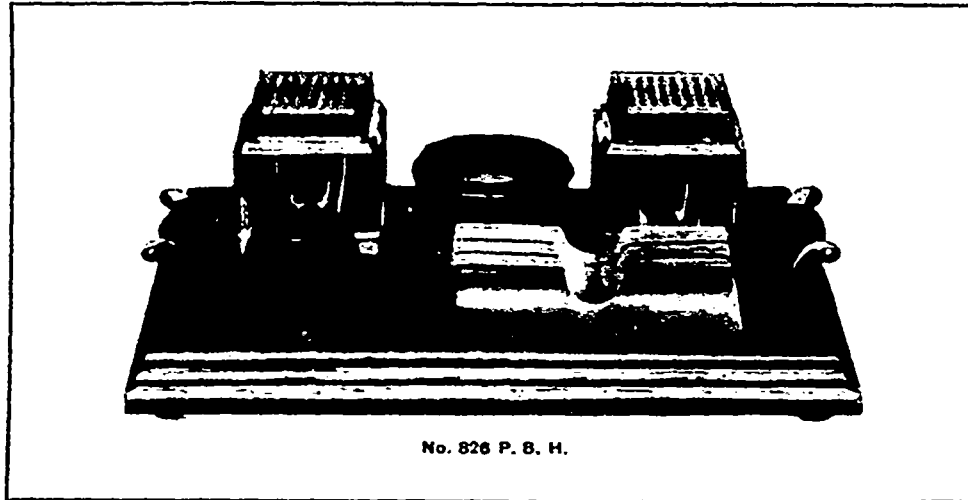
RETURNE
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wick Bros. & Rutter, Limited. They are made of a strong black material, with light metal finishings, and come in the following sizes: Small octavo, large octavo, boudoir, duchess and regent, envelopes and notepaper being in separate boxes.

The Brown Brothers, Limited, have recently added to their already very large range of wood base inkstands two new and very handsome designs. Below is illustrated No. 826 P.B.H. The size of the base is 12 1/4 x 8 1/2, fitted with solid brass handles, and the mountings consist of two 2 1/2 in. genuine cut class bankers' ink-

A nice range of cash boxes is to be seen in the show-rooms of The Copp, Clark Co. A new 25-cent line should be noted. It is of English make and contains a double inside compartment, useful for stamps or coins.

A new field for passe partout binding is the framing



No. 826 P. B. H.

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bottles, and one cut glass pen block to match; also composition pin cup and pen brush.

of picture post cards. Show examples and sell the binding.

Style No. 827 P.B.H. has a base 12 1/4 x 8 1/2 in., fitted with handsome solid brass handles. The mountings con-

The Flexo penholder is so constructed as to give with the pressure of the fingers. It is thus calculated to ease



The Latest Novelty in Pencils.
The Copp, Clark Co., Limited.

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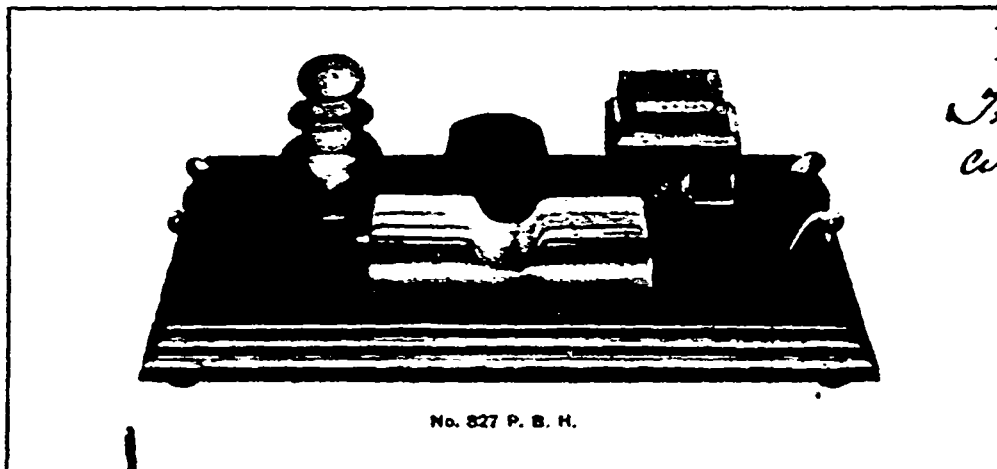
*To Owner
cut book 45
page 90*

sist of one 2 1/2 in. genuine cut glass bankers' ink bottle, and one 2-in. ground stoppered bottle for red ink, also composition pin cup and pen brush.

the hand in writing for any length of time. The dots are neatly put up in a fan-shaped box.

The Brown Brothers, Limited, are showing these

A novelty in lead pencils is the Polka Dot in four col-



No. 827 P. B. H.

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lines in a variety of finishes, which enables a dealer handling their line to suit his customers and match closely his office or library fittings. The finishes include the popular golden oak, also antique oak, polished and waxed weathered oak.

The pencil is covered from end to end with dots. The line may be procured from The Copp, Clark Co.

No. 567 is a convenient combination pencil and compass and rubber that will sell at 10 cents. (The Copp, Clark Co., Limited.)

The Copp, Clark Co.'s line of blank books, receipt books, draft books, etc., is complete and orders will be filled promptly.

The Snowball scribbler and notebook, in four styles, retailing at five cents, is a special new number for the January and Winter school trade, prepared by Warwick Bros. & Rutter, Limited.

their branches, a complete customs tariff, etc., etc., besides the customary astronomical calculations, eclipses, tide tables, etc., always associated with an almanac.

The same careful editing which has always characterized the Canadian Almanac is evident in the new edition. The lists can all be relied on and the work has been done thoroughly in every respect. Copies of the almanac can be procured from any bookseller or from the publishers, The Copp, Clark Co., Limited, at 40 cents in paper binding.

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A Seasonable Cover.
Warwick Bros. & Rutter's Special Midwinter Exercise Book.

The popular shape in pads just now is the oblong. Each leaf can be folded into an ordinary sheet of note-paper. Warwick Bros. & Rutter call their pad, in the double regent size, Kenmore linen.

Nos. 1, 2 and 3 of Laughton's Stamp Pads are now on the market. They are handled by The Copp, Clark Co., Limited.

Taffeta bond can be recommended for foreign correspondence. It is a linen stock, very thin and light in weight. Pads in two sizes are now ready at Warwick Bros. & Rutter, Limited.

Buntin, Gillies & Co., Limited, illustrate herewith the Hercules paper cutter that they keep in stock and sell with their wrapping paper. They have sizes all finished in nickel, and are finding a good sale for them. Their wrapping paper is also receiving special attention. A more complete and up-to-date stock than theirs would be hard to find, and stationers wishing wrapping paper will do well to bear this in mind when ordering supplies.

INVALUABLE REFERENCE BOOK.

A BOOK which has become indispensable to those who have once purchased it is the Canadian Almanac, issued in revised and enlarged form each December. The issue for 1906 forms the fifty-ninth in the series, the almanac having been published continuously since 1848. It contains 452 pages and is full of valuable information.

Among the more important contents may be noted full lists of the members of the Dominion and Provincial Governments, a complete clergy list of all denominations, the post offices of Canada, the newspapers of Canada and their circulations, a full Canadian militia list, banks and

THE FOUNTAIN PEN.

(Liverpool Post and Mercury)

ONE of the most remarkable economic developments of our time is concerned with the fountain pen. Nowadays scarcely anyone who has to do much writing but is armed with one of them. The trade in steel pens has been seriously affected, and many employers have been saved quite a considerable sum of money by the tendency of their clerks to purchase their own fountain pens rather than be condemned to the use of the commonplace steel.

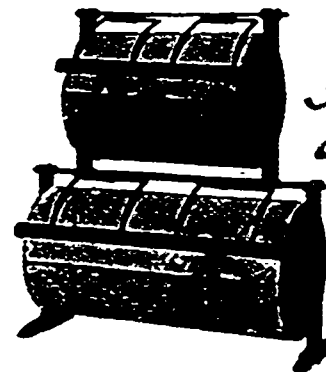
The taxpayer, too, has been saved some thousands of pounds annually, for in the civil service the use of the privately-owned fountain pen has had an appreciable influence.

The number of inventions in connection with this modern contrivance is remarkable. There are clips for the pocket, patent fillers, pens which need no fillers, peculiarly suitable inks, non-spilling reservoirs, and even devices to prevent the pen from falling on its point, no small catastrophe when the writer has hit on a satisfactory pen after a prolonged search.

But no one has succeeded in inventing some arrangement to enable the absent-minded man to remember where he laid the thing. Here is an invention which is badly needed.

FOR FEBRUARY 14th.

A 32-page descriptive and illustrated list of valentines has been prepared by The Copp, Clark Co., Limited. Be-



Paper Rack.
Buntin, Gillies & Co., Hamilton

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ginning with lace valentines, which range in price, retail, all the way from one cent up to \$5, the next section takes up valentine post cards and then follows page on page of special novelties, while the list is brought to a conclusion with comic novelties. Full information as to price and character of the goods is supplied and dealers are urged to place their orders early.



LEADING CANADIAN STORES



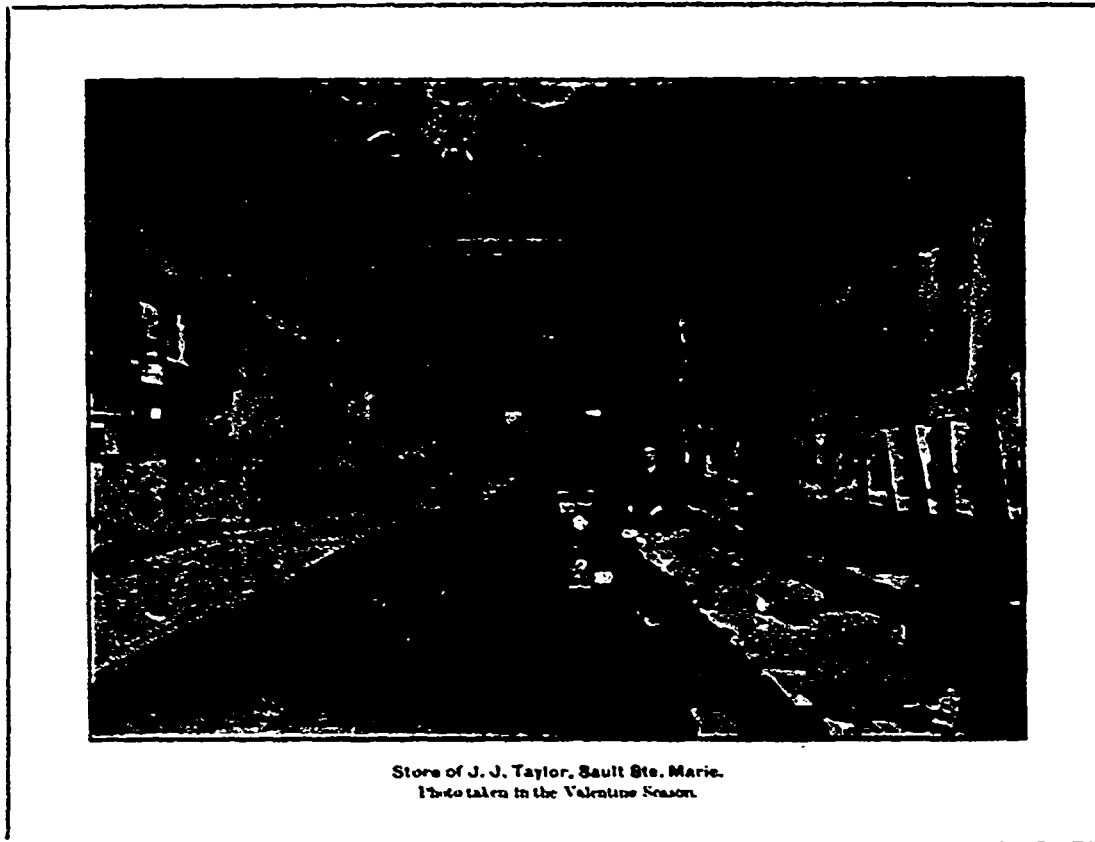
J. J. TAYLOR, SAULT STE. MARIE.

ONE of the largest and most progressive dealers in books, stationery and fancy goods in Ontario is Mr. J. J. Taylor, of Sault Ste. Marie. Starting about three years ago with small capital, he took advantage of the splendid opening that offered itself in a town which was then at the height of its prosperity, and soon built up a splendid trade.

The store in which he first started business was one ideally suited for the purpose at the time. But within two years it proved entirely too small to accommodate his ever increasing stock and trade, and arrangements

The stock consists chiefly of books, stationery, wall paper, fancy goods and sporting goods. In each of these lines his stock is strictly up-to-date and consists of the best lines in the market. It is the general opinion that the stock has been very well selected and no pains have been spared in arranging and caring for the multiplicity of attractive articles.

During the Christmas season this store appears to be the Mecca for the shopping public. In the Summer a large business is done with the traveling public, who can always find here the latest in books and novelties. In fact, visitors to the "Soo" always find their way sooner or later to Mr. Taylor's store.



Store of J. J. Taylor, Sault Ste. Marie.
Photo taken in the Valentine Season.

were made for larger quarters. This was the adjoining store, which is eighty feet long and twenty feet in width. This new store was appropriately decorated and fitted up. The ceiling was covered with sheet metal of a beautiful design, which gave good effect to the splendid stock beneath. Three silent salesmen were installed at the front of the store and each was filled with the very latest goods. Other improved devices were installed.

Mr. Taylor realizes that the cheapest and most effective system of advertising is an attractive window. With this idea always in view, he makes it a point to have his window well dressed with only the best goods in the market, and also sees to it that changes are made frequently.

IN THE WRONG SHOP.

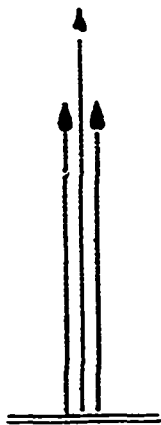
A commercial traveler representing a firm of wholesale stationers spins the following yarn which, he says, he picked up in a bookstore in the Eastern Townships:

A girl went into a bookstore and asked to see a copy of "The Pioneer." She looked at it for a few minutes, and then handed it back to the clerk.

"'Tain't what I want," she said. "I want a book on pi-ano playing."

"Did you think 'The Pioneer' was such a book?" asked the proprietor.

"Why, yes," she replied. "Wouldn't you, from that name?"



WE specialize in producing
**COLOURED PICTORIAL
 POST CARDS** from **Customers'
 Own Photographs** in our Gold
 Medal Patent Process. These **Special
 Post Card orders** are executed in
 four weeks from receipt of prints, and
 the quality is the best in the market.
 We have a very large plant for this
 particular branch of printing, and every-
 thing we sell is **manufactured by
 ourselves.**

Write for quotation and trade Cata-
 logue. Minimum quantity for special
 orders is one thousand of each print.

MILLAR & LANG, Limited

Darnley Street and Forth Street

GLASGOW

49 Queen Victoria Street
 LONDON, E.C.

GOODALL'S NEW LINES.

Described by Our London Correspondent

Your correspondent had an opportunity of looking over some of the new lines for the coming season in Messrs. Goodall's showroom, and while there are not as many new patterns to the front this year as last, there will be a new "Souvenir" card, with views taken from points west of Port Arthur to Vancouver, and with the provincial coat of arms of British Columbia and Manitoba separately on the back, thus making a distinct

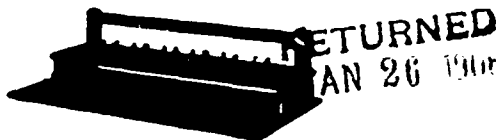


FIG. 1

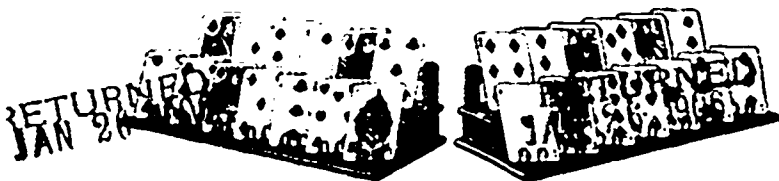


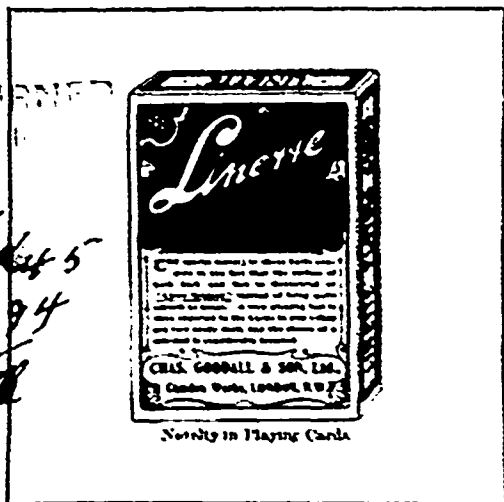
FIG. 2

FIG. 3

card representing views of Canada's Northwest and British Columbia.

Added to the series of fancy backs are about 10 new lines, amongst which are very attractive "The Ballet Dancer," "Chrysanthemum," "Poppy," and a specially designed back with initial, which will retail at 25c. per pack.

Among the best selling lines during the present year are the "Clan-tartan" cards representing 16 different clans. These will, of course, occupy a prominent position amongst the samples now being made up. A great favorite also is the "Linette" card, the special feature of which consists in the surface of both back and face being granulated or linen grained, instead of being perfectly smooth. These cards have a very pleasing feel in the hand, are easily dealt, and are subject to less chance of misdeal than those of ordinary finish.



Novelty in Playing Cards

"Draw Bridge" the New Game.

A decided novelty, destined to be the craze of the year, is the new game of "Draw-Bridge" for two players. Messrs. Goodall & Sons, Limited, hold the exclusive rights for the manufacture of the automatic part-

ners used in this game, as shown herewith. A glance at block No. 1 shows the double deck stand of polished mahogany or walnut, with neat wire racks to hold the cards in slanting position, six on the upper row and seven on the lower, as seen in blocks Nos. 2 and 3. This clever, yet simple, arrangement of the dummy stands makes it impossible for one to see the cards of his opponent's dummy, although they are almost at his elbow and are plainly visible to the player for whose use they are intended. As played with these dummies, by two persons, all the original features of the four hand game of bridge are preserved, and the dummies can also be used for other four-handed games, such as whist, etc., it being remembered that the cards held by dummies can be seen by their respective partners, but not by their opponents. Not a few first-class bridge players have declared their opinion that the invention opens a new era in card games for two persons. The "Draw-Bridge" sets are boxed in pairs, to retail at a moderate figure, and a set of hints and rules for play accompanies each set.

GET READY FOR SPRING SPORTS.

IT is none too early to be thinking of sporting goods for Spring and Summer. There is always an active demand for baseball supplies just after the snow goes, and "the early bird catches the worm."

Dealers might take note that the Kelk-Suteliffe Company, of Toronto, have secured by special arrangement from the manufacturers an extra good line of baseball mitts, masks and bats, which they will be able to sell at popular prices. In the regular way these goods would go at a high price.

Their staple stock of baseball sundries is complete. They also offer lines of boxing gloves and striking bags at a discount of from a quarter to a third off. For croquet playing they also show attractive sets, and their other lines, such as hammocks, express waggons, etc., are as extensive as ever.

GREAT VALUE IN BOATS.

THE display of import samples of 200 different styles of boats in the showroom of the Kelk-Suteliffe Company, Toronto, is a remarkable one. There are accurate models of all the famous racing craft, full-rigged yachts and schooners, sailing vessels of all descriptions, house-boats, life-boats, row-boats, etc. Every boat is handsomely painted and varnished, and with its rigging, hatches, bulwarks and crew, presents a life-like model of the real thing. The keels are leaded in most cases, making the craft entirely seaworthy.

But the marvellous thing about these boats is their price. It seems impossible that such elaborate creations should be produced so ridiculously cheap. Some of the smaller boats sell as low as 5c. retail, and from this amount prices rise as high as \$2. The range from 10c. to 50c. is extensive, and should form the basis for a good trade. Import orders are now being booked.

The Canadian Kodak Company, Limited, have been empowered to increase their capital stock from \$150,000 to \$300,000.

Extensive alterations have been made to the Legislative library at Charlottetown, P.E.I., and several hundred volumes have been added. The use of this library is free to all who observe the rules.

"AFTER ALL, NO INK LIKE CARTER'S"



No. 132—Qtz., \$18.00 per dozen list

This is the verdict of so many "old bookkeepers" that no dealer can afford to be short on any of the sixteen different kinds. Among them are:

WRITING FLUID for all-round office use.

COMBINED for copying letters.

CRIMSON and **CARMINE** for contrast work.

PHOTOLIBRARY PASTE and **MUCILAGE** for sticking things.



No. 11—Qtz., \$9.00 per dozen list

THE CARTER'S INK COMPANY

BOSTON NEW YORK CHICAGO MONTREAL

FINE LEATHER GOODS



MANICURE SETS

Hand Bags, Writing Cases,
Cigar Cases, Desk Sets,
Music Rolls, Etc., Etc.

MANUFACTURED BY _____



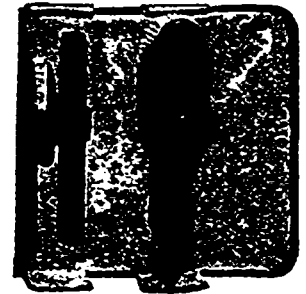
C. F. RUMPP & SONS

Established
1850

PHILADELPHIA, U.S.A.

NEW YORK SALESROOM:
653 and 655 BROADWAY.

CHICAGO SALESROOM
35 RANDOLPH ST.



DRESSING CASES

A Profitable Proposition

Selling the Bright, New,
"Made in Canada," Monthly

The Busy Man's Magazine

In this magazine you have an
excellent proposition.

It has been well received by
thousands of readers.

It needs but to be introduced
to be appreciated.

PROFITS ARE GOOD

The MacLean Publishing Co., Limited
Toronto Montreal Winnipeg

Cole's National Mfg. Co.

191 Queen St., OTTAWA.

Stationery and Books

Flags, Tents and Camp Furniture

WHOLESALE

The Trade in Eastern Ontario and
Western Quebec will find it to their
interest and profit to buy from us.

Lines always complete, and mail orders
are given prompt and careful attention.

Wait for our Travellers

now starting out with new samples.

N.B. We manufacture Awnings and make them right

COLE'S NATIONAL MFG. CO.,
CRAWFORD ROSS
Manager.

191 Queen St.
OTTAWA



PICTURE POST CARDS



THE HEIGHT OF ATTRACTION.

WHEN will the limit be reached? When will it be possible to say that nothing better in the post card line can be produced? Every month the eye is delighted by some new creation, which seems to exceed in beauty and attractiveness anything seen before. This month it is the line of the National Art Company that calls forth ardent admiration and that seems to defy comparison.

The National Art Company are the artistic branch of the American Colortype Company. Their post card creations are carried in Canada by The Copp, Clark Company, Limited, who now have in stock a range of sixty-six different cards. These are excellent specimens of advanced three-color work, being reproductions of paintings of well known artists and cartoonists. The latest additions to the line include the following sets.

series of flags of all nations, showing in each case a girl in the garb of her native land, holding her flag aloft; the city girls, one for each of the principal American cities; the sporting girls, one for each of the sports; the four seasons; and a number of charming natural scenes, re-produced in appropriate tints.

Many of these cards are suitable for framing and their sale for this purpose might well be pushed. At any rate, they can be used to excellent advantage for window display. When seen they are sure to be asked for.

THE STAR SERIES.

FRANKEL & CO., 245 Shaftesbury avenue, London, England, are the sole publishers of the Star series of pictorial post cards, which are all made in Germany. Through the courtesy of the publishers, Bookseller and Stationer is able to describe several of the best lines.



THE FOUR BELLES. These are from paintings by Lillian W. Hunter and depict in delicate colors the faces of four charming maidens representing the east, west, north and south.

THE FOUR BIRDS. These are reproductions of cartoons by Martin, called the Gay Bird, the Jail Bird, the Highflyer and the Burdage.

THE FOUR DUTCH CHILDREN. These are quaint pictures, each containing two children in the Dutch garb.

THE FOUR CHINESE. Four pictures entitled respectively "A Holiday in Chinatown," "Celebrating," "Ah Len" and "The Lantern." These reproduce Chinese life to perfection.

Among the many other cards might be mentioned the

English actresses are portrayed in several different styles, black and white, steel engraving, imitation, hand-colored and machine-colored. There are forty different subjects.

Comics are produced in great variety. The samples shown are attractively colored and amusing. Burlesque characters and laughable scenes make up a goodly number. Studies of child life form a third variety, of which about thirty new series are coming out. The work on these cards is of a high order of merit and the subjects are most life-like.

British warships to the number of twelve present a very fine appearance. These are splendid cards for display purposes.

Pictorial Post Cards (**STAR SERIES**) Pictorial Post Cards

1906 -- **NOVELTIES** -- 1906

Our Special Offer!!

In order to create a still greater demand for the famous "Star Series" of Pictorial Post Cards throughout Canada, we have prepared an

Assorted Sample Parcel

comprising Actresses, Comics, Celebrities, Children Studies, Views, Animals, etc., etc.

360 Splendidly Assorted Cards for	-	\$3.00
180 " " " "	-	1.50
Retail value of \$3.00 parcel	-	9.50
" " 1.50 " "	-	4.75

Our Sample Parcels are sent carriage paid

ORDER AT ONCE! SEND MONEY ORDER!

Please Note that as we issue these parcels as samples and not for profit, we can send only one parcel to each customer.

Publishers!! Look Out!

IT COSTS YOU NOTHING

But a post card to obtain samples and prices of Post Cards, printed from your own photographs.

Beautiful Collotypes Black and white, or colored.

Artistic Coloured Views Our latest Patent Printing Processes

SMOOTH AND GLOSSY FINISH.

Cards may bear your own imprint.

It is in your own interest to ask us for samples and quotations, stating number of subjects and quantities required.

"Our Prices Will Astound You"

Write at once to

FRANKEL & CO.

... FINE ART PRINTERS AND PUBLISHERS...
WHOLESALE AND EXPORT

245 Shaftesbury Avenue, corner of New Oxford St.
LONDON, W.O., ENGLAND

RELIABLE WHOLESALE AGENTS WANTED

References and full qualifications should accompany each application.

PHILIP G. HUNT

of Manchester

Pictorial Post Card Printer

has opened at

34 Paternoster Row, London, E.C.

A Special Colonial and Export Department

Samples and price for producing Post Cards in Collotype, plain or coloured, Photo Type, Typochrome, and real Photo Processes will be sent post free.

Best quality work. Lowest possible prices. Prompt delivery.

School Supplies

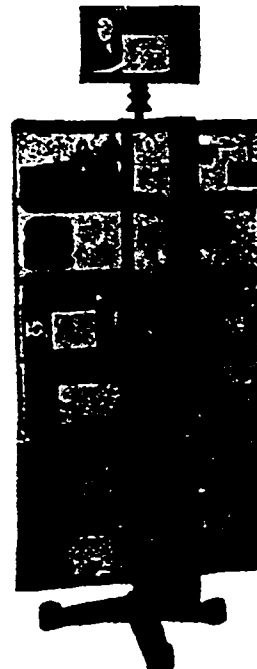
A full line of School Supplies on hand waiting for your orders. Special values in Scribblers, Note Books, etc. Always something new. Tell us your wants.

Notions for Spring

TOPS, MARBLES, ALLIES, SKIPPING ROPES, TOY PISTOLS, Etc., Etc.

PRICES RIGHT

G. A. WEESE & SON, 44 Yonge St., Toronto



1,000 FUNNY

(Very Funny)

POST CARDS

AND THIS

METAL REVOLVING STAND

for **\$10.00**

This assortment consists of Fifty of the latest subjects of the famous A. H. line of funny cards. No vulgar, obscene or objectionable subjects, but clever creations of wholesome humor, *beautifully executed in three colors*, that will appeal to a refined patronage.

THESE CARDS RETAIL 2 for 5c.

The Stand is Made of Solid Metal, HOLDS 2,000 CARDS and DISPLAYS 50

The Best Revolving Stand Made

Don't miss this chance to order a stock as the whole country is simply crazy for them.

ALFRED HOLZMAN

342 DEARBORN STREET,

CHICAGO, III.

Publisher of Post Cards that Sell

Orano cards are produced by a new process. The subjects are taken from real photographs and the process produces excellent results in light and shade, backgrounds, etc. The animal series numbers twelve, all different, with descriptions of the life and habits of the animal pictured in each case.

In addition there are a number of cards showing work done by Frankel & Co. for their customers. These are mainly local views, which are admirably reproduced in black and white, colors, etc., at a very reasonable price.

firm also sell a cheaper postal card stand made of wood which can be set up on the counter or hung on the wall. This one will hold 27 varieties and is an excellent article also.

COLONIAL EXPORT DEPARTMENT

PHILIP G. HUNT, pictorial post card printer, of Manchester, has recently opened up a branch house in London, England, as an export colonial department. He hopes in course of time to work up a very nice Canadian business, and with the facilities at his disposal he should have no difficulty in doing so.

Mr. Hunt makes a specialty of printing local views to his customers' orders, and has turned out some very nice work of this class. He produces autobunt cards, which is the same process as tyochrome, but with four colors; also glossy gelatine surface, real photo with matt or glossy surface, collotype-platinum and hand colored collotype, photo type and Victoria chrome cards.

Mr. Hunt has gotten out a very attractive little folder giving prices and detailed information, which he will be pleased to mail to readers of Bookseller and Stationer who ask for it. Apart from this work of reproducing customers' own subjects, Mr. Hunt publishes a range of post cards of his own, which are very attractive and of fine workmanship. Communications addressed to 34 Paternoster Row, London, England, will receive prompt attention.

SELLING DEVICES.

WARWICK BROS. & RUTTER, LIMITED, have purchased the Canadian rights for a suspending post card rack to hold from twelve to fifteen cards. These can be attached in strings and are very useful for display purposes. The price is 5 cents each.

A large revolving post card rack, capable of holding hundreds of cards, can be procured from this house at \$10. The business of selling post cards has attained such proportions that the small racks are inadequate.

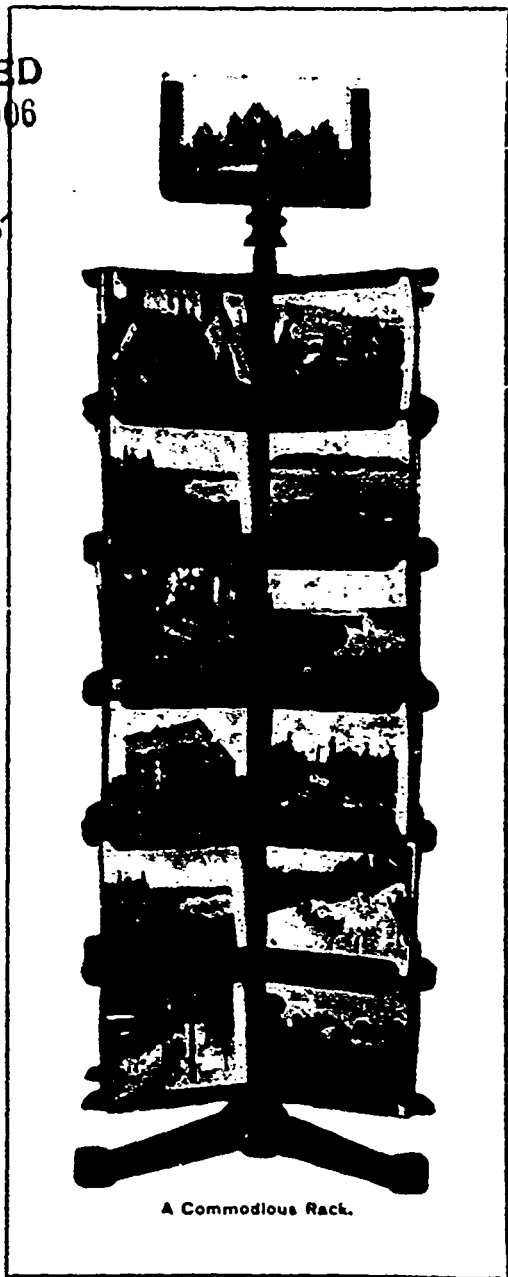
An entire new range of post card albums is now in stock, ranging in price from 10 cents up to \$2. Shipments will be made shortly.

An attractive show card in two colors, on which four Canadian views are reproduced, is sent out by Warwick Bros. & Rutter, Limited, to push the sale of their Ocean to Ocean cards.

MacFARLANE'S BUDGET OF NEWS.

W. G. MacFARLANE, 72 Bay street, Toronto, will issue this month a forty-page catalogue covering his full line of picture post cards, souvenir view books, burnt leather novelties, post card racks, post card albums, etc., etc. The catalogue is well illustrated and is something every dealer should have. This catalogue is being sent out to all dealers on Mr. MacFarlane's trade list and any firm not receiving one will be forwarded one immediately on receipt of their inquiry.

Mr. MacFarlane claims to have the largest assortment of post cards of any firm in Canada. In Canadian view and fancy cards he carries over six hundred subjects, his range of import lines of fancy and comic post cards, English view cards, real photos and genre cards, actresses, etc., is very large. He also does a great deal in seasonable cards such as Valentine, Easter, Christmas and New Year cards. A striking novelty is the multiple post card which has had a big range in England and which has made a good start in this country. This firm has contracted for a large number of these cards for this market and



A Commodious Rack.

POSTAL CARD STAND.

EVERY dealer nowadays handles postal cards and the sale of these popular goods is greatly helped by having a suitable display stand to show them. W. J. Gage & Co., Toronto, are selling a very attractive one as shown in accompanying cut. This is made of metal and revolves on an iron base. It displays 49 varieties and each compartment will hold about three dozen cards. This stand is very reasonable in price, and dealers not already supplied should write Gage & Co. for particulars. This

RETURNED
JAN 20 1906

To Corner
2nd Street
Page 95

they have secured from the Photochrome Co., Limited, of London, the exclusive agency of the line.

Mr. MacFarlane has secured the exclusive agency for Stewart & Woolf line of cards in fancy, comic, Christmas cards, etc. No dealer should place his order for Christmas cards without having seen this line, as it proved most popular in Canada during the Christmas season of 1905. The new 1906 samples of this line will not be received before March of this year and dealers would do well to reserve their orders until they see these samples.

Very large business is being written by Mr. MacFarlane in contract editions of view cards, the popular styles being the collotype, chromotype and autochrome, silver print imitation and real photo. These are all import lines of excellent quality.

A RESTRICTION REMOVED.

THE new issue of the Post Office Guide, to be published this month, will contain an amended regulation of the British Postmaster-General affecting picture post cards. Picture post cards sent to places abroad are no longer debarred from bearing a communication on the left-hand half of the address side, and, so far as the British post office is concerned, now pass at the post card rate. The concession has been accepted by Austria, Belgium, Denmark, Egypt, France, Germany, Holland, Hungary, Italy, Luxemburg, Mexico, Norway, Portugal, Russia, Sweden, Switzerland and Tunis. It is not, however, universally accepted, and no guarantee can at present be given that such cards will be allowed to pass at the post card rate in countries other than those mentioned. Positive information has been received that cards of the kind described will not be allowed to pass as post cards in Japan, Spain or the United States.

NOTES.

S. Hildesheimer & Co., Limited, art publishers, of Clerkenwell Road, London, England, have appointed Aubrey O. Hurst agent for Canada. The company specializes on post cards in color and "Rembrandt" process, as well as etchings and chromos.

NEW SERIES AT WARWICK BROS. & RUTTER.

A NEW series of Indian post cards, embracing twenty different subjects, have been stocked by Warwick Bros. & Rutter, Limited, Toronto. The cards are colored bromides, resembling hand-colored photographs. They sell at \$15 per \$1,000.

A choice line, just ready, is a series of twenty different comics of the "rite away" style.

For variety and excellence, a set of sixty different hand-colored bromide prints are worthy of mention. They include pretty heads, groups, poses, fancy pictures, etc.

A new line, ready shortly, in a superior high-class card, will show a series of pictures of limited expresses, ocean greyhounds, fire engines, etc. These are produced with the latest effect in embossed and tinselled design, hand-colored, and are extremely handsome.

Orders are being booked for view cards produced in borders resembling picture frames. These are being especially prepared for collectors. The effect produced is striking and at a distance the card looks just like a framed picture.

A pack of 100 leading Canadian views, selected from the Ocean series, should be a good seller everywhere. The views include pictures of Canadian cities and towns, mountain, river and lake scenery, scenes from Evangeline's land, etc. The trade price is \$1 per hundred.

Portraits of King Edward and Queen Alexandra, the Prince and Princess of Wales, in eight different styles, embossed, tinselled, colored, jeweled, etc., are a popular high-priced line, that should take well with patriotic Canadians. In the same style are fifty pictures of actresses, etc.

W. G. MacFarlane

**Picture Post Cards, Souvenir View
Books and Burnt Leather Novelties**

72 Bay Street
TORONTO

Special Post Card Rack Proposition.

A Post Card Rack free of charge with a \$25.00 order for our stock lines of View, Fancy, Comic, Real Photo and Actress Post Cards. This Rack has a metal base and metal rod, is a revolving Display Rack with four wings and displays seventy subjects. Send for Circular of this proposition.

Our New Catalogue devotes forty pages to our Picture Post Cards, Souvenir View Books, Burnt Leather Novelties, Post Card Racks, Post Card Albums and various novelty lines. It is finely illustrated and no one who handles Post Cards should be without one. Our Post Card Assortment is the largest in Canada. Let us send you a Catalogue with our compliments.

10,000,000 Picture Post Cards!

Unlimited Variety—Local, Foreign, Comic

Embossed in Bas Relief, Tinselled, Jewelled, Spangled, set with Diamond Imitations. Ranging in price from 25c each to 25c per dozen.

Our stock embraces reproductions of scenes from Canada, New York, London, Scotland, Ireland. Oilettes, Silverettes, positively unsurpassed cards of Royalty, Actresses in pleasing variety. Reproductions of Masterpieces, etc., etc.

For further information, write

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

SOUVENIR CARDS

Comics—50c., 00c., 75c. per 100—big variety.

Leathers—\$2.25 for 50, colored.

Tag Postals—\$2 a 100, \$1.25 for 50.

Assortments from \$1.00 to \$100.00, and the biggest and best variety on the market.

\$10.00 Buys 2,000 Souvenir Cards.

SPECIAL—Sample lots, 100 different cards, \$1; 200, \$2; 300, \$3; 500, \$5; 1,000, \$8, and every card different. Postpaid.

W. R. ADAMS, PRINTER
481 YONGE ST., TORONTO, CANADA

Imperial Series Postcards

To the Trade:

Write Quick for Samples and Prices.

WE LEAD IN

**Black and White
Our Colored Cards**
STAND ALONE

MONTREAL TORONTO QUEBEC
OTTAWA HISTORIC SPORTING
FISHING HUNTING
NORTHWEST SCENES

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

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

CONDENSED OR "WANT" ADVERTISEMENTS.

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

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

Cash remittance to cover cost ~~must~~ accompany all advertisements. ~~The~~ ~~can~~ this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

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

WANTED.

WANTED—Young man with some experience in books and stationery to act as willing helper in store, with managing qualifications. Apply, stating salary with recommendation, A. H. Jarvis, Doon. [?]

Are You Interested?

Small office device; Demand in every office; Best of its kind; Cheaply made; Very large market; To be patented. Assistance required. Write inventor,

Box 100, BOOKSELLER AND STATIONER, Toronto.

Successful Advertising—How to Accomplish It

By J. ANGUS MACDONALD

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

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT

MacLEAN PUBLISHING CO. LIMITED, TORONTO.

THE RAPID PHOTO PRINTING CO., Limited

4-5 Bridgewater Square, London, E.C., ENGLAND

THE PUBLISHERS and PRINTERS OF THE WELL KNOWN "RAPID" and "CAMEO" (BAS RELIEF) REAL PHOTOGRAPH POSTCARDS.

Up-to-date Portraits of Celebrities, Royalty, Actresses, Singers, Statesmen, Church Dignitaries, etc., with High, Glossy Surface (Black and White or Brown Tone) or Matt (Dull) Surface. Hand Painted and Hand Painted and Tinselled Photo Postcards.

"Song" Series

"Alphabetical" Series

"Sports" Series

"Name" "

"British View" Series

"Comic" Series

Etc., Etc.

"Cameo" (Bas Relief) Postcards. Photos of Celebrities of the Stage.


**MONTHLY REPORTS
FROM TRADE CENTRES**

HALIFAX.

Excellent Reports of Holiday Trade—Dealers Well Satisfied—
Creighton & Marshall dissolved, January 1st—
C. H. MacKinlay Home from England.

Halifax, January, 11, 1906

THE holiday business was on the whole better this year than last. Some of the retailers found it the "best ever," while others found it fair.

A. & W. Mackinlay, Limited, did not cater extensively to the retail trade, but found sales of lines in their retail stock suitable for the holiday trade large. The wholesale trade in advance of the holiday season was good and judging by mail orders the outlook for the year opening is good. The travelers of the firm have just gone out on their first trip.

At the Methodist Book Room, S. F. Huestis, D.D., book steward, trade was good. The Book Room really occupies a large three-storey building on Granville street fully stocked, and has been in operation for about forty years. At this establishment are handled all William Briggs' publications, and though dealing largely in religious works the trade is not confined thereto, though nothing irreligious is handled.

J. L. Connolly, Barrington street, says the holiday trade was "the best ever." His Christmas advertising included a 90-lamp electric light sign of the name "Connolly." Large selling books for the holidays were "Evangeline," illustrated by Christy, and Bret Harte's "Her Letter," both being holiday editions. "The House of Mirth," "The House of One Thousand Candles," "Mystery of June 13th," and Father Devine's "Across Widest America" are selling well. The printery is rushed and the printers got the eight-hour day without any friction.

At T. C. Allen & Co.'s the holiday trade was good and all late books sold well. There was a heavy run on cards and card albums. "The Gambler" and "St. Cuthbert's" continue to sell well, and "The Cherry Riband" and "Red Fox" are having a run. The printing and binding department has lots of work and the prospects for 1906 are good.

At the B. A. Book and Tract Depository the holiday trade was reported fair and business continues so. Miss E. C. Baker is acting manager and J. R. Mellish book-keeper.

At L. Clyde Davidson & Co.'s the holiday trade was brisk. At the time of writing Mr. Davidson is confined to his residence by illness but is improving and is expected to be out in a few days.

G. J. Kline, the north end stationer, whose store is on Gottingen street, up towards the Wellington barracks, found the holiday trade fair, and school supplies brisk.

J. P. Griffin, Jacob street, says trade was good, but the holiday buying season seemed to open late and be

somewhat shorter than usual. The run on Christmas cards and calendars was very heavy.

At the store of E. P. Meagher, Limited, the holiday trade was fair and continues so. The firm carried a side line of expensive mechanical toys and dolls for the holidays. Fiction sellers are "The Gambler," "Nedra," "The Masquerader," "Hearts and Masks," "House of One Thousand Candles," and "House of Mirth."

The firm of Creighton & Marshall, dealers in charts, navigation works, nautical instruments, etc., and paper rulers, was dissolved the first of the year, H. M. Creighton and Edward Marshall continuing under the old firm name. The firm has been in business twenty-six years, and for twenty-five years previous to this copartnership being formed Mr. Creighton was in partnership with his brother (A. & H. Creighton) in the same line.

Day & Robinson are booming business in Morris street in the south end, and got a large share of the holiday business in that part of the city.

Charles H. Mackinlay, of A. & W. Mackinlay, Limited, has just returned from a trip to England, accompanied by Mrs. and Miss Mackinlay.

At C. C. Morton's, George street, trade is reported good, and was brisk through the holidays, the demand for cards being heavy.

J. L. G.

TORONTO.

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

January, 11, 1906

MMR. GEORGE J. McLEOD, of McLeod & Allen, is at present visiting New York and Boston, renewing the firm's arrangements with the various American houses represented by them in Canada. Mr. Allen is also away in New York at present.

A. J. McCrae, manufacturers' representative, has removed from 172 Adelaide street west to 23 Scott street.

Christmas trade in Toronto stores was entirely satisfactory, though an over-supply of annuals in the department stores was noted.

Wm. Tyrrell & Co. are making a special display of playing cards and players' sundries this month, that attracts the attention of shoppers.

Mr. E. C. Walker, manager of the wholesale department of the Methodist Book & Publishing Company, will be back about the end of January from his buying trip to England.

Mr. J. E. Hodder Williams, general manager of the London publishing house of Hodder & Stoughton, is expected in Toronto on the 12th inst. for a hurried consultation with local publishers. Hodder & Stoughton are the English publishers of a good many books by Canadian authors.

Mr. Fleming H. Revell, of New York, was noticed in

town shortly after the Oxford Press fire, making arrangements for re-stocking the damaged goods of his firm.

Mr. Allan, representing Eyre & Spottiswoode, the English printers and publishers, was a visitor to the city this month.

Mr. Charles J. Musson is back from his English trip and is busy getting things into shape for Spring. The Musson Book Company is progressing nicely just now.

After a connection with The Copp, Clark Co., Limited, extending over many years, Mr. W. C. Bell, the veteran book traveler, is going to join the traveling staff of the Musson Book Company at the end of the month. He will cover Western Canada.

After an experiment in the periodical field where some of his ventures have been quite successful and others only more or less so, Mr. D. T. McAnish has, we understand, withdrawn from the magazine enterprises with which he has been identified and will in future devote his attention exclusively to his book business in new premises at the corner of Bay and Adelaide streets. Special books will be added to the medical publications of Lea Bros. & Co. which he has handled for several years, and a clean, high-class business carried on. There is room in Toronto for a properly conducted business of this kind.

MONTREAL.

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal

January, 11, 1906.

NOW that the annual rush occasioned by the holiday season has ended, retail book dealers and stationers are busily engaged re-arranging their stock, stock-taking, and getting rid of all articles which are liable to prove a drag if held much longer. Numerous methods are used in getting rid of this superfluous stock. Managers of the book and stationery departments in our large department stores are placing goods in many parts of the store and by means of large discounts these goods are selling freely and quickly. All merchants are anxious to dispose of old stock and each is following a scheme which he believes will appeal to his own particular class of trade.

Popular works of fiction sold quite freely during the last two weeks of December and the trade of the holiday season was much better than that of previous years. As a rule a better class of books were purchased for Christmas purposes and the business transacted in this particular branch was much better than the merchants had anticipated. "The House of Mirth," "The Conquest of Canaan," "Nedra," and "The Gambler" were quite prominent among the works purchased for holiday gift purposes.

Stationery was also an article purchased in large quantities previous to Christmas and New Year's. Money had a better circulation during last December and as a result a better class of stationery was purchased. Many of the local dealers in stationery are of the opinion that the higher class of stationery will have a better sale next season and as a result many are devising schemes for selling the cheaper grades on quick notice.

Mr. Wm. Drysdale, of Wm. Drysdale & Co., booksellers and stationers of St. Catherine street, this city, has been appointed appraiser of stationery and fancy goods at the custom house. This appointment removes from

the list of active business men one of the best known men in his line. Mr. Drysdale learned his trade with Grafton & Co., who are still in business on St. James street. After securing considerable experience he started in business for himself on St. James street, afterwards removing to St. Catherine street, on which street he has remained until his recent appointment.

Mr. John Morgan, who for many years has managed the department of fancy goods, stationery and books for the firm of Henry Morgan & Co., is severing his connection to become the resident agent of Raphael Tuck & Sons' Company, whose headquarters are in New York city. Mr. Morgan has been in the employ of the Colonial House for a number of years and when he severs his connection on February 15 he will be greatly missed. During the last few years Mr. Morgan has superintended all the purchasing of fancy goods, stationery and books.

The sale of picture post cards is the theme of special interest among the local retail stationers. The demand, which has always been good at this point, is increasing and the outlook in connection with this branch of the trade is brighter than ever. Comic cards are selling freely among the smaller stores, but the houses which command the higher class of trade are paying more attention to the cards which portray views of different parts of Canada. Another card which is coming into prominence is one picturing the prominent men of the world.

COLORS FOR TINTING.

A. J. McCRAE is placing on the Canadian market for the American Crayon Company a new box of colors, called No. 4030. The box is made of neat yellow cardboard, 3½ by 5½ inches and contains eight transparent and indelible colors and one cup of foundation white, for use in diluting and making body tints from the eight transparent colors. The main use for these colors is to tint photographs, magazine pictures or drawings or to color fancy goods and burnt wood articles. At 10 cents, the box is a marvel of utility and cheapness.

POINTS WORTH NOTING.

St. Valentine's Day falls on February 14. Watch your stock, especially post cards.

There is not much chance of a decline in the price of rubber goods, owing to the high value of crude rubber. Rubber bands are still quoted at twenty-five per cent. off.

American makers of blank books have withdrawn prices, and an increase of from 10 to 20 per cent. may be looked for in the American market. The increased cost of leather, duck and other binding materials is said to account for the advance.

The sale of blank books during December for January delivery was the most satisfactory in years.

The Christmas trade in papereries was entirely satisfactory, there being an immense demand for the numerous dainty boxes turned out by Canadian manufacturers.

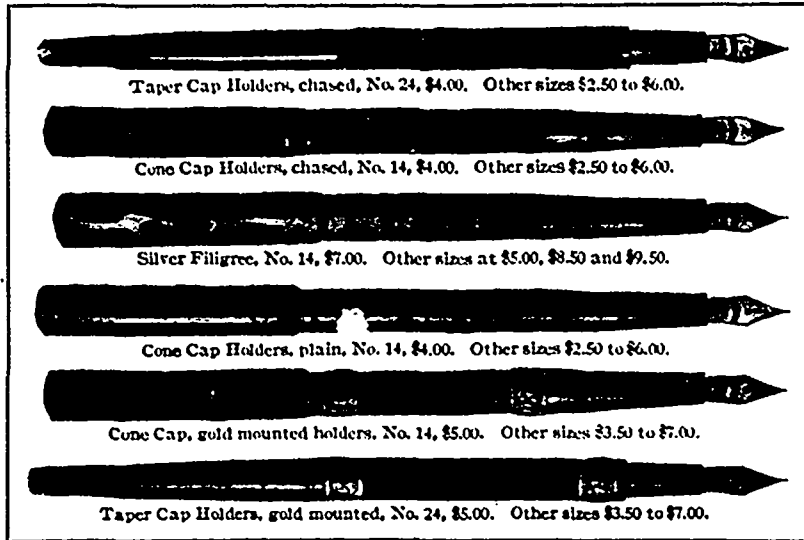
Supplies of picture post card albums ran short just before Christmas, the manufacturers being unable to cope with the demand. The situation has since been relieved.

S. W. Fisher, Phm. B., has opened a new drug and stationery store in New Vegreville, in the Vermillion Valley. Mr. Fisher has had a lengthy experience in a Montreal drug store.

Waterman's Ideal Fountain Pen

RETURNED
MAR 14 1906

Look for
the
Spoon
Feed

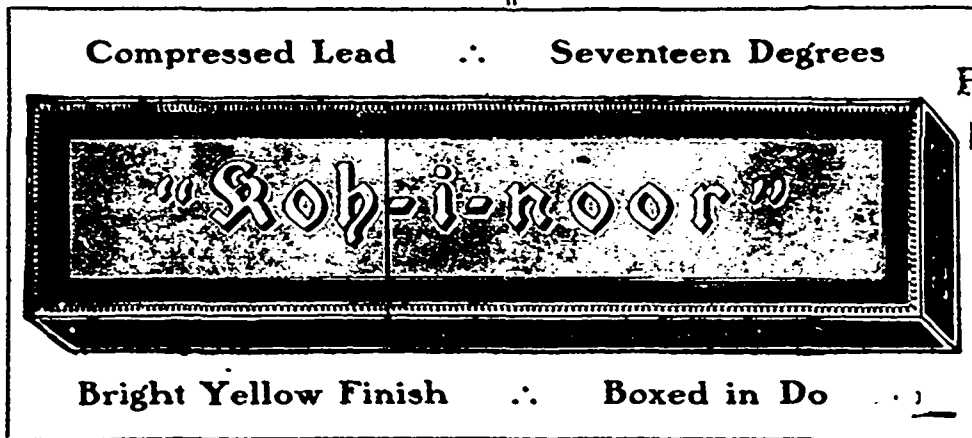


RETURNED
MAR 14 1906
*Not
Genuine
Unless
"IDEAL"*

The Standard of the World

Dealer's discounts on application.

L. & C. Hardtmuth's Pencils



Pliable
Rubber

RETURNED
MAR 14 1906

Mephisto
Pencils

All kinds and grades in stock

L. E. Waterman Company of Canada, Limited

136 St. James Street, MONTREAL

RECENT MUSICAL PUBLICATIONS

A batch of music from the Boston Music Company, Boston, Mass., has been received. The music publications of this company are of a high order of merit. They are excellently printed and would grace any collection.

For Orchestra.

"Sing Me to Sleep."—Waltz. An effective scoring of this popular waltz song for full orchestra. Also arranged for cornet solo and orchestral accompaniment.

"Remembrance."—Romance. By Maurice Telma. For military band or full orchestra. A composition worthy of a place in programmes of popular orchestral music.

"Mes Amours"—Waltzes. By Franklin Riker. As bright and tuneful a suite of waltzes as has come from the publishers within recent date.

"Remembrance."—Song without words. For mandolin, cello, or violin and piano. By Maurice Telma. An exceedingly pretty romance after the style of Tòbani's "Hearts and Flowers."

For Piano.

"Melody in G."—For the piano. By E. Addison Porter. A pretty composition for the junior piano student.

"Reve Angelique."—For violin and piano. By H. Tolhurst. A grateful little number for the violin and moderately easy.

"Etude Joyeuse"—Piano study. By A. Kopylow. Valuable to the student for technical purposes.

"Scotch Rhapsody."—For violin and piano. By B. Carrodus. A composition of undoubted merit which will be an acquisition to any library of popular violin music.

"Mes Amours"—Waltzes. For piano. By F. Riker. An attractive suite of waltzes which will be much in vogue this season.

"Dragon Fly," "Ophelia," "Water Nymph," and "Narcissus"—For piano. Four of Ethelbert Nevin's most popular compositions arranged as piano duets by the composer.

"Sparkling Wavelets," "Vacation March," and "Butterflies"—Miniatures. For piano. By Hannah Smith. Valuable for teaching purposes in lower grades.

"With Drums and Colors"—March. For Piano. By R. Eilenbery. An instructive composition for the elementary piano student.

Songs, Etc.

"Rock of Ages."—Sacred Song, with setting by Gounod. Published in F, E, D and C, with violin obligato. A beautiful composition worthy of a place beside "O Divine Redeemer," by the same composer.

"Cross of Calvary."—Sacred song. By Gounod. Published in B flat, A flat, G and F, with violin obligato. One of the finest of Gounod's songs, in his well-known dramatic style.

"Oh, Like a Queen"—Song. Words by William Watson. Musical setting by Percy Lee Atherton. Published in F flat and D flat. An exquisite song with wonderfully effective accompaniment. In the same class with "When Birds Were Songless on the Bough," by the same composer.

"Lines"—Song. By Sigmund Landsberg. Published in D for medium voice. A rare song with plenty of individuality.

"Spring"—Song. Words by Helen Good. Music by E. M. Grant. Published in G for high voice. A welcome trifle with charming running accompaniment.

"Thou 'rt With Me, O My Father."—Sacred song. By F. W. Wodell. Scored for contralto, baritone, tenor and soprano voice. It has an effective recitative and aria, and will be much in demand.

"Calm on the Listening Ear of Night."—Anthem. By Charles Manney. For soprano and tenor solo and chorus. A first-class anthem for the Christmas service.

"Agnus Dei."—For chorus, solo voices and organ. By Samuel C. Colburn. This clever composition was recently awarded a prize at Harvard University.

"The Blue Hills Far Away."—Song. By Charles Manney. A first rate song for mezzo-soprano or baritone.

"My Jean."—Song. By Charles Manney. Published in F and D. A little gem, and undoubtedly one of the prettiest of recent songs. The composer has caught the spirit of Burns' immortal lyric.

"A Father's Lullaby."—Song. By Franklin Riker. For medium voice. A touching lyric with appropriate setting.

"Voices of The Past."—Vocal duet. For soprano and alto, or mezzo-soprano and baritone. By Edwin Greene. An effective scoring for two voices of this popular song.

"Sing Me to Sleep."—Vocal duet for soprano and tenor, soprano and alto, or alto and bass. By Edwin Greene. Likely to become as popular as the same song for solo voice.

"There Let Me Rest."—Song. By Edwin Greene, the composer of "Sing Me to Sleep." Published in F, E flat, D and C, with violin or cello obligato. A pretty melody with refrain in three-four time, reminiscent of this composer's other songs. The same song is published in duet form for soprano and alto, and mezzo-soprano and baritone.

"Voices of The Past."—This popular song by Edwin Greene, with effective guitar accompaniment.

"Daisies" and "Good-Bye."—Songs for low voice. By Florence Allen. Two charming lyrics by Bliss Carman, with appropriate musical settings.

"The Nativity."—A cantata or service for Christmas. By F. F. Bullard. For solo voices and chorus, with orchestral and organ accompaniment. A grateful and attractive composition.

"At Even Ere the Sun Was Set."—Anthem for solo voices and chorus. By Edmund Turner. A beautiful composition with deep devotional spirit.

"Te Deum Laudamus."—By Edmund Turner. A Te Deum well adapted for small choirs.

"Exercises for Training the Boy's Voice."—By Ernest Douglas. An admirable little manual, indispensable to directors of male choirs. The underlying principles of voice production are those accepted to-day by leaders in the profession.

"Lullaby."—Chorus for mixed voices. By Anton Dvorak. One of the finest of modern choral compositions. An exquisite setting of a lovely melody.

"Dinah."—Sentimental negro ballad arranged for mixed voices. By Clayton Johns. An old-time plantation melody, successfully scored for chorus work.

CANADIAN PATRIOTIC AIRS.

"Our Father's Land and Ours."—Patriotic song. Music by C. W. Coates, of Methodist Book Room, Montreal. A first-class song with the proper suggestion of military ring and swing. This song is worthy of a place beside such national favorites as "The Maple Leaf Forever." Whaley, Royce & Co., Toronto, publishers.

WALL PAPER

LOOKING TOWARDS SPRING.

WITH Christmas over and the holiday trade a thing of the past, merchants can now turn their attention with some degree of care to the necessaries for Spring. Will this Spring's business bulk up more than last year's? That is the important question, because week for week and month for month the merchant should attempt to excel his previous records.

To accomplish this there must be no let-up in energy and enterprise. Make all the departments go with an additional hum. Take time to look over every man's samples. There is no knowing when something may turn up which will just suit your particular trade. Even if there is nothing you want it will freshen you up to take a look at what others are buying.

However, there is another way to increase business, and that is to take a department which has not hitherto been pushed, or has been altogether neglected, and make a feature of it.

Profit in Wall Paper.

Have you really worked the wall paper department for all it was worth in the past? The chances are you haven't. Supposing you lay out from now till Spring to open up a good live campaign. Make your selection of papers now when you have the complete range to choose from. Plan big. Order enough to make a good big showing. You can do this without any great expenditure of capital, for wall paper can be bought in very cheap grades.

You will not find a department which will prove more satisfactory than this. It is neat, clean stuff to handle; it is sold in definite quantities, that is to say, in complete rolls; there is no cutting nor measuring required; and finally, it is sold in large enough quantities to make each sale worth while.

Prepare in Advance.

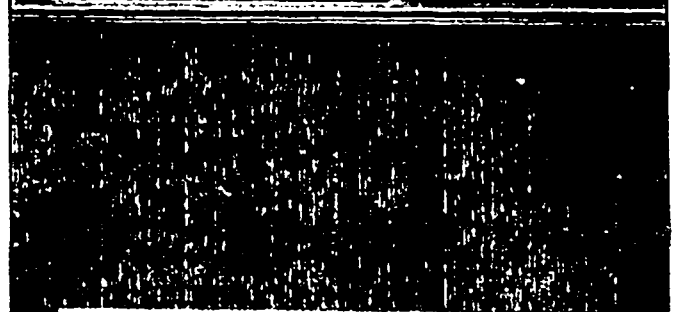
Anticipation is the keynote for the present. The department is quiescent now, but none the less, now is the time to complete preparations. Selections should be made and the necessary quantity estimated. Then decide upon the way you will handle the stock, where you will keep it and how bring it before the public.

It is too often the case that merchants do not look beyond the week in which they are living. After all, is not this one of the chief reasons of success for such men as Timothy Eaton, namely, that they can see far enough ahead to anticipate the wants of the public? Be provident and decide upon your course now while you have time. Novel schemes for assisting sales should be figured out during the quiet season, not while the stress of business is upon one.

"Yes," said the general merchant, "it is true that we propose to establish a hospital as an adjunct to our store." "To treat the victims of the bargain rushes?" was asked. "Yes, but that is merely a beginning. Later on I expect to see the business branch out, and I dare say we shall treat all comers for all sorts of complaints at exceptionally low figures. In my mind's eye I can see our advertisement reading:

- "SPECIAL THIS DAY ONLY!
- "Appendicitis Operations at Cut Rates.
- "Positively, Only One Operation to Each Customer!
- "Satisfaction Guaranteed or Appendix Replaced and
- "Money Refunded!"

—Pack.



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Fraternity Cordial Greetings for a
Prosperous New Year**

We can supply your Wall Paper
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give prompt and efficient service
in all our departments.

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Manufacturers, TORONTO

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

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MAIN OFFICE, 271 Ninth St. } BROOKLYN, N.Y., U.S.A.
FACTORY 246, 248 Eighth St.

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during December, 1905.

- Sir Oliver Mowat: A Biographical Sketch. By C. R. W. Biggar, M.A. Volumes I and II. Charles Robert Webster Biggar, Toronto.
- The Story of Dy-O-La. Book. The Johnson-Richardson Company, Limited, Montreal.
- The Capital Cook Book. Ladies' Home Missionary Society of St. Andrew's Church, Ottawa.
- Joseph Octave Cremazie. Poete Canadien. Portrait. Albert Ferland, Montreal.
- Augustin Norbert Morin. Homme d'Etat Canadien. Portrait. Albert Ferland, Montreal.
- Sir Louis Hippolyte Lafontaine. Portrait. Albert Ferland, Montreal.
- Rene Robert Cavalier de la Salle. Portrait. Albert Ferland, Montreal.
- La Galissonniere. Administrateur par interim de la Nouvelle France. Portrait. Albert Ferland, Montreal.
- Jacques Rene de Brisay, Marquis de Denonville, Onzieme Gouverneur de la Nouvelle France. Portrait. Albert Ferland, Montreal.
- Jean Bte. LeMoyné de Bienville. Fondateur de la Nouvelle Orleans. Portrait. Albert Ferland, Montreal.
- Louis Joseph de St. Vevan, Marquis de Montcalm. Portrait. Albert Ferland, Montreal.
- Panoramic View of Sutton, Quebec, from Catholic Church. Postal card. Sutton Printing Company, Sutton, Que.
- L'Abbe Paul Braye, P.S.S., de Montreal. Photo, 6x8. Photo, cabinet. J. A. Dumas, Montreal.
- Coming! Coming! Come! Print. William Ford, Jr., Montreal.
- Baby's Sweetheart. Pizzicato Serenade. By W. Corri, Jr. Hawkes & Son, London, England.
- A Japanese Legend. Song. Words anonymous. Music by Harry Patterson Hopkins, Op. 25, No. 2. The John Church Company, Cincinnati, Ohio.
- Rita Waltz. By Ella M. Lantz. M. Leidt, Toronto.
- Little Blue Suspenders. Song. Words by Carrie A. Crandall. Music by J. A. Tupper Noble. M. Leidt, Toronto.
- Little Head of Golden Hair. Story in Song. Words by C. A. Crandall. Music by J. A. Tupper Noble. M. Leidt, Toronto.
- American Beauties. Intermezzo and Two-Step. By Floyd J. St. Clair. H. N. White, Cleveland, Ohio.
- A Maid of Ontario. By James Leroy Nixon. Book. Herbert Bruce Sidey, Welland, Ont.
- Peace Conference. March and Two-Step. By Harry J. Lincoln. Vandersloot Music Company, Williamsport, Pennsylvania.
- My Mama. A Good Little Song for a Good Little Girl. Words and music by Frank L. Bristow. The John Church Company, Cincinnati, Ohio.
- My Papa. A Bright Little Song for a Bright Little Boy. Words and music by Frank L. Bristow. The John Church Company, Cincinnati, Ohio.
- Little Mother. Song. Words by Alice C. D. Riley. Music by Frederic F. Beale. The John Church Company, Cincinnati, Ohio.
- Ho! St. Nick. Song. Words by Alice C. D. Riley. Music by Jessie L. Gaylor. The John Church Company, Cincinnati, Ohio.
- The Tin Soldiers. Song. Words by Alice C. D. Riley. Music by Jessie L. Gaylor. The John Church Company, Cincinnati, Ohio.
- One-A-Penny. Song. Words by Alice C. D. Riley. Music by Jessie L. Gaylor. The John Church Company, Cincinnati, Ohio.
- Donald, A Scottish-Canadian Story. By Elizabeth S. MacLeod. Elizabeth Stuart MacLeod, Charlottetown, Prince Edward Island.
- The New Public School Drawing Course for Canadian Schools. Books I and II. Canada Publishing Company, Limited, Toronto.
- General James Wolfe. Siege of Quebec, 1759. Picture. The Globe Printing Company, Toronto.
- The Collected Poems of Isabella Valancy Crawford. Edited by J. W. Garvin, B.A., with introduction by Ethelwyn Wetherald. John W. Garvin, Peterborough.
- The Married Women's Property Act of Ontario. R. S. O. 1897, C. 163. With a Commentary. By George Smith Holmsted. George Smith Holmsted, Toronto.
- The City Hall Illuminated, Winnipeg. Photo No. 1. Photo No. 2. Irving F. Allen, Winnipeg.
- Night Owls. March and Two-Step. By M. A. Dennis. A. Cox & Company, Toronto.
- The Poems of Wilfrid Campbell. Book. William Briggs, Toronto.
- Souvenir de Premiere Communion. Image. Rev. Pere Dominique Jacques, Ottawa.
- A Greater Empire Than Has Been. Calendar. The London Printing & Lithographing Company, Limited, London.
- Materialism as a Philosophical Conception of the Universe. By Craig Rute. Book. Peter Lyall, Sr., Montreal.
- Sabbath School Class Record, 1906. Book. The Church Record S. S. Publications, Toronto.
- Cheyenne. Shy Ann. Song. Words by Harry Williams. Music by Egbert Van Alstyne. Jerome H. Remick & Company, New York, N.Y.
- Greetings from Stratford. Postal card. Edward Mitchell, Stratford.
- Mrs. K. L. Wilks, Cruickston Park, Galt, Ont. Photo. Edward King Dodds, Toronto.
- Won't You Please Go Home. Song. Words and music by Fleta Jan Brown. Jerome H. Remick & Company, New York, N.Y.
- The Makers of Canada: John Graves Simcoe. By Duncan Campbell Scott. Book. Morang & Company, Limited, Toronto.
- L'Almanach du Peuple, 1906. Livre. Librairie Beauchemin (a responsabilite limitee), Montreal.
- My Flower Across the Sea. Song. Words and music by Lewis Owen. Lewis Owen, Toronto.
- Soldiers They Would Be. Song. Words and music by Lewis Owen. Lewis Owen, Toronto.
- Plain Talks on Health and Morals. By C. C. Casselman, M.D., M.C.P.S., and Rev. W. W. Walker. Book. Charles C. Casselman and William Wesley Walker, Huntsville.
- Sure Cure for Ham and Bacon. Book. Warren Edward Russell, Massillon, Ohio.
- Le Rosaire. Volume XI, 1905. L'Ordre des Freres Precheurs, (Les Dominicains) St. Hyacinthe, Que.
- The Maiden of the Columbia. Photo. R. C. Pollett, Rossland, British Columbia.
- Canadian Almanac, 1906. Book. The Copp, Clark Company, Limited, Toronto.
- The Memories and Other Poems. By Mary A. Buchan. Book. Mary A. Buchan, Toronto.
- Elora: Its Early History, Including an Account of its First Settlers in the Townships of Woolwich, Pilkington.

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“Why do you claim ‘Kohinoor’ Pencils to be the Standard Pencils of the world?”

We will tell you :

BECAUSE of their **SPLENDID QUALITY.**

BECAUSE every sale makes a pleased customer.

BECAUSE they **NEVER** become “dead” stock.

BECAUSE they are worth their cost **ALWAYS.**

BECAUSE they suit every purpose of a pencil, being made in 17 degrees.

BECAUSE a dealer can **ALWAYS** suit a customer with “Kohinoor” Pencils, and rarely can with others.

BECAUSE dealers don't have to carry a stock of thousands of slow selling pencils. **KOHINOOR Pencils SELL QUICKLY,** and without special effort on the dealer's part.

BECAUSE it pays to handle and be identified with such high class goods.

We can give more reasons, if necessary, and we believe other dealers can too.

McFARLANE, SON & HODGSON

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Substitution is mean. It offends your customers and injures your business.

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Waverley Works, EDINBURGH

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




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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 37 years and upwards (prior to Sept., 1901), manufactured for and supplied to the Proprietors thereof.

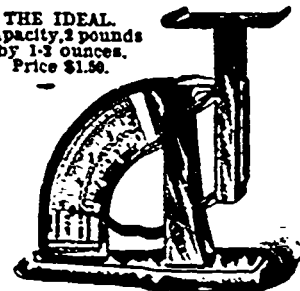
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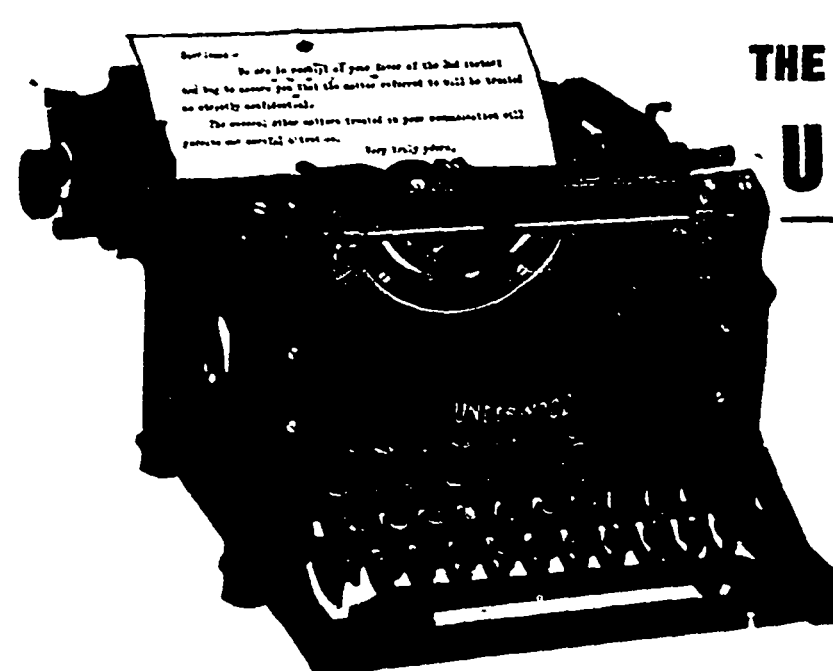


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ton and Nichol. By John R. Connon. Published in the Elora Express. Temporary copyright. John Robert Connon, Elora.

A Canadian Girl in South Africa. By E. Maud Graham. Book. E. Maud Graham, Harriston, Ont.

Insurance, Banking and Stocks. Book. Aristide Filiatrault, Montreal.

Couronne Poetiques des Mysteres du Rosaire. Livre. Augustin Belanger, Montreal, Que.

The Affiliated Stores Advertising System. Book. H. E. T. Cooke, Montreal.

Some Undergraduate Poems. Book. Thorlief Larsen, Toronto.

Belcher's Farmers' Almanac for the Maritime Provinces, 1906. McAlpine Publishing Company, Limited, Halifax.

Won't You Take Me Home With You. Song. Words by Jean Lenox. Music by Harry O. Sutton. Jerome H. Remick & Company, New York.

Leaves from Rosedale. By Charlotte Beaumont Jarvis. Book. Charlotte Beaumont Jarvis, Toronto.

Occident and Orient: A Tale. By Rev. W. W. Walker. William Wesley Walker, Toronto.

Le Roman d'un Garcon d'Habitant. Publie dans La Presse, Montreal. Droit Temporaire d'Auteur. Henri Rouleau, Montreal.

Henderson's Gazeteer and Directory of Manitoba, Saskatchewan, Alberta and Western Ontario, for 1905. Henderson Directories, Limited, Winnipeg.

The Monster Imperial. Musical collection. Harold V. Knowland, Toronto.

Sanitol. March. By Chas. N. Daniels. Jerome H. Remick & Company, Detroit.

Interim Copyrights.

The Bench and Bar of the Maritime Provinces. Book. Brown-Searle Printing Company, Toronto.

The Bench and Bar of Quebec. Book. Brown-Searle Printing Company, Toronto.

The Dance of Mirth. Music. The W. H. Scroggie Co., Limited, Montreal.

BEST SELLING BOOKS OF THE PAST MONTH.

As Reported by Leading Canadian Retail Dealers.

BRANTFORD.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "The Mother," by Norman Duncan. Revell.
6. "Tales of the Road," by C. N. Crewdson. McLeod.

CALGARY.

1. "The House of Mirth," by Edith Wharton. McLeod.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "St. Cuthbert's," by R. E. Knowles. Revell.
4. "Fair Margaret," by F. M. Crawford. Morang.
5. "The Gambler," by K. C. Thurston. Revell.
6. "The Garden of Allah," by Robert Hichens. Briggs.

CHARLOTTETOWN.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "God's Good Man," by Marie Corelli. Briggs.
3. "Fair Margaret," by Marion Crawford. Morang.
4. "The Lure of the Labrador Wild," by D. Wallace. Revell.
5. "Jess & Co.," by J. J. Bell. Copp. Clark.
6. "Ayesha," by H. Rider Haggard. Briggs.

GUELPH.

1. "Nedra," by G. B. McCutcheon. Briggs.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "The Gambler," by K. C. Thurston. Revell.
5. "When It was Dark," by Guy Thorne. Musson.
6. "The Man of the Hour," by Octave Thanet. McLeod.

KINGSTON.

1. "The House of a Thousand Candles," by M. Nicholson. McLeod.
2. "Maid Margaret," by S. R. Crockett. Copp. Clark.
3. "My Friend the Chauffeur," by Williamson. Musson.
4. "The House of Mirth," by Edith Wharton. McLeod.
5. "The Conquest of Canaan," by Booth Tarkington. Poole.
6. "Nedra," by G. B. McCutcheon. Briggs.

LONDON.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Cherry Riband," by S. R. Crockett. Copp. Clark.
3. "Self Control," by W. G. Jordan. Revell.
4. "Nedra," by G. B. McCutcheon. Briggs.
5. "The Spirit of Christmas," by H. Van Dyke. Copp. Clark.
6. "The Conquest of Canaan," by Booth Tarkington. Poole.

MONCTON.

1. "Hearts and Masks," by Harold MacGrath. McLeod.
2. "The House of Mirth," by Edith Wharton. McLeod.
3. "The House of a Thousand Candles," by M. Nicholson. McLeod.
4. "The Deluge," by D. G. Phillips. McLeod.
5. "The Gambler," by K. C. Thurston. Revell.
6. "St. Cuthbert's," by R. E. Knowles. Revell.

MONTREAL.

1. "The Gambler," by K. C. Thurston. Revell.
2. "The St. Lawrence Basin," by S. E. Dawson.
3. "The Voyageur," by W. H. Drummond. Briggs.
4. "Conquest of Canaan," by Booth Tarkington. Poole.
5. "The House of Mirth," by Edith Wharton. McLeod.
6. "The Household of Peter," by R. N. Carey. Copp. Clark.

PETERBORO.

1. "The Gambler," by K. C. Thurston. Revell.
2. "St. Cuthbert's," by R. E. Knowles. Revell.
3. "Nedra," by G. B. McCutcheon. Briggs.
4. "The Deluge," by D. G. Phillips. McLeod.
5. "The Man of the Hour," by Octave Thanet. McLeod.
6. "The House of a Thousand Candles," by M. Nicholson. McLeod.

ST. CATHARINES.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "Nedra," by G. B. McCutcheon. Briggs.
3. "The House of Mirth," by Edith Wharton. McLeod.
4. "The Man of the Hour," by Octave Thanet. McLeod.
5. "Hearts and Masks," by Harold MacGrath. McLeod.
6. "The House of a Thousand Candles," by M. Nicholson. McLeod.

STRATFORD.

1. "St. Cuthbert's," by R. E. Knowles. Revell.
2. "The Gambler," by K. C. Thurston. Revell.
3. "The Man of the Hour," by Octave Thanet. McLeod.
4. "Hearts and Masks," by Harold MacGrath. McLeod.
5. "The Great Mogul," by Louis Tracy. McLeod.
6. "The Voyageur," by W. H. Drummond. Briggs.

TORONTO.

1. "The Conquest of Canaan," by Booth Tarkington. Poole.
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- Addison, Mrs.** "The Art of the National Gallery." Toronto: The Copp, Clark Co., Limited. Illustrated. Cloth, \$2.00 net.
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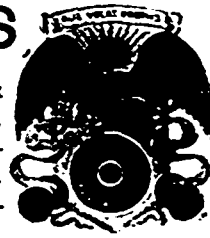
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