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# BOOKSELLER & STATIONER

## OF CANADA

APRIL 1907

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

MONTREAL

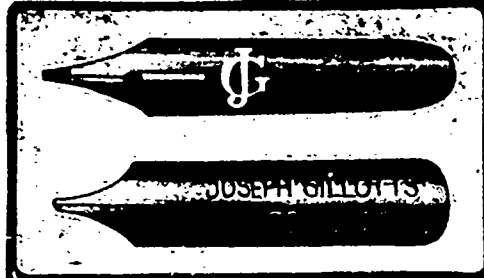
TORONTO

WINNIPEG



It's the Solidhed Display that sells tacks

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



TWO ONLY of the Many Varieties of

### Joseph Gillott's Pens

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

For all particulars samples for distribution - pen cards etc. apply JOSEPH GILLOTT & SONS, 11, Gracechurch Street, LONDON, E.C.

### YOU ARE INTERESTED IN SOMETHING.

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

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

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

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

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

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

# Something New——

We have originated and perfected a new idea in Scribbling and Exercise Books which we are confident will prove the greatest success ever put on the market in

## SCHOOL PRACTICE BOOKS

This series will appeal to the scholars on account of the extreme novelty and cannot but be endorsed by the teachers from an educational standpoint. The entire series is registered at Ottawa and will be fully protected. Do not be persuaded to place orders for school lines until we have the opportunity of putting this new proposition before you. Samples are now ready and in the hands of our salesmen.

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**Warwick Bros. & Rutter**

**LIMITED**

**Wholesale  
Manufacturing Stationers**

**TORONTO**

# ALL THE LEADING WHOLESALE

Stationery and Fancy Goods Houses

SELL

# GOODALL'S PLAYING CARDS

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

## HIGGINS' TAURINE MUCILAGE



THE demand for a clean, tenacious, and pure mucilage, secure against the corrosive influences affecting the average product in this line, induced us to put upon the market Higgins' Taurine Mucilage. It avoids the defects of the cheap and nasty dextrine and the dear and dirty gum mucilages. It is stronger, catches quicker and dries more rapidly than any other mucilage, and is perfectly clear, clean, non-corrosive, non-sedimentary, and pleasant to sight and scent. It is put up in both bottles and safety

shipping cans and will be found not only convenient for use, but entirely satisfactory so far as its working qualities are concerned. It will please your trade.

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

CHAS. M. HIGGINS & CO. Manufacturers

NEW YORK - CHICAGO - LONDON

Main Office and Factory, BROOKLYN, N.Y., U.S.A.

## CARTER'S NEW SHOW CARD INK

When used in making  
Show Cards and Price Tickets

Will Brighten Up  
Your Windows

SEVEN LUSTROUS COLORS

Blue, Green, Purple, and  
Red, Black, Yellow, White.

WILL NOT CRACK WHEN DRY.

Ask your stationer for

*Mark-a-line*

The Carter's Ink Co., Boston, New York,  
Chicago, Montreal.

# FOUNTAIN PENS



"GET THE BEST"  
On Hand Full New Stock

**Paul E. Wirt**  
**A. A. Waterman**  
The "Modern"  
**Strathcona**  
Best Dollar Pen

## STEEL PEN EMPORIUM

All the Most Popular Makes

**ESTERBROOK'S**  
**Joseph Gillott's**  
**Mitchell's**  
**Spencerian**  
**Ball Pointed**  
**Myer's-Heaths**  
**Pickwick-Waverly**  
**Russia Moheta**  
**Davies & Co.**  
**Brown Bros.**

Special 412-68-Law, etc.

# ACCOUNT BOOKS



Standard Make—All Styles and Sizes  
Stock Very Complete—Undoubted Value

THE COMPLETE STATIONERY HOUSE

# BROWN BROS.

Est'd over Half a Century  
51-53 Wellington Street West

LIMITED  
TORONTO

## "Sports" Playing Cards



THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES.

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

SPECIAL CARD FOR  
WHIST PLAYERS

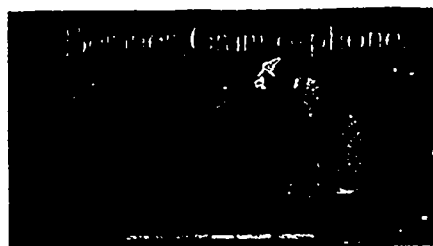
## Colonial Whist

LACROSSE DESIGN.

We are headquarters for PLAYING CARDS  
MADE IN CANADA.

Style and finish equal to Imported Cards.  
Advertising Cards of all sorts—Novel Designs.  
FOR SAMPLES AND PRICES APPLY—

The UNION CARD & PAPER CO.,  
Limited  
MONTREAL.



**Berliner Gram-O-Phones, \$10 to \$65**  
**Victor Talking Machines, \$12.50 to \$120**

These are the prices to consumers—the people you can do business with not only once but regularly.

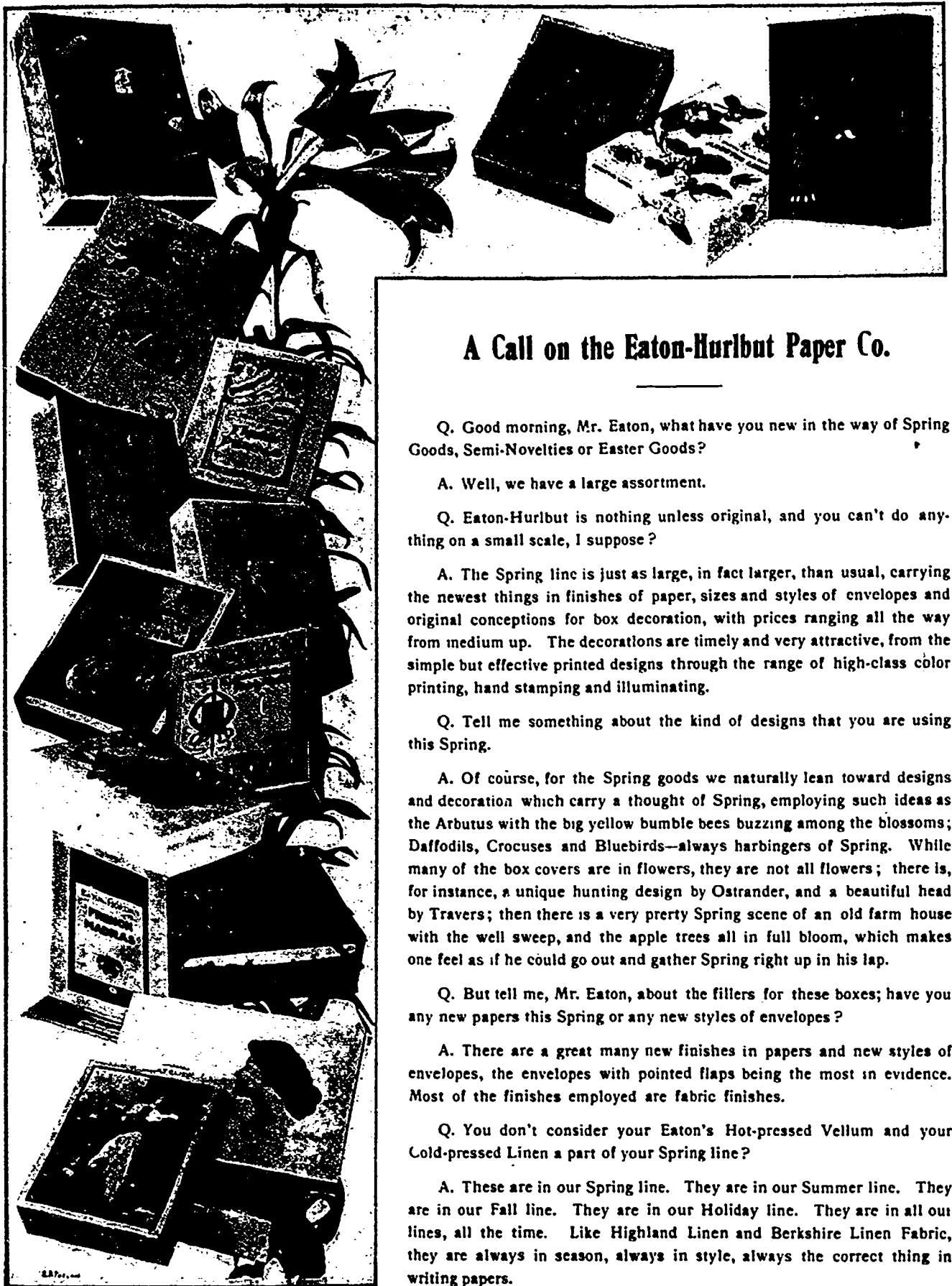
Then there are the Records, which of course are being bought on a very large scale, because new ones are being issued all the time.

DISTRIBUTORS FOR CANADA.

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

Write your nearest distributor.

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



## A Call on the Eaton-Hurlbut Paper Co.

Q. Good morning, Mr. Eaton, what have you new in the way of Spring Goods, Semi-Novelties or Easter Goods?

A. Well, we have a large assortment.

Q. Eaton-Hurlbut is nothing unless original, and you can't do anything on a small scale, I suppose?

A. The Spring line is just as large, in fact larger, than usual, carrying the newest things in finishes of paper, sizes and styles of envelopes and original conceptions for box decoration, with prices ranging all the way from medium up. The decorations are timely and very attractive, from the simple but effective printed designs through the range of high-class color printing, hand stamping and illuminating.

Q. Tell me something about the kind of designs that you are using this Spring.

A. Of course, for the Spring goods we naturally lean toward designs and decoration which carry a thought of Spring, employing such ideas as the Arbutus with the big yellow bumble bees buzzing among the blossoms; Daffodils, Crocuses and Bluebirds—always harbingers of Spring. While many of the box covers are in flowers, they are not all flowers; there is, for instance, a unique hunting design by Ostrander, and a beautiful head by Travers; then there is a very pretty Spring scene of an old farm house with the well sweep, and the apple trees all in full bloom, which makes one feel as if he could go out and gather Spring right up in his lap.

Q. But tell me, Mr. Eaton, about the fillers for these boxes; have you any new papers this Spring or any new styles of envelopes?

A. There are a great many new finishes in papers and new styles of envelopes, the envelopes with pointed flaps being the most in evidence. Most of the finishes employed are fabric finishes.

Q. You don't consider your Eaton's Hot-pressed Vellum and your Cold-pressed Linen a part of your Spring line?

A. These are in our Spring line. They are in our Summer line. They are in our Fall line. They are in our Holiday line. They are in all our lines, all the time. Like Highland Linen and Berkshire Linen Fabric, they are always in season, always in style, always the correct thing in writing papers.

# POST CARDS

## "ART" SERIES

80 New Subjects Price \$1.50 per 100 Cards

### PATRIOTIC

- No. 215 Canada
- " 54 Hands Across the Sea

### SCENIC

- No. 21 A Bit of Holland
- " 22 A Dutch Mill
- " 23 Truckless Sea
- " 24 Off Block Island
- " 26 After the Chase
- " 27 The Old Mill
- " 28 The Historian
- " 49 Passing of Time
- " 50 Young Mother
- " 120 Get Busy
- " 149 When Mother was a Girl
- " 150 Debutante
- " 151 Watching the Parade
- " 152 Song of Victory
- " 143 Good Friends

### HUNTING SERIES

- No. 121 The Meet
- " 122 The Start
- " 123 The Brook
- " 124 The Brush

### COLLEGE MASCOTS

- Nos. 144, 145, 146, 147, 148

### CAP AND GOWN GIRLS

- No. 216 Jack-o'-Lantern
- " 217 Devotion
- " 218 Commencement
- " 219 Yuletide

### ERMINE GIRLS

- No. 220 Sables
- " 221 Ermine
- " 222 Driving
- " 223 Automobiling

### CHILDREN'S PARTY CARDS

- No. 224 Introduction
- " 225 Presentation
- " 226 Acceptance
- " 227 Consumption

### JAPS

- No. 164 The Poem
- " 165 The Toilet
- " 166 The Walk
- " 167 The Solo
- " 10 Ah Len

### SUMMER GIRLS

- No. 172 My Heart's Desire
- " 173 Heart's-Ease
- " 174 Roller Skating Girl
- " 175 In the Good Old Summer Time
- " 176 En Voyage
- " 214 Lady and the Bear
- " 69 Belle of Niagara Falls

### TEDDY BEAR CARDS

- No. 206 A Little Bear Behind
- " 207 Stung
- " 208 The Bear on a Dark Stairway
- " 209 How Can You Bear this Weather?
- " 210 A Bear Impression
- " 211 The Seashore Bear

### HEAD SERIES.

- No. 153 Dorothen
- " 154 Adele
- " 155 Evelyn

### PEEK-A-BOO GIRLS.

- No. 188 At the Stile
- " 189 Hello
- " 190 Forget-Me-Not
- " 191 Peek-a-Boo

### BULL DOGS

- Nos. 180, 181, 182, 183

### COMIC FROG SERIES

- No. 135 Matinee Idol
- " 136 Matinee Girl
- " 137 Paul and Virginia
- " 138 Come in, the Water's Fine
- " 139 The Bride
- " 140 The Groom

### SOCIETY GIRLS

- No. 184 Fleur-de-Lys
- " 185 Roses
- " 186 Lilacs
- " 187 Golden Rod

### DOLLIE'S PRAYER SERIES

- No. 130 Morning
- " 131 Noon
- " 132 Night

We Furnish Gratis with every Five Hundred Cards Ordered Our "ART" POST-CARD DISPLAY STAND

## Your Summer Picnic

### JAPANESE NAPKINS

24 assorted in an ENVELOPE, 70 cents per dozen Envelopes  
50 assorted in a BOX \$1.20 per dozen Boxes.

## Birthday Cards

25 BEAUTIFUL CARDS, assorted in a neat Box, \$1.20 per Box.

63 assorted in Case containing four Trays, \$3.60 per Case.  
A nice assortment in convenient form.

SEND YOUR ORDERS TO

# The Copp, Clark Co., Limited

64 AND 66 FRONT STREET WEST

TORONTO, ONTARIO

# S. HILDESHEIMER & CO., Ltd.

Large Variety  
Wonderful Value

Striking Novelties  
Exquisite Designs

JUST READY

## The "RECHERCHE" Series

NEW SEASON'S

Christmas, New Year and Private Greeting  
Cards, Autograph Boxes, Vellum Cards,  
with Real Oil Reproduction Pictures,  
Calendars, Novelties, etc.



PUBLISHED BY

**S. Hildesheimer & Co., Ltd.**

Chromo House, 96 Clerkenwell Rd.

LONDON, E.C.

and Miller St., MANCHESTER

Unrivalled for Quality, Style and Finish. "Do not  
fail to see this collection, it will pay you."

## Pictorial Postcards

Fac-simile Series, Glossy Series, Local Views,  
Panoramacards



# To Let You Know

WHAT IS COMING FROM

# The House of Canada

## For Cards and Calendars

Our travellers are now ready to call on you, and they have the most brilliant assortment ever shown of entirely new productions in Christmas Cards and Calendars, etc.

### CALENDARS.

**Embossed Calendars** known as "F" series, a fine art line, consisting of 80 different subjects at popular prices.

"F" series **Beautiful Colored Post Cards** mounted and tied with silk cord and tassels, 12 different designs.

**Motto and Xmas Post Cards**—"F" series, 12 assorted designs of each.

**Mottoes**—"F" series, 12 different subjects. All are tied with silk cord and tassels.

**Novelty Scratcher Calendars**, 43 different pieces.

**Art Lithographic Publishing Company Calendars** in a large variety of designs.

**Hills & Co. Calendars**, 44 subjects. **High Art Calendars**. A very special line, 37 styles, 434 subjects.

**Block Calendars**, 51 styles.

**Gray's Litho Calendars** 4 and 6-leaf turnover style, 12 subjects.

**Morgan, Shepard Company. Special Calendars.**

"Colossal" Series Calendars, 6 designs.

"Superba" Series **Embossed Floral Calendars**, 20 designs at 3 different prices.

**Date Card Calendars**, for desk use.

**Booklet Calendars**, in cloth and leather binding, 5 styles.

**Castell's and Davidson Bros.** 5c line calendars, 24 designs; 10c line calendars, 23 designs.

**Castell's "Special" Calendars**, 6 designs.

### XMAS CARDS.

**Hills & Co "For the Empire" Series.** Canadian emblematic, 30 different designs, also cards with Canadian views.

**Autographic Cards in Boxes.** Hills & Co., 12 assortments. Castell Bros., 44 assortments.

**Ordinary and Celluloid Cards in Boxes and Packets.** Davidson's special line, 20 assortments. Castell's special line, 14 assortments.

**Comic Xmas Cards.** A large assortment of designs.

**Blanks for Private Greeting Cards.**

**Hills & Co. "For the Empire" Series.** 41 different designs, also 30 designs Canadian Emblematic Cards.

**Art Calendar Pads.** 7 styles, 4 sizes in each.

**Post Cards for Xmas and New Year.** Satin, etc., with holly designs, 10 different assortments.

**Xmas Sectional Post Cards**, in sets, Santa Claus and Xmas tree designs.

**Maple Leaf Xmas Post Cards**, assorted designs.

**Xmas Greeting Post Cards.** Assorted, 12 designs, holly, etc.

"Missale" Series **Xmas Post Cards**, 18 designs. Assorted.

**Post Card Mounts.** 30 different styles, in 4 prices.

**Booklets**—"My Motherland" and "Canada My Home."

**Castell Bros.' Booklets.** 22 styles.

### PICTURES.

A very low priced line, consisting of 94 different subjects.

A large range of **Mottoes** at popular prices.

**Art Blotters, Silk Bannerettes, Match Tidies.**

**Scribners' Sons' Picture and Calendar Publications.** We are Canadian agents. Send for catalogue.

**Post Card Albums.** 29 different styles.

**Papeteries.** 88 different styles, for Summer and Fall trade.

The trade have now an opportunity of selecting the most attractive and saleable goods ever displayed.

# THE COPP, CLARK CO., LIMITED

64 and 66 Front Street West

TORONTO

CANADA



# MADE IN CANADA GOODS

Kearns' Inks, Mucilage, Office Paste and Sealing Wax lead all others, both in **Quality** and in **Price**. Write for our trade discounts. Sold by all leading stationers.

Manufactured by

**The KEARNS INK AND WAX COMPANY, Limited**  
Toronto, Canada

## CLARK BROS. & CO., LIMITED

WINNIPEG

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

Most Complete Stock in Canada for Booksellers and Printers

## CLARK BROS. & CO., LIMITED

WHOLESALE STATIONERS,

WINNIPEG, M. A. N.



**BERLIN'S  
HOLIDAY  
BOXES  
FOR 1907—  
READY!**

*Berlin's "Quality First" Papers are always looked for with interest by cautious buyers—the 1907 line's now ready. For beauty, superiority and novelty, it surpasses ALL past records.*

**It's far easier to sell Correspondence Papers when you have a quality foundation on which to build sales.**

**"Berlin's Quality First Papers" are a known quantity, and always "make good" as a working basis.**

- 1st —They **always** keep step with good form.
- 2nd—They're **always** ahead with distinctly new notions in sizes, finishes, tints and envelope cuts.
- 3rd—They **always** stand for "quality inside—and art merit outside the box."

### 2 Snap Assortments

|                                                                                   |
|-----------------------------------------------------------------------------------|
| 1st Asst. "C" 81 new, splendid selling boxes, costs you \$17.92 sells for \$35.84 |
| 2nd Asst. "D" 126 " " " " " " 29.52 " 59.04                                       |

Send for booklet giving full story of these splendid money making, trade-winning assortments. They'll open your eyes to "Berlin's Quality!"

## BERLIN & JONES ENVELOPE COMPANY:

547-553 W. 27th Street, New York, U.S.A.

Makers of "Quality First" Correspondence Papers, Weddings, Mournings, Tallies, Tablets, Commercial Flat Papers, Envelopes, Etc.

# Menzies & Company

## Toronto

FINE ART **CALENDARS**  
English and Austrian

XMAS CARDS, PICTURES, POST CARDS

### Private Xmas Cards

The best range and handsomest on this side of the Atlantic.

## The Savory Line is Now Ready

SAMPLES NOW ON SHOW AT our sample rooms and on the road.

Drop us a line if you intend calling, or if we shall call on you.

Our Publications are exclusively high-grade. Calendars and Xmas Cards range in price from \$1.20 per doz. to \$25.00 per doz. All f.o.b. Toronto.

WE TAKE ORDERS FOR ASSORTMENTS. Which can be returned by customer within 5 days of delivering if not satisfactory.

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## CLUCINE

 A LIQUID ADHESIVE  
READY FOR USE.

Guaranteed for 5 years **NOT** to dry up, go bad, or deteriorate in quality, has no odor, is cheaper, quicker and cleaner than either Paste, Mucilage or Gum.

WRITE FOR SAMPLES.

SOLD BY US.

ON IMPORT ONLY.

CARRIED IN STOCK BY ALL LEADING WHOLESALE STATIONERS

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## BLOTTING

(R. Craig & Sons, Caldercruix, Scotland)

We carry Craig's Blotting in all weights, 19x24 size, colors. Pink, Turkey Red and White. Prices 10c., 12½ and 15c. per lb., f.o.b. Toronto.

E. and O. Blotting in all colors and weights, 7½ and 9½ cts. per lb. WRITE FOR SAMPLES.

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## MENZIES & COMPANY

19 WELLINGTON STREET EAST, TORONTO, CANADA

Canadian Agents, E. W. SAVORY, LTD., Bristol, Fine Art Publishers.  
LYONS INK, LTD, Manchester, Mfrs. of the famous "CLUCINE." DORENDORFF & CO., London, Eng.  
Mfr. Card Blanks, Xmas Cards, Private Xmas Cards.

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXIII.

MONTREAL AND TORONTO, CANADA, APRIL, 1907.

No. 4.

## PHOTO SUPPLIES AS A SIDE LINE

By W. F. Ralph

HAVE you ever considered the advisability of running a photo supply department in connection with your stationery business? For some time past there have been indications that the introduction of a department devoted to photo supplies in Bookseller and Stationer would be very acceptable and useful to those readers who already handle such goods, as well as to those who would like to try this attractive side line. It is the intention of Bookseller and Stationer to conduct such a department if support can be had from its readers with the view of encouraging the photo supply business among them and any correspondence on the subject by readers already interested in the business or who think of entering into it will be welcomed by the editor.

The addition of side lines to the regular business is finding great favor among the business men of the present day, who are quick to seize on any idea that will make for their own advancement. Thus it is that probably most of the readers of Bookseller and Stationer at present handle wall paper and music, although those lines are not, strictly speaking, books or stationery. But they harmonize with the main part of the stationery business and for that reason are legitimate lines. The same may be said with regard to any other side line. If it harmonizes and can be conveniently carried with the rest of the stock then, providing there is a fair profit in handling it, it should be carried.

The selling of photographic goods appeals to a wide and good class of customers. The modern camera is an artistic and scientific instrument, and is fit for exhibition in any stationery store and fits in well with general stationery. Photo supplies such as mounts, papers, post cards, plates, films, albums, etc., are much akin to other lines handled by the stationer. There are also a large number of books dealing with the art for which sales can be created, and some photographic magazines for which subscriptions can be obtained.

One decided advantage in handling photo goods is the fact that the sale of a camera and outfit does not end there. A purchaser will continually need supplies.

The photo supply business is not at all dissimilar to many other lines carried by the stationer. In fact the stationer appears to be the proper person to handle such goods. The amateur photographer is usually a person of some culture and refinement, who reads books.

If you attract him into your store to buy his supplies he is likely to prove a good customer in your other lines as well. Then the stationer coming into contact as he does with a large number of customers of artistic tastes, is in the best position possible to interest them in amateur photography. Large numbers of school teachers and their pupils, the country over, are interested in the subject. It is a notable fact that an amateur photographer is a most enthusiastic devotee of the art and will make photos of anything, anywhere. He is a great consumer of supplies, and the number of amateurs is increasing rapidly year by year. The trade has grown so much of late that many huge manufacturing plants exist for the sole purpose of supplying the demands of amateur photography.

Photography has been simplified to such an extent that little or no acquaintance with the art is necessary in handling supplies. The main principles can be gathered in a few hours from one of the text books which accompany an amateur outfit. So long as satisfactory goods are sold the result will be the satisfaction of both buyer and seller.

Some of the points to be kept in mind when starting a photo supply department are:

The amateur trade is confined to a limited number of sizes of plates, films, papers and mounts. Consequently a large stock of goods would not be required. It is stated by the Dominion Photo Supply Company, one of the Toronto dealers, that a sufficient stock to start with can be purchased from \$35. upwards.

It is well that cameras of two or three different sizes should be stocked, as it is a good policy to let the public actually see what they can get in your store. For any size of camera not in stock an order can be sent in to the jobber which will be filled in a few days.

Spring, which is nearly due, is the opening season for the amateur photographer and great attention should be paid to the show window. If your store has two windows, use one of them continuously for photo supplies. If you have only one, use part of it for a monthly exhibit of supplies. Placards, illustrated with original photographs, and lots of other advertising, such as pamphlets, etc., are supplied by all jobbers. A glass showcase with good arrangement of materials is a great drawing card for the interior of the store.

There are at least nine months of the year during which the photographic trade booms. From Spring until after Christmas the demand is very active. All Spring and Summer the demand is chiefly for cameras, plates and films, and when Christmas approaches, the demand is more for papers, mounts, calendars, albums, anything by means of which the industrious amateur can turn his year's work into gifts for his friends.

The class of amateur who take their hobby seriously and work at it the whole year round is on the in-

crease; and this is the class to be encouraged, for they buy supplies all the year round.

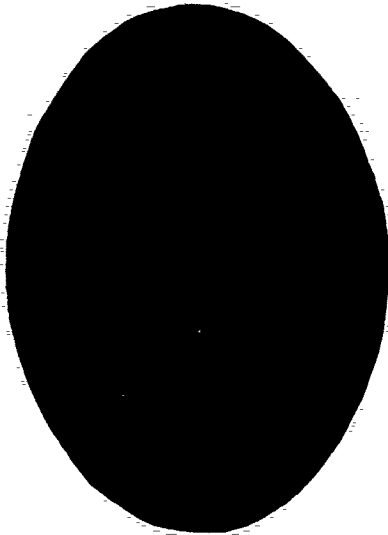
The discounts allowed by jobbers to retailers average about 25 per cent. On one or two lines it is as low as 10 per cent., and on some others as high as 50 per cent. This discount is not net. Expressage and postage have to be allowed off. But these latter items are, as a rule, not very great. It often happens that jobbers are enabled to ship their goods as enclosures with large consignments of stationery from wholesale stationers.

## A CANADIAN'S SUCCESS IN GREAT BRITAIN

IT may not be generally known in Canada that a large share in the management of the British publishing house of Thomas Nelson & Sons is taken by a native of the Dominion, the son of one of Canada's most famous statesmen. G. M. Brown, who became managing trustee of the business in 1892 on the death of Mr.

Mr. Thomas Nelson, II., in association with his brother William, established a complete bookmaking factory, and extended the operations of the firm so greatly that more commodious premises had soon to be obtained near the original site. Not long afterwards the firm built Hope Park Works at the entrance to the Meadows—Edinburgh's central park. These grew steadily, till in 1878, when they were hardly adequate for the requirements of the business, they were burned to the ground. Thereupon the firm erected their present works at Parkside, Edinburgh. The buildings, covering four acres, are mainly in one floor, lighted from above, and no effort has been spared to make them models in every respect.

Great printing plants are of little use without a publishing business large enough to keep the machinery steadily going, but Messrs. Nelson have found little difficulty in selecting publications which have had a very large sale, and kept their presses fully employed. When free education was introduced in Great Britain, Mr. Thomas Nelson, II., published his Royal readers, a most successful series. They have been used all over the English-speaking world. After a lapse of over 30 years the original books still maintain a very large sale. It is interesting to note in this connection that Mr. Nelson was assisted in the editing of these books by the Superintendent of Education in New Brunswick, and that the very first copies sold were for use in the New Brunswick schools. Thus Canada had some part in preparing a series of books that has taught millions of British sub-



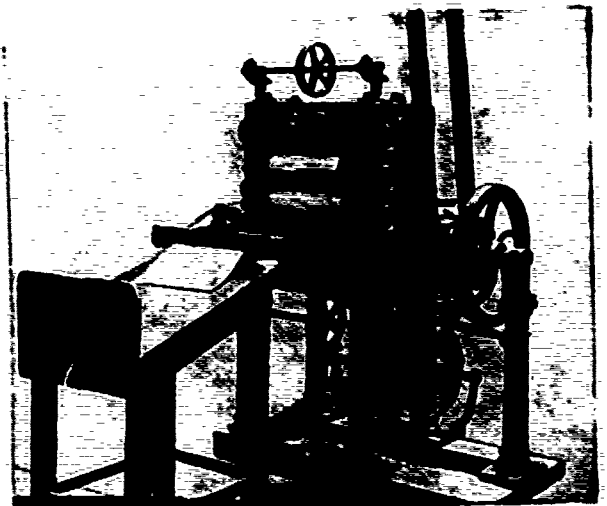
G. M. BROWN.

Thomas Nelson, II., is a son of the late Hon. George Brown of Toronto. He was born in Toronto in 1869 and received his early education at Upper Canada College, matriculating at Toronto University in 1885. The same year he went to Scotland, and attended Merchiston Castle School, Edinburgh, for a short time, going in 1886 to King's College, Cambridge, where he remained until 1889. After that he spent a year or two in learning the business of an accountant in the office of Lindsay, Jameson & Haldane, at Edinburgh, and finally went to Parkside, where Nelson & Sons have their printing works.

In 1900 Mr. Brown was elected liberal Member of Parliament for Central Edinburgh. He sat for this constituency until the general election of 1905, when he retired for business reasons.

He is closely connected, both by birth and marriage, with the Nelson family. His mother was a sister of Mr. Thomas Nelson, II., and he himself married his cousin in 1901.

The business of Thomas Nelson & Sons is among the oldest of the larger publishing firms of Great Britain. Three generations of Thomas Nelsons have been associated with it. Mr. Thomas Nelson, I., laid its foundations more than a century ago in a small shop in one of the quaintest corners of the old town of Edinburgh.



An interesting Patent of Messrs. Nelson. The First Rotary Press ever built. Invented by Mr. Thomas Nelson, II., and Exhibited in the Exhibition of 1881, where it printed the Royal Readers. The Press is now in Parkside Works.

jects to read. Out of the Royal readers has been developed the Royal school series, which contains about a

## BOOKSELLER AND STATIONER

thousand school books, covering every branch of primary school work. Additions are constantly being made, one of the most recent being a new series of readers for Nova Scotia, issued in 1906. In recent years the books published in the Royal school series have embodied the most modern ideas of teaching, and every development of modern printing and color work has been used to enhance the value of the books.

A branch warehouse was opened in London at 35 Paternoster Row—the very heart of the publishing centre—about 1870 and fully half the business of the firm is transacted from that centre.

Messrs. Nelson were the first British publishers to open a branch in New York. It has developed into a large Bible business, operating a plant of its own in New York. The New York branch some ten years ago organized a committee of American scholars for a new revision of the Bible, and the result of their labors—the American Standard Revised Bible—was issued in 1901. The New York business has recently been amalgamated with E. & J. B. Young & Co., and turned into a limited company in which the Edinburgh firm hold the controlling interest. At the same time the firm acquired a large interest in the Bible business of the King's Printers in London—Eyre & Spottiswoode (Bible Warehouse) Ltd.

The business is now in the hands of Mr. Thomas Nelson, III., his brother, Mr. Ian Nelson, and Mr. G. M. Brown. Of recent years, the firm have extended the area of their publications. While the school book and juvenile departments have not been neglected, they have made a specialty of other branches, such as the New Century Library (large type standard works printed on very thin India paper, colored toy books and cloth-bound English classics, published at sixpence.

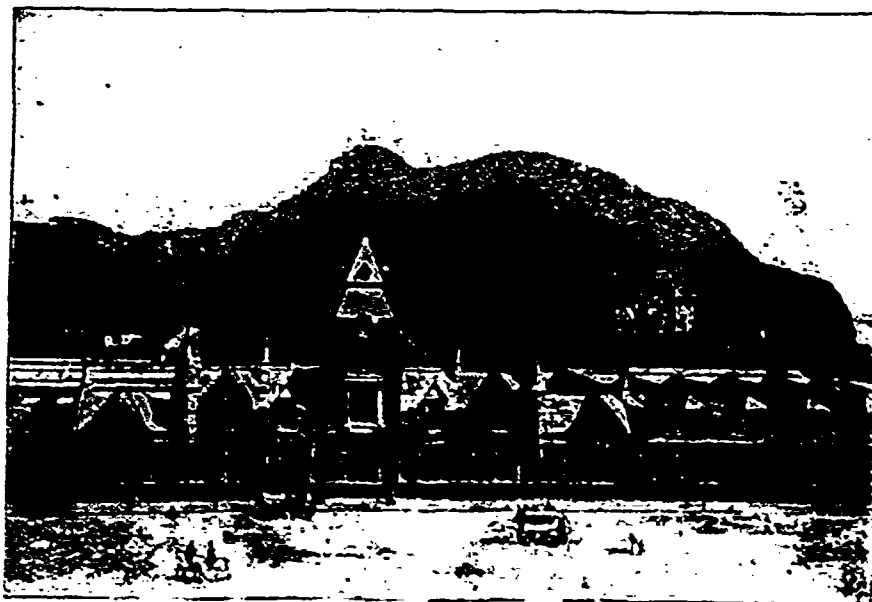
Messrs. Nelson's recent successes have been largely due to the perfection of machinery in use at their works, enabling them to produce new books considerably below the current cost in the printing trade. They have just erected an additional factory equipped with every device that engineering science can suggest, in which all the operations of book manufacture will be done by machinery, hand labor being only used for feeding the machines. It is believed that the erection of this factory

is evidence of Messrs. Nelson's intention to enter a new field of publishing, by the issue of copyright fiction at prices which will cause some surprise in the publishing trade. They have already proved that non-copyright



Messrs. Nelson's London Branch Office and Warehouse,  
35 Paternoster Row, E.C.

books can be produced in neat cloth bindings at sixpence. The facilities in their new factory should enable them to produce copyright fiction at a correspondingly remarkable price.



Parkside Works, Edinburgh (with Arthur's Seat in the Background.)

## SUCCESSFUL ADVERTISING: Who Pays For It?

By T. Johnson Stewart

Once upon a time the writer gently hinted to a friend in the book and stationery business that he ought to advertise. The sun went down on our conversation right then and there. My friend gazed at me kindly but sadly as if I had asked for the use of ten dollars of his money for just ten days. Advertise! Why I might as well have asked that man to take out an accident policy insuring the dog kennel in the back yard against the vagaries of an earthquake. Advertise! That man would have committed bigamy cheerily rather than spend a fifty dollar bill on advertising. No argument at my disposal was keen enough to pierce his triple-plated prejudice. He had only one competitor—a wide-awake gentleman who realized the cash value of advertising. And my friend, of course, was paying for the other fellow's advertising. Some people appear generous when they are only short-sighted. My friend often seemed really philanthropic.

There's a town of 10,000 inhabitants in Berkshire, England. There were three booksellers in that town.

"occasionally" cheaper than his competitors. There were two weeklies published in that town and young Jones—his name wasn't Smith, and so we have called him Jones—occupied space in both. And he occupied the same space, upper right hand corner, front page, in both papers steadily. At that time I was an ordinary layman as far as advertising was concerned. But I was interested in books. Like Dr. Johnson, in some respects at least, I had bought books, sold books, read books, wrote books, borrowed books, and forgot to return them. And I was interested in this young man Jones, the bookseller. I always wanted the new book and I wanted it quick. Jones always had it. He knew what the publishers were doing all the time—even the piratical publishers of the U.S.A. It was immaterial whether the new book was on science, philosophy, religion, whether it contained fiction, poetry or biographical sketches—it did not matter what the new book contained or who was the author of it Jones had it on his shelves. When one knew Jones one simply had to deal at his store. But I do not suppose that I would



1007 Exhibit of the Musson Book Co., at the King Edward Hotel, Toronto.

Several years ago the three waited patiently on business. They didn't hustle. That was against their principles. Luckily, from an economic standpoint, one of the trio married a charming young widow, who believed firmly in laying up her treasure on this terrestrial plane. And our friend abandoned his business. The lady was enough for him to manage. A young man, with "foolish notions about advertising," succeeded the gentleman who espoused the widow. He sized up the situation pretty thoroughly and then with the dare-devilry, or the enthusiasm of youth, he started out to let the people of the Royal borough know just what he intended to do. He was wonderfully frank with them. In his opening announcement he told the people of that town that he was going to do more business than all the booksellers in that and adjacent cities. He told the people with cheering confidence that he expected the larger share of their patronage because he could supply their literary and artistic wants better and

have ever known Jones—if he had not used the publicity columns of the local papers. Jones' short talks, appearing in the papers may not have been excellent advertising. But they sold his goods—not only books; but all the other lines he carried. And young Jones, with the "foolish notions about advertising," has done more for the higher education of the people of that town than all the preachers and teachers in it. Because Jones believed in advertising and it paid him to advertise. At the end of his first business year he told me that his business was easily \$3,000 better than the combined sale of his competitors—which was a modest claim to make under the circumstances.

Jones spent the equivalent of his rent in newspaper publicity, and he backed that up with a useful and interesting little booklet—just a few pages—which he published quarterly. Jones's Quarterly contained a list of the new books and a few sentences of pertinent cri-

icism, clipped from the London press, on each book, the amount of criticism never occupying more than one page of the booklet and seldom exceeding half a page. All Jones's advertising created desire for his books. It roused a curiosity which landed one in the People's Library—that was Jones's name for his store, and the people liked it. That curiosity soon reached the buying stage, when the suave Mr. Jones got started. Before the end of his first year in that town Jones employed two smooth assistants. His business was much better than the best book business in a neighboring city three times the size of his town and judicious advertising made his business.

I realize just as clearly as any man that it would be

suicidal for some small dealers to spend the equivalent of their rent in advertising; but 45 per cent. of the men in the trade could spend that amount very effectively, while 95 per cent. can advertise, and should advertise, more than they do. Circular advertising seldom pays. The average bookseller and stationer will find it a profitable investment to state their values in the local papers—not once or twice, but pretty regularly. You can produce effective advertising only by having a thorough grasp of your business along with a fair knowledge of your probable customers' wants as well as tastes. The man who can create a desire for literature—the possession of it—is generally an effective advertiser.

## POINTERS FOR MAY BUSINESS

Don't forget the twenty-fourth of May when laying your plans for May business. This holiday will always be extremely popular with the rising generation, as it furnishes an excellent excuse to let off fireworks. Although fireworks bear a closer relation to the business of a toy-shop than to a book and stationery store, in the smaller centres of population the handling of such goods has become the legitimate province of the stationer.

This being the case, as you have probably discovered by your own experience of past seasons, it behooves you to hunt up the record of your last Victoria Day fireworks sales, and find out which is the best selling line.

### Stimulate the Desire.

Having accomplished that important research into the history of your store, begin early to inform the public that Victoria Day is a proper day for fireworks exploding, flag-flying and all manner of patriotic celebrations. Don't allow the desire of youth to celebrate to wane in the least, as it means helping out what might otherwise be a somewhat dull season.

Then there are the other necessities of celebrations, like flags and bunting. Early in May bring these goods well to the fore; and as an example for your fellow citizens to follow it might be well to spend a little time, a few days before the 24th, in decorating your outside store front.

### Post Cards for the Visitor.

May is usually the month in which lake navigation (as far as passengers are concerned) really opens. Tourists begin to roam over the countryside, and exceeding dull must be the town which does not entertain during the summer, quite a number of them. Your town, wherever it is, is bound to have a number of visitors in it during the sunny month of May—and many more later on. In these days of the picture post card, rarely does a person leave his native place, without first being pledged by multitudes of friends to "drop them a card occasionally."

This card habit is one of the best fads that ever struck humanity, from all points of view, with the possible exception of the postman. It pleases the sender, and the recipient, and it is a good source of profit to you. In May bring out your best lines of local view cards and serial comics. Also devote some of your window space to souvenirs of the town, especially those of the more portable kind. Above all, don't forget to let the visitor know where you are. An attractive, "stick-out-in-the-street" sign is invaluable for this purpose. Remember

that nowadays, the first thing a visitor does after finding his hotel or his friends is to hunt out the post card shop. Make yourself easily found by the visitor.

### Photo Supplies.

If you are carrying photo supplies you will do well to make the fact very prominent, and aim especially for visitors, as the camera habit is as universal as the post card habit. When a visitor is sure of a source of supply near at hand he won't be too stingy with the supplies he has brought with him. Films and plates are the main things demanded by the tourist-camera-man or woman, and probably an occasional camera.

### A Prize for the Boys.

It is a good policy to get in a line of the cheaper sort of cameras—those at \$1 to \$3 retail, to catch the boy trade. How would it be to offer a little prize, say an air-rifle or some other thing dear to the boyish heart, to the boy who takes the best photo during any stated period with any stated kind of camera? This has been done over and over again in other lines of goods. It is one of those old, yet ever new dodges, which never give out, for the simple reason that it is based on the human love of friendly competition. Stay a minute! Why confine such a competition to the boys? Have another one for girls, with a prize suited to them. By doing this you will not only encourage the sale of photo supplies, but will encourage the love of art in all the competitors.

The bookseller and stationer is a fortunate individual in that most of his wares, like photo supplies, are such as tend to the elevation of the human mind. In the single case of fireworks, however, (remarks the cynical sub-editor) they tend to elevate sections of the human body.)

### HERE'S A CHANCE TO MAKE A DOLLAR.

We will pay One Dollar for every "pointer" used in this column which may be sent in by any clerk or traveler. Remember that all pointers should refer to business for the month ahead of the next expected issue of Bookseller and Stationer.

Send us in a "pointer" for June business, and, if we use it in this column, we'll send you a dollar.



# SHOW CARD WRITING

BY CRAFTSMAN.

(Continued from March Number.)

## Brush Script Capitals.

(See March number for illustrations.)

Letter A—1, from A down and around to B. Now stroke 2 to shade stroke 1. Stroke 3 (not numbered) from A to C. Stroke 4 down and around to D. Stroke 5, to complete the letter, should be made in one stroke, with pressure on the brush at the thick part. This stroke should be practiced separately. It resembles the first stroke on letter X.

Letter B—Begin at A. Stroke 1 down and around



Shaded Block Letters.

to B. Stroke 2 from A to C. Stroke 3, beginning at D, with slightly intensified pressure at the start, then lightly down and around to the top, making your loop, swinging down and around. Strokes 4 and 5, to shade the two loops, and stroke 6, from A to the right, and then the inner lower loop (not marked on copy) of stroke 1.

Letter C—From A down and around to B. Stroke 2 from A to the right to C. Stroke 3 finish off stroke 2. Stroke 4 from E down. Stroke 5, A to D.

Letter D—Stroke 1, from A down to the right, forming the loop to the left, around to the right upward, then forming the curve to the top left to B. Stroke 2 from A to C. Stroke 3 from A to the right. Stroke 4 (not noted) to fill the right hand curve from A down. The central heavy strokes showing in the letters B and D were left as the artist made them, but they were made in error, making the central stroke too thin at first.

Letter E—Begin at A, follow the outside stroke 1 to B, stroke 2, from B to the inner loop, then strokes 3, 4, 5, 6, and 7 where indicated. The upper E loop requires much practice. The small ring loop on the top of the letter G can then be more readily learned.

The first stroke of letters H, I, J, K, V, and W, is practically the same. The loop on the letter K begins at F. Stroke 5 down and around the loop, down again and around to E. Letter P begins at A. Stroke 1 down and around, making the loop to B. Stroke 2 from C down, around, passing A to D. Letter Q begins at A to the left and down around to E.

Letter S—Stroke 1 from A to B in its centre. Stroke 2 (not noted), complete the centre dot by a down stroke.

Letter T begins at A, continuing to the curve to the right, then down and up to B. Stroke 2 shades the curve. Stroke 3, from B to the left in one quick sweep, then curve to C. Stroke 4 from B down to D.

Letter Z—Stroke 1, from A to B. Stroke 2, from B down and forming the little loop at the left, then down and around with a snappy, quick curve to C. The sign & is begun at A. Stroke 1, up, passing C and down to B. Stroke 2, C to D, then shade upper loop, stroke 3. Stroke 4, from E down and up to F. Practice thoroughly.

## Shading.

Excellent examples of shaded letters are beautifully illustrated in the cut marked "Shaded Script," in March number, coupled with the two cuts of shaded block and shaded Roman herewith given. This work is all done with flat brush strokes. It should be accomplished quickly. The various letters offer excellent examples for practice, and the student is requested to study them all carefully. When you shade letters have your paint easy-flowing. If you use white paint do not feel uneasy because it looks faint when you shade at first, because it will dry out much whiter and should be used very thin on tinted cards. If you shade in gold be careful to constantly mix it and do not apply too thick with your brush. Shading in two colors is sometimes desirable, but the use of several colors is only in practice among those whose taste is sometimes lacking and we would not like to sanction it. Very narrow letters, if shaded with half-inch brush, often present a highly attractive appearance.

Slant letters can be shaded to good advantage. Letters that are crooked or poorly written do not show their imperfections if the imperfect lines are not shaded exactly parallel.

The shading may appear on the right and upper ends



Shaded Roman.

if desired. Other methods, seldom used, make letters appear as though falling forward or backward.

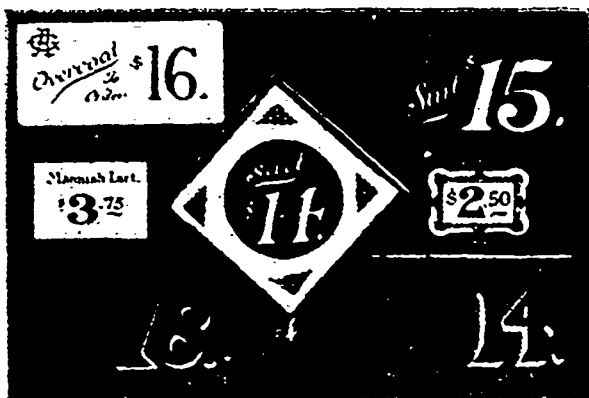
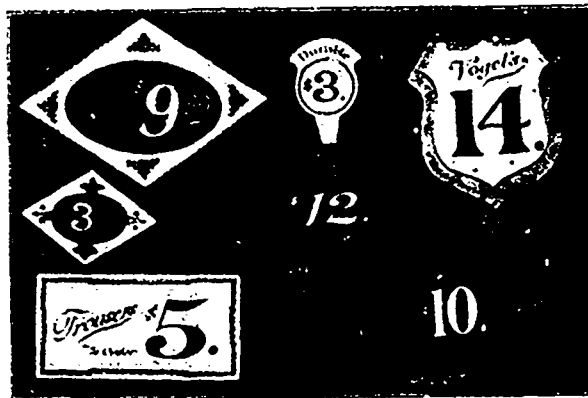
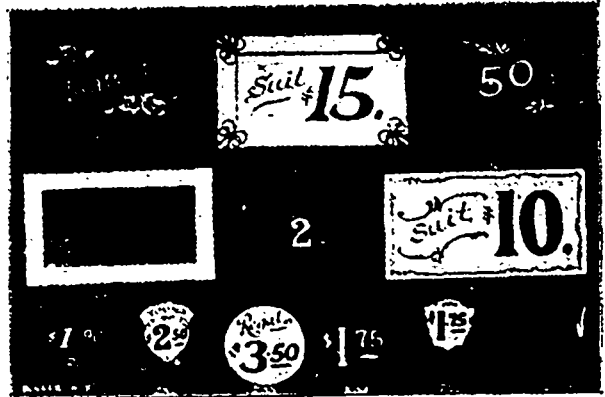
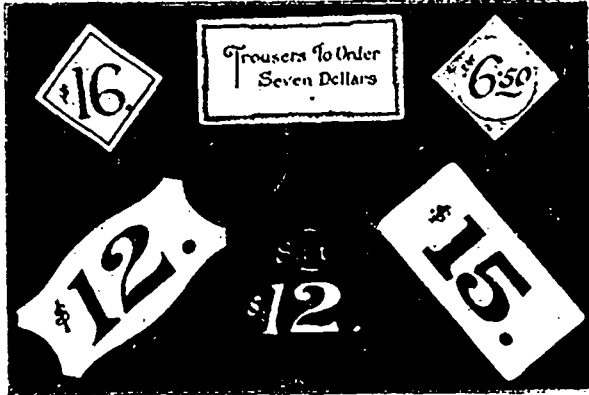
## Price Tickets.

The student who has followed and faithfully practised the preceding alphabets illustrated in this series of articles should now be in a position to execute a fairly good price ticket. The numerous price ticket illustrations in

this and the following articles offer to the student ample opportunity for studying designs of tickets as well as pen and brush lettering.

The colors of the designs from which these photo engravings were made are mentioned in detail. These may, of course, be changed to suit the fancy of the maker or to suit the colors of inks he may have on hand. The actual sizes are just four times the dimensions illustrated. No. 204 is white, with beveled edges; 205 and 216 white, with gold bevel, and double gold edge-line; 206, white circle on fancy blue card with bevel edge; 207, gold

237, 238 and 239 have shaded back-grounds, made by using an air brush. On number 238 the dark lines are gold, and 239 has a colored floral spray. No. 240 has a fancy edge colored in red in the centre and blue on the ends, and 241 has a glazed bevel edge. No. 221 is a light green egg-shell mat, with fancy gold edge and embossed gold ornaments, the mat is glued on purple beveled card; 222, heliotrope shoe ticket, with gold embossed frame; 223, imitation light oak card, with bevel edge; 224, imitation burlap grey; 225 and 227, black waterproof, with bevel edges; 226, white mat, with fancy gold edge and em-



edge, white card; 217, gold edge, black card, raised embossed gold centre; 208, dark grey mat on light grey card, beveled edges; 209 and 218, plain white with gold bevel; 210, egg-shell mat, with fancy gold bevel edge, embossed gold ornaments, green centre; 211 and 229, white and black hat tickets, with embossed gold circles; 212, pink shield, glued on green shield; 213, shoe ticket, white mat, fancy gold edge, gold ornaments, black centre; 214, olive green suit ticket; 219, grey card, with colored painted floral spray; 220, heliotrope shoe ticket;

bossed gold ornaments, glued on a white beveled, grey card having a white paper centre; 228, white mat, with fancy gold edge, mounted on imitation light oak panel; 230, white card, gold bevel, roroco gold scrolls; 231, green hat ticket; 232 and 235, gold embossed hat tickets; 233 and 234, shoe tickets; 236, green linen, with white bevel. These hat tickets have very thin strips glued on the centre of the back. The glue is only put on one end, so that the strip can readily be slipped into the hat band and the ticket project in front of the band.

**MONTHLY REPORTS  
FROM TRADE CENTRES**

**MONTREAL.**

**Brisk Easter Business Experienced—Common Prayer and Devotional Books Steady—Framed Texts and Extracts from Authors Selling Well—Popular Music in Demand—Latest Popular Songs on the Market.**

Office of BOOKSELLER AND STATIONER,  
222 McGill Street, Montreal,

April 9, 1907

General trade with the booksellers and stationers has found its level again, and is now running smoothly. All merchants report having done an exceptionally large Easter business. Books and souvenir cards especially, are greatly admired and selling well.

There is a steady sale of common prayer and devotional books at the present time, in both leather and cloth. These works are exhibited in window displays to great advantage. Books on history, biography and travel are selling well. For general literature the demand remains steady.

"The Beloved Vagabond," by William J. Locke, author of "The Morals of Marcus Odeyne," is doing well. On account of the appearance of this book, sales of his earlier works have revived, and a large demand is predicted for future months. "Running Water," by A. W. Mason, author of "The Four Feathers," and "Paul," by E. F. Benson, author of "The Angel of Pain," are stocked largely. Booksellers are also having many calls at present for Bernard Shaw's works, due no doubt to the interest aroused in this author by Forbes Robertson and Gertrude Elliot's, as well as Ellen Terry's recent performances of his plays.

The Easter trade has given an impetus to the sale of framed texts and extracts from authors. Select lines of den mottoes, suitably framed in dark colors, for presentation, are prominently displayed by many merchants. Lines of latest comique pictures direct from New York are on exhibition, and merchants anticipate a share of the picture trade on these lines. A few of the best are: "Skidoo," "Haying Time," and "The Blow That Killed Father." Remington's Canadian cowboy pictures are also selling well.

The latest society stationery on the market is Whiting's French Chambray. Colorings of this paper are Egyptian blue, ash gray and London white. The sizes are Regent and Parisian, 1 and 2. It retails in the various colorings at 30c. per quire. This line of paper is now becoming quite popular. Other quite popular papers are: Eaton Hurlbut's Hot Pressed Velum, sold only in white colorings, and French Organdie, principally in dainty colors. In the black bordered paper, linen is still prevailing. Writing paper put up in pound packages is becoming quite popular, and will be much in demand for the vacation trade.

Music departments have been extremely busy throughout the month of March. Such songs as the "Holy City," "Face to Face," "Rock of Ages," and "Beyond the Gates of Paradise," were largely in demand at Easter-tide. The Wilbur "Valse Brillante," is also having very large sales lately. This piece of music is published by the Delmar Publishing Company, Montreal.

The most popular songs in the Montreal departmental and music stores at the present time are: Vesta Victoria's "Poor John" and "Waiting at the Church," Mabel McKinley's "Golden Rod" is also selling well. Miss McKinley is the niece of the late president of the United States. This lady is best known as the composer of the popular songs, "Anona" and "Feather Queen." Both of these songs proved great successes. Among the coon songs, "If the Man in the Moon Were a Coon," is probably the most popular. The publishers class this song as a combination of classical music and comical words. A song which has come into great popularity in New York, is being sung by Miss Alice Lloyd, the dainty English comedienne, "Never Introduce Your Bloke to Your Lady Friend." Miss Lloyd describes this song as a cockney lady's lament. It has not yet gained a place on the Montreal market but will do so shortly.

Post cards are still holding their own. Table and window displays were prominent throughout the month. Leather post cards in "Teddy Bear" effects, are meeting the public's fancy at the present time.

F. C. M.

**TORONTO.**

**State of Trade—Effect of Lord's Day Act—Buyers in the City—New Buildings Projected.**

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

April 12 1907

Business for the past month has been satisfactory. Buying for next fall is in progress and the Toronto houses making displays of import lines report increased orders. Book travelers are all out on the road and the majority of spring publications have appeared.

The Lord's Day Act is causing considerable loss to some Toronto news dealers. It has been generally understood that all United States papers actually in transit before midnight on Saturday would be allowed to go through, thus enabling customers to be supplied early Monday morning. For the first two Sundays in March this was done. But on the third Sunday the papers were stopped at the international bridge and held all Sunday and permitted to go through on Monday morning. This caused the customer to wait for his paper until 11.15 Monday morning.

Mr. Geo. Kelly, who for years kept a book store at the corner of Yonge and Elm streets, accidentally caused his own death on the night of March 18, by drinking carbonic acid instead of medicine.

It is becoming a very general custom for dealers from all over Ontario to visit Toronto about this time of the year to see the displays of import lines. It is found that this is the most satisfactory way to buy. Ever since the middle of March there has been a steady stream of buyers coming to the city.

The Musson Book and Publishing Company have let a contract for a six-storey warehouse and salesrooms, covering an area of 54x89 feet, which will be erected on the southeast corner of Duncan and Richmond streets. The plans are being prepared by Architect Henry Simpson. It is to be of the popular mill construction type, which has been approved by the fire underwriters for slow burning qualities, and will be equipped with a modern sprinkler system.

Business Systems Ltd., are erecting a fine new building on the west side of Spadina avenue, south of King street. The building will be 60 by 130 feet five storeys high and will cost about \$50,000.

Mr. W. C. Bell, of the Musson Book Co., left last week on his annual western trip, from which he doesn't expect to get back until the middle of June. He travels in partnership with Mr. Woods, of Warwick Bros. & Rutter.

The land at present occupied by Sutherland's bookstore, on Yonge street, has been sold, and the purchaser intends erecting a new building. So Mr. Sutherland will soon have to move.

Mr. S. B. Gundy, Canadian manager of the Oxford Press, has sailed for England.

The wholesale book department of the Methodist Book and Publishing Co. are moving from their present restricted quarters to more commodious regions on the second floor. The change has been rendered possible by the erection of the new addition to the building.

W. F. R.

ST. JOHN.

Business Quiet—Some Travelers' Reports—New Lithographing Firm Incorporated.

St. John N.B., April 13 1917

The general trade throughout the Maritime Provinces has been very good during the past month. Just at present business is rather quiet and merchants are preparing their orders for school books and school supplies.

Your correspondent a few days ago visited the establishment of J. & A. McMillan. This firm, which has suffered greatly from fire on several occasions, is now fully equipped with up-to-date machinery and stock and the building presents a fine appearance. Everything is conveniently arranged, and the firm report that they have carried on a very successful business during the past year.

Mr. Percy P. Gunn, who was formerly traveling representative for J. & A. McMillan, is now with McFarlane, Son & Hodgson, of Montreal, and on his visit here a few days ago, he reported that he was meeting with excellent success for the new firm.

Mr. Archie McLean, representing W. J. Gage & Co., of Toronto, in the Maritime Provinces, is also a former employe of McMillan's.

Mr. Fosdick, representing Copp, Clark Co., was in the city recently.

Mr. McGregor, of the J. C. Wilson Co., Montreal, reports business first-class in this section.

Messrs. Robert H. Jamieson, Ernest G. Higginson, of Montreal; William C. Clarke, Marguerite Clarke and George A. Macaulay, of St. John, are seeking incorporation as the Maritime Lithograph Company, Ltd., with a capital stock of \$21,900.

WINNIPEG.

Easter Trade Brisk—New Store Opened—Death of a Prominent Bookseller.

Office of BOOKSELLER AND STATIONER.  
Room 511 Union Bank Building,  
Winnipeg, April 9, 1917

Easter trade was very active in the Winnipeg stores, displays of Easter novelties being supplemented by good advertising bringing brisk trade. Prospects for Spring business are considered very bright.

"The Prisoner of Zenda" was presented last month at the Winnipeg theatre and local stores displaying the book during the week of the play report a brisk sale.

Picture post cards are a very profitable line in all the

Winnipeg book stores; one local dealer in conversation with Bookseller and Stationer estimated his sales at almost \$4,000 per year. Little attention is required to push this line as the displays sell the cards readily.

Russell, Lang & Co. expect to open their second store in the new Aikins Block on Portage Ave. next Saturday. It will be one of the finest retail book stores in Canada and illustrations of the interior will appear in an early number of this paper. The old store on Main St. will be continued, special attention being given to office stationery and supplies. The school books and educational supplies of all kinds will be carried in the new store.

At time of writing the John A. Hart Co. have a good window display of picture post cards.

The death occurred suddenly in Winnipeg last month of David Blackwood, a well-known bookseller. Mr. Blackwood had 15 years' experience in the book and stationery trade in Halifax and New York. In 1903 he moved to Winnipeg and in partnership with Walter J.



THE LATE DAVID BLACKWOOD

Hagel, commenced business at the corner of Portage Ave. and Main St. When the store had to be torn down to make room for the new Nanton Block he removed to a site on Main St., further north, and partnership with Mr. Hagel being dissolved about that time, Mr. Blackwood continued the business under his own name. In a little less than four years in Winnipeg Mr. Blackwood succeeded in building up a good business and his early death will be mourned by a wide circle of business and social acquaintances.

"Friday the 13th." and "The Port of Missing Men" are among the best sellers this month.

F. R. M.

The Toronto trade had a call from Mr. and Mrs. R. J. Soden of Peterboro recently.

Mr. Besin Hay, formerly of the firm of M. G. Hay & Son, stationers, St. Thomas, has accepted a position as traveler with a Toronto wholesale stationery firm, from Winnipeg to the coast. He was entertained to a banquet by the Talbot Club, St. Thomas, of which he was a leading member, on Saturday night, March 9. He was presented on behalf of the club with a congratulatory address and a handsome traveling bag.

# 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.

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APRIL, 1907.

No. 4

*CHRISTINA WILLEY, SALTCOATS, SASK.:—"I find Bookseller and Stationer most useful in keeping me up-to-date, living in such a far-away spot in the Northwest."*

### ADVERTISING vs. PRICE-CUTTING.

COMPETITION is said to be the life of trade, and so it is. Competition in merchandise betters the merchandise and creates more users of it, which in turn creates a demand for more merchandise. The ramifications of competition extend away beyond the boundaries of mere business. They extend into every branch of human activity. Every active agent in every human activity is everlastingly striving to out-do other active agents in the same line. The small-schoolboy who collects postage stamps, strives to outwit the other boy in the acquisition of philatelic treasures. Later on in life the same boy tries to outdo the same and other rivals in the production of photographs or the collection of post cards or any one or more of a hundred other things. And the name of this active boy (and his sisters) is legion.

The changing fashions in clothing; the modern book and picture; the modern play; the modern sport; every thing, in short, that shows the slightest sign of con-

tinuous development is but an evidence and result of competition.

Competitive trade does not only mean rivalry in production or sale of commercial articles for consumption. Competition should include all the efforts of the merchant. Supposing you get a line of new goods shipped to your store, and the chap around the corner gets some too. Don't start in cutting prices! Don't let the competition of the round-the-corner-man have that effect. Put all your combative faculties into the art of bringing your goods before the public.

Let your round-the-corner-friend and yourself remember, that competition in customer-hunting, which is the same thing as advertising, is the thing which will result in benefit to both of you. If you alone advertised it would not reach the eyes and ears of as large a body of prospective buyers as if both round-the-corner and yourself advertised. The more the advertising the more the demand for the goods advertised. Round-the-corner will get some of the trade, and it is only fair and proper. But enough will come into you to well repay you for the fight. And you will have the satisfaction of knowing that the fight was open and above-board and that the victory was rightly, to the best advertiser.

There is little excuse for price-cutting where the trade of a large body of possible buyers exists, upon which can be practised the art of advertising. Let there be enough competition in advertising, and the quality and quantity of goods sold will keep on increasing. But price-cutting wrecks trade and is not fair fighting. In a book reviewed in this number, called, "The Making of a Merchant," by Harlow N. Higginbotham, manager of a Chicago mercantile concern, which employs seven thousand people, the author contends that a successful merchant is generally a man with the "gift of trade." During his remarks on the subject he has this to say on the subject of price-cutting: "There is scarcely a community in which the really able merchant is not cursed with ignorant and reckless competition. 'Cutting prices' is the favorite diversion of the merchant who ought, by good rights and natural endowments, to have been a farmer, a blacksmith, a carpenter or an artisan of some sort."

### GET AFTER THE BANKS.

A BRANCH bank in any Canadian town is as much of a local business as a book and stationery store. The bank looks to the merchants of the town for business and gets it. Its success depends to a considerable extent on the prosperity of the local business community. This being the case, why should not the bank reciprocate as often as possible?

Take for instance the matter of supplies. Branch banks to-day almost invariably secure their stationery through the head office, ignoring local dealers. This is not as it should be. If they expect the stationer to patronize them, they should in turn patronize the stationer, whenever the opportunity offers.

For this loss of business, the stationer is sometimes

to blame himself. A little firmness might retain what once he held. Let us urge our readers to make a strong effort to hold this trade.

#### A WARNING.

**T**HERE are several men who appear to be systematically going about the country soliciting subscriptions for the MacLean Trade Newspapers and Magazines and are pocketing the proceeds where they are able to land a subscriber. Several people have been victimized in this way. Some of these men are not confining their efforts to the MacLean papers, but, from enquiries we have received from one or two of our contemporaries in the United States, are practising the same methods in regard to their publications.

Business men and others are cautioned to look out for these fraudulent canvassers, and we would take it as a great favor if they would notify us by wire, at our expense, should they meet any of these men, as it is our intention to prosecute them if we once get the hands of the law upon them.

No one is authorized to solicit subscriptions for us unless he has our regular subscription forms and a letter signed by us giving him the right to receive moneys on our behalf. Our friends, the travelers, frequently send us subscriptions, and, of course, where a merchant knows a traveler to be a representative of a reputable house he may be sure that the subscription he may take will reach its proper destination.

We trust that our friends throughout the country will lend us their assistance in endeavoring to land these fraudulent solicitors. The names of the men and the localities in which they were last heard of are: C. H. Raymond, Berlin, Ont.; J. C. Murray, Farnham, Que.; McDonald, St. Hyacinthe, Que. There is another, operating in Galt, whose name we have not yet ascertained.

#### A CUSTOMS TANGLE.

**A**MERICAN publishers, who are accustomed to import quantities of English books, are at present much exercised over a recent customs decision, which makes the royalty fees on imported books a part of the foreign market value and therefore subject to duty. E. P. Dutton & Co. imported books at 9s. each. A contract between the publisher and importer imposed the condition that on each book sold in America 7s. must be remitted to England as a royalty fee for the author. The New York appraiser added the 7s. to the 9s., and demanded the ad valorem duty on the total.

The absurdity of this decision rests on the indefiniteness of the amount of the author's royalty. The royalty being based on the number of books sold, cannot be determined with any degree of accuracy beforehand. There has been friction in regard to the dutiable value of books since 1877, but the customs officers have, laterally, at least, accepted the invoices of importers and paid no attention to the question of royalties. Publishers will, of course, fight the new ruling to a finish.

#### PUSH.

**K**EEP on pushing! When you get hold of a customer do your very utmost to make him a permanent one. Push is part of advertising. There is not much to be gained by an effective advertisement unless it is pushed hard. If you think out, say a good catch-phrase, work it hard until every buyer and possible buyer in your locality knows that phrase and the meaning of it as well as he knows his own name and address.

There is a merchant in Toronto who, when he opened up business in a new locality, had painted on his window and printed on his stationery the letters, "W.S.T.B." Those letters meant, "We sell the best." The curiosity aroused in the neighborhood by these four letters was simply astounding. Many customers came in, and made a small purchase, obviously for no other reason than to inquire the meaning of these mysterious four letters.

Now, this merchant is a young man and a pusher. When he got a customer interested in his trademark he didn't tell these customers what it meant and let it go at that. He took their addresses in all cases possible, and sent their small purchases home for them, and wrote the addresses down in his book. By this means he got addresses on his mailing list which he possibly would not have secured otherwise.

Barbers are great pushers. A man enters a barber shop with the intention of being shaved. He sits in the chair, asks for a shave and gets it. As the barber is sponging off the customer's face he suggests a massage, or a hair cut, or tonic, and in eight cases out of ten the customer falls in with the barber's suggestion. If barbers didn't push their opportunities like this there would be few of the elaborately fitted up shops which now prevail over the whole country.

As an instance of where no effort was made to push, the present writer entered a stationery store the other day and asked for a small notebook. The young lady in attendance showed him several kinds and he finally bought one at 10 cents. There the transaction ended. No inquiry was even made by the saleslady as to whether "There was anything else?"

Now a pusher would not let a thing like that occur at any time, more particularly when no other customers are waiting. When a customer has been given what he asks for, the pushing merchant will try and get him interested in some other line. He will, for instance, ask him if he has read such-and-such a book; or if he has seen any of this-and-that line of post cards; or if he has seen this-or-that article or story in such-and-such a magazine. And if the customer has not seen any of these things, show them to him.

For a stationer who wishes to really develop all the possibilities of his business there is nothing like the motto: "Keep posted on all the latest developments in your line of business, and PUSH."

# ORDER NOW

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| <b>The Woman of Babylon</b>             | - By Joseph Hocking, "                       | <b>1.25</b>               |
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| <b>The Mysterious Mr. Miller</b>  | - - - | By Wm. Le Queux              |
| <b>Helena's Love Story</b>        | - - - | By Guy Thorne                |
| <b>Kid McChie</b>                 | - - - | By S. R. Crockett            |
| <b>Made in His Image</b>          | - - - | By Guy Thorne                |
| <b>The Slave of Silence</b>       | - - - | By F. M. White               |

# The Copp, Clark Co.

Limited

Publishers, Toronto

# NEWS OF THE BOOK WORLD

## MARCH BEST SELLERS.

The noticeable feature about the March list of best sellers is the closeness of the three leaders in the matter of points. For a few months previously the leading book has greatly outstripped the rest of the six. Sir Nigel occupies the same position in the list as last month, and appears to be a very steady seller.

### Canadian Summary.

|                                                    |    |
|----------------------------------------------------|----|
| 1—Lone Furrow, by W. A. Fraser .....               | 80 |
| 2—Port of Missing Men, by Meredith Nicholson ..... | 77 |
| 3—The Doctor, by Ralph Connor .....                | 71 |
| 4—Friday the 13th, by Thomas W. Lawson.....        | 43 |
| 5—Sir Nigel, by Conan Doyle .....                  | 32 |
| 6—Bob Hampton of Placer, by R. Parrish .....       | 22 |

## PUBLISHING ACTIVITIES.

McLeod & Allen, Toronto, have secured the Canadian rights for Robert W. Chambers' new story, "The Younger Set," which will be issued early in the fall.

A new cook book, "The Premier" has just been issued by the Copp, Clark Co. It has a suitable cover design and is bound in oiled cloth. Its retail price is 75 cents.

F. Hopkinson Smith's "The Veiled Lady" and A. W. Marchmont's "In the Cause of Freedom" will be ready soon. McLeod & Allen are publishing the Canadian editions.

During March the Copp, Clark Co. issued the following novels: "Check to the King," by Maurice Gerard; "The Diamond Ship," by Max Pemberton and "Empire," by Basil Ewes.

The first edition of "The Wages of Pleasure," by J. A. Stuart has been completely sold out, and the Copp, Clark Co. are now preparing a second edition to meet the continued demand.

In June, Frederick A. Stokes Company, New York, will publish a novel of the San Francisco disaster, by Sara Dean, entitled "Travers." It will be illustrated in color by W. Herbert Denton. (Cloth, \$1.50).

Norman Duncan's new story, "The Cruise of the Shining Light," has just been brought out by Henry Frowde at the Oxford Press. A third edition of "The Lone Furrow," by W. A. Fraser is ready with the same publisher.

Mr. G. L. Dodds, of Winnipeg, is the author of a little book recently published in Winnipeg under the title of "The Last West; the Latest Gift of the Lady Bountiful." It is replete with information of value to the intending settler.

Paper editions of the following novels have recently been issued by the Copp, Clark Co. at 75 cents: "The Mysterious Mr. Miller," by William Le Queux; "Jules of the Great Heart," by Lawrence Mott and "Helena's Love Story," by Guy Thorne.

The Canadian trade would do well to remember that the representation of the Catholic publishing house of R. and T. Washburn is in the hands of the Copp, Clark

Co., who carry their line of Catholic prayer books, rosaries, crucifixes, images, etc.

Frederick A. Stokes Company, New York, announce two books on health for publication next month. They are "Worry: the Disease of the Age," by C. W. Saleeby, M.D. and "The Art of Living in Good Health," by D. S. Sager, M.D. (\$1.35 net, each).

A new Canadian authoress will soon make a bid for popular favor. McLeod & Allen in Canada, and Doubleday, Page & Co in the United States will publish "Carmichael," by Anison North, a Canadian. The book is being profusely illustrated and will be a credit to the country.

Arrangements have been made by the Copp, Clark Co. for new editions of "The Heart of the Ancient Wood" and "A Sister to Evangeline," by C. G. D. Roberts, which have been out of print for some time. A new edition of "The Right of Way," by Sir Gilbert Parker, is in preparation.

The Copp, Clark Co. will have ready Joseph Hocking's new story, "A Strong Man's Vow" about the end of the month. It will be issued in paper and in cloth editions, the latter uniform with the writer's previous works. A new edition of Hocking's "Woman of Babylon" is ready in cloth only at \$1.25.

The Copp, Clark Co. have secured the Canadian market for the newsboys' books by Herbert Strang, considered by many to be the successor of the illustrious Henty. The titles for the current year are: "One of Clive's Heroes, a story of the fight for India," (\$1.25); "Samba, a story of the rubber slaves of the Congo," (\$1.25), and "Jack Hardy or 100 Years Ago," (75 cents).

McLeod & Allen will have a number of spring novels ready very soon. The list includes "The White Cat," by Gelett Burgess, "The Imposter," by Harold Blindloss, "Felicity," by Clara E. Laughlin; "The Turn of the Balance," by Brand Whitlock, "The Brass Bowl," by Louis Joseph Vance, and "The Diamond Key," by Alvah Milton Kerr. These books will be issued in cloth editions at \$1.25, and paper at 75 cents.

T. Fisher Unwin, London, announces a long list of new titles and new editions in this number. Among the interesting new books appearing from this house are "The Wit of the Wild," by Ernest Ingersoll (5s. net), "The Face and How to Read It," by Annie Isabella Oppenheim, F.B.P.S. (2s. 6d. net), and "The Way to Keep Well: Practical Home Hints on Common Ailments," by C. Stamford Read, M.B. (2s. 6d. net).

The Copp, Clark Co. have recently arranged for the Canadian agency of the publications of Sisley's, Limited, of London, consisting of the Panel-books, the Novel-books, and the Sisley-books. These include handsome editions of many notable works. Samples will be ready soon and will be shown by the various travelers for the house. They have also arranged for the sale in Canada of the publications of T. Seeley Clark, Limited, including the Kingsway Series of 6d. novels, "The Green Book Annual," and many juveniles.



BOOKS OF THE MONTH

**ABE MARTIN**, of Brown County, Indiana, by Kim Hubbard, Indianapolis: The Bobbs-Merrill Co.—This is a collection of the saying of one Abe Martin, the philosopher of Brown County. Most of the paragraphs originally appeared in the Indianapolis News. There is an introduction by Meredith Nicholson. Before the book proper commences, there is a sort of portrait gallery containing a zinc etching of each of the characters mentioned in the various paragraphs, as well as a short—very short—biographical sketch of their peculiarities.

**AMERICAN IDEA, THE**, by Lydia Kingsmill, Commander. New York: A. S. Barnes & Company. The title of this book does not imply that there is only one idea in America. It deals with the problem brought into prominence by President Roosevelt, the problem of race suicide. The writer does not pretend to offer any solution of the problem, her aim being the facts before the public, which aim is very ably accomplished. The position, industrially, of modern women is dealt with at some length, and the cause of the small family among Americans is made very clear.

**"BOY WANTED."** By Nixon Watrman. Chicago: Forbes & Company. Cloth, \$1.25. This is a modern volume of "Self-Help," particularly addressed to the boy, but suited as well to young men starting in life. The writer draws largely on the experiences of successful men and quotes pointed extracts from famous writers. He makes use of verses and poems, which he has written for various magazines. The book can be unqualifiedly recommended and booksellers might well place copies with libraries, Y.M.C.A.'s, etc.

**CHECK TO THE KING**. By Morice Gerard. Toronto: Copp, Clark Co. Cloth, \$1.50. A thrilling romance of over two centuries ago, when plot, intrigue and sword-play filled the serious moments of life and love and idle ease the rest. The story hinges on that interesting period in English history, when the people, tired of the oppression of James II., were about to welcome the arrival of William and Mary. A delightful feature is the account of a charming young woman's intrigues for William of Orange.

**CONGRESSMAN PUMPHREY, THE PEOPLE'S FRIEND**, by John T. McCutcheon. Indianapolis: The Bobbs-Merrill Co. Cloth \$1.25. This book by the cartoonist of the Chicago Tribune presents a graphic description of the snares and pitfalls lying in the path of the unwary Congressman. Congressman E. J. Pumphrey, of Minerva Junction, upon leaving his native hamlet for Washington, vows that the country shall be made too hot for anything in the shape of a trust to live in. But alas! When he reaches the capital he speedily succumbs to all manner of corporate interests, and in particular to the wiles of a certain charming and wealthy lady who wants some legislation put through.

**DOUBTS FOR EVERYBODY**. Compiled by Frederic Reddale. New York: J. S. Ogilvie Publishing Co. Paper 25 cents. This is a collection of old and new "doubts" for almost every occasion of life. Instead of telling the reader what he or she ought to do on

any particular occasion, it aims to instruct them in what they ought not to do.

**EMPIRE**, by Basil Ewes. Toronto: The Copp, Clark Company, Limited. Cloth, \$1.25. This is a novel with a purpose. So much is confessed by the author in a short preface. That purpose is a discussion of the topic of Imperial Federation. Incidentally it contains a good love story. The scene opens in the Baronial home of the Earl of Bannockburn in Scotland. His eldest son, Lord Falkirk, disappears on his 21st birthday, and turns up in Australia, where he takes up gold mining. Here he meets with a family called Morton—father, son and daughter. He enters into partnership with them in a mining venture and finally marries the young lady, returns to Scotland and takes up his old rank.

**FATH OF ROBERT LOUIS STEVENSON**. By John Kelman, Oliphant, Anderson & Ferrier, Edinburgh and London. 3s. 6d. The learned author of this book has achieved a work of outstanding merit. It is an appreciation at once comprehensive in its grasp of the great factors which mould character and subtle in its analysis of the elements which go to the production of the individual. A just estimate of proportion and emphasis has enabled Mr. Kelman not only to interpret R. L. S., but also the generation of which his life was to some extent an exponent, and which he largely influenced by his writings. Lovers of Stevenson will welcome this book.

**FIGHTING ON THE CONGO**, by Herbert Strang. Indianapolis: The Bobbs-Merrill Company. Cloth, \$1.50. A stirring tale of a boy's life on the upper Congo, showing how rubber is collected by the unfortunate natives, for companies who have been delegated powers from the Government. Mr. Martindale, a wealthy American, and his young nephew, Jack, go prospecting on the Congo, and take a village of natives under their protection. This involves them in a dispute with the authorities which brings out the fighting qualities of Jack, who is in command, his uncle having died. Jack and his followers invariably outwit the company's agent and finally destroy his camp and capture all his supplies.

**GUilty—A TRIBUTE TO THE BOTTOM MAN**, by Frank Ballard. Charles H. Kelly. London. This new book by Mr. Ballard, has been written to combat the fallacies contained in Mr. Blatchford's recently published book—"Not Guilty—A Plea for the Bottom Dog." The writer has made a careful and critical examination of the book under review and while giving its author credit for philanthropic motives, he has shown most conclusively that the so-called new philosophy, which it seeks to propagate, is subversive not only of christianity, which it openly attacks, but also of the principles of common morality.

**JEWISH MAIDEN, A**, by J. Dempster. Edinburgh and London. Oliphant, Anderson & Ferrier. Cloth, 2 shillings net. The sub-title of this book is "Flickerings Before the Dawn." By that is meant certain events in the lives of a few people a short time before the crucifixion of Christ. A Roman Senator has in his household as a governess to his daughter, a Jewish maiden called Claudia. She suddenly leaves the household and returns to the home of her cousin in Jerusalem, who is the custodian of certain funds left by her uncle for the use of the Christ when he should come. The Roman and his daughter,

having been influenced by Claudia forsake the worship of Jupiter, and become followers of Christ.

**MAKING OF A MERCHANT**, by Harlow N. Wigginbotham. Chicago: Forbes & Company. Cloth, \$1.50. This is a book of great practical value to a young merchant or to any young man who contemplates going into business on his own account. The writer knows whereof he speaks, having been connected with one great business enterprise for 38 years. During that time he has occupied positions from the very humblest to those of manager and proprietor. In 12 brightly written chapters he tells his readers the secrets of business success, dealing with all the problems which confront a retailer, and particularly with the problems of proper buying and of giving credit.

**MINISTRY OF DAVID BALDWIN**, by Henry Thomas Colestock. New York: T. Y. Crowell & Co. Cloth, \$1.50. This is a story of the theological difficulties experienced by a newly ordained minister, while filling the pulpit of a church, which is almost torn asunder by factional disputes. Questions of dogma and doctrine are interestingly discussed, and do not in the least detract from the general interest of the story. Two well drawn characters, the leaders of the two factions of Baldwin's church, are a very lively couple who lend great zest to what might be otherwise a dull course of events.

**MODERN PENMANSHIP**, by C. L. Rickman and G. F. Herhold. Chicago: Laird and Lee. Cloth, \$1. This

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**The Value of Pure Water.** By George C. Whipple. Cloth, \$1.00.

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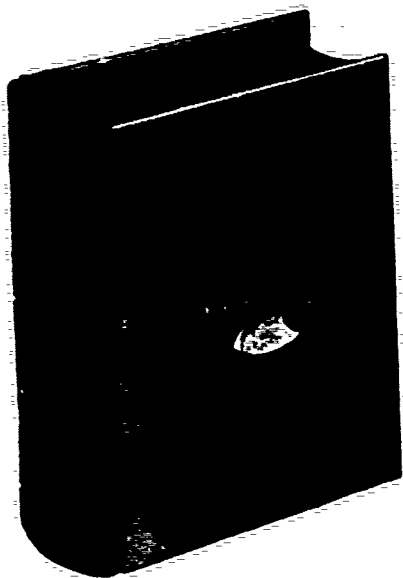
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The Invasion of 1910. (Just issued in paper at 75 cents.)

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book consists of a series of plates of various styles of lettering and writing as used in modern offices, etc., with 40 lessons on penmanship. There are, in addition, chapters on the origin of penmanship, penmanship and writing, how to learn and how to teach penmanship.

**MUCH ADO ABOUT NOTHING.** First Folio Edition. Edited by Charlotte Porter and Helen A. Clarke. New York: Thomas Y. Crowell & Co. Cloth, gilt top, 75 cents, limp leather, gilt top, \$1.00. This is the twelfth volume in this scholarly little edition of Shakespeare. The editors reprint the original first folio of 1623 exactly, reserving corrections and suggestions for footnotes.

**PRIEST, THE.** By Harold Regbie, William Briggs. Toronto. \$1.25. The machinations of Father Severn, a clever but unscrupulous priest, by which he aims at winning over to Rome a large body of ritualistic clergy is the theme of this latest book by a very clever author. Working through the agency of a secret society the priest has almost attained his object when his plot is discovered and defeated by the courage and loyalty of a great English bishop. The book combines



with its great interest as a story much enlightenment as to the methods of the propaganda of the Church of Rome in England, and is well worth reading by those interested in this subject.

**RELIGIOUS VALUE OF THE OLD TESTAMENT.** By Ambrose White Vernon. Thos. Y. Crowell & Co., New York. 90 cents net. The learned writer of this book holds the view that the religious value of the Old Testament is unimpaired although its historical accuracy has been disproved. Modern scholarship does not discredit the inspiration of these sacred writings while placing the emphasis of their value upon the fundamental truths which they unfold and upon the fact that they are necessary to a complete conception of the gospel of Jesus Christ.

**SOME CITIES AND SAN FRANCISCO.** by Hubert Howe Bancroft. New York: The Bancroft Company. Cloth. This is an interesting little 64-page book comparing the city of San Francisco with other cities, both ancient and modern. It contains an eloquent argument for the beautification of cities in general and San Francisco in particular. In view of the pres-

ent general tendency towards civic improvement this book is a valuable addition to the literature on the subject. Typographically also it is a very fine little book, being bound in stiff cloth boards with an elegant design embossed in gold, and being printed on heavy unglazed paper in clear type. It has a gilt top and is partly uncut.

**TOWARDS THE LIGHT.** By Dorothea Price Hughes. Wm. Briggs, Toronto. \$1.25. A well-written story, both clean and wholesome and possessing considerable literary merit. The lesson conveyed by the book is that no good influence is ever lost. Through all the vicissitudes of life there is a guiding light by which humanity is led along the path of obedience and service into that divine freedom which truth alone confers. A book which may be commended as both interesting and instructive.

**VAN DYCK.** By Lionel Cust, M.V.O., Great Masters in Painting and Sculpture Series. London: George Bell and Sons. Cloth 5s. net. This is a condensed version of the author's larger treatise on the life and works of Anthony Van Dyck, uniform with the other volumes of the series. There are thirty-three excellent full-page illustrations of the more famous Van Dyck portraits, while the text gives a summary of the artist's life and work.

**WHITE CAT, THE.** By Gelett Burgess. Indianapolis: Bobbs-Merrill Co.; Toronto: McCord & Allen. Cloth, \$1.25; paper, 75 cents. A strong story somewhat similar in style to "Dr. Jekyll and Mr. Hyde," only in this case the dual personality dwells in the body of a beautiful young lady. There is a conflict for the possession of the girl between two men of striking personality, one of whom fights for her better self and the other for her lower self. How the struggle is carried on and with what ultimate success forms the theme of the story.

#### BOOK NOTES.

Although the series of biographies known as the English Men of Letters includes about sixty books, it has not up to the present time contained a life of Shakespeare. This omission is at last to be repaired by the publication of a biography by Professor Walter Raleigh, of Oxford University. Aside from the sentimental interest of this conjunction of names, there is general agreement among critics that Professor Raleigh is one of the two scholars best fitted for this important task—the other being, of course, Mr. Sidney Lee, whose more elaborate life of Shakespeare is the most scholarly of all Shakespeare biographies.

The Macmillan Company will publish in the near future three books on hygiene by Mr. William H. Allen, general agent of the New York Association for Improving the Condition of the Poor. One to be entitled "Health and Efficiency," is intended for use in teachers' reading circles, and as a handbook for teachers in teaching hygiene in the class room. The second book, "The Magna Charta of Health," is a text book on hygiene from the common-sense, everyday point of view, and is adapted for use in the last two grades of the grammar school and the first year of the high school. A third book, "Little Journeys to Health Land," is an elementary, supplementary reader on hygienic subjects, for use in the lower grades of grammar schools. It is expected that these books will be illustrated.

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This famous story, one of the best that Doyle has ever written has been chosen by the publishers to inaugurate a new series of little volumes which will be devoted to stories illustrating the various sports and pastimes both past and present. This story takes us back to the palmy days of the prize ring in England. It is, perhaps, the best picture of a prize fight in fiction, and a veritable classic of sporting life. Its manly tone will please all readers.

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**In Dwarfland and Cannibal Country.** By Albert B. Lloyd. Author of "Uganda to Khartoum." Illus., Demy Svo, cloth, cheap edition, 7s. 6d. net.

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### THE "QUALITY FIRST" HOLIDAY LINE.

The Berlin & Jones Company, New York, certainly have a number of surprises in store for the trade in their new holiday line, which is about double in size and variety any previous line they have ever produced.

The large number of unique and "different" boxes cannot help but appeal to every live-stationer, either jobber or retailer.

The high class of decorations, the variety of coverings which include several handsome numbers in silk, and specially constructed hardwood boxes, in which there is a range of prices on boxes, retailing all the way from 10c. to \$10, should satisfy all classes of trade.

In addition to the exceptionally large holiday line, this concern is putting out 150 new snappy staple numbers in papeteries to retail from 25c. to 50c. Among these one of the most prominent numbers is the original Roosevelt Bear Juvenile, which, judging from the immense sale of the Roosevelt Bear books, should be one of the best selling juvenile papeteries ever produced. This juvenile is reproduced in six colors and four series including sixteen designs with very catchy Roosevelt Bear tops.

The number of novel shapes in envelopes, new finishes in paper and several imported novelties in papeteries make the line by far the strongest this firm has ever offered.

Samples will be on display at the factory sample room (547-553 W. 27th St., N.Y., U.S.A.) after April 10th, and will be shown all over the country shortly after by their numerous representatives. It would certainly pay the trade to see this line before placing their orders.

### JOTTINGS FROM WATERMAN.

As evidence of the growth of The I. E. Waterman Company of Canada, Limited, is to be found in the

arrangements for the enlargement of their Montreal headquarters, on May 1. On the first of the month, they will take possession of the entire upstairs of the adjoining western building. This move will give them much needed office space. Their address will then read 136-138 St. James street. Dealers visiting the city will find E. J. Kastner, the manager, always ready for an enthusiastic chat regarding trade matters.

The increase in their ink business is illustrated by the large shipments now being made, and lately their premises were taxed in providing for an outlet. All sized bottles are going well. Retailers find because of the quality and advantages of Waterman's Ideal fountain pen inks, that they are good for all purposes. Not only the patented filler outfit, but also quarts, pints and half-pints are being sold.

Retailers who stock Waterman's Ideal fountain pens in small quantities, are finding it pays to maintain larger stocks. The active co-operation of this firm in the selling line is appreciated by the retail trade.

### MAKING PENS BY MACHINERY.

Steel pens were heard of as long as 200 years ago, but it was only between 1822 and 1830 that their manufacture by machinery made them commercially practicable. In 1822, Mr. Joseph Gillott went up to Birmingham to seek his fortune, and not long after he wooed and won Miss Mitchell, whose father and brothers were engaged in the manufacture of steel pens by hand. Mr. Gillott took advantage of his courtship to pursue enquiries into the pen-making business, and became convinced that pens could be made by machinery. Secretly developing his idea, he eventually succeeded. When he married Miss Mitchell there was still much to do before the pen was a perfect production, but he signaled the bridal morning by making a gross of steel pens before going to the altar. He died a millionaire.

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## Season of 1907-8

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### CALENDARS

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### CHRISTMAS POST CARDS

Strikingly beautiful, extremely novel, highly artistic and of unparalleled value.

### GIFT BOOKS, JUVENILES, TOY BOOKS, ETC.,

A collection which must be regarded as the best ever offered in the Dominion.

 Travelers will start on their respective journeys on or about April 15th, and will visit every important point in Canada.

N.B.—Write for Booklet entitled "TUCK'S CANADIAN RECEPTION."

# THE ART DEPARTMENT

## NEW LINES FOR CANADA.

Among the new advertisers this month are William Ritchie & Sons, Ltd., of Edinburgh, whose Mr. H. Morrison has just arrived in Canada with a magnificent range of samples of Christmas cards, post cards and stationers' sundries.

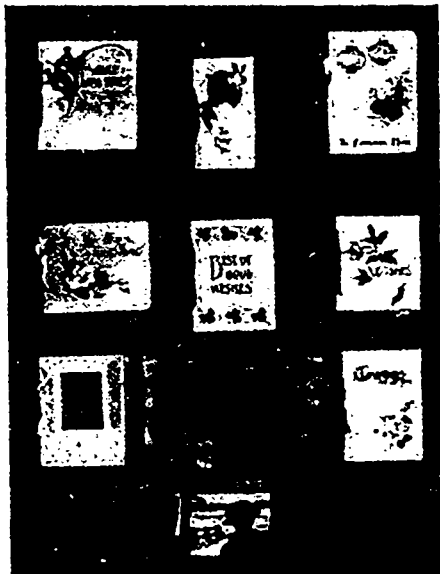
The Christmas and picture post cards published by this house are already known to many retailers, but the Ritchie & Sons lines of stationery, papeteries, writing



"Nautilus" Crest China.

pads, leather goods and photo frames will be shown for the first time. In the last group are found frames in paper, leather and wood mouldings; all of British make, and there are also view goods in wood-moulding frames, as well as novelties in the shape of metal frames with "Thistle" and "Shamrock" designs, also "Maple Leaf" design, which have been made especially for the Canadian trade. Distinctly novel are the coat of arms and crest goods in "Electro-plate" and "Porcelain" ware.

A new card game called "Precedence," which is sell-



Xmas Cards.

ing well in Scotland, is also being offered to the trade. It is said this card game has proved a big success in the land of its origin, and it will doubtless be a winner in Canada, for which Messrs. Ritchie hold the rights.

Mr. Morrison is justly enthusiastic over his samples, and at his request Bookseller and Stationer has undertaken to forward enquiries or other mail matter that may be addressed to him in care of any of our offices.

## NEW LINES FOR 1907.

Bookseller and Stationer has been favored with just a peep at the holiday lines of Raphael Tuck & Sons, and discovered the usual brilliant array of Christmas cards,



Gem Frames to Hold One, Two or Three Views.

calendars, toy books, juvenile gift books, and of course, that department of the art publishing business of which it is said, this firm were the pioneers—the post card department—was much in evidence.

In a perforce hasty inspection some special Canadian calendars were noticed, which should not fail to interest the trade throughout the Dominion. Among these are two leaflet calendars, entitled respectively, "Winter Sports in Canada," and "Canadian Sports"; a novelty calendar entitled, "The Maple Leaf," showing two young Canadians in winter garb, wearing snowshoes and seated on a clump of brilliantly colored maple leaves; a block calendar, entitled, "Canada Day by Day," showing the beaver in a circle nibbling at a grain of wheat, surrounded by views of a harvest field, a grain elevator, a train of harvest cars, and an ocean steamship. Each of the



Comic Post Cards in Chromo Lithography.

365 leaves on the block pad chronicles an important event connected with the history of Canada. In a subsequent issue more information will be given about this important collection.

## A LONG LINE OF CHRISTMAS CARDS.

There is something quite distinctive about the long line of Christmas cards for the coming season now in course

of production by S. Hildesheimer & Co., Ltd., of Clerkewell Road, London, England. Their sample books show over 500 numbers in prices ranging from a half-penny to half-a-crown. Several attractive novelties are in the form of photogravure folios, containing two photogravures, hand-colored or plain, enclosed in pebble board cover with ribbon band. The hand-colored photogravures on parchment are most artistic, while the "Gem" and "Art" folios of oil reproductions are very handsome. The Boudoir series of 4d. cards is in very good taste, as are the 150 different lines of calendars ranging from 3d to 1s. retail.

Besides 100 varieties of private greeting cards, Messrs. Hildesheimer are showing 20 different boxes of autograph Christmas cards at prices between 6d. and 2s. 6d. Very ornate are the plush folding cards in ornamental shapes, decorated with artificial flowers. These, and also the tablet cards, have folding strut on the back, so that they may stand on table, desk or shelf.

Christmas post cards are, of course, a very strong feature, and the bewildering line of high-class litho picture post cards calls for much praise. It is a noteworthy fact that Messrs. Hildesheimer use no photo process in their post cards, each one being an exact reproduction of a high-class original executed in oils. The publishers solicit correspondence from readers of *The Bookseller and Stationer*, who are sure to find many novelties at "Chromo House."

#### A BIGGER LINE THAN EVER.

THE collection of calendar and Xmas. card lines gathered together for the approaching season by the Copp, Clark Co., Toronto, excels in beauty and extent any previous display of this firm, which has always made a specialty of these lines. The samples have come to hand a little earlier this year, and so the trade will have an opportunity of purchasing very soon.

To go minutely into all the details of the various lines is out of the question. Probably the newest and most striking designs are comprised in a new line, to be known as the "F" series. Here we find choice inset oval calendars in delicate colorings, embossed calendars, post cards mounted and tied with silk cord and tassels, motto and Xmas post cards and many fine pictures. The motto cards are particularly attractive, being appropriately designed and bearing such wise sayings as "Don't carry your wishbone where your backbone ought to be," and "The only man who never makes a mistake is the man who never does anything."

Of the goods produced by the great firm of Hills & Co. in their "For the Empire Series," the trade knows much already. Suffice it to say that this year their products in cards and calendars are bigger and better than ever. This year they have added a number of cards containing Canadian views, which should prove popular. They have also enlarged their line of emblematic Canadian designs. No. 361 is a new one with a pretty maple leaf wreath. No. 431 bears a French motto. No. 661 is an attractive hand-painted card with holly, maple leaf and Union Jack. Nos. 662, 663, 664 carry the Canadian coat of arms. No. 432 has a pretty Rocky Mountain scene, and No. 435 shows Niagara Falls.

A novelty is the "Rules of the Road" calendar, hung with leather strap to brass rings, with a leaf for each week, and a motto for each day. The same makers supply the "Changing Year" calendar, with a leaf for each month and a motto for each leaf. Another novelty is a sheet of blotting paper for each month of the year.

Of block calendars, calendar pads, booklet calendars and desk calendars there is a goodly store. Scratcher

and novelty calendars are also shown in many new designs. The firm also represent as before the Campbell Art Co., makers of high art calendars.

A reference to the advertisement of the Copp, Clark Co. on another page, will serve to give the reader full particulars of all the lines carried.

#### A GREAT DISPLAY.

It has now come to be considered as the correct thing for buyers of fancy goods to come to Toronto in the Spring and make their selection from the elaborate display of import samples prepared by Warwick Bros. & Rutter, Limited. Each year sees a larger and larger list of patrons of this unique fancy goods show.

The fact that it is possible to order any number or quantity of an article from one specimen upwards makes it possible for the smallest dealer to derive as much proportionate benefit from the show as his more prosperous competitor. Everybody is welcomed and most careful attention is bestowed on each visitor.

Another fact that tends to make the show a valuable one is the extent and variety of the goods shown. As only samples are shown and it is unnecessary to stock the goods, the whole space is given over to the display of individual articles and by that means it is possible to bring before the Canadian trade an enormous number of samples. In ordering from samples, too, the buyer need have no fear that he is paying higher prices for goods in order to make up for value lost in unsalable stock.

This year has broken all records in point of sales, according to the latest reports received from Warwick Bros. & Rutter. But in saying this, it must not be understood that the sale has closed. One of the advantages of this method of merchandizing is that there is no limit to the number of orders that may be taken. Visitors are still welcome in Toronto and the various representatives of the company, who have opened displays in distant centres, will make new customers heartily welcome.

#### ABOUT THE BOOST CLUB.

The Boost Club, the fame of which has gone far afield, had its inception at a noonday meeting in New York of four men brought together by a community of thought and interest, who pledged themselves to let no opportunity pass by that they could use to help—boost—one another. For three years its spirit and purpose has kept banded together a group of men, who, undismayed by reverse and criticism, have gone pushing ahead supported by the knowledge that the Boost Club had an excuse for existence and a right to claim some day a brilliant future.

To-day the Boost Club has realized to a great extent the fruition of its early promise and stands at the threshold of success, only needing the support and brotherly work of old members and the infusion of fresh enthusiasm of new members to stand pre-eminent as an organization of great power for good.

It has no other gospel than the kind word and helping hand; it has no other purpose than to make one's daily life fuller of that happiness that comes of doing good to others, and the bringing together on one democratic level all men who enjoy goodfellowship in all that the highest interpretation of that term implies.

The stationery trade is, and always has been, the backbone of the organization, but members may recommend their personal friends for election to the club although they may be connected with other interests and vocations in life. A monthly dinner is one of the features of the club's life.

THE  
IDLE MOMENT

"Why, William!" exclaimed Mrs. Jorkins the other morning early, as she met Jorkins at the door. "How dare you come home in this condition at this outrageous hour? You promised faithfully that at New Year's you would stop your loose conduct and turn over a new"—

Catching at an extenuating suggestion he thought he saw in these words Jorkins hastened to explain: "Thash just it, Mari." "I did turn over a new one, but it belonged to the loosh-leaf system."

Mrs. Griggs—"So you managed to get to the bargain-counter for me. Did you see anything real cheap there?"

Griggs—"Yes, I caught a glimpse of myself in a mirror."

"Juggins has written a novel, I'm told. They also say that he himself is the hero."

"Of course. He had read the thing through, I suppose, and, goodness knows, that's heroic enough."

"Your testimonials," said the business man to an applicant for a situation. "are very good, and you appear to be a very pushing traveler. By the way, I suppose you have never been in trouble of any kind?"

"Once in my life, sir," was the reply. "I was in prison for a month."

The business man started.

"Well—er," he began, "I'm afraid that puts rather a different complexion on the case. But tell me what you were sent to prison for?"

"For nearly killing a man who refused to give me an order," answered the applicant.

"Good!" answered the business man. "You're engaged!"

As Mark Twain and a friend were chatting at the summer home of the humorist, Quarry Farm, near Elmira, N.Y., the conversation turned to the wealth of John D. Rockefeller.

"Just think of it, Sam," said the guest. "he has more dollars than there are hairs in that vigorous old thatch of yours."

"That's nothing," replied Mr. Clemens. "I have more dollars than he has hairs in his head."—Success Magazine.

"The book was declined by eleven publishers."

"Singular, isn't it?"

"Well, it doesn't seem so singular to me as the fact that it wasn't declined by the twelfth."

"At the end of a fortnight I shall not require your services, sir," said a merchant, severely. "I saw you coming out of a public house to-day. I told you I'd discharge you for that, didn't I?"

"Why, no, sir," replied the clerk; "you said you'd discharge me if you saw me going into one! I think I deserve some credit for coming out!"



QUEEN OF THE CAMP

# Dandy Den Pictures

4 In Brilliant Colors 50c.

SIZE, 9 x 12

Dainty and attractive reproductions by the most popular Poster artist in the U.S. Here is a girl after your own heart, pretty of face and handsome of form, lovable, daring and with the style that has made the American girl the queen of the earth. We have selected a complete set of eight of these superb creations and reproduced them in exact duplicates of the originals. They are printed on finest enameled art paper, size, 9 x 12, and reach you ready for the walls of your den or library. We send this set of four PREPAID, together with 50 miniature illustrations from our immense list of beautiful and attractive den pictures, ideal heads, and the

**Most Exquisite Portrayals  
"of Woman Beautiful"**

EVER SHOWN IN ONE COLLECTION

for only 50c. coin or money order. Or send us \$1.00 for the full set of eight poster girls, illustrations, etc., and we will enter your name on our regular monthly mailing list. **Send at once. To-day. Money back if not satisfied.**

**GORDON ART CO.**

1209 Foster Avenue

Dept. D. 11, Chicago

**FREE**—Order the full set of eight at once and we will include absolutely free and complimentary a dainty drawing by Ramsey, size, 9 x 12, entitled "The Summer Engagement."



QUEEN OF THE PLAINS



SENORITA



THE HUNTRESS

**Note.—Dealer's Discount on above 50%. Cash with order. Send money order or currency. No stamps.**

HIS  MARK

## High Grade Printing

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

With everything new—

**NEW MANAGER**—  
from New York City, full of  
the ideas and methods of the  
best printers, advertisers and  
publishers of the States—

**NEW PRESSES**—the  
latest products of the press  
makers—

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

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

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

**MACLEAN  
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John Bayne MacLean  
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MONTREAL WINNIPEG  
LONDON ENG

**PRINTING DEPT**  
Charles Edward Peabody  
M A N A G E R

his  mark

### L'ENVOI OF THE PUBLISHERS.

When the last new novel's been published,  
And the Judgment Day comes along—  
When the publishers all are waiting,  
To join the Heavenly throng,

When the trains arriving are loaded,  
And each man is looking his best,  
When travelers returned from Life's last trip,  
Have turned in their checks with the rest.—

Oh! Then we'll be peaceful and happy,  
Short discounts will not be allowed,  
We'll all swear perpetual friendship,  
And each man'll stand drinks for the crowd.

Copp Clark's will be 'long with the foremost,  
On the heavenly Front street they'll stay,  
Morang's educational business,  
Will be the talk of Heaven, they say.



Voice through the speaking-tube—"I have changed my mind,  
Mary: I shall stop at home, so you may go out this evening."  
Cook—"Thank you, mum; but I've changed my mind too, and  
prefer to stay in."

There'll be days of unending enjoyment,  
In the atmosphere of the clouds,  
When St. Peter watches the gate-way,  
And St. Cuthbert is down at Frowde's.

Macmillan's will mark their arrival  
With hours from nine to eleven;  
They'll be sure to have every book needed  
At the Booksellers' Row in Heaven.

There'll be no more Text Book Commissions,  
Such things would be dreadful, you know,  
They'll abolish all trade combinations,  
So, of course, the "great ring" will go.

Oh! we'll live on our best of behaviors,  
And each of us will give a Gage,  
To attend to our little "Lone Furrow,"  
And write on our own little Page.

And when "Before Adam" we're seated,  
Adjoining "The Way of the Gods,"  
We'll remember our old earthy habits,  
And all of us stroll down to Maud's.

# Dealers' Prices on Pencils

## IN EFFECT NOW

### L. & C. HARDTMUTH'S COPYING PENCILS

**"MEPHISTO" COPYING No. 73 B, Regular Grade**

LIST PRICE \$7.50 PER GROSS

Discounts to Dealers

For less than 5 gross . . . . . 40 per cent. (or \$4.50 per gross Net)  
 5 gross and less than 10 gross . 40 per cent. and 3 per cent. (or 4.37 per gross Net)  
 10 gross and less than 25 gross . 40 per cent. and 5 per cent. (or 4.27 per gross Net)  
 ☞ All of above subject to 3 per cent. discount for cash within 30 days  
 25 gross or more, Special discount, 40 per cent. and 10 per cent. (or \$4.05 per gross Net)  
 Net—30 days—No discount for cash.

**"MEPHISTO" COPYING**

No. 73 B HARD AND No. 77 WITH RED TIP

LIST PRICE \$8.15 PER GROSS

Discounts to Dealers

For less than 5 gross . . . . . 40 per cent. (or \$4.89 per gross Net)  
 5 gross and less than 10 gross . 40 per cent. and 3 per cent. (or 4.75 per gross Net)  
 10 gross and less than 25 gross . 40 per cent. and 5 per cent. (or 4.65 per gross Net)  
 ☞ All of above subject to 3 per cent. discount for cash within 30 days  
 25 gross or more, Special discount, 40 per cent. and 10 per cent. (or \$4.40 per gross Net)  
 Net—30 days—No discount for cash.

**"PLUTO" COPYING**

LIST PRICE \$6.75 PER GROSS

Discounts to Dealers

For less than 5 gross . . . . . 40 per cent. (or \$4.05 per gross Net)  
 5 gross and less than 10 gross, 40 per cent. and 5 per cent. (or 3.85 per gross Net)  
 10 gross and less than 25 gross, 40 per cent. and 10 per cent. (or 3.65 per gross Net)  
 ☞ All of above subject to 3 per cent. discount for cash within 30 days  
 25 gross or more, Special discount, 40 per cent. and 15 per cent. (or \$3.45 per gross Net)  
 Net—30 days—No discount for cash.

KOH-I-NOOR PENCILS MADE BY L. & C. HARDTMUTH IN AUSTRIA

KOH-I-NOOR PENCILS MADE BY L. & C. HARDTMUTH IN AUSTRIA

73 B

77

### KOH-I-NOOR PRICES UNCHANGED

## L. E. Waterman Co. of Canada, Limited

136 St. James Street

MONTREAL

Costs You \$10—You get \$25—and have the Stand left



**DESCRIPTION.**

This stand is all metal, revolving, 30 inches high, holds a total of 2,000 cards and exposes fifty different subjects.

**1000**

**Souvenir Post Cards**

Assorted as Follows:

- 500 Comics (over 100 subjects)
  - 200 European views (56 subjects)
  - 100 New York views (30 subjects)
  - 200 Canadian views (50 subjects)
- (Ocean to Ocean)

AND THIS

**Metal Revolving  
Display Stand for**

**\$10.00**

*Terms Nett. 30 Days 1st Following Month.*

COMIC CARDS ARE A HIGH GRADE AND THE VIEWS ARE AN ESPECIALLY HANDSOME CARD IN FROM 3 TO 5 COLORS. THEY ALL SELL READILY AT

**2 FOR 5**

IF YOU SELL CARDS YOU KNOW THE VALUE OF THIS OFFER. IF YOU DO NOT SELL CARDS YOU OUGHT TO

THE TRADE IS IMMENSE AND THE PROFITS ARE BIG.

**The Pugh Mfg. Co.**

33 Church Street,

**TORONTO, - ONT.**



# PICTURE POST CARDS



## AN EASY WINDOW TRIM.

By Arthur Conrad

When in New York recently I noticed that crinkled tissue paper was used largely in making displays of picture post cards and that the effect secured was excellent. One Broadway store had two windows treated in a simple manner with white tissue paper, the effect of which was extremely charming, as the fine qualities of the cards were thereby strongly emphasized. The tissue paper was fastened right across the top front of the window, brought straight back to the middle of the back of the window and then brought forward to the bottom front of the window. The general effect was like a large white wedge pushed into the window. With the white paper as a background, cards were fastened to it at equal intervals. There was not a superfluity of cards. Each one had lots of white paper around it to show it off.

Another window had a somewhat similar effect, only the paper was fastened up and down the front sides of the window and carried to the centre of the back of the window. It was the wedge effect, only turned the other way.

Still another window had merely a straight up and down arrangement of the paper, brought Hell forward in the window.

White paper was most largely employed, though I did notice other shades here and there. The idea commended itself to me, as crinkled paper is an inexpensive material and a few cards go a long way in such a display.

## IN LARGER PREMISES.

The Illustrated Postal Card Co., Montreal, have removed from commodious quarters in the Temple building, St. James street, to even larger premises at 106 Notre Dame street east, opposite the court house. The history of this firm furnishes one of the most striking examples in the growth of the picture postal card trade. From a very small beginning they have expanded into a postal card firm with every modern facility. Their buying connections are all that can be desired and they have manufacturing facilities second to none.

The trade visiting the city will find it advantageous to call at their new address. They handle practically everything in the postal line. A large number of new cards have lately been opened up.

## HOW WE HANDLE CARDS.

By W. J. F. Mallagh, Brantford.

The most popular picture post card is, in our experience, the local view. Next to that the novelty cards are the best sellers.

Picture post cards will sell themselves if properly displayed. We have no special schemes for selling, except advertising, a well assorted stock, and prominent display features. Our chief means of post card display are wooden racks which hold about 3,500 cards each. The advantage of these racks is that they take up only a

small amount of space and show a great variety of subjects at a glance.

We advertise cards once each week in each local newspaper, using our regular advertising space for that purpose. We also print an attractive book mark which is useful to the recipient and serves at the same time to remind him where to find a good selection of cards.

Every few months we get out a new line of cards of our own. At the present time we are running a series of moonlight views, with splendid success.

We are fully persuaded that the post card business is here to stay for some years at least. So confident and so hopeful are we that we have one store devoted exclusively, until September 1, to picture post cards and local souvenir goods. Pictures always appeal; and the post card is a miniature picture.



## REMOVAL SALE OF POST CARDS.

Curt Teich & Co., of Chicago, a firm which has gained an enviable reputation in the manufacturing of fancy and local view post cards, will move into their new, modern, five story factory building about the 15th of April.

The new building, which is located at the corner of La Salle Ave and Ohio Street, is 100 feet square, with five floors and basement, and each floor contains 10,000 square feet of space. It is built of pressed brick with steel frame and the floors and stairways are made of concrete. The windows and doors are encased in steel frames, making it strictly fire-proof. Electricity, furnished by the Edison Co., will be used throughout the entire building for lighting and power, and all presses and other machinery are equipped with individual motors.

They have installed a complete modern equipment and will only be very slightly inconvenienced when they move, as everything will be ready to start in their new location.

In order to facilitate this work they are offering their



enormous stock of fancy and colored post cards at greatly reduced prices. The April "CT Postal Monthly" which is now ready for distribution, quotes reduced prices on their entire stock and is sent free to all dealers on request.

**HANDSOME GERMAN CARDS.**

The firm of Rommler & Jonas, Dresden, Germany, are among the latest of the German picture post card manufacturers to reach out after some of the Canadian trade. The output of this firm consists of high class colored and black and white cards of various subjects. Among the subjects are Oriental and Chinese scenes, beautifully colored. In orientals there are three series of six cards each, put up in envelopes containing the names of the scenes represented. One series is purely Chinese, another purely Egyptian and the other general Oriental scenes.

Among the subjects in black and white might be mentioned the Bella Donna series, consisting of six pictures of a beautiful girl in various artistic poses.

**PROGRESS IN POSTCARD PUBLISHING.**

The advances that have of late been made in color printing in America are simply marvellous and are found best displayed in the picture post card.

Bookseller and Stationer is indebted to W. G. Mac-

a big margin of profit. As stock of these is limited it will be wise to place your order for 1,000 or more of these cards now.

The above firm is constantly adding to the series of life model comics published recently and which have met with such a wonderful reception. It will be of interest to learn that over one million of this series have been sold in the past two months.

**A SPECIAL OFFER.**

The growth of the post card trade during the past two years has been phenomenal and the firms who are handling them have developed a big business. Among the firms who have jumped to the front in this line is the Pugh Mfg. Co., Toronto, who are doing an immense post card business. The special offer they are making in this issue is indeed a special one and is worthy the attention of every post card dealer in Canada.

**A MODERN SELLING PLAN.**

The International Post Card Co., 27-31 St. James street, Montreal, have well earned their title of the mail order postal card house. Their only salesman is their semi-monthly price list. They buy and sell for cash only and claim to give better values by reason of their low selling expenses, than any other house. As a proof of this assertion the large increase in their business is quoted. A price list is gladly sent to any dealer. They guarantee to back up the prices with the goods. Their line embraces everything in picture post cards and accessories.

**THE PUBLIC LIBRARY.**

At the first casual glance it might appear to some people that the public library is no particular friend of the bookseller, in that it furnishes free, those things by which the bookseller makes his living. But the slightest reflection proves such a view of the public library to be erroneous.

The function of the public library being to supply its patrons with reading matter, it carries with it the additional function of the creation of book-love. And as every reader will, in the course of time, develop a particular liking for particular authors, it is only a step further to the point where he will be ambitious to possess a little library of his own favorites. As his little collection gradually expands, his book-shelf becomes as important to him as his food or his clothing, and he must be continually adding to it. Thus the public library creates and fosters not only book readers, but book buyers.

**SOME NEW IMPORTATIONS.**

A. H. Cooper, the Toronto importer and publisher, has recently stocked some attractive lines of cards, that should find a ready market in Canada. The new silver border view cards are something exceptionally nice. The views are printed in colors inside a heavy silver border, which sets them out like a picture frame. Mr. Cooper can take orders for any views and will have them made at a wonderfully low price.

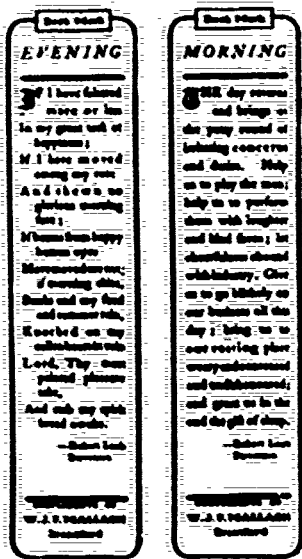
The series of colored cards giving pictorial interpretations of the language of flowers, precious stones and minerals, are very entertaining. These will be found popular among young people.

Another new series consists of pictures of scenes at the telephone. Two views are given on each card, one

**PICTURE POST CARDS AND SOUVENIRS**

Are a very important item in any up-to-date book and souvenir case today. We are constantly adding new lines and it is our aim to keep thoroughly supplied with all the newest lines in these goods. Our souvenirs are very attractive, and being of local interest are especially suitable for visitors to take home with them or for presentation to the wife with them as they go on a visit.

**W. J. F. MALLACH**  
Bookseller and Stationer  
100 Catherine St., Brampton, Canada



Front.

Back.

An Advertising Book Mark.

Farlane, Toronto, for a set of his newest publications. Nothing more striking can be imagined than the western types, by John Innes, more beautiful than the flower studies; more natural than the kitten series, nothing fainter than Bell Smith's Canadian Rockies, or of more popular interest than the Pastimes of Spring. The coloring is superb, the stock is extra heavy and extra coated, presenting a most attractive finish. These cards are certainly a credit to the publisher.

In order to make room for his incoming stock of Canadian views, Mr. MacFarlane is making a special offer for April, in which he offers 1,300 colored luxury and half-tone embossed view cards for only \$5. This is a splendid opportunity for dealers to secure a good line to sell at three for five and even at a cent apiece there is

REDUCED PRICES

THE MOST BEAUTIFUL POST CARDS

ARE OUR

# Sculpto Bromides

They are real Bromide Cards, embossed, hand-colored, jewelled and spangled. Each card in an envelope. Twenty-four different subjects, all American actresses.

Price, \$7.50 per 100, f.o.b. New York

Large stock of fancy cards. Local views printed to order.  
Low prices.

## PAUL C. KOEBER CO.

55 Franklin Street

NEW YORK

REDUCED PRICES

showing one end of the line and the other, the other end. These cards have an amusing dialogue printed under the pictures.

The series of heraldic coats of arms, studies from oil paintings, colored comics, glossy photos and Garner's living pictures are all attractive lines. Mr. Cooper will make up sample packages for \$1 upward, which he will send on request. Cash should be sent with the order or references.

The Land of the Maple cards and the photo views made by Mr. Cooper are proving popular. He is always willing to take up propositions from dealers for local views in either series.

### ENGLISH BOOK NEWS.

Two English publishers, Sisle's, Limited and Chatto & Windus are trying the experiment this season of issuing new novels at 2s. 6d. net, instead of the standard price of 6s. The books are in every respect equal to the six shilling variety and are by authors whose previous work appeared at that price. According to the publishers the experiment is proving successful.

The next book to appear in the English Men of Letters Series will be a biography of Shakespeare by Walter Raleigh, Professor of English Literature at Oxford University.

Blackwood & Co. are arranging for the early publication of Mrs. Katherine Cecil Thurston's story "The Mystics," which appeared some months ago in Blackwood's Magazine.

Sir Isaac Pitman & Sons, Limited, have commenced the publication of a new edition of Boswell's "Johnson," which is to appear in twelve shilling parts. The great

feature of the issue will be its wealth of illustrations. When completed it will consist of over 1,150 pages.

The expiration of the copyright in Ruskin's books is something of an event, for there can be little doubt that the price of them has hitherto been prohibitive to many readers.

"The Letters of Queen Victoria," edited by Mr. A. C. Benson and Viscount Esher, is now in type but owing to American copyright considerations, will not be published until the Autumn.

A Berkeley (Cal.) bookseller, anxious to fill an order for a liberal patron, wired to Chicago for a copy of "Seekers After God," by Canon Farrar, and to his surprise and dismay received this reply: "No seekers after God in Chicago or New York. Try Philadelphia."

The poor young man: "Mr. Croesus, I would like to marry your daughter."

Old Croesus: "Ah, you love her, sir?"

The poor young man: "Madly!"

Old Croesus: "Which one?"

The poor young man: "Oh, either of them."

### SITUATION WANTED.

POSITION WANTED—A man with extensive experience in printing and stationery lines, open for engagement: several years' experience on trade papers, both as printer and assistant to editor, also thorough experience in stationery and allied lines; controlled own business for five years in stationery and fancy goods; would go on road, but prefer local engagement. Apply Box 33, BOOKSELLER AND STATIONER, Toronto.

WAIT FOR THE  
**BIG LINE**

Before you buy your fall stock of  
**TALLY CARDS**  
**GUEST CARDS**  
**CALENDAR PADS**

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

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

**ELLIOTT**  
**PHILADELPHIA**

**POST CARDS**  
**at Reduced Prices**

In order to avoid moving our great stock of Post Cards to our new location, we are offering them to dealers at prices never before heard of. Our April "CT Postal Monthly" which is now ready for distribution, quotes greatly reduced prices on our entire stock. Don't wait; send to-day for a free copy. :: :: :: :: ::

**CURT TEICH & CO.**

Largest Manufacturers of **CHICAGO, ILL.**  
Illustrated Post Cards



**The Picture Post Card Business is Coming Our Way—**

**You'll See Why When You Get Our Price List**

The response to our announcement last month was generous. Retailers appreciate our modern methods of selling Picture Post Cards and accessories. Remember

**WE SELL FOR CASH ONLY. WE HAVE NO SALESMEN. YOU GET THE BENEFIT.**

- ☞ Get the Post Card trade started your way by getting in touch with us.
- ☞ Our stock embraces all the staples and everything that's new in Picture Post Cards, to retail from 1c. to \$1.00 each. Full line of Albums, &c.
- ☞ There is no delay. We carry stock ready to ship at a moment's notice.

No matter what your needs in the Picture Post Card Line, we stand ready to prove our claims of a lower price for the same quality and kind of cards.

**PERHAPS YOU HAVEN'T THAT PRICE LIST.**

**WE HAVE THE GOODS TO BACK IT UP.**

**IT'S YOUR MOVE**

THE MAIL ORDER POST CARD HOUSE

**INTERNATIONAL POST CARD CO.**

**27-29-31 St. James Street, MONTREAL**



The Latest and Greatest Achievement in

# POST CARD PUBLISHING

Positively the newest and handsomest lines we've ever shown—fairly teeming with interest.

## THE TRICOLOR SERIES

Ten Western Types—depicting typical characters of the West. (By John Innes.)

Seventeen beautiful reproductions of well-known American flowers (from photos).

Six bewitching kitten studies (from photos).

Six Canadian Rockies, magnificent miniatures from paintings. (By Bell Smith.)

Pastimes of Spring. A dainty series that will prove of immense interest to the card loving public. (By Sadie Wendell Mitchell.)

*Price, \$1.25 per 100*

Brighten up your stock of post cards with an assortment of the above—you'll be pleased enough to re-order.

### OUR MARCH SPECIAL OFFER

1000 Canadian Cards—Colored, Luxotype, Mattone, Embossed, etc., 35.00. Biggest value ever offered

**W. G. MacFARLANE** PUBLISHER and IMPORTER

TORONTO

BUFFALO

NEW YORK

## SPECIAL COMBINATION OFFER

1 (one) Assortment to a Customer

### REGULAR PRICE

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

Delivered free of expenses, anywhere in

U.S., or Canada, \$2.65 cash with order.

Retail price for this lot, \$7.66.

**\$7.66 Retail**

**\$2.65 Cost you**

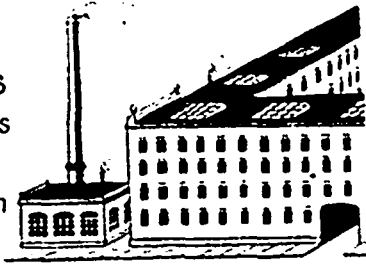
**\$5.01 Your net profit.**

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

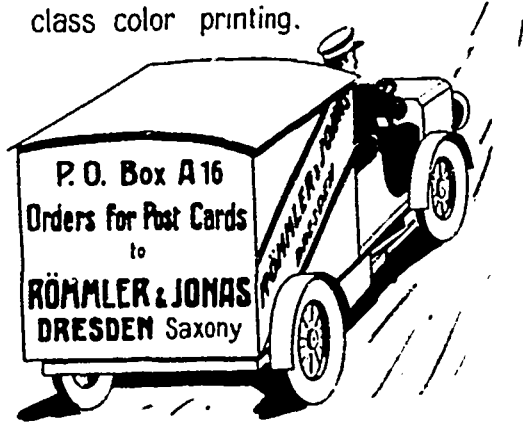
## LEATHER POST CARD CO.

335 Broadway, NEW YORK

Post Cards  
fine art leaves  
made to order  
and own edition



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



## Biggest Assortment in Canada of High-Grade Post Cards

Stocked by

# A. H. COOPER

51 Richmond St. East  
Toronto

Publishers of the Famous "Land of the Maple"  
Series of Canadian View Cards.

Sole Importer for H. Garner, England.

### Special April Offer—

Send for one of our sample packages of  
quick-sellers, containing samples of the  
following clever colored card creations :

Silver Border Views, Photo Views, Living Picture  
Series, Language of Flowers, Precious Stones and  
Metals, Telephone Cards, Glossy Real Photos, Satin  
Flower Cards, Studies from Oil Paintings, Burnt  
Leather Cards, Colored Comics, Heraldic Coats of  
Arms, &c., &c.

Send Cash or References with order.

Customers' Views made to order promptly and  
satisfactorily.

# CRESCENT POST CARDS

BY FAR THE HIGHEST GRADE

## ILLUMINATED and EMBOSSSED CARDS, on the market.

(Made in America—not in Germany)

UP-TO-DATE IN EVERY PARTICULAR, WITH THE DISTINGUISHING MARK OF  
AMERICAN DESIGNS AND AMERICAN WORKMANSHIP.

TO BE HAD OF THE JOBBING TRADE IN GENERAL, OR FROM THE MANUFACTURERS

## CRESCENT EMBOSSING CO.

FRED C. LOUNSBURY, President and Treasurer.

Main Office and Works:

NEW YORK BRANCH  
22 Beekman St.  
Wm. Edward Neal, Manager.

Plainfield, New Jersey, U.S.A.

PHILADELPHIA BRANCH  
38 South 6th St.  
George L. Thompson, Manager.



**NICHOLS' PENCIL POCKET**

Newest and best pencil holder on the market.  
Saves your pencils, fountain pens and your temper.  
Inside Spring is the secret.

**SELLS AT SIGHT**

Agents wanted.  
Send 25 cents for sample.  
Manufactured by

**NICHOLS & WILLIS, WORCESTER, MASS.**

**Pictorial Postcards.** Autotype-chromo, Photo-type, and Lithographic Coloured, etc.

Cards made from any Photograph. All orders receive prompt and careful attention. Lowest terms.

**German Postcard Works  
Boch & Kirsch-Frankfort M.**

Several Rewards

Established; 1872

**GOOD AGENTS WANTED**

**Picture** Made to order only according to instructions supplied.

Specialties: Modern Hologtype styles, plain and coloured. Well known for efficiency and high-class workmanship.

**Post** Very fine make. First class Goods only.

**Cards**

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

**Fine Art Printing Co.**

**Kaufbeuren, Munich, Germany**

Manufacture to order for important buyers, as a specialty:

**Postcards**

color printing, 3,000, 5,000 and 10,000 per design, and 61 designs

in Collotype, from 1,000 upwards, per design.  
in Copper-plate Printing, from 1,000 upwards, per design.  
in Hotochrom—combined letter press and lithographic

**Imperial Series  
Postcards**

**To the Trade:**

Write Quick for Samples and Prices.

WE LEAD IN

**Black and White  
Our Colored Cards**

STAND ALONE

MONTREAL TREONOTO QUEBE  
OTTAWA HISTORIC SPORTING  
FISHING HUNTING  
NORTHWEST SCENES

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

**The Picture Postcard Co.**

P.O. Box 334, OTTAWA, ONT.



ONLY FOR WHOLESALE DEALERS  
AND POST CARD PUBLISHERS

**MARKERT & SOHN**

Graphic Art Works  
DRESDEN--A. Wintergartenstr. 74  
MANUFACTURE.

**PICTURE POST CARDS**

OF ALL PROCESSES

AS A SPECIALTY WE MAKE

**COLLOTYPE, COLOURED COLLOTYPE,  
DOUBLE TONE GLAZED and  
AUTOTYPE POST CARDS, ALBUMS**

Ask for samples and quotations

**W. NEUMANN & CO.,**

Wasserthorstrasse 42,  
Berlin, S. 42

**High-class Collotype Printers**

SPECIALTY: **Collotype Postcards** TO ORDER

**Hand-coloured Collotype Cards**

**Double-tone Collotype Cards**

**Glossy Collotype Cards**

**Photochrom Collotype Cards**

ALL KINDS OF VIEW-ALBUMS AND SAMPLE SHEETS

**CHEAPEST PRICES.**

**WHOLESALE AND EXPORT ONLY**

## HERE AND THERE AMONG THE STATIONERS

Items of Interest to the Trade Gathered from Various Sources.

Mr. J. I. Anderson, of London, was in Toronto recently.

F. B. Bagshaw, stationer, of Portage la Prairie, has admitted a partner.

Mr. F. C. Hord, the Mitchell bookseller, bought goods in Toronto this month.

One of the storehouses of the Merritt Paper Company was destroyed by fire on March 17.

The Central Book Store, of Fort William, has been sold by T. W. Rutledge to O'Hagan & Co.

J. C. Gundy & Co., fancy goods merchants and jewelers, of Aylmer, have sold out to C. R. Saxton.

Mr. W. J. Gage has gone to Europe, and will be away about three months. He is accompanied by the Misses Gage.

Mr. R. O. Smith, of R. O. Smith & Co., Orillia, booksellers and stationers, was in Toronto on business last month.

Mr. E. Daoust, manager Librairie Beauchemin Limited, Montreal, is making a two months business trip in European markets.

The proprietors of the Gorrie Vidette, of Gorrie, Ont., have opened up a stationery store in connection with their printing business.

Mr. J. R. Easton has been appointed manager of the branch business of Barber & Ellis, envelope manufacturers, on Princess street, Toronto.

Mr. B. Bremner, of Carter & Co., Charlottetown, P. E. I., was a visitor in Toronto this month, his headquarters being at the Grand Union Hotel.

Mr. A. M. Clarke, formerly eastern representative of The Dennison Manufacturing Company, Montreal, has left. His successor is Mr. Chas. W. Wright.

Mr. W. O. Houston, manager of the Dennison Manufacturing Company Canadian headquarters, Montreal, was in Toronto, week April 8th, in the interests of the firm.

Mr. Chas. F. Wright will from now on represent the Dennison Manufacturing Company in the Eastern Provinces. Mr. Wright's headquarters will be in Montreal.

His many friends in the trade will be glad to learn of Mr. Arthur Reed's recovery from a severe illness, which has kept him confined to his house in Toronto for several weeks.

The Sutcliffe-Edmison Co., Ltd., Toronto, have a special offer in paper table napkins this month. They are offering Dennison's best quality paper napkins, assorted patterns, \$2.75 per thousand.

Braund & Hamman, druggists and stationers, of Wawanesa, Man., have dissolved partnership, and the business is being continued by Mr. Hamman, in partnership with Mr. George H. Craig.

Mr. John N. Marley, the popular representative of the L. E. Waterman Company of Canada, Limited, is working his way towards the coast from Ontario. Mr. H. H.

Hebb, with the same firm, is sending in record orders from the Maritime Provinces.

Mr. David Hills, of Hills & Co., Limited, London, England, accompanied by his son, recently paid a visit to this country in the interests of the "For the Empire" series of cards and calendars.

Something novel in the way of paper napkins for summer is shown by the Copp, Clark Co. The napkins are of Japanese make and are done up in assortments of 24 in a neat envelope. They sell at 70 cents per dozen envelopes. Just the thing for summer picnics.

Another summer line consists of flag festoons for decorating. These come in a series of twelve flags, attached to a string and representing the twelve leading nations of the world. They sell at \$6 per 100, and will be found very attractive around the summer cottage.

N. L. Hamly, the Port Hope bookseller and printer, will shortly vacate his present stand on Queen street and will move his stock into the store now occupied by Mr. John Heard, on Walton street. The front part of the shop will be utilized for fancy goods and stationery.

The samples of holiday papeteries, of which Buntin, Gillies & Co., Limited, Hamilton, have been making a specialty for several years past, show a range of goods to retail from 25c. to \$1.50. The boxes are most artistic, many of them of novel design, and the company is looking forward to a largely increased trade. Their travelers will start out about May 1st with the complete range.

Buntin, Gillies & Co., Limited, Hamilton, have just about completed the preparation of their new line of school blanks, (scribblers, exercise books, etc.) The samples will be in their travelers' hands in the course of a few days. The designs are appropriate and artistic covering a wide range of subjects. The values in the books are unsurpassed. The trade would do well to see these goods before placing orders for future delivery.

Mr. P. J. Ellinger, representing John Dickinson & Company, Limited, paper makers and wholesale stationers, of London, England, is spending some time in Canada. He intends covering the ground between Halifax and Winnipeg, introducing the goods made by his firm, which include all kinds of flat papers, envelopes and blank books. The specialty of the firm is envelopes, and they claim that their output of these goods can scarcely be rivalled in volume anywhere in the world.

### THE ONTARIO LIBRARY ASSOCIATION.

The annual meeting of the Ontario Library Association was held at the Canadian Institute, Toronto, on April 1 and 2. Mr. Norman Gurd, of Sarnia, the president of the association, occupied the chair. The register of attendance was signed by 59 members. In his report, Mr. E. A. Hardy, of Toronto, the secretary, recommended that an application be made to the Government

for an increase in the annual grant to the association from \$200 to \$500.

Those present were: Messrs. A. B. McCallum, Toronto; E. A. Hardy, Toronto; Norman Gurd, Sarnia; W. J. Robertson, St. Catharines; James E. Kerr, Galt; W. F. Moore, Dundas; W. A. Bradley, Berlin; H. H. Langton, Toronto; J. H. Knight, Lindsay; E. Sulton, Smith's Falls; W. I. Robb, Woodstock; E. A. Wester, Burlington; N. Walker, Niagara Falls; Judge Hardy, Brantford; A. Sheldrick, Chatham; L. J. Burpee, Ottawa; H. J. Clarke, Belleville; W. W. Rutherford, Aylmer, W.; E. L. Hill, Guelph; F. P. Gavin, Windsor; John Corkery, Peterboro; A. W. Cameron, Streetsville; J. T. Lillie, Oakville; H. L. Read, Oakville; Rev. F. L. Barber, Stouffville; J. Steele, Stratford; James Spereman, Sarnia, R. MacAdam, Sarnia; Alexander Steele, Orangeville, J. Elgin Tom, Goderich; Hugh S. Strang, Goderich; James S. Tigbert, Goderich; E. W. Dickenson, Wallaceburg; W. Anderson, Chatham; James English, Peterboro; C. H. Gould, Montreal; Adam Hunter, Hamilton; Dr. A. Woolverton, Hamilton; James Bain, Toronto; E. D. Henwood, Brantford; James Mason, Weston; W. J. Dunlop, Tavistock; R. Alexander, Galt; A. E. Green, St. George; T. W. Leavitt, Toronto; J. Davis Barnett, Stratford; W. Briden, Ingersoll; J. E. Leette, Ridgetown; T. C. Tice, Picton; O. J. Sterenson, St. Thomas; Mesdames Canet Carnehan, Niagara; Ella Hilborn, Collingwood Gladys Story, Aylmer, W.; A. M. Harris, Guelph; Effie A. Schmidt, Berlin; Patricia Spereman, Sarnia; R. H. Barker and M. E. Barker, Toronto.

A wide range of interesting topics were discussed, and a number of valuable papers were read. The president's address was a very able speech and was replete with sound logic. Among other things he pointed out the extreme importance of cultivating a love for books in children, and the absurdity of the regulations of some libraries which tend to make them anything but enjoyable public institutions.

At the morning session Dr. James Bain submitted a select list of 300 books for public libraries; Mr. T. W. H. Leavitt gave an address on Traveling Libraries, and Mrs. Mutch, of the Rosedale Art League, Toronto, gave an address on how to supply the library with pictures.

At the evening session Mr. A. H. U. Colquhoun, Deputy Minister of Education, gave an informal talk on the subject of Public Libraries.

**NEW IDEAS FOR WINDOW DISPLAYS.**

While everyone knows that attractive show-windows with new or unusual goods draw the attention of passers-by and lead to sales, it is certain that this same display is made more effective if catchy show-cards are used to call attention by a brief word or two to their particular points of excellence. It is a moot question with some dealers whether to display the prices of goods or not, but perhaps this depends somewhat upon what the goods are. Certain it is that any such signs should be made in a clean-cut fashion; and inks, as well as cards, of different colors, can be used to advantage.

One of the leading preparations for making cards and price tickets is Carter's Mark-a-line Show-card Ink. This is a water color made in seven colors, which possess a peculiar brightness and lustrous finish. The Carter's Ink Co., with every resource desirable for manufacturing everything in the ink line, at its command, brought out



.2-oz.—10c. Size.

Mark-a-line some months ago, and it has met with a tremendous sale.

One distinct advantage which it has is the fact that the colors dry with a very glossy, enamel-like finish, which does not crack, and yet it has recently been perfected so that it dries quickly and solves the difficulties of the card-writer, who has heretofore been obliged to mix his own colors or use something that was not entirely satisfactory. Mark-a-line is an article which stationers will find frequent use for themselves, and by giving it a little attention should soon interest many of their neighboring tradesmen, especially the dry goods and clothing stores, where clean-cut, neatly-lettered signs are indispensable. Mark-a-line is put up in all sizes from a two-ounce bottle, like that shown herewith, to a quart, as well as in gallon jugs.

**THERE IS NO DOUBT**

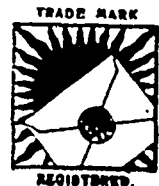
about the papers that have "Hurd's Name on the Box." "Perfect Quality" or "Perfect Manufacture" on a box does not always mean what it says. Many men and women know that to their cost. Many stores also have lost ground and prestige through selling stationery that is not as represented. "Hurd's Name on the Box" insures safe and certain papers. You can rest assured they will be satisfactory in every way—quality, style and manufacture, and price. Remember also that you can get more for these goods than any others.

After Lent there are always many weddings. Do you have the best stock and correct sizes for the trade? If not, write for samples.

**GEO. B. HURD & CO.**

**Fine Paper Manufacturers**

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







# THE TELEPHONE

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

## LONG DISTANCE TELEPHONE SERVICE

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

## THE BELL TELEPHONE COMPANY OF CANADA

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

**FIRE  
AND  
MARINE**

HEAD OFFICE—TORONTO, ONT.

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

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

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**

Head Office, Toronto

BOARD OF DIRECTORS

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

CAPITAL . . . . . 1,400,000.00  
ASSETS . . . . . 2,182,753.85  
LOSSES PAID SINCE ORGANIZATION, 29,833,820.86

## THE METROPOLITAN BANK

Capital Paid Up, - - \$1,000,000  
Reserve Fund, - - \$1,000,000  
Undivided Profits, - - \$ 133,133

### GENERAL BANKING BUSINESS

Drafts bought and sold.  
Letters of credit issued.  
Collections promptly attended to.

### SAVINGS DEPARTMENT

open at all branches.  
Interest allowed on all deposit  
of one dollar and upwards.

We  
Solicit  
Your  
Account

## IF YOU WANT

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

## IF YOU WANT

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

## IF YOU WANT

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

## Money

CAN BE SAVED BY MEANS  
OF AN ENDOWMENT POLICY.

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

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

## Confederation Life ASSOCIATION

W. H. BEATTY, President.

W. C. MACDONALD, J. K. MACDONALD,  
ACTUARY. MANAGING DIRECTOR.

HEAD OFFICE, - TORONTO, CANADA.

**WALL PAPER**

If you have been advertising properly and have used proper judgment in the matter of stock, your wall paper department should now begin to be very active. Remember that everywhere the country over, the busy housewife, with a handkerchief round her head, and broom or scrubbing brush in hand is carrying on the annual spring war on dirt of all kinds. From the back-yards of thousands of peaceful Canadian homes issues forth sounds as of musketry, which sounds in reality are merely testimonials to the muscular skill of Messrs. Householder in making the dust of twelve months fly from the carpets.

Now is the time of all times to push wall paper for all it is worth. Get some convincing copy written for your newspaper space, and keep your windows filled with your choicest lines of wall decorations. Slack not in thine energy, O merchant, and don't, whatever you do, forget the advertising value of a show-card in the window.

It stands to reason, that many a woman of your town, with the house-cleaning fever raging madly in her blood, will pass and repass your store upon purchase bent. It's up to you, as the saying is, not to let her pass your store once without being attracted by your spring wall paper exhibition. Price will count with her! She may be wishing as hard as she can, that she could afford a new paper for this, that, or the other room. Brush up your argumentative faculty—that there is argumentative faculty in abundance among Ontario stationers was proven at the recent school-book deputation—put the very cream of wall paper argument in neat legible letters upon a show-card, surrounded by the very choicest of your moderate priced lines. Keep, however, some of your very best and higher priced lines in the background; for it should be your policy to gradually work a buyer of moderate priced lines up to the higher grades. This you ought to be able to do in many cases, although 'twould be impossible in all. A good argument for use in this connection is the obvious fact that the better the wall paper, the longer it lasts and the more pleasure it gives.

Dry Goods Review has this to say about wall paper advertising: "One ad. that we have picked out at random has an attractive illustration and is headed, 'Artistic Wall Decorations.' Part of the matter following is:

"Spring is at hand, which means that you will soon be brightening up your present home. We have a very nice line of high-grade wall papers, made for those who appreciate the best efforts of clever artists in most elaborate combinations, with which you will be able to match any particular kind of house furnishings.' The heading is excellent; the word decorations gives the goods a higher standing in the eyes of the public than would the mere term 'wall-papers.'"

**ENCOURAGE HOME MANUFACTURES!**

Send in your orders for

- Premium Mucilage.
- Lithograms and Lith'm Composition,
- Acme Washing Powder for Type and General Purposes,
- Coal Saving and Smoke Consuming Compound.

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

Write for Samples and Quotations.

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



Determine to  
Fully Satisfy Every  
Customer For  
**Wall Paper**

If you have not just the right goods in stock, give us the particulars and get

**Stauntons'**  
**Decorative Specialties**

which will help you to make the sale and win for you another pleased customer. Write us for samples. Be assured of prompt and efficient service.

**STAUNTONS**  
LIMITED

Makers of  
Superior Wall Papers  
TORONTO

**MAY SPECIALS**

**FIREWORKS.**

We control a number of especially good new novelties in 1c. and 5c. items which all dealers should stock.

- Fire Crackers, Cannon Crackers,*
- Fire Balloons, Animal Balloons, etc.,*
- Garden Sets, Sand Pails, Sand Shovels,*
- etc.,*

should now receive your attention.

**BASEBALL:—**

- Balls, Bats, Mitts, Gloves, Masks, etc.,*
- Dennison's best quality Paper Napkins*  
(Assorted patterns, special, \$2.75 per M.)

Stock shipments now complete and we can promise prompt delivery.

Let us have your order now

**The SUTCLIFFE-EDMISON CO., Limited**

WHOLESALE FANCY GOODS AND DRUGGISTS' SUNDRIES  
76 YORK ST. (New King) TORONTO

**PAYSON'S INDELIBLE INK**



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

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

**Standard Commercial Works.**

**Matt's Interest Tables,**

At 4, 5, 6, 7, 8, 9 and 10 per cent. per annum, by **NATHAN MATT**. 6th Edition. Price, \$3.00.

**Matt's Three Per Cent. Interest Tables.** By the same author. On fine toned paper and strongly bound. Price, \$1.00.

**Hughes' Interest Tables and Book of Days combined,**

At 3, 3½, 4, 5, 5½, 6, 7 and 8 per cent. per annum by **CHARLES M. C. HUGHES**. Price, \$5.00.

**Hughes' Supplementary Interest Tables,** Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from ½ per cent. to 3½ per cent., inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables), interest for one thousand days can be obtained at any rate from ½ per cent. to 10 per cent., inclusive, and **COMPARATIVE INTEREST TABLES** for obtaining interest on any rate from ½ per cent. to 10 per cent., inclusive, on the basis of 365 days to the year in ½ per cent. rates. By **CHARLES M. C. HUGHES**. Price, \$2.00.

**Hughes' Interest Tables,**

At 6 and 7 per cent. per annum (on the basis of 365 days to the year), for one, two, three and four months and days of grace; for use in Discounting and Renewing Promissory Notes. By **CHARLES M. C. HUGHES** (on folded card, 14½ x 9½) strongly bound. Price, \$1.00.

**Hughes' Savings Bank Interest Tables.**

At 2½, 3 or 3½ per cent. (each on separate card) on the basis of one month, being 1/12 part of a year; by **CHARLES M. C. HUGHES**. Price, \$1.00.

**Buchan's Sterling Exchange Tables,** Converting sterling into Canadian currency, and *vice versa*, advancing by 8ths and 16ths, with other useful tables; by **ERIN BUCHAN**. Second edition. Price, \$1.00.

**Buchan's Sterling Equivalents and Exchange Tables,**

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

**Buchan's Par of Exchange (Canadian),**

Giving sterling into dollars and cents and *vice versa*, from \$1 upwards, also sterling equivalents, Canada into New York and *vice versa*; by **ERIN BUCHAN**. Price (in sheets), each, 20c.; mounted (on boards), each, 35c.

**The Importers' Guide,**

A hand-book of advances of sterling costs in decimal currency, from one penny to 1,000 pounds, with a **FLANNEL TABLE**, from 20 to 100 shillings per piece of 46 yards; by **R. CAMPBELL** and **J. W. LITTLE**. Cloth, 75c.; leather, \$1.00.

**The Canadian Customs Tariff,**

Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, German Rixmark, at Canadian Customs values, also a table of the value of francs in English money, Harbor Dues, etc., etc. Cap 8 vo, cloth. Price, 50c.

**MORTON, PHILLIPS & CO.,**

PUBLISHERS,

755 and 757 Notre Dame St., MONTREAL

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

**HOTEL DIRECTORY**

**WINDSOR HOTEL**

HAMILTON, BERMUDA

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

**TOWER HOTEL** GEORGETOWN

DEMERRARA

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 atal King, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

**WOODSIDE BOARDING HOUSE**

Corner of Main and Lamaha Streets GEORGETOWN, DEMERRARA.

Cool and airy Bedrooms. Excellent Cuisine. Attendants qualified. Terms moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managers, K. COYAN.

**VICTORIA LODGE**

HAMILTON, BERMUDA

Mrs. J. F. SMITH Proprietress.

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

**WINTER RESORT**

**QUEEN'S PARK HOTEL**

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

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

**THE GRAND UNION**

The most popular hotel in

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

**DOMINION HOUSE**

W. H. DURHAM, Proprietor

RENFREW, ONTARIO

The most popular Hotel in the Ottawa Valley.

**HALIFAX HOTEL**

HALIFAX, N.S.

**HOTEL IMPERIAL** Large Sample Rooms

Steam Heated and Gas Lit

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

**ACCOUNTANTS AND AUDITORS**

**JENKINS & HARDY**

Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 151 Toronto St., Toronto. 465 Temple Building, Montreal.

**DAVENPORT, PICKUP & CO.**

Chartered Accountants and Assignees,

622 McIntyre Block WINDSOR, MAN.

**The Topaz Pencil**

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

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

— AND —

**Indelible Copying.**

Write for Samples to

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

**The Summer Number**

of

**Bookseller and Stationer**

will be issued on

**Wednesday, May 8th, 1907**

This Number affords the best opportunity for dealers in all sorts of summer goods to address the Canadian Trade.

Orders for space should be booked early.

Persons addressing advertisers will kindly mention having seen their advertisement in this paper.

**BOY WANTED**

TO START IN BUSINESS FOR HIMSELF.

We will establish YOU in a good-paying business of your own.

Profits right from the start, and Prizes.

No money required to begin.

We will mail to you FREE 5 copies of our publication.

These can be sold and will provide the capital for the next week's supply.

The work is easy.

You be sure to write at once and we will send you 5 copies for next week and everything necessary.

**The MacLean Pub. Company**

10 Front Street East, TORONTO, CANADA

NEW CANADIAN COPYRIGHTS

Registered at Ottawa during March, 1907.

The Man With the Money. A plain talk on the art of making, saving, spending and enjoying money, &c. By Edward Dawson. Book. Edward Dawson, Toronto.

Tom Boy. Rag March and Two-Step. By W. F. Bradford. Sweetmeats. Rag Two-Step. By Percy Weirich. Arnett-Delonais Company, Chicago.

The Captain of the Kansas. By Louis Tracy. Book. McLeod & Allen, Toronto.

Canada or Jack Canuck. Post card. Walter J. Ingram, Toronto.

The Riverdale Almanac. 1906. Book. Alexander C. Miller, Toronto.

Lovell's Commercial Compendium for 1907; Book John Lovell & Son. Limited, Montreal.

The Up-to-date Self Instructor in Building and Reading Character. By H. C. Kemp. Chart. Harry C. Kemp, Guelph.

He Will Hold Me Fast. No. 3 of Alexander's Gospel Songs. Words by Ada R. Habershon. Music by Robert Harkness. Chas. M. Alexander, Birmingham, England.

Jan. By Charlotte Penrose. Illustrations by Kate I. Nisbet. Book. William Briggs, Toronto.

The Bogie Man. A Creep-Mouse tune. By Charlotte Blake. Snowball. Rag. By Nellie M. Stokes. Sixty-Six. Intermezzo. By Harry P. Guy. Fellowship. March Two-Step. By Harry P. Guy. Down South. Rag-time march and two-step. By C. A. Grimm. June Come Spoon. Song. Words and music by Ned Nye. Cieyon Waltzes. By Geo. H. Finzel. Jerome H. Remick & Company, Detroit.

Rules of the Game of "Pounce." Chart. Fetherstonhaugh, Dennison & Blackmore, Toronto.

Cottage Lath. Post card. A Cottage Loom and Spinning Wheel. Post card. Specimens of Indian Basketry. Post card: The Canadian Handicraft Guild, Montreal.

Stingy Moon. Intermezzo Two-Step. By H. B. Blanke. Jerome H. Remick & Company, Detroit.

Brockville, Worship, Jehovah Nissi, Breath of God, Halifax, A Hymn of Empire, Precious Jesus, St. Valentine, Priory, Egypt, Love Divine, Day of Life, Benediction, All Unseen, The Master Walketh, St. Leonard, St. Lawrence, All Souls. (Hymns). Canon Edward Patrick Crawford, Halifax.

Yo' Eyes are Open, But Yo' Sound Asleep. Song. Words by Chris. Smith. Music by Billy B. Johnson. Jerome H. Remick & Company, New York.

The Four Kings, March and Two-Step; The Four Queens, March and Two-Step; The Four Aces, March and Two-Step. By Abe Losch. Vandersloot Music Publishing Company, Williamsport, Pennsylvania.

The Nation's Pride, March and Two-Step. By Edward J. Pavey. Dear Little Girl, It's You. Words and music by Herbert Kent. The Song You Sang at Twilight. Words and music by Chas. E. Wellinger. My Heart Longs To-night to be There. Words by Ruth Dingman. Music by Ben. J. Jerome. Harry H. Sparks, Toronto.

Year Book and Clergy List of the Church of England in the Dominion of Canada, 1907. Joseph P. Clougher, Toronto.

Exercises on 'Der Tote Gast'. By W. H. Van Der Smissen, M.A. The Copp, Clark Company, Limited, Toronto.

The Imperial Native March. For piano. By J. Nelson. J. Nelson, Metlakatla, British Columbia.

Christmas Bells. Poem. By Henry T. Claghorn, Philadelphia, Penn.

Easter, By John W. Campbell. (Verses and Illustration.) John W. Campbell, Toronto.

Third Edition of Driscoll's Map of the City of Edmonton, Province of Alberta. Alfred Driscoll, Edmonton, Alberta.

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Canadian Summary.

Points.

1. Lone Furrow, by W. A. Fraser ..... 80
2. Port of Missing Men, by Meredith Nicholson 77
3. The Doctor, by Ralph Connor ..... 71
4. Friday the 13th, by Thos. W. Lawson ... 43
5. Sir Nigel, by Conan Doyle ..... 32
6. Bob Hampton of Placer, by R. Parrish ... 22

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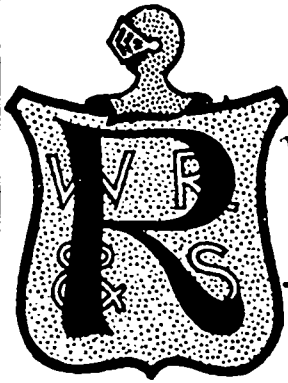
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INDEX TO ADVERTISERS.

|                                               | PAGE  |                                             | PAGE               |                                | PAGE |
|-----------------------------------------------|-------|---------------------------------------------|--------------------|--------------------------------|------|
| Accountants and Auditors .....                | 48    | Gillott, Jos. .... outside front cover      |                    | Morton, Phillips & Co .....    | 48   |
| American Code Co. ....                        | 23    | Goodall, Chas., & Sons, Limited .....       | 1                  | Musson Book Co. ....           | 25   |
| American Lead Pencil Co. ....                 | 19    | Gordon Art Co. ....                         | 33                 | Neumann, W., & Co. ....        | 43   |
| Auld Mucilage Co. ....                        | 47    | Hawkes-Jackson Co. .... outside front cover |                    | Nichols & Willis .....         | 43   |
| Baker's Book Shop .....                       | 29    | Heath, John ..                              | 28                 | Payson's Indelible Ink .....   | 48   |
| Bell Telephone Co. ....                       | 46    | Higgins, Chas. M., & Co. ....               | 1                  | Pelouze Scale & Mfg. Co. ....  | 28   |
| Berliner Gramophone Co .....                  | 2     | Hildesheimer, S., & Co. ....                | 5                  | Picture Post Card Co. ....     | 43   |
| Berlin & Jones Envelope Co. ....              | 7     | Hinks, Wells & Co. ....                     | 28                 | "Publisher's Circular" .....   | 46   |
| Boch & Kirsch .....                           | 43    | Hotel Directory .....                       | 48                 | Pugh Mfg. Co. ....             | 36   |
| Briggs, William .....                         | 26    | Hurl, Geo. B., & Co. ....                   | 45                 | Romler & Jonas .....           | 42   |
| British-American Assurance Co. ....           | 46    | Hurst, A. O. ....                           | 1                  | Rumpp, C. F., & Sons .....     | 29   |
| Brown Bros., Limited .....                    | 2     | International Post Card Co .....            | 40                 | Spencerian Steel Pens .....    | 28   |
| Buntin, Gillies & Co. .... outside back cover |       | Kearns Ink & Wax Co .....                   | 7                  | Stauntons Limited .....        | 47   |
| Canadian Press Clipping Bureau .....          | 51    | Koeber, Paul C., & Co. ....                 | 39                 | Sutcliffe-Edmison Co. ....     | 47   |
| Carbon Paper & Ribbon Co .....                | 28    | Leather Post Card Co. ....                  | 41                 | Tuck, Raphael, & Son Co .....  | 30   |
| Carter's Ink Co. ....                         | 1     | Leder, Otto .....                           | 43                 | Union Card and Paper Co. ....  | 2    |
| Clark Bros. & Co. ....                        | 7     | Legal Cards .....                           | 48                 | Unwin, T. Fisher .....         | 26   |
| Confederation Life Association .....          | 46    | Macfarlane W. G. ....                       | 41                 | Warwick Bros. & Rutter .....   |      |
| Copp, Clark Co. ....                          | 6, 30 | Macmillan Co. of Canada, Ltd .....          | 23                 | inside front cover, 27, 48, 51 |      |
| Cooper, A. H. ....                            | 42    | MacIven & Cameron .....                     | 28                 | Waterman, L. E., Co. ....      | 35   |
| Crescent Embossing Co. ....                   | 42    | Markert & Sohn .....                        | 43                 | Western Assurance Co .....     | 46   |
| Curt-Teich Co. ....                           | 40    | Menzies & Co. ....                          | 5                  |                                |      |
| Eaton-Hurlbut Paper Co .....                  | 3     | Metropolitan Bank .....                     | 46                 |                                |      |
| Esterbrook Pen Co. ....                       | 28    | Mittag & Volger .....                       | outside back cover |                                |      |
| Fidelity Carbon Paper Co. ....                | 27    |                                             |                    |                                |      |
| Fine Art Printing Co .....                    | 43    |                                             |                    |                                |      |
| Forest, D. & W. ....                          | 23    |                                             |                    |                                |      |



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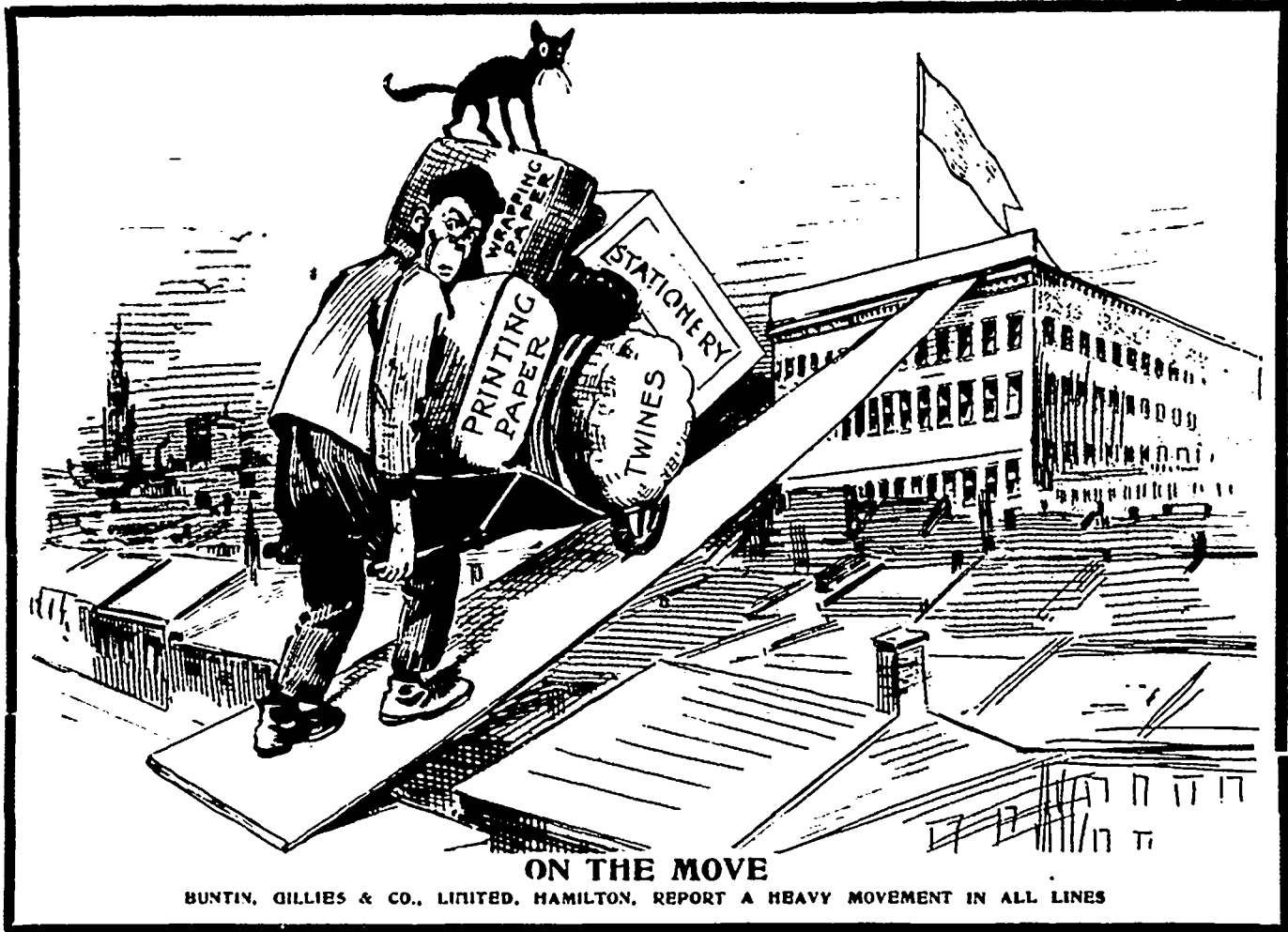
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