

# BOOKSELLER & STATIONER

and  
Canadian Newsdealer

Official Organ of the Canadian Book, Stationery and Publishing Trades Association  
and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada.

MONTREAL, 212 McGill St.

TORONTO, 10 Front St. East.

WINNIPEG, 111 Union Bank Building

LONDON, ENG., 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, APRIL, 1909.



(ACTUAL SIZE)

## OUR GUARANTEE

Our Ribbons and Carbons are manufactured of the very finest materials, and are therefore absolutely guaranteed to the consumer. They must give satisfaction. We assume all responsibility and fully protect the dealer.

### REMEMBER

We are still asking for inquiries from the trade regarding our special proposition to dealers. Write us to-day. Don't let an opportunity like this get past you.

## JOHN UNDERWOOD & Co

90 Richmond St. East

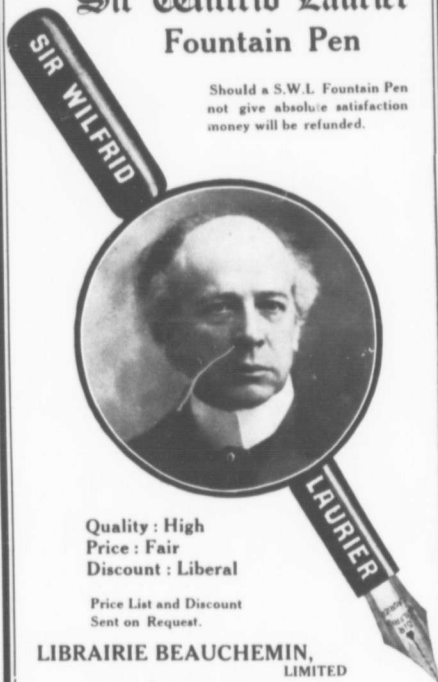
NEW YORK

TORONTO

LONDON, ENG.

The  
**Sir Wilfrid Laurier**  
Fountain Pen

Should a S.W.L. Fountain Pen  
not give absolute satisfaction  
money will be refunded.



Quality : High  
Price : Fair  
Discount : Liberal

Price List and Discount  
Sent on Request.

### LIBRAIRIE BEAUCHEMIN, LIMITED

Wholesale Booksellers and Stationers

256 St. Paul,

18 Notre Dame West,

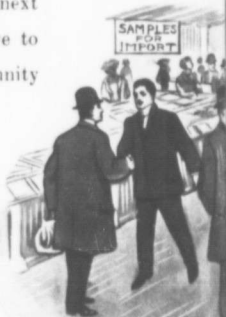
26 St. Gabriel

MONTREAL

## The BEE THAT GETS THE HONEY DOES NOT STAY AROUND THE HIVE



Never was a truer word spoken and never can it be more appropriately applied than in the case of those merchants who fail to come and see our 1909 displays of import fancy goods samples, which are now open in TORONTO, MONTREAL, WINNIPEG and St. JOHN. Nobody can estimate the extent and importance of this huge collection of samples unless he or she comes and sees them. Nothing that we can print will do justice to them. We can simply say that after thirty-one years' experience we have never had a better-looking or more varied and extensive line of samples than we are showing this year. And prices will be found right—not too much high-priced stuff and not too much cheap stuff—just a happy medium. Therefore, if the trade want to get the honey next fall, when holiday business begins, they will have to bestir themselves while the flowers of opportunity blossom. A hearty welcome awaits every visitor to our showrooms.



# Warwick Bros. & Rutter, Limited

TORONTO

Importers of Fancy Goods



A TRIP THAT PAYS

# ALL THE LEADING WHOLESALE

Stationery and Fancy Goods Houses

SELL

# GOODALL'S PLAYING CARDS

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



## Honest Fountain Pens

UNDER YOUR OWN IMPRINT

As you or we would understand it, an honest fountain pen is one which lives up to its guarantee. That's what the customer expects, too. If you have **your** imprint on a pen how important it is that it should be all right. With S.&B. Fountain Pens you take not the least possible chance.

They are made of the very best materials by the highest skilled workmanship. We are the largest manufacturers of fountain pens for imprint orders in America, and we regularly supply the biggest stationery and jewelry houses in Canada and the U.S. All our pens are backed by an absolute guarantee. We give the dealer a good profit, and our advertising helps him to sell the goods.

## SANFORD & BENNETT CO.

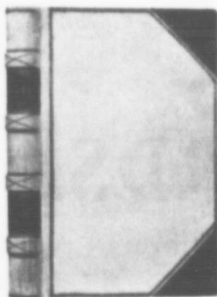
Manufacturers of Fountain, Stylographic and Gold Pens for foreign and domestic trade  
Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen," and the "Commercial Fountain Pen."  
Jewelers' Court, 51-53 Maiden Lane, NEW YORK



SPRING ANNOUNCEMENT

# ACCOUNT BOOKS

Our Stock is Now Exceedingly Complete.  
Every Style, Description, Size, Pattern —  
And, as usual, unexceptional good value



## NEW FLAT OPENING BOOK

DEMY and MEDIUM  
Full Bound,  
Russia Corners  
400, 600, 1,000 Pages

## NEW SHORT DEMY LEDGERS

14 x 10, all rulings—  
150 to 500 pages

Half Red Russia Cloth Sides—  
stamped on side



## NEW PRIVATE LEDGERS, CASH BOOKS, etc.

Large Svo. Full Grained Seal  
9 1/2 x 6—300 and 400 pages

LEDGERS, JOURNALS, CASH BOOKS, DAY BOOKS, etc.  
Regular Sizes—Standard Paper and Binding

MEMORANDUM and ADDRESS BOOKS —

LOOSE LEAF PRICE and MEMO BOOKS —

LOOSE LEAF LEDGERS and BINDERS —

TRIAL BALANCE BOOKS — BANK SUPPLIES



NOTES, DRAFTS, RECEIPTS, ORDER BOOKS, etc.

# BROWN BROS., LIMITED

Manufacturing Stationers, Bookbinders, etc.

51-53 Wellington Street West, T. RONTO



## 5,000 Facts About Canada

1909

Edition now  
out and selling  
splendidly.

FRANK YEIGH

Compiler of 5,000 facts about Canada.

The dealer who has not yet stocked up  
is making a money-making mistake.  
We supply attractive window hangers  
and will help to make a window display.  
The book has an eye-attracting cover  
which helps to sell it.

ORDER FROM YOUR DEALER OR

The Canadian Facts Pub. Co.  
667 Spadina Ave., Toronto.



## DAVID'S CELEBRATED INK

Unsurpassed for  
Quality and Value

Electro-Chemical

## BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by  
Thaddeus Davids Co.  
New York. Established 1825



## BROWNBROS.

Limited

Canadian Agents, Toronto



# MENZIES' MEN

are starting out on the road with  
our superb line of

## Calendars, Xmas Cards

Post Cards, Pictures, Ball Programmes,  
Menus, Fancy Card Blanks and

## Private Xmas Greeting Cards

Our line of Boxed Autograph Xmas Cards is  
unequalled in range or beauty by any other line  
on any market in the world.

\$2.40 Per Doz Boxes to \$6.00 Per Doz. Boxes.

Our Private Xmas Cards embrace a range of  
9,000 numbers.

Prices from \$2.00 Per 100 to \$48.00 Per 100.

### WE REPRESENT :

E. W. Savory, Ltd., Bristol; Dorendorff & Co., London; Lawrence & Jellicoe, London.  
For Holiday and Picture Lines.

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Dorendorff & Co. also manufacture Card Boards, Printers' Cards and Fancy Blanks.  
Lyons Ink, Ltd., Manchester, Glucine, Ink, Sealing Wax.

## Menzies & Company, Limited

152-154 Pearl Street, Toronto

Facing Royal Alexandra  
Theatre

# HOLLAND LINEN

*Trade Mark Registered*

THE best known, best selling and most popular correspondence stationery in Canada.

Sales constantly increasing.

*Holland Linen Note Paper and Envelopes.*

*Holland Linen Papeteries.*

*Holland Linen Tablets.*

ALL SIZES IN THE LEADING TINTS

*Holland Linen Invitation Cabinets.*

*Holland Linen Visiting Cards.*

*Holland Linen Mourning Stationery.*

Send for one of our \$10.00 assortments containing a selection of all the above styles.

## W. J. Gage & Co.

LIMITED

*Manufacturing Stationers*

Toronto

Ontario

Paper Mills: St. Catharines, Ontario



# Dennison Window Decorations

**NOTE** the effect of Dennison paper, simply draped. No paper drapes like Dennison's, for no paper stretches like Dennison's nor is as strong as Dennison's. Neither does any other possess such rich coloring, such soft and lustrous surface.

Tell your customers of the great effectiveness in decoration of Dennison's Papers. Illustrate by your own attractive windows. Thus you'll solve two ever-present problems. Your windows will always be inviting; you'll find profit and satisfaction in Dennison's Papers.

**Dennison Manufacturing Company**

*Makers and Maintainers of the Paper Art*

**BOSTON**  
26 Franklin St.

**NEW YORK**  
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**PHILADELPHIA**  
1007 Chestnut St.

**CHICAGO**  
25 Randolph St.  
(A New Dennison Store)

Up-town Store—Twenty-seventh St.  
Bet. 6th Ave. and Broadway

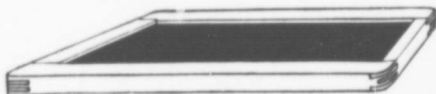
**ST. LOUIS**  
413 N. 4th St.

## Slates Used Exclusively

On advice of the Medical Fraternity, the London (England) School Board are using slates exclusively in the junior classes. The reason for this is that slates have been proved to be more sanitary than paper, and, furthermore, that the glare from paper not infrequently impairs the sight.

Canadian schools will not be slow in taking this up, and there will be created an enormous demand for slates. But the slate chosen must be one that, by its very make-up, is hygienic.

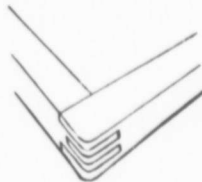
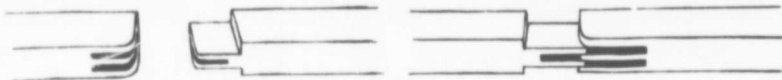
### America's Best Slate is Hygienic and Sanitary



It is manufactured from the highest grade slate. As slate is not porous, and as the surface is smooth, disease germs can not possibly adhere to the slate itself.

The frame is of selected hardwood stock—a smooth, hard surface. No chance for disease-laden germs to adhere.

The corners of the slate are joined by what is known as the **TRIPLE TENON JOINT** interlocking (cuts best illustrate this) No cracks, no crevices, so that all danger of contagion from disease germs lodging there is eliminated.



"America's Best Slate" is naturally sanitary. If you cater to school trade it will pay you to stock "America's Best Slate."

Controlled in Canada solely by

**The Copp, Clark Company, Limited**

64-66 Front Street West

Toronto, Canada

BOOKSELLER AND STATIONER

A. W. FABER'S THE FINEST IN EXISTENCE  
16 Degrees—6B to 8H

**"CASTELL"**

PENCILS



Unequaled for  
Purity, Smoothness  
Durability or Grading

A. W. Faber,

149 Queen Victoria St.  
LONDON, E.C.

A. W. Faber's  
"Castell" Copying Pencil

Manufactory  
Established 1761



FACTORIES

STEIN, GERMANY  
GEROLDSGRUEN  
NOISY-LE-SEC  
NEWARK, N. J.

**A.W. FABER.**

ESTABLISHED 1761.

**RUBBER WORKS**

ELASTIC BANDS ERASIVE RUBBER



RODERS

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NEWARK, N. J.  
LONDON  
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41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

**NEWARK, N. J., U. S. A.**



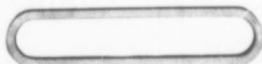
51



20



7080



50 X



5



83



7085

## CAN YOU BEAT IT? IMPERIAL TRACING LINEN

All 24 yards to Roll

|     |               | 10 Rolls asd. | 50 Rolls asd. |
|-----|---------------|---------------|---------------|
| 30" | 6.16 per roll | 5.85          | 5.70          |
| 36" | 6.72 " "      | 6.39          | 6.22          |
| 41" | 9.10 " "      | 8.65          | 8.42          |
| 54" | 11.90 " "     | 11.31         | 11.01         |

Terms: 30 Days

### HOW IS YOUR STOCK OF INK, MUCILAGE AND PASTE?

Our line of Stephen's, Stafford's, Underwood's and Higgins' Ink is complete. Mail orders receive special attention.

**Smith, Davidson & Wright, Limited, Vancouver, B. C.**

### Every Man with a Fountain Pen

NEEDS THE

**KAY'S CLIP**



The Show Card sells it at sight

The only clip that gives entire satisfaction

One dozen on a card.

German Silver, 10 cents

Rolled Gold, 25 cents



Discount to the Trade on application.

**Consolidated Safety Pin Co.**

183 Farrant St.,

Bloomfield, N.J.



### A Reliable Red Ink

is a necessary part of every business man's desk equipment. He will be satisfied if you sell him

### Carter's Carmine Fluid

a brilliant red which will not bronze and has no effect on steel pens—

**Takes Away the Chance for Complaint**

THE CARTER'S INK CO.

BOSTON NEW YORK CHICAGO MONTREAL

### STATIONERS!

When placing your Spring Order bear in mind that

## "RELIANCE INKS"

will please your most fastidious customers. Flows freely, does not corrode the pen.

WRITE FOR PRICE LIST

**RELIANCE INK CO., Ltd., - Winnipeg**

### A Money Maker

The

## "Wellington" Photo Specialties

"The World's Standard"

They will pay you handsome profits. Carry them as a side line.

For Price Lists and Trade Literature write

**Ward & Co.,**

13 St. John St.,

Montreal, P.Q.



## Some Suggestions About School Supplies

**W**E venture to say that there isn't a dealer in Canada handling school supplies who doesn't want to make 1909 his banner year. There isn't a dealer who won't be delighted to see bigger crowds of school children buying their necessities at his store. The question is, how is it to be done? The first essential is undoubtedly to get the goods that will attract buyers. If you can secure the newest, brightest and most novel goods on the market, business is bound to come to your store. We can confidently state that our 1909 collection of school goods fulfills all these requirements. And why shouldn't it? We have the artists, the equipment and the men to turn out the very best.

## Practical Pointers About Papeteries

**P**APETERIES have become one of the essentials of the holiday stock. Papeteries are not staples, however, and unless a dealer buys wisely, he is liable to end the year with a surplus of unsaleable goods. If he will be guided in his buying by the experience of men who know and will patronize a house that leads the styles, he is reasonably safe. Without undue boasting, we lay claim to being leaders in papeterie styles in Canada, simply because we are spending lots of money to retain the services of men who know how to make the most novel and artistic goods.

**Warwick Bros. & Rutter, Limited**

Wholesale  
Manufacturing Stationers

**Toronto**

# The Pearl

Series of  
**Christmas  
 Cards**  
 for  
**1909**  
**Calendars**  
**Dance  
 Programmes**

**Masonic  
 Stationery**  
 and  
**General  
 Card Stationery**



WHOLESALE AGENT FOR CANADA  
 REQUIRED

**THOS. M. WOODHEAD**

The "Pearl" Artistic  
 Stationery Works

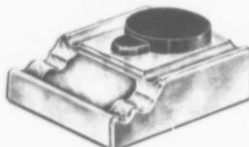
Established 1878

BRADFORD - ENGLAND

## VICTOR INKSTANDS

"Just enough ink to ink the pen"

Small  
 Cut  
 Shows  
 Our  
 No. 25  
 Retail  
 Price  
 75c.



Large  
 Cut  
 Shows  
 Our  
 No. 35  
 Retail  
 Price  
 \$1.25

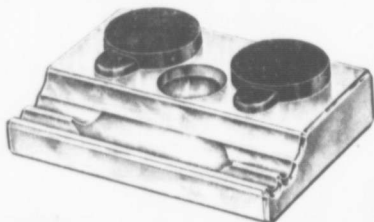
Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill - cannot upset; covers move so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT  
 Sold by all Canadian Wholesalers

**C. H. Numan Dept.—**

354 BROADWAY

NEW YORK, U.S.A.



**Keswick Series**

SEASON  
 1909 - 10

Our  
 Samples are  
 Now Complete

and include some

QUITE NEW IDEAS IN

**Calendars and Texts**

CALENDARS from 1d to 2s. each.  
 BOOKLETS, CHRISTMAS CARDS,  
 MOTTO CARDS, BIRTHDAY  
 CARDS, TEXT CARDS, POST CARDS

We shall be pleased to hear from YOU!

**WALTER C. WHEELER & CO.**

9 & 10 REDCROSS STREET, LONDON, E.C.



**THE SAMPLES OF OUR 1909 CHRISTMAS CARDS HAVE NOW ARRIVED**

**And We Are Quite Ready For Orders**

We are ready with one of the grandest showings of Christmas Booklets, Cards and Post Cards it has ever, perhaps, been our pleasure to announce. We do not want to take up much space in praising our 1909 cards—just enough to give you some salient facts regarding them.

We mention, particularly, "For the Empire Series" (St. Luke's Press), Hills and Co., Ltd., England; and "Quality Cards," the product of one of the foremost manufacturers of Christmas Cards in America.

**For the Empire Series**

Embossed parchment covers; inserts—good luck emblems, neat designing. Pebbled ingrain covers, reproductions from celebrated paintings.

**To Retail at 5c. Each**

Embossed parchment covers; inserts—good luck emblems, friendship greetings. Heavy card covers, embossed; unique designing. Pebbled ingrain covers, Hands Across the Sea, reproductions. Parchment covers, neat lettering; verses by Gretchen.

**To Retail at 10c. Each**

Embossed parchment covers; inserts—Egyptian good luck emblems and good luck wishes. Pebbled ingrain covers, pressed flowers from the Holy Land; Harrison-Fisher pictures, etc.

**To Retail at 15c. Each**

Embossed parchment covers, deckled edges; hand-painted flower designs; mother-of-pearl globe on cover, holly design; globe embossed in gold; prehistoric views; reproductions.

**To Retail at 25c. Each**

Others to Retail up to 50 Cents Each

Also—CASTELL'S CALENDARS; handsome lithographing, tasty embossing; cut-out designs, Holly, Robins, Purple Violets; Golden Days, Time's Footsteps, etc. Desk or Study Calendars, separate slip for each month; frame of dainty flower design. To Retail at from 5c. to 25c. Each.

**Truly Canadian**

Names of different provinces, embossed in gold on parchment covers, letters formed of heads of wheat; sheaf of wheat in gold, maple leaves in colors entwining.

Coats of arms of various provinces, embossed in gold and colors on covers, also coats of arms of different cities.

Poinsettia flower—symbol of good will, embossed on cover in rich red; also hand-painted.

**To Retail at 20c. Each**

**Quality Cards**

**Christmas and New Year's Cards and Post Cards**

Cards are gotten up in form of a letter, artistically printed, fancy lettering, on first quality linen paper. Put up in hand-made linen envelopes.

Cards contain suitable greetings, with verses and thoughts expressive of the Christmas spirit, by Dickens, Robert Louis Stevenson, Whittier, Cardinal Gibbons, Rev. Henry Van Dyke, etc.

Post Cards much the same as above; on heavy linen stock; attractive lettering and designing, bevelled gold edges.

Then there are fold-overs, suitable greetings, Christmas and New Year's wishes, in envelope.

Others in form of last will and testament, and in form of an illuminated card of greeting, envelope to match.

**To Retail at from 5 Cents to 25 Cents Each**

Also a complete line of cards, small, for enclosure in Christmas parcels; suitable holiday designing; neat embossing; crisp Christmas messages; special ones for the children; in envelope.

**To Retail at from Three for 5 Cents Up**

**THE COPP, CLARK COMPANY, LIMITED**

**64 AND 66 FRONT STREET WEST, - TORONTO, CANADA**

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

Specialties: **Leders Heliotype Post** Very fine make First class goods only.

plain and coloured. **Cards**

Well known for efficiency and high-class workmanship.

**Otto Leder**  
Dresden 7 Saxony  
Picture Post Card Manufacturer  
WHOLESALE EXPORT

## ART SUPPLIES

Winsor & Newton's Oil Colors  
" " Water Colors  
" " Canvases  
" " Papers  
" " Brushes  
" " Boxes

All kinds of goods for artists: Crayons, Oils, Mediums, Easels, Studios, &c.

SEND FOR CATALOGUE

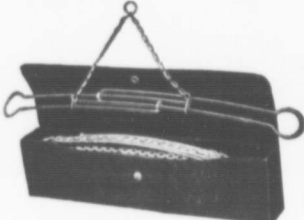
### A. Ramsay & Son Co.,

MONTREAL

Agents for WINSOR & NEWTON, London

## Tourist Leather Goods

WE MAKE A LARGE COLLECTION OF ARTICLES FOR TRAVELLERS



COAT AND TROUSER HANGERS IN CASES  
SEND FOR NEW ILLUSTRATED CATALOG

Manufactured by

### C. F. RUMPP & SONS

Fine Leather Ware  
PHILADELPHIA

NEW YORK SALESROOM: 685 and 685 Broadway (Cor. 3rd St.)

## British America Assurance Company

A. D. 1833  
**FIRE & MARINE**  
Head Office, Toronto

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D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

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

|                                 |                |
|---------------------------------|----------------|
| CAPITAL                         | \$1,400,000.00 |
| ASSETS                          | 2,162,753.85   |
| LOSSES PAID SINCE ORGANIZATION, | 29,833,820.96  |

## CRAYONS

The "Standard" for quality, quantity, variety, economy, and satisfaction. Can be had only of

The Standard Crayon Mfg. Co.  
Danvers, Mass.

## WESTERN ASSURANCE COMPANY.

Incorporated 1851  
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  
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Authors and publishers desiring complete sets of reviews and notices of their books appearing in the Canadian newspaper press, can be supplied promptly and satisfactorily by us, at reasonable rates. Write for full particulars.

The Canadian Press Clipping Bureau  
232 McGill St., MONTREAL 10 Front St. East, TORONTO

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THE CANADIAN PRINTER AND PUBLISHER  
Montreal Toronto Winnipeg

The most popular pens are  
**ESTERBROOK'S**

MADE IN ALL STYLES



Fine Points, A1, 128, 333.  
Business, 048, 14, 130.  
Broad Points, 312, 313, 314.  
Turned-up Points, 477, 531, 1876.

CANADIAN AGENTS:  
**THE BROWN BROS., LIMITED**  
TORONTO.

**IMPORTANT**

Dear Mr. Stationer,

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

Faithfully yours,

Waverley Works, **MACNIVEN & CAMERON,**  
Edinburgh Limited

**SPENCERIAN  
STEEL PENS.**

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

**THE BEST**

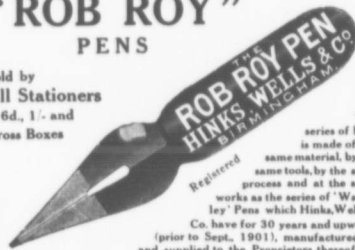
Works: **BIRMINGHAM, ENGLAND**

Imported by all the leading stationers in Canada.

Proprietors: **Spencerian Pen Co., New York**

**“ROB ROY”  
PENS**

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



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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND



its mark

OTHER things being equal, Canadian-made carbon paper is the best in the world. It can carry a larger amount of pigment and still not smudge. In addition, we use the highest grade of England's mineral colors—not anilines which fade out in a short time. We make carbon paper for dealers only. Let us explain with samples and prices.

Peerless Carbon and Ribbon Mfg. Co., Ltd.  
Factory, 176-178 Richmond Street West, Toronto

**The Patent “Interleaf”  
Post-Card Album**

The most perfect album ever published! Requires only to be seen to be appreciated. Best British Manufacture. Holds either 6 upright or oblong cards all on one page. No corners of cards protrude on either side of leaf but are perfectly protected. Published in five different bindings, to hold 300, 450 and 500 cards respectively, and retailing from six to five each. Specially suited for use on Shop Counters for exhibiting Post-Card Albums.

Full particulars and terms, etc., post free on application.

Inspection invited. Sample Album will be forwarded on receipt of five shillings extra. Published exclusively by

The Patent “Interleaf” Album Co., Limited  
13, New Street, Covent Garden, London, W.C., England  
Tel.: Berghoff, London. Code: 5th Edit. A.B.C.

MAY BE HAD OF ALL WHOLESALE AND EXPORTERS

**HAVE YOU TRIED  
THIS ONE ?**

**JOHN HEATH'S PENS**

Supplied by leading Wholesale Houses in Toronto and Montreal.

London (Eng.) Export Agency:  
8 St. Bride St., London, E.C.

02 TELEPHONE PEN. Reg. in Canada

**The TELEPHONE PEN**

REG. IN CANADA

## Representative Wanted for Canada

Good opening for a hustling young manufacturers' agent to take over the representation of a number of American houses in Canada. Write, giving all necessary qualifications, etc., to

Box 777, Bookseller & Stationer, 10 Front St. E., Toronto



### We'll take your rush orders

for all lines of Spring and Summer Goods. Special Values. Prompt Deliveries.

Base Balls, Gloves, Deckers, Mitts, Base Ball Bats, Rubber Balls, Tennis Balls,

etc., at popular and profitable prices.

### FIREWORKS

Chinese Crackers, Domestic and Foreign Fireworks.

### Garden Sets and Tinware

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# Bookseller and Stationer

## and Canadian Newsdealer

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

W. A. CRAICK  
Editor

Subscription: One Dollar a Year  
Single Copies - - Ten Cents

Vol. XXV.

TORONTO, CANADA, APRIL, 1909

No. 4

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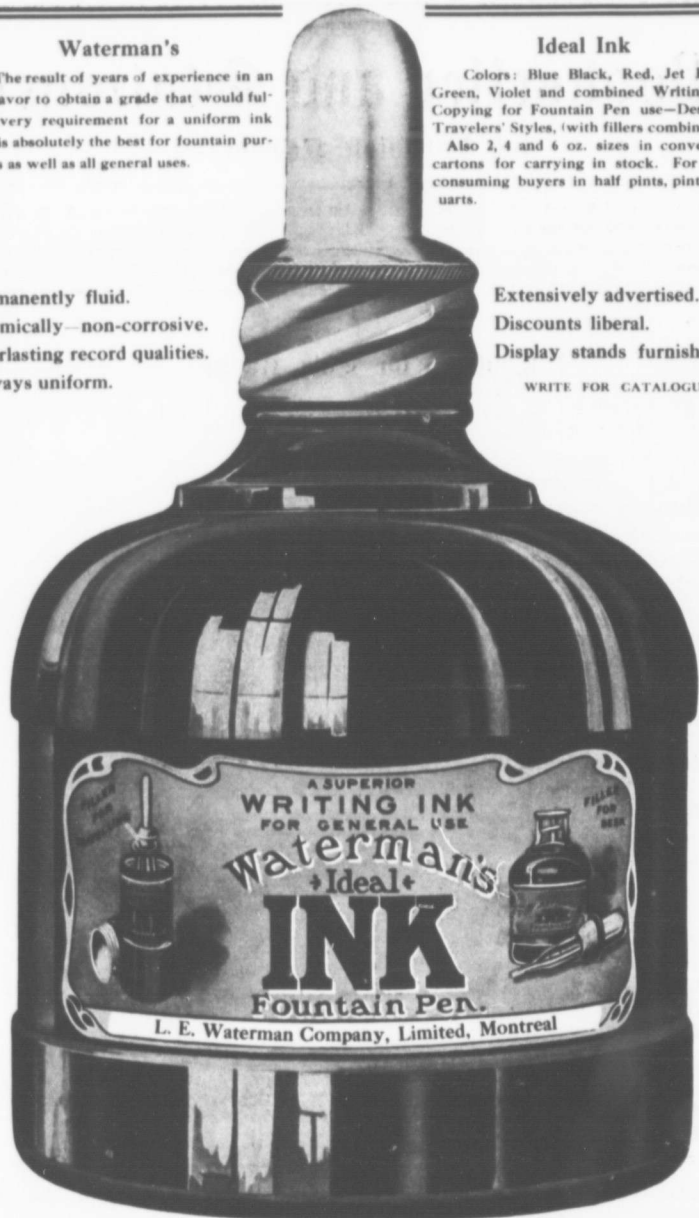
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# Bookseller and Stationer

and Canadian Newsdealer

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

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

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## EDITORIAL COMMENT.

Judging from the reports being brought in by the traveling salesmen of the wholesale houses, the outlook for the present year has become quite rosy. The west has once more assumed the buoyant and optimistic outlook of yore and, while business is not yet back to its old-time level, it is coming round rapidly. Whether it be so or not, the west is always looked upon as the business indicator of the day, and when the west buys well, it seems to follow that the whole country will follow suit.

It is pleasing to note that our offer of advice in the preparation of advertising copy has been so widely accepted. Particularly have the westerners been interested in the matter and several letters have been received from them. But, after all, there are hundreds of booksellers who have not apparently been sufficiently interested to write to our Copy Department. We would be very glad to hear from more of the trade and can promise prompt attention to their requests for help. In this connection we have been considering the advisability of establishing a co-operative advertising bureau, whereby at a very small cost, those interested will be supplied with complete electrods of advertisements. By this means, they would probably be able to secure a cheaper rate for space in the newspapers and would be relieved of all worry in the preparation of copy. The proposition is being carefully considered.

The question of the importation of copyrights has again come into prominence by the increasing vigilance of the customs' authorities. No one denies the right of the officials to enforce the copyright law to the limit but there is some doubt as to just where that limit is. It seems the height of absurdity to protect the copyrights of publishers who have gone out of business, who have not manufactured or sold the books for years and have no further use for such copyrights. And it seems also unfair to the trade to prohibit the importation of books, of which the protected Canadian editions have been long since sold out and which the publishers have

no intention of reprinting. It is certainly a dog-in-the-manger attitude to assume, when any publisher maintains a copyright without having any copies of the book to sell.

It is a matter of regret to us to have to publish such matter as appears in this number relative to the publication of Colonel Denison's book. Were it not that an injustice had been done to the retail book trade, which required some definite explanation, we would have hesitated to say anything about it. But the publication by William Briggs, of the post card, announcing the book, however it may have originated, did do an injury to the trade, who were one and all preserving, as requested, a discreet silence in the matter. We feel sure that the authorities of the Methodist Book Room had no intention to do anybody an injustice. They must realize that the protection of the bookseller is essential to their success as wholesale booksellers and publishers. The whole incident emphasizes the necessity for exercising care and consideration and, if it serves to define more clearly the relationship between the two branches of the book trade, then it will not be without its beneficial result.

A correspondent writes in to say that there were three pointers in our interview last month with F. H. Chapple of Galt, which have meant money to him. The first was the placing of magazines and newspapers at the rear of the store, instead of at the front as is customary in nearly every store. By this means purchasers have to traverse the entire length of the place in order to get their paper or magazine and in so doing many articles are brought to their attention, which would otherwise escape their notice. A second pointer in the interview was the keeping of a record of all wallpaper sales separately. Our correspondent intimates that he is going to extend this principle to his other departments, hoping thereby to tell at the end of the year, just which branches of his business are paying best. The third pointer was that relative to the collecting of accounts. Mr. Chapple, it will be remembered, employed one of his young lady clerks for this purpose with remarkable suc-

## BOOKSELLER AND STATIONER

cess. Our correspondent believes that he can do the same and hopes that the persuasive powers of a young lady in his employ, will do what sterner methods have failed to accomplish. All this goes to prove the value of these interviews to dealers who will take the trouble to read them and pick out the ideas from them that may be profitably employed in their own business.

It will always pay a dealer to know all about his wares, particularly those that require a little technical knowledge in their use. Take as a good example, carbon paper. We know of one dealer, who has given up the sale of carbon paper with disgust, because, according to him, he could not get good paper. In reality, the trouble did not lie with the paper but with the users of the paper. They were not experts and blamed the quality of the paper when they should have blamed their own ignorance. Carrying their complaint to the stationer, they maintained that the paper was no good and that, unless he could secure a better brand, they would have to deal elsewhere. Other brands were tried but of course without success and the stationer gave it up as a bad job. Now, the point is just this, had the stationer known something about carbon paper, its peculiarities and its limitations, he would have been in a position to give expert advice to the users of the paper, would have got up a name for himself and ultimately would have built up a good connection. An article in next number on the use and misuse of carbon paper for which we are indebted to "The Scribe," published by the Carter's Ink Co., will give some useful pointers that no stationer should miss.

One of our esteemed readers has asked us why our half-yearly book list has been discontinued, adding that he found it to be of considerable value and would like to see it restored. For his benefit and that of other of our readers we might say that our only reason for ceasing to publish the list was that the trade as a whole did not seem to appreciate it. It was compiled and printed at considerable expense and the cost did not seem to justify the results. However if a sufficient number of readers express a desire to have the list restored, we will gladly do so.

There is a tendency among stationers to believe that manufacturers of such articles as loose-leaf goods, crayons, phonographs, etc., prefer to deal direct with the consumer and on principle have no use for the middle man. Some years of observation have given us an opposite impression. We believe that the manufacturers want the trade to handle their goods and the only reason they have for passing them by, is the lack of aggressiveness shown by the retailer. The retailer is not as energetic as he should be and, if he fails to get out and sell goods, it is not the fault of the manufacturer if the latter sends along a hustling salesman and cleans up the business. The book agent, who patrols the country, is the immediate result of the indolence of the bookseller. There would be no room for the agent if the

bookseller covered the field. An instance is brought to our mind of the salesman for a manufacturer of crayons, who came into an Ontario town one day and called on the leading stationer. The stationer, who was one of the stay-behind-the-counter variety, saw no use in ordering any of the salesman's goods. He was sure the school board wouldn't buy any and he wouldn't think of going out to see. The salesman didn't mind the rebuff. He promptly visited the school himself and had no difficulty in getting a good big order and at the retail price at that. Is it to be wondered at that the manufacturer hesitates to entrust his goods to such unenterprising tradesmen? In the phonograph business, the manufacturers want the trade to handle their machines and records but they want aggressive work. They offer all sorts of help, not the least of which is the huge advertising campaign in the newspapers and magazines, which they carry on. With the co-operation, support and protection of the manufacturers, the retailers ought to be able to do business satisfactorily.

The secretary of the Canadian Book, Stationery and Publishing Trades Association has recently sent out a return post card asking various members of the trade to express their opinion as to the most suitable time of the year to hold the annual meeting. Last year, and indeed the previous year as well, it was felt that exhibition time was not after all the most satisfactory time. The school openings coming about the same time conflicted seriously with the meetings. This year the Association wants to select a date for its gathering that will suit everybody or, at least the majority of the trade. It is too soon yet to be able to announce the result of the canvass of the trade, but by next month probably everything will be settled. Then a programme will be prepared and issued, which will be of such an attractive character that no one will willingly absent himself from the meeting.

The letter from W. G. Thomson, of Nelson, B.C., in this issue is a good one and encouraging to us in our endeavor to stir up the trade against handling indecent cards or in fact any other article savoring of the improper. The point of the dealer's personal responsibility, which he impresses, is after all the most effective argument. If a man cannot recognize his duty to his fellow-man, he will not likely be influenced by any other motive. That the case is serious is abundantly demonstrated by the extent of the traffic, as exposed in the recent arrest and punishment of an evil-minded wretch in Toronto, who was not only bringing into the country huge quantities of obscene cards, but was also attempting to manufacture them here. There is evidently a big demand for these cards in Canada and, to the disgrace of the Canadian trade he it said, there seems to be no lack of dealers who would take a chance and put in a stock of them in a corner. Let us hope that better impulses will guide the minds of the trade when they are tempted to yield to the seductive influences of the purveyors of this turpid merchandise.

## WINTER MAIL SERVICE TO THE YUKON —Assistant Deputy P.M.G. at Ottawa Explains the Difficulties of the Work to our Ottawa Correspondent—Limitations must be Placed on the Matter Transported.

In reference to the letter which appeared in the March number of *Bookseller and Stationer*, signed by H. L. Landahl, of Dawson, Y. T., concerning the transportation of mails to the Yukon during the winter season, the Ottawa correspondent of *Bookseller and Stationer* had an interview with E. H. Laschinger, Asst. Deputy Postmaster General, who stated that the department had been doing its best in regard to the mail service for this territory and that the past winter's schedule had been even better than that of the preceding year.

It must be remembered that the work of carrying the mails in this northern country is very onerous and that one man cannot transport very large or weighty bundles. When navigation closed the following classes of mail matter were placed on the permitted list. Letters (in their usual and ordinary form), post cards; snugly wrapped newspapers and periodicals from the office of publication, addressed to public libraries, newspaper publishers and individual subscribers; transient newspapers and third class matter of all kinds excepting books, trade catalogues, circulars and patterns and samples of merchandise.

From this it will be seen that the list is quite large and that only newspapers and periodicals in bulk for dealers from the publishers' office, as well as books, etc., are excluded. The department has no objection to parcels being sent to White Horse and being marked for forwarding to points north by express or freight during the closed season of navigation. Of course no responsibility is assumed for packages so marked, but the department is willing to transfer them to the forwarding agents at White Horse.

A point to be remembered in connection with this Yukon mail question is the small number of Canadian publications as compared with those of the country to the south of us and to Great Britain. If all the publications handled by newsdealers from these and other countries were allowed to be carried during the winter the means of conveyance would be swamped and the expense greatly and extravagantly increased. A reasonable examination into the matter will certainly result in the opinion that the Canadian Post Office Department is not endeavoring to hinder the advance of civilization but is coping with the proposition to the best of its ability and to the present best interests of the country.

G. E. M. H.

## CASSELL & CO. FLOURISH.

It is pleasant to note that the good old house of Cassell has gone one better in their last year's working than the preceding year, despite the hard times that were, alas, only too evident in Great Britain, as well as on this continent.

It would take up a great deal of space to describe in full the wonderful work of the head of Cassell & Co., Arthur Spurgeon. When Mr. Spurgeon took over the helm there was a blinding mist on the horizon that might have had serious results. He has apparently steered his vessel with unparalleled skill. The company are to be congratulated in having discovered such a wonderful personality. Mr. Spurgeon's Canadian friends will join with his many friends in England in heartiest congratulations on his great work.

Readers of *The Bookseller and Stationer* will recall that Mr. Spurgeon visited this continent last summer

calling first at their New York office, and then at their newly established Canadian branch in Toronto. Mr. Button, the Canadian manager, pathetically states that had it not been for his branch the figures would have been even more satisfactory. He hopes, however, with the support of the trade, to make amends this year.

To signalize the restored fortunes of the house a staff dinner was held on March 24, at the Trocadero Restaurant, which was attended by about 150 members and passed off most successfully.

## ACTIVITIES OF THE TRADE IN VANCOUVER—The Western City is Preparing for a Big Tourist Season this Summer—What the Book and Stationery Stores are Doing.

Vancouver, March 31.—Vancouver, in her present mood, may be described as the city of great expectations. There are railroads and rumors of railroads, a great increase in the statistics of the shipping industry, and much talk of grain elevators, while real estate men are resuming the happy smile of the days before the slump. New industries are being started and older firms are extending their operations. Then there is the forthcoming Alaska-Yukon-Pacific exhibition at Seattle, from which a big influx of visitors is expected, and special efforts are being made to advertise the attractions of our city to the home seeker, the capitalist, and the artisan. To this end the business community is subscribing a fund, which will be administered by the Tourist Association, an organization which has done good work for Vancouver in the past. It is likely that the city council will vote a substantial grant to the fund.

### Clearing Out Surplus.

In the book and stationery trade everybody is busy making ready to get busier. Retailers have been clearing their surplus stocks and thereby offering many bargains to the book-lover. Large orders have been placed with the wholesalers, in view of the bumper tourist trade anticipated during the summer.

Norman Caple & Co. have been very successful with the lending library they commenced some months ago. The perpetual membership fee is one dollar, with 15 cents for each exchange, and the books are bound in cloth. Caple & Co. have the British Columbia agency for the Smith Premier typewriter, and have now received the new No. 10 machine from the factory. The many new features and improvements are attracting attention. There is also a good demand for second-hand typewriters.

G. S. Forsyth & Co. have been doing well in new fiction and technical books. They make a specialty of the latter, and the varied engineering and other industries situated in and around the city insure a steady demand for this class of books.

### Carry Photo Supplies.

Bailey Bros. report a moderate trade during March. This firm carries a full line of photographic goods, as well as books, stationery, and a circulating library, a combination which is certain to attract the tourist. A word of praise is due to Messrs. Bailey for the tasteful manner in which their store is arranged.

The Clarke & Stuart Co. deal largely in commercial stationery and operate an extensive printing plant. They also handle the Watson-Poster line of wallpapers. The volume of business done since January 1 has been very satisfactory and justifies the expectation of a record year in 1909.

S. W.

# SERIOUS TROUBLE OVER THE PUBLICATION OF A Canadian Book—Ottawa Bookseller Accuses Toronto Publisher of Disregarding Rights of the Retail Trade—The Publishers of the Book Make a Statement as to Conditions of Publication—The Defence.

On April 2, Bookseller and Stationer received the following letter from a member of the trade in Ottawa, which contains such important matter, relative to the welfare of the trade, that we feel it to be our duty to make it public. At the same time we have sought an explanation of the matter from the Macmillan Co., of Canada, and have given the Methodist Book and Publishing House an opportunity to enter a defence. It remains for our readers to decide the relative merits of the case.

## The Charges Made.

Ottawa, April 1, 1909.

The Editor, Bookseller and Stationer.

I beg to call the attention of booksellers to my letter which appeared in your January issue about the sharp practice of a Toronto publisher in soliciting retail business direct and also to point out an apparently more flagrant disregard for the rights of the booksellers which has just come before my notice.

A representative of the Macmillan Co., about a month or so ago called upon the Ottawa booksellers taking orders for a new book of Political Reminiscences, by Colonel Denison, a book which should find an exceptionally ready sale in this city; at the same time the terms of sale agreed upon were that no canvassing, advertising or circularizing should be done until two days before publication, of which date the Macmillans were to give us due notice.

I placed an order and had gone to the trouble of addressing several hundred envelopes to prominent politicians and had others in readiness to be mailed upon receiving news of the publication per agreement.

Imagine my surprise when on March 25th I was shown a circular of Wm. Briggs, dated March 5th, stating that this Denison book had just been published and requesting orders to be sent to them on the order form attached.

You will readily see the harm this will do to the local bookseller and the unfairness of it all. Here is a publisher who looks to the booksellers of the country for the marketing of his publications, entering into direct competition with them, and apparently not living up to an agreement; as I cannot believe the Macmillans will bind us down without exacting the same terms from the Toronto bookmen.

I called yesterday upon a prominent librarian hoping to secure his order but to my dismay found he had already placed an order for a number of copies with the firm sending out this circular, and I shall probably be in the happy position of admiring a nice pile of these books which if it diminishes in size will obviously not do so as fast as it should, but unluckily has to be paid for just the same.

As your paper is run in the interests of the bookseller this is a good opportunity for you to help us, and I would suggest that you interview the Macmillan Co. on our behalf in this matter.

GEO. F. ABBOTT,

Manager, James Oglivy.

## Interview With Mr. Frank Wise.

(On being shown Mr. Abbott's letter, and on being asked if he cared to make any explanation in the matter,

Mr. Frank Wise, president of The Macmillan Co. of Canada, stated that most particular care was taken by himself and their travelers to make it perfectly understood by all booksellers, subscribing orders to Colonel Denison's new book that, for several reasons, which were explained at the time, nothing should be done in the way of advertising, circularizing, or even talking about the book until published. In addition to this Colonel Denison himself told several officials in the Methodist Book concern that he wished them to be very particular in keeping the publication of the book from being made public until the time of issue. Mr. Wise stated that he had shown the Briggs circular to a number of booksellers and there was a unanimous agreement that the wording of the circular alone was sufficient to convict the Methodist Book concern of the gravest breach of business ethics.

## Did the Circular Injure the Sale?

"In your opinion, Mr. Wise, has the issuance of this circular hurt or aided the sale of the book?"

"I cannot look upon it in any light but as one of grave injury. To begin with, this circular, which is dated March 5th, states that the book in question is 'just issued.' To my certain knowledge an interest was aroused in a number of persons who look for anything new from Colonel Denison's pen, and a number of them have spoken to me in great annoyance at their not being able to get hold of this book, which is announced as 'just published.' It is the experience of all publishers that, to advertise a book which you are not able to supply, is to kill all interest in that book. That, however, I considered as a small injury compared with the cancellations we received at once—and very properly—from most of our customers whose orders we had accepted on the same terms of silence. I am glad to say however that, as soon as we were able to place our explanation before our customers, they not only renewed their orders, but, in some cases, increased them."

## The Retailers Annoyed.

"Have you any idea, Mr. Wise, how the retail booksellers look upon this matter?"

Mr. Wise then showed the interviewer a number of letters which indicate that the book trade is very anxious that the whole matter should be thoroughly aired and discussed in Bookseller and Stationer.

## Letter to Dr. Briggs.

Before concluding the interview Mr. Wise showed Bookseller and Stationer a copy of a letter signed by the Macmillans to Dr. Briggs which states:

"We regret that you have forced us to decline to accept from you an order for Colonel Denison's forthcoming book. You leave us, however, no other alternative. The book was offered to you as to other booksellers on condition that it should not be announced or advertised or sold until the book was ready to be issued. Furthermore at your request we prepared for you a quantity of circulars giving a true description of the book, bearing only your imprint both on the face of the circular and on the order form. This was personally arranged with your house by the writer. The author tells us that he also

took particular occasion to inform several of your employes who approached him on the subject that the book was not to be mentioned or advertised prior to publication. It came to our notice on Saturday that you were issuing a wholly unauthorized advertisement of this forthcoming book appropriating to yourselves all authority of sale and statement, and caused it to state what you knew to be absolute and premeditated misstatements of fact, as for instance, your announcement that the book is "just issued," whereas to your certain knowledge it has not yet been issued, and as we had so informed your various departments, it was not expected to be published before the end of March. Upon your attention being called to the issuance of this unauthorized circular you caused two of your executive employes to call at this office to ask us to overlook the grave breach of business ethics of which your house had been guilty. These gentlemen solemnly stated that the circular in question had been mailed to only a very limited list of names and also stated that copies of the circular had not been sent to your library list. We have since found from two sources that this statement was also false. You also assured us through your envoys that you would at once stop the issuance of this offensive circular and to those persons to whom you had already addressed the circular you would send another recalling the first and stating that it was sent out under a misapprehension. We find that on Saturday, after the visit of your envoys, and on Monday, you were still causing this offensive circular to be mailed. Therefore in view of your persistence in attempting to injure our property in this book, first by your unauthorized and distinctly misleading description of the book which we find is seriously hindering the sale and dampening an interest which would be aroused by a properly prepared descriptive circular, and second by persisting in disseminating the information that the book is published and thereby causing disappointment and annoyance to prospective buyers of this book, and third that by reason of your premature announcement we have received, and are receiving, cancellations from our other retail customers, the whole matter will this day be placed before our directors and we hereby request that you will communicate with us at once what you are prepared to do to in some way mitigate the extreme annoyance and loss of business which your action has caused us, and an undertaking that no more of the circulars in question shall be distributed. Upon hearing from you we will consider your offer of amendment and if it is satisfactory we shall expect you to put it into instant action, but if not satisfactory we will outline to you the steps we wish you to take."

#### Dr. Briggs' Reply.

In reply Dr. Briggs sent the following letter to the Macmillan Co.—"Yours of the 16th inst. is before me. We have no desire to enter into controversy over the various points to which you refer in your letter, and about which you refer in your letter, and about which conflicting statements have been made. We do not cavil at your accepting your own representative's statement as to the arrangements entered into between us in connection with the handling of Colonel Denison's forthcoming book, neither would we feel justified in accepting your version of the arrangement as against the understanding arrived at by our own representative.

"We have already voiced our regret that our announcement, which was made in perfect good faith, did not meet with your approval. Whether or not its effect has been to deter or stimulate sales we will not argue. We are sorry, however, that you do not entertain our

recent offer to adjust the matter by a revised announcement as to the date of issue. As you have cancelled our order for the book we will consider the matter closed."

#### A Distasteful Business.

In closing the interview Mr. Wise said: "This whole business is most distasteful to me, and my sole willingness to open the matter up thoroughly is to emphasize the position we have taken from the first; that is—the bounden duty of a publisher to protect the retail bookseller who, after all, is his best friend, and I must ask you to give a full account of this interview, if you give any, since I am forced to look upon it as a direct attempt on the part of the Methodist Book concern to injure us in the sight of the booksellers so that they may better work to their own selfish ends."

#### The Side for the Defence.

The Methodist Book and Publishing House, having been given an opportunity to state their side of the case, have done so in a letter which we reproduce in full.

Toronto, April 7th, 1903.

Editor, Bookseller and Stationer:

I trust the fact that I have not previously trespassed on your space in any personal matter will incline you to indulge me in this instance, where my personal honor and the integrity of the institution under my management are called in question.

It is asserted—and I have reason to believe that a letter to such effect has been sent to the trade—that, in issuing an advance circular announcing Colonel Peniston's new book as ready and soliciting orders, we were deliberately breaking faith with the Canadian publishers of this book.

I cannot allow this statement—so damaging were it true—to go uncontradicted. May I briefly relate the circumstances. They are as follows:

Believing that Colonel Denison's book would and should have a wide sale in Canada, we placed with the publishers an advance order for 200 copies. This order was arranged with a representative of the Macmillan Company by the head of one of our book departments, and no condition was exacted, nor even mentioned nor hinted at, that we were not to advertise the book in advance or solicit advance orders for it. Nor were we made aware through any other channel that any such condition was being exacted from other jobbers or retailers.

Understanding, from responsible sources, that the Canadian edition would be ready within a fortnight, our advertising man prepared and sent out a postal-card announcing the book and soliciting advance orders. I was not personally aware of this being done until after the cards had been mailed, nor indeed did I know of it until my attention was called to it by a letter from the Canadian publishers of the book. But that is beside the question, for neither I nor any employe of the house knew of the condition above referred to, otherwise the card would not have been issued.

I regret exceedingly that what would seem so evident a breach of faith should have occurred, but when the fact is known that we were not made aware that we were not at liberty to advertise the book in advance of issue in Canada, it will be seen that we were not breaking faith with the publishers.

Thanking you for the opportunity of placing our position in this matter before your readers, I am

(Sgd.) WM. BRIGGS.

# A WALLPAPER ADVERTISING PLAN FOR RETAILERS

—Some Hints on Preparation of Copy—Use of Illustrations—Circularizing Customers—Importance of Keeping a Mailing List—A Profitable Line for the Stationer to Handle—Choice of Stock.—By WILLIAM G. COLGATE

It is getting close to the season of the year when the average head of the house looks over the walls of the rooms and says: "It's pretty nearly time we were doing some papering." While housecleaning time brings to the general mind unwholesome visions of cold hasty meals and clattering around the house on carpetless floors, to most scenes of household wreckage strewn around, it brings to the dealer in wall paper and other household furnishings

papers as they are the fashions in clothes. And they will show a decided preference for the store that shows itself considerate in this respect.

In this as in your copy for your other departments do not omit prices. Illustrations in wall paper advertising are advisable if they can be used to advantage. Owing to the fact that wall papers are printed in colors they are handicapped when they are reproduced in black and white. However, it is always preferable to use them if they can be obtained. Cuts brighten up your advertising, and, every thing else being equal they will attract more and better attention than those ads. which omit them.

Recently it was pointed out in the editorial columns of Bookseller and Stationer the advantage to the trade in keeping a list of the names and addresses of their customers on file for use in sending circulars. There are a number of booksellers who already do this and there are still a great number who don't. If the latter would only get the habit of doing this for a while its exceeding usefulness to them would soon give sufficient excuse for its continued practice.

In no instance will it be found more convenient, nor will greater benefits be derived than in its application to the wall paper trade. With a complete list of their customers before them, dealers can make up samples of their different lines of wall papers for distribution. Papers could be graded and the customers' likes and dislikes taken into consideration as approximately as they can be ascertained. But such work of classification should be undertaken by the dealer or entrusted to a clerk who is thoroughly conversant with the customers' tastes. Care-

## Does It Matter?

Does it Matter to you whether your home is decorated on a sort of crazy patchwork scheme or as a harmonious whole?

Does it Matter whether the stock you choose from contains of last year's remainders or is overflowing with the best of this season's creations?

Does it matter whether the price of your Wall Papers is "What You Will Stand" or is in direct accord with the value of the goods.

If these things matter to you, we are satisfied you will come here for your selection, and BE SURE.

Now do these things matter? We think you will decide that to you, at least, they do.

Here's hoping

**Warner's Ltd.**  
Specialists in Fine Decorative Goods  
Rossner Ave.

A Striking Half-page Ad. (Reduced.)

welcome thoughts of an impetus in trade and a corresponding increase in receipts.

The choice of wallpaper stock involves a sense of harmony and artistic perception, which incidentally seems to be rather a rare quality among the average class of people. This being the case the onus of selection usually rests with the dealer. If a dealer selects in the first place a good clean representative stock of wall paper he will be able to offer his customers values and designs that he need not be ashamed to acknowledge. The selection of stock is just as important as the methods you use to advertise it, and more so. Good advertising will bring people to your store, but you have to have the goods to make them customers.

In the preparation of advertising copy for wall papers, care should be taken to avoid heavy effects. All heavy types, rules and borders should be carefully eschewed. Let the opposite effects prevail for the time being anyway. Have the printer set your advertising copy in clean light face type with borders to match and see that there is sufficient white space used in the arrangement of matter to create a pleasing impression. As for the matter you use in the copy, endeavor to explain to the reader the various qualities that make your stock of papers preferable. Dwell upon their artistic designs, colorings and variety in patterns. Be as explicit as possible. If there are any new features to be noticed in the wall paper trade, and there usually are, don't forget to mention them. Buyers are just as keen to know the styles in wall

## BRIGHTEN UP THE HOUSE

THE cheerfulness of a room depends a great deal upon the kind of paper you have on the walls. Hideous, uncouth designs are out of date. The latest effects are made from sane harmonious designs in artistic and conventional styles. They will please you because they were made with your ideas in view. Our papers are satisfying to look at and will make your rooms inviting to live in.

We have spent considerable time studying color harmony and interior decoration and this knowledge we cheerfully place at your disposal. Drop in and see our stock. You're under no obligation to buy.

PRICES RANGE FROM 3c. A ROLL TO \$1.50 PER ROLL

**THOMAS HARRIS & CO.**  
PETERVILLE ONTARIO

Ready-Made Ads.

ful discrimination will have to be exercised, but such a method will be found economical, besides carrying out the most essential principle in advertising—suggestion.

The making of a complete mailing list is not a difficult matter if only a little ordinary attention is devoted to it. Every time a purchase is made enter the name of the customer and the address in a book which may be kept for that purpose. In this way you will gradually



accumulate a list of names that will be exceedingly valuable when the time comes to use it.

It is not until you are confronted with a proposition which calls for this method that you will realize its real worth to you. Numberless opportunities will arise when you may use it and the results you will get from having such a handy directory of buyers will more than amply repay you for the extra time required for its preparation.

Wall papers are a profitable line for the bookseller and stationer to handle. But like every other line they are successful in so far as energy, persistence, tact and positive knowledge of the article are embodied in the selling policy. If a careful selection of wall paper stock is made and the dealer uses the right kind of newspaper advertising and general publicity there is no reason why he should not have a proportionately large and profitable turnover at the end of a season.

Warners Limited, Brandon, Man., wall paper advertising of which a newspaper half page specimen is reproduced, goes straight to the point. It asks several important questions regarding the choosing of wall papers and concludes by assuming that the customer will answer

**ABOUT TIME YOU HAD THAT ROOM PAPERED**

isn't it? Drop in and see us the next time you're passing. We have a good, clean selection of wall papers in the latest designs and most pleasing effects. They come direct from the best manufacturers and contain the very newest ideas and styles. You will like these patterns because they "wear well" to the eye and on the wall.

You may not be just ready yet to buy, but see our stock anyway and get prices and suggestions so that you'll have a definite idea of what you are going to do and what it is going to cost you.

PRICES RANGE FROM  
3c. A ROLL TO 75c

**ALONZO THOMPSON**  
MAIN STREET      ACME, ONT

Ready-Made Ads.

them in the affirmative. For, of course, no person wants to be set down as one having bad taste, whether it is really so or not. This may be classified as subtle flattery, but it very seldom misses the mark for all that. The catch line is striking and invites further inquiry because it asks a question. Careful attention has been paid by the compositor to the arrangement of the type matter. Generous amount of white space effectively sets off the ad. Taken altogether the ad. has a bright, pleasing appearance, well suited to the line of goods it is exploiting and is calculated to attract the attention of even the casual reader. Another thing which increases its effectiveness is the fact that only one line of goods is advertised. Too many dealers make the common mistake of trying to advertise too many articles at one time, thereby crowding their ad. with an assortment of type faces to such an extent as to render it almost illegible and totally unattractive. As a direct consequence of this it often goes unread—wasted because of the want of a little forethought and proper judgment. All dealers cannot afford to use half page space in their local paper but they can at least adopt the simple basic rules which make for good advertising and follow them to their logical conclusion.

**FIVE THOUSAND FACTS ABOUT CANADA.**

The Canadian Facts Publishing Co. of 567 Spadina Avenue, Toronto, report an exceptional demand for the recently issued 1909 edition. Orders are pouring in from nearly every corner of the Dominion, as well as

— Spring —  
**Wall Paper**  
**Announcement**

The Wall Paper season is again at our door and the Leader Bookstore is ready for the spring rush. Our stock is replete with artistic designs and latest effects from the best manufacturers in America. In choosing a wall paper, like choosing a wife, it is well to remember that we must live with our own selection and you cannot make a mistake if you choose your papers from our large stock.

**"Brightling Studies."**

This season we have been fortunate in procuring a book entitled "Wall Paper Influence Upon the Home" and it is full of useful information on how to decorate the home. To everyone buying a "Brightling Studies" paper this book will be given free. The price of the book is 25c.

**Colors and Designs.**

The colorings and designs of the wall papers this season are most exquisite and are much superior to anything we have ever shown. The variety in patterns is also very noticeable. Cut out borders will be very fashionable and we have a number of these patterns and styles in our stock.

**Prices and Quality.**

Considering the quality of our papers this year the prices are lower than other years. The cheap papers all run 16 yards to the double roll. Borders sold at the same price as wall. We extend to everyone an invitation to look over the papers, whether you contemplate buying at present or not and compare the prices and the goods.

**Leader Book & Stationery Store**

TARA      ONT.

Good Copy, but Poor Typographical Arrangement.

from foreign countries. Dealers are stocking up in larger quantities than ever before, and the publishers predict a record sale for the year. As the value of the publication becomes more widely known, its sale is bound to increase, as it fully deserves.

## INJUSTICE TO THE CANADIAN BOOK Trade - Cheap United States' Editions of Novels being Bared Out by the Customs Authorities - Copyright Law Needs Amendment.

Word has been received from several points in Canada that shipments of books from the United States, consigned to Canadian booksellers, have been held up by the customs' authorities, because it was found that they contained titles that had previously been copyrighted by Canadian publishers. The books were cheap editions specially issued by American publishers, after the demand for the more expensive first editions had been exhausted. The Canadian editions had likewise been exhausted and the books were not to be had from the publishers.

These incidents naturally raise the question, must Canadian booksellers be deprived of the privilege of handling the cheap American editions of many of the popular novels of the past twenty or thirty years, simply because a cumbersome copyright law prohibits their importation, - a law which has served its purpose, when the original Canadian edition was disposed of.

Here is the situation. A Canadian publisher arranges to produce an edition of a book. He prints it and copyrights it as per the requirements of the law and no one else can import the book without violating the copyright. In due time the demand for the book falls off and, when its season of popularity is over, sales cease. If the publisher has gauged the demand correctly, his edition is exhausted at approximately the same time as the public ceases to buy.

A year or more afterwards some enterprising American publisher arranges to issue a cheap edition of this particular title. In its cheap form there will be a new demand for the book. A class of people who could not afford to buy it when it was in its \$1.50 form, will come forward to purchase it at 50 cents, and the number of these people is large.

### Held up by Customs.

The Canadian bookseller knows that he can sell a number of copies of the book at fifty cents. Suppose he orders it from the American publisher. He runs grave chances. The customs may let the shipment through, - they may not, and the chances are that they will not let it through. Why? Because there is a copyright registered at Ottawa, protecting the rights of a certain Canadian publisher in the book.

The bookseller cannot get the book from the Canadian publisher, because the latter is sold out and he never published a cheap edition at any rate. Must the bookseller be deprived of the sale of these books, because a mythical copyright has to be protected? It is an unfair situation.

Several Canadian publishers have been approached on the matter and all seem willing to agree to an arrangement, whereby, when their interest in a book ceases, they will be prepared to waive the copyright. How the law is to be amended to admit of this, remains to be seen. The Government should surely see the reasonableness of the contention.

The case is greatly aggravated when the holder of the Canadian copyright has gone out of business. There are several instances of this in Canada, - publishers whose names are unknown in the publishing world today, whose books are still protected at Ottawa. How can these books be legally imported? The people of Canada are actually prohibited by law from securing them.

### A Legal Opinion.

A prominent lawyer, who makes a special study of copyright matters, is of the opinion that the act will have to be amended to provide a remedy. He suggests that the best way to overcome the difficulty would be to amend the act so that when a publisher signifies that his interest in any copyright ceases, the customs' collectors will be apprised that such and such a book may now be permitted to enter the country. This would likely necessitate the appointment of an intermediary, who would secure an official list of copyrights from the publishers and file them with the Department at Ottawa.

### A Section That Might Apply.

There is a section in the Copyright Act, which might be utilized to overcome the difficulty. It may need to be amended or it may cover the case as it stands. It is section 23 which reads: -

"If a work copyrighted in Canada becomes out of print, a complaint may be lodged by any person with the Minister, who on the fact being ascertained to his satisfaction, shall notify the owner of the copyright of the complaint and of the fact; and if, within a reasonable time no remedy is applied by such owner, the Minister may grant a license to any person to publish a new edition or to import the work, specifying the number of copies and the royalty to be paid on each to the owner of the copyright."

### General Revision of List.

As has been pointed out before in these columns, the official copyright list needs to be put into better shape, before it will be of much practical value. There is apparently no alphabetically arranged list. If there is, it is kept at Ottawa and is of no immediate service to the collectors of customs or to that portion of the public interested in copyrights. The number of copyrights keeps piling up, making it every day more difficult to undertake a re-arrangement of the list in alphabetical form. The Department of Agriculture would render a distinct service if they would issue annual volumes containing the list of copyrights for the year, properly classified and arranged.

### CONDEMNNS INDECENT POST CARDS

Nelson, B. C., March 26, 1909.

Editor, Bookseller and Stationer,

I am very much interested in, and in sympathy with the campaign you are waging against vulgar and indecent post cards and take the liberty of making a suggestion.

I have no doubt that a great many who handle these cards do so thinking only of the profit there is in them, and without any thought of the great harm that is done by them in polluting the minds and morals, especially of those of an impressionable age, or of their own personal responsibility for the harm done, and if a good strong article, or better, a campaign of such articles, pointing out to dealers in a forcible and convincing way, their personal responsibility to society, and the harm done by the circulation of these cards was published, I feel sure that many would see a light on the subject which they have not seen before, and would throw them out.

The trade paper is the medium which first suggests itself to my mind for the publication of such articles, but they might also be put in the form of circular letters and mailed to all dealers who handle or are liable to be handling post cards, and a call for contributions to defray the expenses of carrying out such a plan would, I am sure, meet with a ready response from all who are for clean mindedness and decency.

W. G. THOMSON



## ROYAL COMMISSION VINDICATES MORANG—School Book Investigation in Saskatchewan Demonstrates that there was no Graft in the Deal—History of the Case and Points of the Trial.

(Special Wire to B. & S.)

Winnipeg, April 8.—The Royal Commission handed out their decision regarding the Morang Investigation today completely vindicating the position of Hon. J. A. Calder.

A set of twenty-one questions was drafted by the Investigating Commission and each one was thoroughly dealt with.

Perhaps the leading question and the most important one, was the enquiry as to the possibility of graft. The substance of the report is as follows:

"That there was no graft in any sense of the word in the deal. The evidence satisfies us that the Morang set was equal if not superior to any readers in use in Canada and equal to any in the United States. The prices paid for the Morang readers were less than the price paid by the Government of Manitoba for books of the same character and which were shown to be inferior in manufacture.

"The total amount payable to the Morang Co. was \$12,359.95. The total cost to the company was \$10,909.27, the net profit being \$1,350.68."

"The books of the Canada Publishing Co. are not more expensive but are inferior both in contents and manufacture." F. R. MUNRO.

### Story of the Investigation.

Some months ago the governments of Saskatchewan and Alberta acting in conjunction, called for tenders for the supply of free text books to the educational departments, for distribution in the provinces. As a result three publishing companies submitted sets of books and estimates to be approved by committees appointed by the two governments for that purpose. When the time expired for the receipt of tenders, The Canada Publishing Co. and the Morang Publishing Co. were the only ones in the field, and the committees began their examination. The method of procedure was that the books should be passed around among individual members of the committees, each member coming to some hasty conclusion as to what set, if a set were chosen, would commend itself to him, after which, before there was any comparison of set with set, or book with book, a vote was taken in order to arrive at a working basis.

The result of the vote was, that taken as a set, and if the committee had to choose an entire set, the Canada Publishing Co. most nearly met their ideas of the requirements of the two provinces. But they were not expressing their ideas of the feasibility of adopting the Canada Publishing series as a set.

### Final Settlement.

After these preliminaries, however, when the committees met for the final settlement of the choice of sets submitted, the favor seemed to be on the side of the Morang samples. And it was decided to adopt the Morang goods out and out. Such a movement created suspicion among some of the members of the opposition in the Saskatchewan Legislature and a charge was made against the Minister of Education, Mr. Calder, for making a bad bargain and for favoring the Morang Company.

### Commission Formed.

Immediately the Saskatchewan Government appointed a committee of investigation to deal with the charges, and make public the reason for giving the contract to the Morang Company.

This commission of investigation began to take evidence on March 10, last, and the enquiry lasted ten days. Chief Justice Wetmore and Judge Newlands had charge of the proceedings.

### Arguments.

The argument turned upon the prices of the sets, and the quality of the books to be used. The change of opinion from the Canada Publishing Co., to the Morang Co., was explained as legitimate by the defendants and their ground was not questioned, but the opposition wished to make sure that no personal interests were served, and that the province was really doing its best to secure the cheapest and best books. The defendants admitted that the Morang books were the more expensive, but the quality was much superior.

Mr. Haultain, the leader of the opposition, pointed out that the Canada Publishing Co. would supply books at about \$8,000 less than the Morang Co., and he questioned if the difference was made up in quality.

### The Defence.

J. A. Allan, speaking for the defendants, stated that the sample copies submitted by the Morang Co. were unanimously approved of both for style of binding, and as satisfactory educators, and this he thought was the most important. It was also pointed out that a third tender was considered, being that of the Macmillan Co., although the time had expired for the application of the same, and it would not seem that the committee had thoroughly decided to accept the Morang Co. offer, as the prosecution tried to bring out.

## JAPANESE COMMISSION SEES NEW YORK.

The New York Evening Mail of recent date, says: "A party of bankers with interest in the far East, exporters, Japanese business men, and the Japan and American commissioners of the Tokyo exposition, made an automobile tour of the business section of the city to-day as guests of F. D. Waterman, president of the L. E. Waterman Company, manufacturers of fountain pens, of 173 Broadway.

"The Waterman company has exhibited at international and national expositions for twenty-five years, and the entertainment of to-day was to show the newly arrived Japanese commissioners the interest felt by the Waterman company and other exhibitors in the forthcoming Tokyo exposition.

"Hikojiro Wada, director-general of the Japanese commission of the Tokyo exposition, and Tokutaro Sakai, commissioner, arrived here on the Lusitania from England, where they have been representing the exposition. To-day President Waterman, with Francis B. Loomis, United States commissioner to the Tokyo exposition, and his secretary, John Callan O'Loughlin called upon the Japanese visitors.

"A procession of automobiles took the visitors through the business section of the city south of Forty-second Street. Those who accompanied the visitors and President Waterman were William Loeb, Jr., collector of the port; E. S. A. De Lima, president Hungarian-American bank; K. J. Imanishi, manager Yokohama Specie bank, of this city; K. Midzuno, consul-general; Keiichi Yamasaki, vice-consul; R. Arai, of Morimura, Arai & Co.; K. Fukui, of Mitsui & Co.; Dr. Takamine, W. E. Church and J. Inouye, of the Yokohama Specie bank; Edward B. Emerson, Dr. W. H. Tolman, director Museum Safety Devices; W. I. Ferris, F. P. Seymour, E. B. Clark, T. C. Keys, W. E. Smith, E. T. Howard and George A. Priest."

## BUSINESS IS BOOMING IN WINNIPEG— How Merchants Regard Last Season's Trade—Two Firms are Moving—Clark Bros. & Co. doing a Big Wholesale Business.

Winnipeg, April 3.—The city booksellers and stationers are closing their year on the first of April. At least that is the recognized closing date in the trade. Few at present have their books audited to show definitely their loss and gain accounts, but no complaints have been made as to the year's business.

Russell, Lang & Co., report the best Christmas business for some years. Never in the history of their business did Christmas and Valentine goods move so freely as they did during the past season.

Office stationery and architects' materials are at the present greatly in demand. Largely owing to the line moving freely one retailer reports 25 per cent. advance per month since the beginning of the year, over the same period of 1908.

### Will Have to Move.

Richardson & Bishop, manufacturing and retail stationers and bookbinders, have entered upon their thirty-second year of business in the city. Their retail stock is exclusively stationery and office supplies. Their store at present is so cramped that in the near future they will remove to more spacious quarters. Among the many articles for which they are the exclusive agents in Winnipeg, are The Art Metal Construction Co.'s fire proof files, Elliot's addressing machine, and sten-pens, Edison's mimeograph and rotary, Wabash vertical filing systems, the Calculator adding machine, and the Bank of England non-print carbons. Another system of which Mr. Bishop is the originator, is the mercantile tacking system map. This map was just introduced three years ago and up to date almost every wholesale house in the city have one on their walls. It is used principally to indicate the location of travelers while on the road.

The Myers Post Card Co., are vacating the store on Main Street in which they have carried on business for a number of years. The Royal Bank of Canada are to furnish the store for their own use after the first of April. The Myers Post Card Co. will locate on Portage Ave.

### Big Wholesale Business.

The fact that Winnipeg has few wholesale stationery houses is no indication of the volume of business done in western Canada. It is one of the liveliest trades in the country to-day. A conversation with a few of the men in the business will convince one that things in the stationery line are moving exceedingly well at the present time. The wholesale book and stationery house of Clark Bros., since its establishment in 1898, was never in a more flourishing condition. They have eleven travelers on the road continually, and a house staff of forty-five, all working to their utmost to keep up with the fast growing trade. For the past three months the increase in business is much in excess of the corresponding period of 1908. This increase is not confined to any particular line but everything in stock, from lead pencils to typewriters, wrapping paper to beautifully bound books, is being shipped in bulk to all parts of the west. They are putting in a complete range of typewriters at the present time, a line which they heretofore have not had extensively in stock. George Wilson, manager of the book and paper department, is greatly encouraged with the book trade, and expects in a very few years to have an output in this line equal to any jobbing house in Canada.

### MacDougall Goes West.

A. Roy MacDougall, stationery manufacturers' agent, Toronto, has left for the coast after a lengthy stay in the city. His sample room here contained about the most attractive display ever seen in Winnipeg. Mr. MacDougall reported the trade to be in excellent condition. Never in his experience were the holiday goods so readily taken up. The leather goods line was handled by his assistant, George D. Scott.

The Commercial Graphophone, which was invented in 1886, through the instrumentality of Alexander Graham Bell, has been rather slow in coming into general use in Canada. The machine passed through several stages of improvement from the time of its invention until 1906, when it was perfected and put upon the market in its present form. There are many machines in use in Canada to-day, but the first agency for western Canada was let recently to Gordon & Radford, stationers, Winnipeg. Mr. Gordon feels sure that the machine will be extensively used in Winnipeg and throughout the West.

## OUR MONTHLY REPORT FROM MONTREAL—Easter Displays in all the Stores—Personal Items—Increasing Demand for English Magazines.

Montreal, April 8, 1909.—All the stores are resplendent with Easter goods. While the colors, which are characteristic of Easter, are not so warm or glaring as those seen at Christmas time, they are nevertheless quite as beautiful. White and all shades of mauve, violet and purple may be seen. These colors, when combined with soft greens and yellows may be made into charming combinations.

A representative of The Bookseller and Stationer went into one of the large uptown stores, and found a display of gift books, arranged on a white background. Infinite taste was displayed in the grouping; harmony prevailed everywhere. When agreeable sights like these meet the eye, people are predisposed favorably. They may not think about it at the time, but they do know, that there was nothing disgruntling to remember. Booksellers should remember that there are more aesthetic people come into bookstores than probably patronize any other variety of retail store. People of refined tastes are generally readers, otherwise they cannot cultivate these traits. This matter of harmonious decoration may seem at first a matter of small moment, but its influence is more far-reaching than might be at first supposed.

Hugo Wessler, representing the S. Langsdorff Co. of New York, spent a few days in Montreal recently, in the interests of his firm.

### A Remarkable Book.

A rather remarkable book has made its appearance in Montreal, under the title of "Amazing Adventures of an Inventor," by Arthur Gordon Jones. The author is promoting the sales himself. The book deals with some of the vicissitudes of a man of genius, and the proneness of the world to regard people with new ideas as mentally demented.

The Easter trade was up to expectations generally. The volume of business was satisfactory, being neither abnormally large nor small. As was the case at Christmas time, many novelties were noticeable in the stores. Each year signs of the steady advance in the stationery and book business are in evidence.

Renouf's, St. Catherine St. West, are making a fine display of Easter lines, and are also conducting a special sale of set books.

Phelan's, St. Catherine St. W., who are recognized as the post card people, are showing some specially fine Easter cards.

Chapman's, Foster Brown's and Grafton's stores are all in holiday attire.

Scroggie's have on view a new unit of the Globe-Wernicke book case. They are also conducting a sale of the "Poets" leather bound, which are very fine value for the money.

Edgar Wehle, representing the Art Lithographing Co., New York, has been paying the trade a visit.

Among the new publications to be seen around town, are the "New Magazine" and "Aeronautics." The first is of the popular type, and the latter deals exclusively with aeration and aerial navigation.

#### English Versus American.

In a discussion of the relative selling merits of the English and American magazines, which a representative of The Bookseller and Stationer had with Mr. Mountford of Scroggie's book and stationery department, he stated that the English publications were increasing in popularity. This is significant of either a closer union between Canada and the mother land or of the influx of Englishmen into this country. It is, however, likely due to the combination of the two conditions.

The Illustrated Postcard Co. have moved from 106 Notre Dame St., East, Montreal, to larger premises at 334 Notre Dame St., West.



### TRADE ACTIVITIES AT THE CAPITAL —Business Showing Improvement—The Books that Sell—Jarvis Holds a Successful Competition—Some Trade Grievances.

Ottawa, April 6.—Book business in the capital has been fair of late, but an increased demand is anticipated soon. Many new books are now making their appearance and in addition to these there are the added volumes in the fifty-cent cloth bound editions of books, copyrights of which have expired, altogether likely to account for greater sales from now on. These fifty cent books are meeting with great favor and one hears remarks of astonishment at the quality of the work to be found in them. At such a price the pleasure of reading popular books is not confined to the homes of the moneyed people, but the laborer may acquaint himself and his family with the writings of authors of his own time and generation.

#### Best Sellers.

Some of the books which have been holding first place amongst the readers here, are "Anne of Green Gables," "Septimus," "Gentlemen," "Comrades" and "The Red Mouse," "The Soul of Dominic Wildthorne" has also met with a good sale as also has "Katrine" and "The Bridge Builders." A book by no means new, which has been in popular demand lately is "Looking Backward," by Bellamy.

In connection with the popular new books, it has been mentioned to your correspondent that owing to there not being any Canadian edition of "Anne of Green Gables" the promptness in securing supply is somewhat hindered. The books have to be ordered from Boston, and owing to the great demand, customers are sometimes subjected to delays. This is a Canadian story by

a Canadian writer, and it is a pity that no Canadian publisher has seen fit to negotiate for an edition.

#### A Competition.

"The Bookstore" held a competition for boys last month. The prizes offered were books, or part payments on books, and were for the longest list of words formed by using the letters in the words "Jarvis, The Bookstore." Mr. Jarvis reports a good return from this competition and intends holding one for the girls. The competition was confined to boys of fifteen years and under, and some splendid lists are said to have been received.

The Public Library has added all the recent issues of the International Library of Technology and now has practically a complete set of these important works. The books being in constant demand by students and workmen, the whole were transferred from the reference to the circulating library, thus enabling those interested to take the books home for study and perusal.

A binding exhibit was held at the Public Library which was interesting and instructive. The articles shown were a sewing bench with books partly sewn and a number of books showing the different stages of the work up to the bound book. An interesting series of mounts illustrated the character and artistic quality of the different bindings from the earliest times to the present day.

The E. B. Eddy Co. is completing a new factory near its Hull works for the production of plate paper for the covering of books. The capacity will be from five to ten tons a day, and the company expects to find a Canadian market for the entire output.

#### Picture Post Cards Still Sell.

Any suggestion to the effect that the popularity of the picture post card is on the wane would be instantly squelched upon enquiry at the Ottawa post office. The authorities this year state that there has been a steady increase in the use of post cards, fancy and otherwise. The demand for postals commemorative of St. Patrick's Day was far in excess of the supply, and booksellers were petitioning one another for extra supply. Very little trouble is said to be experienced by the local post-office with obscene cards. The number of these sent as well as of the vulgar type of postal which was formerly sold by most stationers has greatly decreased, for any that are sent are detained by the authorities.

The supply of Easter cards betokens an anticipated increased trade and many pretty and dainty designs appropriate for the season are being shown.

James Hope & Son were the successful tenderers for the music books for the Public Schools and also for the civic supply of stationery.

#### Col. Denison's Book.

Some dissatisfaction is expressed here over the manner in which circularizing for orders for Col. Denison's new book has been pursued. It seems that the house publishing the book extracted an agreement as to date of announcement by the booksellers, but these in turn have been surprised and incensed over the action of another house in soliciting orders for the book long in advance of the agreed-upon date. It is possible Ottawa has not been the only city so affected and its dealers will undoubtedly welcome opinions and comments from their brethren in other towns and cities.

The Public Library Committee are calling for tenders for periodicals. The contract is to cover a period of three years and the Board can make such changes as are desired each year.

G. E. M. H.

## PERSONAL AND TRADE ITEMS OF SPECIAL INTEREST —Traveling Salesmen for Eastern Houses Return from the West—New Stores Being Opened—A Fernie Store that will Beat them All— Booksellers Visit Toronto—Several Delegates to Missionary Congress.

A. H. Cooper, Toronto, dealer in post cards and stationery, has assigned

Neil C. Miller, Toronto, bookseller and stationer, has retired from business.

The Imperial News Co., Toronto, expect to open a branch in Montreal shortly.

H. G. Macpherson is the successor of the Bennett News Co., White Horse, Y.T.

W. H. Morrison has started a drug and stationery business at Dauphin, Manitoba.

R. Uglow of R. Uglow & Co., Kingston was noticed in Toronto early in the month.

L. Baker, druggist and stationer, Be-beaygeon, is advertising his business for sale.

Dr. Carter has purchased the drug and stationery business of W. J. Hilton, Boisevain, Man.

A. A. Andrews, Campbellton, N.B., accompanied by Mrs. Andrews, paid a visit to Toronto this month.

Harry Meen, Toronto, dealer in fancy goods and stationery, has sold his business to Lorne I. Morris.

J. E. Rutledge of Fort William was another bookseller from a distance who visited Toronto this month.

J. J. Masse has transferred his stationery business from Laehine, Que., to 406 Notre Dame St. West, Montreal.

S. E. Briggs, representing Fleming H. Revell Co. New York, was in Toronto, calling on his agents there, recently.

Mr. Brimacombe of Brimacombe Bros., Vermilion, Alta., came east a week or so ago and did some buying in Toronto.

Mr. Stewart of Stewart & Thompson, booksellers, Fort William, attended the Laymen's Missionary congress in Toronto.

S. B. Gundy, of the Oxford University Press, Toronto, sailed for the old land on the ocean-flyer Mauretania on April 14.

The Benson Johnston Co., Stratford, wholesale and retail dealers in stationery and office supplies, are moving to Hamilton.

G. W. Hustyate has accepted a position with the Douglas Co. of Edmonton. He was formerly with W. G. Stephenson of Westaskiwin.

W. N. Braund, who has conducted a drug and stationery business in Dundas for the past six years, has sold out to W. H. Cummins.

V. Honig, bookseller and stationer, Vancouver, is opening a store in Seattle. This time it is a Canadian invasion of the United States.

Robert Martin of the Canada Drug and Book Co., Regina, was in Toronto early in the month, incidentally doing some buying for his firm.

The capital stock of the Educational Book Company of Toronto has been increased by supplementary letters patent from \$200,000 to \$250,000.

H. C. Woods, western representative of Warwick Bros. & Rutter, left on April 1 for a flying trip to the coast, carrying holiday stationery.

W. G. Pettingell, doing business at Regina as the Pettingell Book Company, has made a voluntary assignment for the benefit of his creditors.

W. J. F. Mallagh of London wore a pleasant smile when asked how trade was up in his city. He did some buying in Toronto a week or so ago.

J. M. Plaunt of Renfrew and W. K. Ireland of Owen Sound were two out-of-town buyers who visited the Toronto wholesales early this month.

James Imrie, Montreal representative of the W. J. Gage Co., Toronto, attended the meetings of the Laymen's Missionary Congress in Toronto.

Lorne Twiss of the traveling staff of Warwick Bros. & Rutter, left for the west on April 2, carrying several score trunks of import fancy goods samples.

Ottawa Typewriter Company, Limited, have been incorporated to carry on the business of manufacturing stationers and typewriter agents and dealers.

D. McKinnon is opening a new book and stationery store in Regina. He was formerly in the employ of the C.P.R. and originally hailed from the grand old county of Glengarry.

W. C. Bell of the Musson Book Co., Toronto, leaves in the course of a few days for his regular western trip. This year, the trade will be pleased to know, he intends to take Mrs. Bell with him.

An exhibit of cards, calendars and holiday papeteries is being made at the King Edward Hotel, Toronto, this month by the Copp, Clark Co. The sample room is in charge of John Graham.

The Bennett News Co. who sold out their business at White Horse recently, are going to open up in Prince Rupert this summer. They evidently believe in getting into a good spot early.

Art Wallpaper Shop, Limited, have been incorporated at Toronto with power to manufacture and deal in wall-papers and hangings of all kinds, paints, oils, glass, moldings, frames, pictures, etc.

Travelers say that Calgary is going ahead. One knight of the grip, who never used to stay there more than two days in the past, had to spend four days there this year (and he was sober, too.)

This year W. J. Gage & Company, Toronto, celebrate the sixty-fifth anniversary of the establishment of their business. A handsome illustrated booklet in honor of the event is in course of preparation.

Lisgar Lang of Russell Lang & Co., Winnipeg, who has been spending the winter in California, is expected home this month. He was unfortunate (f) enough to miss a good many of the book travelers.

W. Robertson, who was one of the local travelers for the W. J. Gage Company in Toronto, has joined his father, J. S. Robertson, and will assist him in the secretarial work of the National Sanitarium.

W. H. Mureh of St. Thomas, one of the old-time Ontario booksellers, attended the big Laymen's Missionary Congress in Toronto this month. Another bookseller who was also present was J. S. Copland of Brockville.

## BOOKSELLER AND STATIONER

Broadway Drug Company, doing business at 474 Spadina Avenue, Toronto, have been incorporated. Their charter empowers them to deal in all kinds of books, stationery, leather and fancy goods, and office supplies. Capital \$40,000.

E. J. Kastner, secretary and general manager of L. E. Waterman Company, Limited, 136 St. James St., Montreal, visited the New York office early in April. Mr. Kastner was accompanied by H. H. Hebb, who recently returned from a business trip to the coast.

A. W. Arnott, of 77 York Street, Toronto, who has been on a business trip in the Old Country, paid a visit to the London office of The Bookseller and Stationer quite recently. Mr. Arnott hoped to make several of his lines more interesting for the Canadian market, before returning.

George Stewart of the Oxford University Press, Toronto, got back to headquarters from his western trip recently and reported good business. He was especially pleased with the way the trade ordered the Hodder & Stoughton and Oxford juveniles, which many admitted were the best on the market.

Harold W. W. Copp, of the Copp, Clark Co., has an attractive display of books in Room 744, King Edward Hotel, Toronto. He is well pleased with the business being done, stating that during the first week, he sold as much as during his whole stay there last year. The Jack color books are his most attractive offering.

The advance guard of book and stationery traveling men are back from their spring trips to the coast, all apparently well pleased with the business done. Among the first to return was "Tom" Allen of McLeod & Allen. Then in came J. B. Hay, of Eaton, Crane & Pike Co. and George Stewart of the Oxford Press.

N. A. Suddaby, who was one of the unfortunates to be burnt out in the big Fernie fire, is moving into his new store, which a well-known traveler declares to be "without exception the finest fitted book store in Canada." All the fixtures and silent salesmen are of mahogany. Mr. Suddaby is an old Berlin boy, who has been most successful in the west.

George McLeod of McLeod & Allen, Toronto, will join a small party of New York publishers at New York on April 24 and will sail for England with them

on the S.S. Carmania. In the party will be E. J. Clode, who is going across to see his star author, Louis Tracy, Alex. Grossett, of Grossett & Dunlap, and W. B. Hadley, manager of the U. S. branch of Cassell & Co.

Wilburn M. Robertson, for eight years on the staff of the W. J. Gage Co., Toronto, and of late years city traveler, was made the recipient recently at the hands of his old associates, of a handsome gold watch. Mr. Robertson has left the Gage Co. to enter business on his own account, becoming associated with his father, J. S. Robertson, principal of the firm of The J. S. Robertson Co., publishers and advertising specialists. 152 Bay Street, Toronto.

Henry Button, manager of the Canadian Branch of Cassell & Co., returned to Toronto about the end of March, after spending some weeks in England. He and Mrs. Button were the guests of honor at a luncheon party given by the general manager of the firm, Arthur Spurgeon, at the de Keyser's Hotel. Mrs. Spurgeon and the departmental managers and their wives were also present. Cassell & Co.'s motto for Canada is said to be "You press the Button, he'll do the rest."

Mr. Hills of Hills & Co., London, manufacturers of cards and calendars, who paid a hurried visit to Toronto on March 30, says that conditions are improving slowly in the Old Land. Business last season in his lines was just about up to the average of the preceding year so far as England was concerned. There was quite a heavy falling off in Canada, but Mr. Hills anticipated big gains this season. His representatives in Canada are the Copp, Clark Co. and in the United States, Hills & Hafely of New York.

T. E. Menzies of Menzies & Co., Toronto, who has lately returned from the Pacific Coast, says "I think things are going to boom this year. I did about twice as much business as on my first trip last year. There still seems to be a shortage of money, when you get off the main line, but in Vancouver money is rushing in and real estate investments are on everyone's tongue. In the case of merchants speculation does not interfere with business to the extent it did. In our trade there seems to be no dabbling in real estate. The dealers are buying heavily on the strength of the tourist trade."

## Our Holiday Line

is now fully displayed and far more than meets our expectations. It surpasses any former efforts on our part and we know you will agree with us when you see it. It is full of novelties and beautiful combinations of colorings and ornamentations which will please the most discriminating. No one will make a mistake in waiting to see it, for its values are unprecedented. The boxes from 20 cents to \$1.00 are exceptionally attractive. The entire line is grand.

GEO. B. HURD & CO.

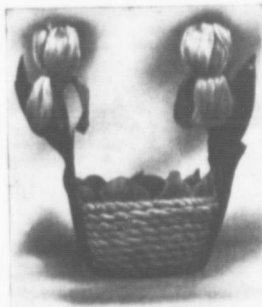
Fine Paper Makers

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



# WHAT MANUFACTURERS AND JOBBERS OFFER— Christmas Cards and Calendars Being Shown—Paper Rope and its Manifold Uses—Something About Slates—New Pencils and Pens.

## Paper Rope and Its Manifold Uses.



An Ice-Cup of Crepe Paper Rope.

First employed as an attractive finish to window and show-case decoration, every day adds a new phase to the usefulness of crepe paper rope. It is very easy to make. For an 1/2-inch, two-strand rope, cut a roll of the crepe paper in halves. One girl takes one end of the crepe; another girl, the other end. The crepe is then stretched and the girls begin to twist it, each girl twisting to the right. When tightly twisted, the ends are fastened that they may not unwind, and the second strand is twisted in the same manner. Then each girl takes an end of the two strands and this time twist the paper to the left. If the foundation crepe paper is of good quality, a very strong and durable rope may be made in this way, in any color or combination of colors.

The ordinary use of crepe rope, as has been hinted, is as a finish to flat decorations, as a border to back-grounds and floor coverings, to divide into panels and outline designs, and most effective and extensive this use is.

Combined with tassels, it is often used as a curtain or portiere. Tassels are made as follows: Fold a piece of crepe one yard long and ten inches wide into thirds. Then fold into halves. Slash to within two inches of the top. Slip string through the fold and pleat the paper along the string. Tie both ends of string at top. Turn inside out. Place a wad of paper inside and tie tightly below it to form heading. Glue tassel to end of cord.

Crepe paper cord may be glued into almost any shape. In oval or circular form it is used for show-case or window mats.

Over a wire foundation, it is used for hats and is a very close imitation of straw.

Jardiniere covers are made of it, and table decorations without end. The accompanying illustration of a fleur-de-lis ice-cup shows the beautiful effectiveness of this crepe paper rope.

## New House Organ

"Push and Pull," is the appropriate title of a little eight-page house organ "issued as occasion demands," by the Copp, Clark Co. In it are advertised and illustrated the various lines manufactured and handled by the firm. The back leaf, which is detachable, contains an order-blank, on which prospective buyers can jot down their

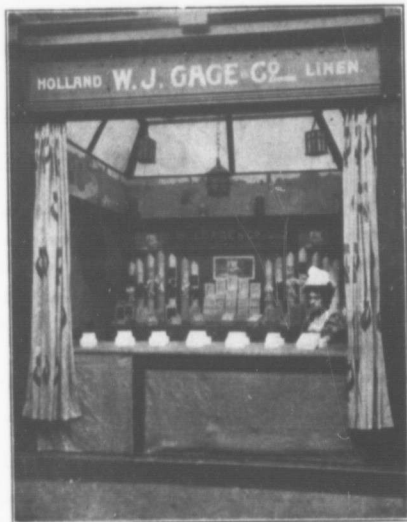
requirements. "Push and Pull" will undoubtedly be useful.

## New Lines From Hamilton.

Several new lines of scribblers and exercise books have been added to the stock of Buntin, Gillies & Co., Hamilton. Among these, four might be specially mentioned, two scribblers, "Homeward Bound" and "The Leader," and two exercise books, "Tiger" and "The Herald." The covers are appropriate and attractive and are sure to be popular with the children.

## Holland Linen.

Correspondence is in itself an art and writing to one's friends is a pleasure when the quality and surface of the paper used offer no cause for complaint or regret. Perfection is not reached until many processes of experiment are undergone but in the end a satisfactory product is attained. W. J. Gage & Co., Toronto, who made a most attractive display in the Manufacturers' Building at the Canadian National Exhibition last year of their popular and high-class brand of writing paper, known as Holland Linen, believe they have reached the acme in a standard brand of stationery. Sample paper-teries of this fine line were presented to many visitors to demonstrate the superiority of Holland Linen, which, in the way of society stationery, has achieved a recognition that must be gratifying to the makers. It is manufactured in three shades—white, azurette and grey—and in six convenient sizes, with envelopes to match. For fashionable correspondence no medium-priced note paper has given such general satisfaction. Holland Linen is a paper of splendid finish with a beautiful velvet writing



Holland Linen at Toronto Exhibition.



## BOOKSELLER AND STATIONER

surface. Its texture is everything that the most exacting can desire, possessing all the refinement and attractiveness of any linen paper and at the same time affording a smooth, even surface that makes letter-writing a positive delight instead of an irksome or disagreeable task.

### Savory Cards for 1909.

Asked as to what he considered the most outstanding make of card in the Savory line for 1909, T. E. Menzies of Menzies & Co., Toronto, Canadian representatives for Savory & Co., pointed to the alligator leather effects in calendars and blotters and remarked that they were attracting every buyer's attention because of their uniqueness.

"The general hand-colored line on red and white mounts, which created such favorable comment in previous seasons seems to be just as popular as ever," said Mr. Menzies. "As for Christmas cards, their sale is certainly on the increase in Canada. Privates and autographs are not so much in evidence but, of course, have a tremendous and increasing vogue."

"This year," continued Mr. Menzies, "we have introduced cards with greetings in French, which will be very popular in Quebec. Calendars with pictures by Will Owen, Hassall, Lawson Wood, Tom Browne and the other English comic artists are selling well."

The Diamond series of cards, made by Dorendorff & Co., London, for whom Mr. Menzies is Canadian agent, are being supplied this year as Christmas, New Year and birthday cards as well as private greetings and the range is big and popular. The autograph line has some catchy numbers, including special English, Irish, Scotch and Welsh designs, automobile, golf and hunting cards.

### New Johann Faber Stock.

Through the courtesy of the Copp, Clark Co., illustrations have been secured of several of the new pencils and other goods being manufactured by Johann Faber.

No. 4023 is the Postograph Copying Pencil, with point protector, extra hard lead, a clear copier, solid wood end. It is fitted with patent sliding point protector and is put



up on attractive display cards, twelve pencils to a card, \$7.50 per gross.

No. 1235 is the Adonis Pencil, in fifteen degrees of perfection, hard lead, twelve pencils in a box.

No. 3704 is the new Jupiter pencil, with gilt tip and rubber, one dozen in a box, price \$4.50 per gross.

No. 5700, the new Raphael pencil assortment, six dozen to a box, round and hexagon cedar pencils, thick gauge, natural polished, silver stamp, all with nickel tip and rubber, \$1.50 per box.

No. 5705, Nonpareil pencil assortment, six dozen to a box, round cedar pencils, polished, silver stamp, nickel tip and rubber, \$1.80 per box.

Penholder assortment No. 8, six dozen to a box, all degrees of thickness, various colors, polished, \$4.80 per gross.

No. 2234, Apollo eraser in 20's, 30's, and 40's, soft



white rubber, very durable, \$1.50 per lb.

No. 1862, paper knife, 5½ inches long, rosewood han-



dle, best of steel blade, \$1.80 per dozen. No. 2424E is 6½ inches long, ebony handle, \$3.60 per box.

No. 5718, vulcanized rubber letter opener, \$1.80 per dozen. No. 2438, polished metal letter opener, \$2 per dozen.

### Quality Cards.

The Copp, Clark Co. are showing this season a distinctive and unique series of cards, made by an American firm, which will be found attractive to those in search of novelty in Christmas card creations. These are the "Quality" cards. Many of them are in the form of letters, containing the sentiments of the world's great men. These are either in script, embossed, or in illuminated lettering.

A pretty little series consists of a folder in green, containing a Christmas wish, the words being by Dickens, Stevenson, Van Dyke, and other noted writers. A similar series in red contains a New Year's wish.

A novelty is in the form of a parchment imitation of a last will and testament, duly signed and sealed, and conveying Christmas blessings.

There is altogether a wide range, retailing from 5 cents to 25 cents each. Each card or letter is put up in a hand-made linen envelope.

### English Cards.

This year's showing of Hills & Co.'s "For the Empire" series of cards and calendars, now being made by the Copp, Clark Co., indicates improvement all along the line. The range is more extended every year and the quality of the art work is better. More attention is being paid to Canada, several new cards appropriate to this country being noticed.

Among the truly Canadian cards shown are a series bearing the names of the different provinces, embossed in gold; a series, the lettering on which is composed of imitation heads of wheat; a series in which maple leaves are predominant; another in which maple leaves entwine a sheaf of wheat. There is also a series bearing the coats of arms of the various provinces and leading cities. All these cards are listed at \$10 per 100.

In the cheaper grades, at \$2.50 per 100, there are cards with good luck emblems, holly and other designs,

embossed in parchment covers with four-page insert; pebbled ingrain covers with no inserts, having as subjects reproductions of celebrated paintings.

At \$5 per 100, there are embossed parchment covers, lithographed holly and other designs, good luck emblems and tasty views, friendship greetings and famous quotations; and pebbled ingrain covers, with such designs as, "Hands Across the Sea," and reproductions of famous paintings. At \$7.50 per 100, there are Egyptian good luck emblems, and unique lettering; pressed flowers from the Holy Land, Harrison Fisher pictures, humorous pictures, etc.

The Poinsettia flower design, embossed in colors and also hand-painted, comes at \$10 per 100. There is also an attractive series at \$12.50 per 100.

### Sample Pens.

Small envelopes, containing a number of samples of the Crucible steel pen, have been made up by the Copp, Clark Co. for general distribution. An accompanying folder describes the pen, giving particulars and prices of the various styles. Those who receive the samples are requested to experiment with them until they find the style best suited to their requirements and then to order through the local stationer. This campaign in the interests of the Crucible pens should be appreciated by the trade.

**HOW THE PHONOGRAPH COMPANIES  
Help the Dealer—The Problem of Distribution—  
The Jobber—Condition Imposed upon the Dealer  
—Appointing Agents—Co-operation with Dealers—  
By Frederic Charles Coulson.**

One of the biggest problems that face the manufacturer of any given product is distribution. How to cover a certain territory with his goods to meet the demand resultant upon advertising and other selling forces is a question that frequently worries him. In the phonograph business this difficulty is practically overcome by a thorough systematic scheme of sales organization of which the head office is the central point. This system enables the headquarters to keep in close touch with its jobbers and agents. The company knows accurately what each is doing and just exactly how they stand with regard to business, the possibilities of their respective territories and just how far they are being developed.

A country is divided into districts over each of which a jobber is appointed as a distributor. He also has the appointing of agents for his own territory. A dealer in a small town where there is no agency applies to the nearest jobber for the agency in his locality. The applicant is looked up in Dun's or Bradstreet's to ascertain if he is engaged in business. He must be a storekeeper. If he is rated satisfactorily two copies of an agreement contain the conditions under which all the selling agents of the company must work. They compel the dealer to place an initial order with the jobber for three representative types of machines and one hundred and fifty records. This constitutes the minimum of stock which must be kept.

**When Dealer is Accepted.**

If the applicant accepts the conditions contained in the agreement, of which there are two copies, the jobber retains one and forwards the other to the company for their consideration. The dealer's appointment comes shortly after when he is notified by the jobber that the company has accepted his application. The dealer then upon the receipt of the initial order becomes a full-fledged member of the company's vast army of agents. He is now a unit in their widespread sales organization, whose network of agents covers the entire continent.

Chief among the conditions with which the dealer is called upon to comply is that he is not to indulge in price cutting under any consideration. Thus the dealer and public alike are protected. He must also be an active salesman and be able as time goes on to show actual returns in proportion to the size of his territory or run the risk of having the agency taken away from him. The phonograph companies allow no "deadwood" among their agents.

**A Million a Year.**

Over a million dollars a year is said to be spent annually on advertising by the phonograph companies; and looking over the magazines and newspapers that come to hand this would seem to be literally true. A large proportion of this annual appropriation is devoted to co-operating with the dealer in his publicity. The advertising department looks after all details in connection with expenditures for space. Besides the immense amount of white space which the phonograph companies use in the magazines, contracts are made with newspapers in localities where the companies are represented by agents or jobbers. Of course, such a comprehensive advertising campaign materially helps the dealer in selling his stock.

The interest in the phonograph publicity is always kept fresh by reason of the fact that the companies are constantly introducing new improvements in their product and continually making new series of records as popular songs, operas and matters of political moment in turn take the public fancy. In connection with the advertising department is a copy service bureau which aims to supply the dealer regularly with original ideas in advertising, furnish him with advertising copy, ready-made newspaper ads., illustrations, etc., so that the dealer himself may be enabled to carry on to the best advantage the work of publicity in his own locality.

When it is considered that the phonograph companies are able to hire the services of the best advertising experts in the country combined with the skill of such artists of note as James Montgomery Flagg, J. J. Gould and others it will be easily seen that the co-operation rendered the dealer in this regard is of no mean order.

When the experimental departments of the companies are successful in improving the quality of the machine or records, care is taken that the public shall become fully acquainted with the facts. When a certain company discovered a process which made their records unbreakable, thus eliminating the chances of breakage in transit and offering a rare selling advantage to the dealer because of their durability, thousands of dollars were spent in placing them before the public. As usual, of course, the dealer received a large share of the profit derived from this source.

**Refer Customers to Dealers.**

Another way in which the companies help the dealer is in the matter of orders. When an inquiry is received by the company in response to their magazine advertisements, a reply is written the correspondent and he is referred to his local dealer or the dealer in the town nearest him. A carbon copy of this reply and the original letter received is at once forwarded to the dealer nearest the correspondent so that he is enabled to take hold of the matter and handle it intelligently. Should an inquiry be received by the jobber the same course is followed, the jobber pointing out to the inquirer that express charges will be saved by buying from the local dealer and that exactly the same careful attention will be given the order.

The percentage of profits on phonographs and records averages fairly high. Anywhere from 35 per cent. to 65 per cent. profit may be obtained from the sales of these goods, and active dealers will turn their investment from three to ten times a year. It will be seen from this that the income derived by the dealer will amount to a considerable sum annually.

That the consistent following out of the foregoing policy has been exceedingly profitable, the phenomenal growth of the phonograph business will amply testify. There are very rare cases indeed where the talking machine has not been heard and very few homes where they are not wanted or already in use.

**A BRANTFORD BOOKSELLER'S CREDITABLE  
HOUSE ORGAN.**

Stedman's Monthly is the name of a house organ issued by Stedman Bros., Brantford. It is edited by B. G. Newton, their advertising manager, who says that as far as he knows it is the only house organ in the world devoted to the one object of pushing the sale of post cards. That the paper is popular among the trade is evidenced by the fact that many of its readers say that rather



than do without it they would willingly pay regular magazine rates for it. This is not to be wondered at. *Stedman's Monthly* comes very close to fulfilling the highest possibilities of a house organ. Besides the information which it supplies about the goods it is used to advertise, it contains much sound, practical information for the dealer. In connection with its other features there is a regular department on advertising, with helpful hints and suggestions, talks on window dressing, store management and trade problems. These are some of its strong points which make it a valuable aid to the dealer in the promotion of good business. Typographically the general arrangement of the matter could be improved somewhat, but it is best not to forget that ancient adage about inspecting the dental work of a gratis equine. The editor of *Stedman's Monthly* acknowledges the defects beforehand, but explains them by saying: "I had my troubles with the printer." He also adds that the paper is lighter than it should be for artistic printing, but this is made necessary because of the postal regulations regarding the two-cent weight limit. The size of the paper at present is 50 pages, including the cover. It is the intention next month to increase this to 56 pages which will make it quite a bulky periodical. The editor of *Stedman's* monthly deserves the good wishes of the trade for the capable manner in which he edits this desirable publication. He certainly manages to get a lot of really valuable matter into its pages which can be used to advantage to develop more business for the dealer.

J. Holland, representing Castell Bros. wholesale stationers and manufacturers, London, England, is expected shortly in Canada.

¶ The time to correct mistakes is before they happen.

¶ It will be a grave mistake to let your wall paper stock represent anything under top-notch in range and variety this Spring. The Season is to be a hummer—an early one, too.

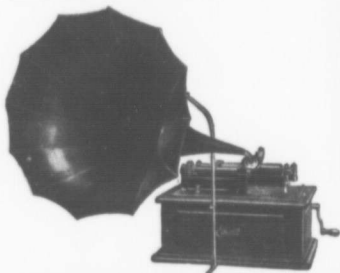
¶ Our stock and co-operation are at your service—what can we do for you? Samples of papers to add to your stock will be gladly sent, charges prepaid, if you will let us know your requirements.

## STAUNTONS

LIMITED

Manufacturers of Fine Wall Papers

933 Yonge Street, - Toronto, Ont.



# EDISON

## Phonographs and Records

If there is not a dealer already established in your town for this popular and well-advertised make of Phonograph : : : :

Cut this Coupon out and send today for full particulars of exclusive sale for Edison Phonographs and Records for your town.

### You Can Control the Sale of Them

by placing your order with us at once, but you must agree not to cut prices as these goods are sold at one price only. There is a big margin of profit with only a small amount of cash invested.

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We will teach you to be an Expert Salesman in eight weeks by mail, and assist you to secure a position with a reliable firm. Through our

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the largest of its kind in the world, we have placed hundreds of our Graduates in good paying positions, and always have scores of good openings. Traveling Salesmen earn from \$1,000 to \$10,000 a year and expenses. If you want to make big money, fill out and mail the attached coupon today for our free book "A Knight of the Grip." Address our nearest office.

Dept. 356 National Salesmen's Training Association  
New York Chicago San Francisco  
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**PAYSON'S INDELIBLE INK**



Grade 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.

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At 1, 2, 3, 4, 5, 6, 7, 8 and 10 per cent per annum by NARON.  
ON MATTE, 5th Edition. Price, \$3.00

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By the same author. On fine heavy paper and strongly bound. Price, \$3.00

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Comprising a Special Interest Table for daily business, showing interest for one thousand days on any amount, rates from 1/2 per cent. to 10 per cent., inclusive. Also a table showing interest for one thousand days at 1/2 per cent. by means of which (in connection with Comparative Tables) interest for one thousand days can be obtained at any rate from 1/2 per cent. to 10 per cent., inclusive; and **COMPARATIVE INTEREST TABLES** for obtaining interest on any rate from 1/2 per cent. to 10 per cent. on any sum. By CHARLES M. C. HUGHES. Price, \$2.00

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### HOTEL DIRECTORY.

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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. McNeel, Prop.

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BRITISH GUIANA

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

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Mrs. J. F. SMITH, Proprietress

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Open November Closes in May

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For rates, etc., apply  
TRINIDAD SHIPPING & TRADING CO.  
29 Broadway, New York

### THE GRAND UNION

The most popular hotel in  
OTTAWA, ONT.

JAMES K. FAISLEY, Proprietor

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Better than any at the same price.

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without rubbers

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Medium and Hard.

Write for Samples to  
**Warwick Bros & Rutter, Limited**  
Wholesale Stationers, TORONTO.

A well-known author not long ago stepped into a book-store, but for some little time could not attract the attention of a clerk, all interest being centred in a stout gentleman who was jotting down figures on a pad. The author strolled over in that direction and heard the head clerk remark:

"And now, sir, you have almost completed a library of which you will be proud; but, of course, you will want Balzac?"

"Waal, I don't know, now. You see, we've only got two feet and seven inches' space left," the old gentleman replied. "Go ahead and measure him, though, and if he isn't too wide I'll take him too," he added. — "Success Magazine."

An American Boy, weary of Sporting Life, was on an Outing, when he met the Modern Priscilla, a Popular member of the Smart Set. He declared his love at Sunset and told her how much he longed for Suburban Life and Good Housekeeping. She was at that time impressed with a Scientific American, an ardent exponent of Physical Culture. The other Outlook seemed more favorable, however, and she decided to become the Youth's Companion and have her own House and Garden, even though it should entail dress-making at Home. They went to the Judge and were married. They then decided to Travel, and set out across the Pacific, followed by Everybody's good wishes for Success in Life. — "Success Magazine."

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PUBLISHERS  
115 and 117 Notre Dame St., West, MONTREAL

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Columbia Records are a better proposition for the dealer and the customer than they ever were. They have doubled in value—in this way: Every Columbia Disc contains two records, which are sold at the price of one—85c. What customer is there who will not appreciate greater value for his money? It works both ways. It means economy for the customer, and it means bigger sales for the dealer because of that inducement. Columbia Disc Records possess advantages not to be found in any other records. Also they are guaranteed. This protects the dealer as well as the customer.



Two Records  
at a  
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85c.

Fit any  
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The new Columbia Cylinder Records are absolutely unbreakable. Have you heard them yet?

Let Us Send You Price Lists and Terms. Write



Type B Y  
List Price  
\$80

**Toronto Phonograph Co., Ltd.**

Exclusive  
Columbia Jobbers

**40 MELINDA STREET  
TORONTO**

## NEW MAGAZINE A SELLER.

The New Magazine has arrived and No. 1 is on sale at all news-stands. Henry Button, Canadian manager of Cassell & Co., is delighted with the way the sales have been mounting up. "We have sold out," he said on April 5, "although we ordered nearly 5,000 copies beyond our standing order for our best-selling magazine, 'The Storyteller.'" The trade are very much pleased with it, especially as there is an exceptionally good margin for them.

Mr. Button showed Bookseller and Stationer a letter from Mr. Spurgeon, the general manager in London, in which the latter says: "You will be glad to know that 'The New Magazine' has been an enormous success. We sold out the first edition of 100,000 on the day of publication. We reprinted another edition of 20,000 and sold out. Now a third edition of 20,000 is ready. I am quite sure this will be sold out before the end of the week. We have had interviews in all the leading London and country papers, and the verdict is enthusiastically in our favor. I hope you will do equally as well with it in Canada."

## A NEW HARMSWORTH PUBLICATION.

On the 26th of this month the Amalgamated Press will add another weekly paper to their already long list. This new venture will be entitled "Mother and Home." It is being edited by the editress of "Home Chat." The contents of this new journal will be such as to appeal directly to mothers, though at the same time to each member of the household. Specimen copies and advertising matter will be sent free on application to the publishers.

## CALGARY.

Calgary, April 6.—Things are looking up now in this part of the west and all look forward to a good year's business. All our stationery stores are at present displaying Easter goods including cards, booklets, post cards, and other novelties and by the looks of the trade being done in this class of goods all will be sold out before the Easter season closes. Sales on picture post cards still continue to be good, the best sellers here being those of our city and surrounding country. The book trade is good in Calgary at present, but the business done is mostly in late copyrights, among the best sellers being "51-40 or Fight," "Septimus," "Lone-some Pine," "Peter" and "Lewis Rand." "A Remittance Man's Letters to his Mother," is also a good seller in this part of the country. G. A. V.

## NEW MANITOBA READERS.

New readers for all the public schools of Manitoba have been decided upon by the advisory board, says the Manitoba Free Press of April 2, and the department of education will shortly call for tenders upon the specifications prepared. The new readers are designed to be a great improvement upon those now in use and will be prepared with a patriotic object in view, though not lessening the literary merit on that account. Special attention will be given to industrial life, history and geography in the selections composing the readers. The successful tenderer will submit the subject matter to the advisory board and the minister of education for approval before the books are finally settled. The readers that will be ordered are primer and numbers 1 to 4, the readers in the lower grades being provided free by the department, to pupils.

# Condensed or "Want" Advertisements

The "Want Ad." gets work for workers and workers for work. It gets clerks for employers and finds employers for clerks. It brings together buyer and seller and enables them to do business, though they may be thousands of miles apart. It helps booksellers and stationers to clear their shelves of unsaleable stock. It enables them to get out of print books. In brief it is invaluable.

## RATES.

Two cents per word first insertion; one cent per word subsequent insertions.

Five cent additional each insertion where box number is desired.

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

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

## PERIODICALS.

**KEEP POSTED.** The leading authority in Canada on groceries and food products is **THE CANADIAN GROCER.** Important trade conditions generally discussed every week. Price \$2 per year.

**THE BUSY MAN'S MAGAZINE** is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. **BUSY MAN'S** is on sale at all newsstands. Butter still, send \$2 for one year's subscription. Mail it to-day. **THE BUSY MAN'S MAGAZINE,** Toronto.

The market reports make **HARDWARE AND METAL** a necessity to every hardware merchant, painter and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address **HARDWARE AND METAL.** Montreal, Toronto or Winnipeg.

## BOOKS FOR SALE.

How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.

**AUTHORS, WHO PUBLISH THEIR OWN** books will find the **BOOKSELLER AND STATIONER** a good medium through which to interest the trade in their publications.

## MAPS, GLOBES AND ATLASES.

**C. S. HAMMOND & CO.** 142 Fulton St., New York, Atlases, School Maps, Road Maps, Globes. (11-09)

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.** 143-145 FULTON ST., New York. Designers and engravers of book plates (ex libris) heraldic and monogram dies, pearl lined stamping. (11-09)

## BOOKS ON HORSES, CATTLE, &c.

**WILLIAM R. JENKINS CO., 851 and 853** Sixth Ave. (cor. 48th Street), New York. The literature of the world concerning horses, cattle, dogs, &c. (8-00)

## BOOKS WANTED.

How to secure a copy of an out-of-print book or magazine may sometimes puzzle. Try this solution.

**BOOKSELLERS HAVING IN STOCK** copies of books dealing with the early history of Ontario towns or counties are asked to communicate with "Hilvorlan," Box 77, **BOOKSELLER AND STATIONER.** (12)

**BACK NUMBERS OF BOOKSELLER AND STATIONER** published prior to 1906. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

## BOOKS IN FOREIGN LANGUAGES

**LEMCKE & BUECHNER, 11 EAST 17TH** St., New York. (All foreign books.) (12-09)

**LEMCKE & BUECHNER, 11 East 17th St.,** New York. Best facilities for supplying books in all languages.

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**HIGH CLASS COLOR WORK—Commercial** stationery, posters. The Hough Lithographing Co. Limited, Office, No 3 Jarvis St., Toronto. Telephone, Main 1576. Art, good workmanship, business methods. (11)

## AGENTS WANTED.

**A FIRM** of Bavarian pencil manufacturers are desirous of securing agents in Canada. Address Box 209, **BOOKSELLER AND STATIONER,** Toronto.

**WANTED** A firm of wholesale agents in Cape Town with to communicate with Canadian dealers in art cardettes. Box 210, **BOOKSELLER AND STATIONER.** (13)

## SITUATIONS VACANT.

You want a manager or a clerk. Here is the place to let your wants be known to just the class of people you require.

**A CTIVE,** pushing young man as city salesman. State experience, salary wanted, and give references. Apply to Cloke & Son, Hamilton. (14)

**THE EDITOR OF BOOKSELLER AND STATIONER** wants correspondents in all the larger cities of the Dominion. Apply, stating qualifications, 10 Front St. East, Toronto.

**WANTED**—in every town and village, a representative to take charge of the circulation of our various publications:—**Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine.** Good financial standing and business connection a strong recommendation. Just the position for retired business men for his spare time. **THE MACLEAN PUBLISHING COMPANY Limited.** (15)

## BUSINESS FOR SALE

**BOOKS, Stationery, Fancy Goods and Chins** business, in city of 10,000, with thriving opposition. Stock will invoice about \$10,000 and fixtures \$1,000. Net profit last year almost \$3,000. Satisfactory reasons for selling. Box 207, **BOOKSELLER AND STATIONER.** (16)

## MISCELLANEOUS

**ELLIOTT-FISHER** Standard Writing-Adding Machines make toll easier. Elliott Fisher Limited, 513 No. 83 Craig St. W., Montreal, and 12 1/2 Bay St., Toronto.

**NOTICE**—Users of Pitner Gasoline Lamps are warned against being induced to purchase parts of other makes of lamps to be used on the Pitner. The essential part of any lamp is the generator, and the Pitner generator has been granted a patent in Canada, the United States and other countries, on the principle of its improved method of generating gasoline vapour. Supplied and parts for the Pitner lamps can be received by return mail by applying to our representatives or direct to the **PITNER LIGHTING CO., Ltd., 36-38 Lombard St., Toronto, Ont.**

**THE CARSWELL COMPANY, Limited, Adelaide Street, Toronto,** are in the market for early Canadian publications—any book, including government documents or statutes, say prior to 1850. Prior to 1800 preferred. (17)

**THE PERRY PICTURES—EXTENSIVELY** advertised. Millions sold. Very popular. Every one should have them. Send 4 cents in stamps for illustrated catalogue and prices to the trade. **The Perry Pictures Co., Box 440, Malden, Mass.** (12-10)

**THE WALES VISIBLE ADDING AND LISTING MACHINE** is superior to any other machine for these reasons, among others:—Visible Printing, Flexible Keyboard, Column Space Bar, Automatic Clear Signal, Adjustment for Carbon Copies, Eliminating Key, enabling the operator by the mere pressure of a key to add without lifting or list without adding, 30 days free trial to responsible parties. Write us for free illustrated catalogue. **Adder Machine Company, Wilkesbarre, Pa.** (18)

**650,000** Not one of the 650,000 retail merchandisers who have bought a **National Cash Register** would think of doing business without it. The **National Cash Register Co., F. E. Mutton, Canadian Manager, cor. Yonge Street and Wilton Avenue, Toronto, Ont.**

## DIARIES

**B. W. HUEBSCH, 225 FIFTH AVE., N.Y.,** annual and perpetual year books; a popular diary. (19)

## SITUATIONS WANTED

**WANTED**—Position as salesman or manager for book, stationery or wallpaper business. Ten years' experience. Good references. Box 208, **BOOKSELLER AND STATIONER.** (20)

## INFORMATION WANTED.

**THE EDITOR OF THE BOOKSELLER AND STATIONER** desires to be kept posted on the publication of all new books and magazines in the Dominion of Canada. Readers will confer a favor by acquainting him of any omissions from the lists published each month.

## Special Offer to Booksellers

THE TIMES BOOK CLUB having a large Surplus Stock (clean library copies withdrawn from circulation) of Recent Popular Novels, Works of Biography, History, Travel, etc., and Publishers' Remainders (new copies), is prepared to supply Parcels of Books (your own selection) to the value of \$25 and upwards on the following convenient terms, viz.:—

One Twelfth of the purchase money to be sent with the order and the balance in Eleven equal Monthly Instalments.

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NO DEAD TITLES.

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### Art Publishers.

Clark Co., Toronto.

### Books and Magazines.

Amalgamated Press, Ltd., London, Eng.  
American Code Co., New York.  
Baker's Book Shop, Birmingham, Eng.  
Briggs, Wm., Toronto.  
Buy Man's Magazine, Toronto.  
Caswell & Co., Toronto.  
Clark Bros., Winnipeg, Man.  
Canadian Facts Publishing Co., Toronto.  
Farm, Field and Fireside, London, Eng.  
Financial Post, Toronto.  
Henry Frowde, Toronto.  
Macmillan Co. of Canada, Toronto.  
Mussion Book Co., Toronto.  
Religious Tract Society, London, Eng.  
Morton, Phillips & Co., Montreal.  
Oliphant, Anderson & Ferrier, Edinburgh, Scotland.  
Times Book Club.  
Gage, W. J., & Co.

### Blank Books.

Brown Bros., Toronto.  
Buntin, Gillies & Co., Hamilton.  
Copp, Clark Co., Toronto.  
National Blank Book Co., Holyoke, Mass.  
Smith-Davidson & Wright, Vancouver, B.C.  
Warwick Bros. & Rutter, Toronto.

### Carbon Paper.

Faciles Paper and Ribbon Co., Toronto.  
Carter's Ink Co., Boston, Mass.  
Underwood, John. & Co., Toronto.

### Christmas Cards, Calendars, Labels.

Copp, Clark Co., Toronto.  
Dennison Mfg. Co., Boston, Mass.  
Meades & Company, Toronto.

### Crepe Paper, &c.

Dennison Mfg. Co., Boston, New York, Montreal.  
Thos. M. Woodhead, Bradford, Eng.  
Wheeler, Walter G., & Co., London, Eng.

### Fancy Goods—Novelties.

Brown Bros., Toronto.  
Clark Bros., Winnipeg, Man.  
Copp, Clark Co., Toronto.  
Smith-Davidson & Wright, Vancouver, B.C.  
Sutcliffe-Edmison Co., Ltd., Toronto.  
Warwick Bros. & Rutter, Toronto.

### Financial Institutions and Insurance

British-American Assurance Co., Toronto.  
Western Assurance Co., Toronto.

### Fountain Pens.

Brown Bros., Toronto.

Copp, Clark Co., Toronto.  
Librairie Beauchemin, Ltd., Montreal.  
Warwick Bros. & Rutter, Toronto.  
Waterman, L. E. Co., Ltd., Montreal.

### Fountain Pen Clips.

Consolidated Safety Pen Co., Bloomfield, N.J.  
Waterman, L. E. Co., Ltd., Montreal.

### Glue, Paste and Muclilage.

Carter's Ink Co., Montreal.  
Higgins, Chas. M. & Co., Brooklyn.  
Underwood, John & Co., Toronto.

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Carter's Ink Co., Boston.

### Ink Stands.

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### Inks—Writing.

Brown Bros., Ltd., Toronto.  
Copp, Clark Co., Toronto.  
Carter's Ink Co., Montreal.  
Davis, Thaddeus Co., New York.  
Higgins, Chas. M. & Co., Brooklyn.  
Fayson's, Reliance Ink Co., Winnipeg, Man.  
Smith-Davidson & Wright, Vancouver, B.C.  
Underwood, John. & Co., Toronto.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J., & Co.  
Waterman, L. E. Co., Ltd., Montreal.

### Leather Goods.

Brown Bros., Ltd., Toronto.  
Rumpp, C. F. & Sons, Philadelphia, Pa.

### Letter Presses.

Jas. Smart Mfg. Co., Brookville, Ont.

### Paper Fasteners.

Superior Mfg. Co., Sidney, Ohio.

### Paper.

Brown Bros., Ltd., Toronto.  
Buntin, Gillies & Co., Ltd., Hamilton.  
Hurd, Geo. B. & Co., New York.  
Gage, W. J., & Co.

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Brown Bros., Toronto.  
Buntin, Gillies & Co., Hamilton, Ont.  
Copp, Clark Co., Toronto.  
Esterbrook Pen Co., New York.  
Heath, John, London.  
Hinks, Wells & Co., Birmingham, Eng.  
Librairie Beauchemin, Ltd., Montreal.  
MacIntosh & Cameron, Edinburgh and Birmingham.  
Safford & Bennett Co., New York.  
Smith-Davidson & Wright, Vancouver, B.C.  
Spencerian Pen Co., Birmingham, Eng.  
Warwick Bros. & Rutter, Toronto.  
Waterman, L. E. Co., Ltd., Montreal.

### Pencils—Crayons—Erasers.

Brown Bros., Ltd., Toronto.  
Copp, Clark Co., Toronto.  
Faber, A. W., Newark, N.J.  
Librairie Beauchemin, Ltd., Montreal.  
Ramsay, A. & Son, Montreal.  
Smith-Davidson & Wright, Vancouver, B.C.  
Standard Crayon Co., Danvers, Mass.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J., & Co.  
Waterman, L. E. Co., Ltd., Montreal.

### Phonographs

Toronto Phonograph Co., Toronto.  
Williams, R. S. & Sons, Co., Ltd., Toronto.

### Photographic Supplies.

Ward & Co., Montreal.

### Playing Cards, Games, etc.

Buntin, Gillies & Co., Hamilton.  
Consolidated Lithographing & Mfg. Co., Montreal.  
Copp, Clark Co., Toronto.  
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Hurst, A. O., Toronto.  
Warwick Bros. & Rutter, Toronto.  
Gage, W. J., & Co.

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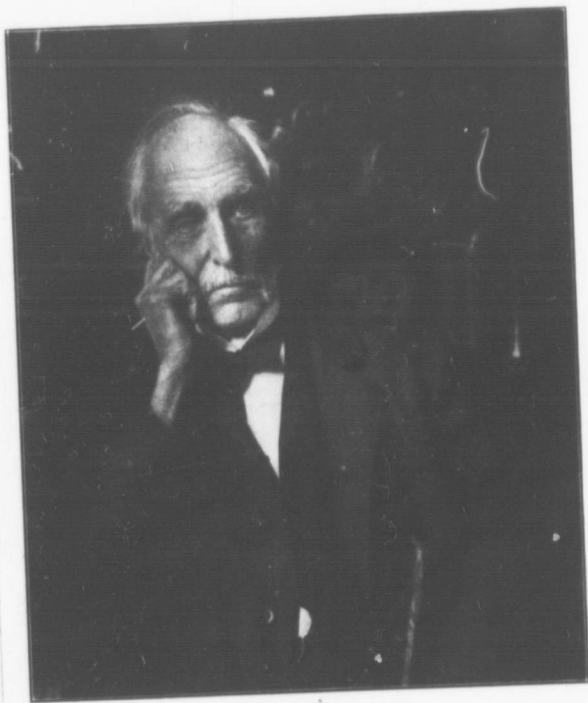
# The Canadian Bookman

A Monthly Review of Contemporary Literature Devoted to the  
Interests of Canadian Bookbuyers

Volume I No. 4

April, 1909

10c per copy, \$1.00 per year



GOLDWIN SMITH, D.C.L., LL.D.  
Canada's Most Distinguished Man of Letters.





A. G. BRADLEY  
A Prolific English Writer, who has taken Canada  
as the Theme of Several of his Books.

GOSSIP OF THE MONTH.

Despite the fact that he has written four historical works on Canada, A. G. Bradley is neither a Canadian nor does he reside in this country. He is on the contrary an Englishman and he lives at Iye in Sussex, England. He is now in his sixtieth year and is producing books at the rate of about three a year on historical and topographical subjects. His interest in Canada was aroused by frequent visits to the Dominion, which were made easy by a residence of some twelve years in Virginia after his graduation from Cambridge. Though he wrote several books and made numerous contributions to periodicals prior to 1895, he did not begin to write regularly until then. He contributed the chapter on "The Conquest of Canada" to the Cambridge Modern History and the life of "General Wolfe" to the English Men of Action Series. In 1900 he published his "Fight with France for North America," and in 1902 his "Canada in the Twentieth Century." The sequel to the former "The Making of Canada" has recently appeared. He has also contributed "The History of Canada" to Harnsworth's "History of the World," and is the author of "Lord Dorchester" in Morang's Makers of Canada series. Mr. Bradley's books are most readable and it is to be hoped that he will continue to deal with Canadian subjects.

A writer in Chambers's Journal has been making some enquiries into the publication of new books in Britain and presents some interesting comparisons, based on the statistics of the past three years. New books are divided into six classes. One goes under the title of "Fiction and Juvenile Works, etc.," a second is "Theology and Philosophy," a third is "History and Biography," a fourth is "Arts and Sciences," a fifth is "Poetry and the Drama," and the sixth is "Travels, etc." Most people, if asked to set down the order in which the various classes stand, would place fiction first, History and Biography second, Travels third, Arts and Sciences fourth, Theology and Philosophy fifth and Poetry and the Drama sixth. What is the actual case? Fiction, of course, leads by a big margin every year. But in 1905, Theology and Philosophy stood second, with History and Biography, Arts and Sciences, Poetry

and the Drama, and Travels, etc. in the order named. In 1906 the various classes ranked the same but in 1907 there was an upheaval. Arts and Sciences take second place, Theology and Philosophy third, History and Biography fourth, Travels fifth and Poetry and the Drama sixth. After all, however, the increase in the number of reprints is the most notable feature in modern British publishing. The output of three years ago has been almost doubled.

F. Clifford Smith of Montreal, who will be best recalled as the author of the drama, "The Sword of Damocles," has made a collection of his short stories, which will be published in the near future in book form, with the title, "The Fencing Master." These stories, which have all appeared in leading English and American magazines, include "The Mills of the Gods," "From out of the Night," "Reveillon," "The Silence of the Plains" and six others.

Recently I had an interesting conversation with a Toronto publisher on the subject of Canadian books. He is a firm believer in the ultimate appreciation in value of nearly every book published in the Dominion. So strongly does he hold this view, that he is buying up books right and left and is making a collection of Canadiana that can only be excelled by the larger public libraries. He bases his opinion on two contributory conditions, first, the small editions of most contemporary books and second, the rapid growth of our population. Ultimately there will not be enough copies of the



*Truly Yours  
F. Clifford Smith*

books to go around and then prices will begin to rise. That this time is not far distant is evidenced by the increased value of certain books published only a few years ago. When questioned as to the relative values of Canadian books printed in England and Canadian books, printed in Canada, he stated that in the eyes of the collector, the latter would have the greater value.

“What about the genuine Canadian book, anyway? Is there really an appreciable demand for it, and if so, is the demand increasing?” This was a question I put to this same publisher and I was glad to learn from him that the real Canadian book has a field and a growing field. “I wish I had more Canadian books,” said the publisher. “Last year we had quite a few good titles and they sold well. This year there is a scarcity of them and I am sorry. If we had them, I am confident that we could sell them.” This being the case, why should we despair of building up a Canadian literature? If the work of the Canadian author is appreciated, as the publisher's remarks would indicate, there

he is prepared to support it unqualifiedly. One poor book is enough to spoil a publisher's reputation and may be enough to give our Canadian literature a serious set-back.

Owing to the appointment of her husband as Supreme Court Reporter at Vancouver, B.C., Isabel Ecclestone Mackay has removed from her old home in Woodstock, Ontario, in order to take up her residence in the western city. Mrs. MacKay is probably best known as a writer of verse, her poetry ranking high among that of contemporary Canadian poets. She has also produced some short stories of merit, which have appeared in such magazines as Cassell's, St. Nicholas, Red Book, Canadian, Reader, People's and the Idler. In the course of a letter Mrs. MacKay writes, “I have lived all my life in Woodstock so that the change will be a very complete one and will, I think, have a stimulating effect. One hates to leave one's native place and can never forget it but the world is getting so small now that soon a trip to Vancouver and back will be all in the day's work.”



ISABEL ECCLESTONE MACKAY

A Canadian Poetess of distinction, who is to become a resident of Vancouver.

will be encouragement for the embryo writers of the country to come forth and publish books.

There is a custom in Canada, which is probably more noticeable here than it is elsewhere because of the comparatively small number of our publications, of authors paying for the publication of their own books. The reason for this can be readily understood. A new and unknown author, unless his or her work is of surpassing merit, naturally cannot find a publisher to take the risk of publication. If the book is to be published, the author must lend a hand and provide at least a part of the money necessary to print and bind the book. Unfortunately there are authors whose work is so mediocre that it would be better for the sake of their own feelings and for the credit of Canada, if their books were never published. It is a debatable point whether a publisher should consent to put his name on a book, unless

Robert J. C. Stead has been winning much well-deserved praise for his book of poems, “The Empire Builders.” He has lately been nicknamed “the poet of the prairies,”—a name which seems to be entirely appropriate, as much of his work has to do with life on the western plains. Just to show how this book is “catching on” we are informed that the manager of one of the large insurance companies in the west, having seen Mr. Stead's book advertised, ordered a copy, and Mr. Stead was agreeably surprised a week or so later to receive an order from him for 75 copies, which he stated he was going to give to each one of the company's representatives. He also stated that in his library of hundreds of volumes he had no book between two covers which he prized as highly as Mr. Stead's volume, and intimated that this is the kind of literature which Canadians should read.

W. A. C.



THE GRANGE

Professor Goldwin Smith's famous Toronto Residence, the Mecca of all Literary Visitors to Canada.

## Goldwin Smith, the Sage of the Grange

Interesting Side Lights on Canada's Most Distinguished Literary Man—How He Spends his Day—The Doyen of Canadian Journalism.

The oldest and most distinguished author in Canada is Goldwin Smith, "the Sage of the Grange." And yet, the mere term "author" is scarcely an appropriate one in this case, for the veteran writer is a scholar, teacher, critic, reviewer, historian, philosopher and journalist as well. In fact he often describes himself as a journalist and takes a pride in being associated with the printing art. In his eighty-sixth year he is never idle, and, to borrow a newspaper expression, he "grinds out more copy" than many literary men half his age. He was never known to use a slipshod or careless phrase, never guilty of padding, redundancy, monotony, or any of the minor offences which frequently characterize productions emanating from much less busy men than the venerable litterateur. Since his removal to Canada thirty-eight years ago he has made his home in Toronto. His quaint, historic, ivy clad residence on Grange Road is one of the show places of Toronto, with its wide stretch of lawn and magnificent old elm trees. With ninety years to its credit "the Grange" enjoys the distinction of being the oldest standing residence in Toronto. Its historic charm and park-like surroundings make it an ideal literary re-

reat. Externally the house is most interesting, but a glimpse of the interior reveals much more of the home-like comforts and appointments of the ancient abode—its wide, old-fashioned hallway, its Cromwellian dining room and its ample library. It has been well said that "the very atmosphere of the apartments seems to stimulate memory and thought and it only needs a glance at the crowded book shelves to have a further incentive to wield the pen. It must be as easy for Goldwin Smith to write essays in "The Grange" as for Wordsworth to have penned sonnets at "Rydal Park."

### The Purpose of This Article.

Goldwin Smith has been called "the greatest living master of style in the English language," but there are more remarkable things to be said about this great thinker and zealous worker. He is a newspaper man in the best sense of the term, and for years has never been without an organ through which to communicate his opinions to the public on all questions of current interest. To review his busy life in detail would require many pages. Rather is it the purpose of this sketch to outline

## BOOKSELLER AND STATIONER

briefly some outstanding features of the man, his methods of work, his daily life, hobbies and associations. He has been identified with many causes, and his labors in the line of educational, legislative, political, industrial and social reform are all so widely known, and their worth so generally recognized, that to treat of them at length would read like a homily on the weather, spring floods or other trite topics.

### University Connections.

Goldwin Smith's name is held dear at Oxford and other seats of learning, including Cornell University at Ithaca, N.Y., where for three years he was lecturer on English Constitutional History. So popular was he with the students that, even to this day, the alumni affectionately refer to him as "Goldie" while, six years ago, when the new \$300,000 Hall of Humanities was dedicated, it was named "Goldwin Smith Hall" in honor of him who was one of the founders of the University and is still professor emeritus of that great institution.

### His Coming to Canada.

"I well remember Mr. Goldwin Smith when he first came to Toronto," said an old, personal friend the other day. "I was then a resident graduate in the University College residence and it was in the month of June. The sun shone brightly and the air was warm and delightful. I was studying law at the time and, being an officer of the University Association, I was delegated to go down to the Queen's hotel and ask Mr. Smith to be present at our annual convocation and dinner in the evening. I saw a tall, spare, wiry and active gentleman with a kindly smile and a pleasant greeting. He consented to attend and, when he entered the hall, the students gave him an enthusiastic welcome. I recall one characteristic sentence in the address which he made upon that occasion, although it is nearly forty years ago. He was speaking of his own Alma Mater and said, 'This beautiful day and these ideal surroundings remind me, as I look into your bright, young faces, of my own dear Oxford in the green summer time. He has a fine imagination and he pictured so graphically the scenes around the famous English seat of learning, we could almost realize that we had been students there ourselves. I have never known him to have a day's illness and I prize his friendship to-day as one of my rarest possessions; he is in every way a lovable old gentleman. I have never met a more genial host or a more hospitable citizen, while his charitable undertakings have been countless. His generous liberality and kindnesses have never been proclaimed from the house tops, and the public little know of the extent of his benevolence. Goldwin Smith is a fearless, powerful and incisive writer, but he is never unfair, and has never descended to use a coarse, ungentlemanly or cowardly expression. His attitude and sentiments on all occasions are his own, and, although with many others I have not always been able to agree with him, still there has never been other than pleasantness in our personal relations. Mentally, he is as alert as half a century ago, while physically he is uncommonly active for one of his advanced years, yet to look at him, so thin in build and spare in frame and figure, with his walking stick, his constant companion, in his hand, and with a slight student stoop, one wonders where he stores up so much bodily energy and vitality.'

### Doyen of Canadian Journalism.

Editors and reporters often refer to Goldwin Smith as the "Doyen of Canadian Journalism." For years he has been an honorary member of the Canadian Press Association, and, until the last year or two, usually attend-

ed the annual gatherings and banquets of that body where he was always given an enthusiastic reception and accorded the post of honor. For nearly a generation he has written several hundred words every week for the Farmers' Sun under his favorite pseudonym "Bystander," and his utterances are widely quoted in the newspapers of the Dominion. In other years he was a contributor to The Week, The Bystander, The Nation and The Canadian Monthly. He began his journalistic work as a contributor to The London Times and was on the staff of The Saturday Review. His observations have always lent strength and value to any publication. Letters from his pen frequently appear in "The Spectator" and other high-class English journals on subjects of current interest.

### His Day's Work.

Nine o'clock every morning finds him in his well equipped library, ready for a big forenoon's work. Some of his literary productions are dictated to his private secretary, Mr. T. Arnold Haultain, but much is written by himself, in a clear, steady hand with few alterations. He continues his labors until lunch hour. The afternoons in the winter are devoted largely to reading and in the summer to strolling in his spacious grounds, or enjoying a drive around the city. "The Grange" is a hospitable home, and no Englishman or foreigner of note would regard his visit to Toronto as complete without calling upon the master, who is an intimate friend of Rt. Hon. James Bryce, Lord Rosbery and other distinguished statesmen. He is never happier than when surrounded by a coterie of friends. He is fond of music, plays a good game of billiards, and in whist is no mean antagonist. He never plays bridge but does not disdain a game of patience. He retires about ten o'clock and at times, when he does not rest well, he will get up, and coming down to his library, will engage in his favorite literary work until he feels disposed to return to his room. Mr. Smith ascribes his longevity to his simple, careful living and his regular habits. While at Oxford he kept his horse and used it freely, and he also followed the hounds on many occasions. He is an advocate and supporter of sports and athletics of all kinds, and it is not so long ago that he was seen howling on the green on the grounds of the yacht club at the island.

### An Original Thinker.

Of industrious temperament, ripe scholarship, and the recipient of the highest honors and degrees in the world of letters, he prefers to be known as plain Goldwin Smith, his name unadorned by any prefix such as "Professor" or "Doctor," by which title he is occasionally addressed by those who know him less intimately. For over half a century Goldwin Smith has been in the very forefront of English writers and reviewers. He wields a prolific but not a bitter pen. He is a great critic but his treatment of any subject is always couched in temperate and dignified language. He has never carried favor with any cause or party, has not trimmed his sails to catch passing breezes of approval, but has ever been a deep and original thinker. His convictions are the result of earnest, serious study. He is plain and out-spoken in his judgments and opinions and his attitude is never uncertain on what he conceived to be the right. Severe criticism does not disturb him, and, while the press on different occasions has read him sharp lectures as to the course he should pursue, he has not, for an instant, deviated from the path which he considered the proper one to follow—thorny and difficult as it might appear to be. An uncompromising opponent of mere party expediency and a staunch enemy of growing political corruption and immorality, he has always firmly

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held his ground. A consistent advocate of municipal, legislative, and educational reform, he has been a resolute champion of these causes. He is a warm friend of labor and of the working man, but an enemy of socialism. In politics he styles himself a "moderate liberal." While resident in England he took an active part on several occasions in the general elections and was pressed, time and again, to become a candidate. On one occasion, he narrowly missed a nomination by the non-receipt of a telegram at the psychological moment. It is understood that he has declined similar offers of public confidence in Canada. Mr. Smith is a regular attendant at the little Baptist church near his home and is a firm believer in the principle of entire separation of Church and State.

### His Career.

A passing reference may be made to a few salient events, in a record so studded with dramatic incidents. His father was a practising physician in Cheshire, England, and a man of considerable wealth. His gifted son was born at Reading and was educated at Eton and afterwards at Oxford, where he pursued a brilliant course, winning many prizes and scholarships, particularly in the ancient languages and English composition. University College was his Oxford College but he was also a fellow of Magdalen. A sidelight of interest is that, although he studied law and was called to the Bar at Lincoln's Inn in 1847, he never practised the profession. For eight years he was Regius Professor of Modern History at Oxford and during the American war, he was a staunch champion of the North. Goldwin Smith has always been a zealous and powerful friend of civil and religious liberty and a champion of the oppressed in England. In 1863 he wrote a learned and vigorous work—"Does the Bible sanction American Slavery?" Following it came a treatise on "The Morality of the Emancipation Proclamation." About that time he paid his first visit to the United States, where, on a lecturing tour, he was given a most enthusiastic welcome. Brown University conferring upon him the degree of LL.D. which distinction, by the way, has been subsequently bestowed upon him by Oxford, Princeton, Toronto and other famous seats of learning. Returning to England he published "England and America" and "The Civil War in America." In 1868, having resigned his chair at Oxford, he made his second trip to the United States and until his removal to Toronto in 1871, was on the staff of the then newly founded Cornell University to which institution, it is said, he intends to leave his brains as a legacy in accordance with a stipulation made some years ago. In 1875 he married Harriet, daughter of Thomas Dixon, Boston, Mass., and widow of Wm. Henry Boulton, Toronto. They have no family.

### His Principal Works.

The devotion and zeal of Goldwin Smith in literary, educational and historical work has never ceased. A long list of books on history, religion, national politics, philosophy and biography he has to his credit, yet a far greater bulk of material in his constant contributions to the newspapers and periodicals of his day. Among the most widely known and also the most widely read works of this great scholar, able champion, and unflinching iconoclast, are "Irish History and Irish Character," "Lectures on Modern History," "Three English Statesmen, Cromwell, Pitt and Pym," "Essays on Reform," "The Irish Question," "The Relations between American and England," "A Short History of England, down to the Reformation," "William Cowper," "The Conduct of England to Ireland," "False Hopes," "Canada and the Canadian Question," "A Trip to England," "Oxford and Her Colleges," "Bay Leaves, Trans-

lation from the Latin Poets," "Specimens of Greek Tragedy," "Essays on Questions of the Day," "Guesses at the Riddle of Existence," "A Political History of England," and many other productions.

It has been stated that Goldwin Smith has been engaged from time to time, preparing for publication a book of "reminiscences" concerning men, incidents and events in connection with his long, active career. Of him an admirer has truly said: "When he lays down his pen in this life it will only be because of a call to the life beyond."

### RECENT CANADIAN COPYRIGHTS.

From the official list of copyrights as published in the Canada Gazette have been deleted all titles, of music, photos, etc., only those of books being retained.

20667. "Lovell's Commercial Compendium for 1909." Statutes compiled and edited by John Delatre Falconbridge, M.A., LL.B. (Book). John Lovell & Son, Limited, Montreal, 11th March.

20668. "Lovell's Law Annual, 1909" (Book). John Lovell & Son, Limited, Montreal, 11th March.

20669. "Joseph Howe." A sketch with a chronology. By Joseph Andrew Chisholm, K.C. (Book). Joseph Andrew Chisholm, Halifax, 11th March.

20682. "O Canada, Our Favored Land." (Book of Poems). George Clark Holland, Ottawa, 13th March.

20687. "Directory of Vancouver Island and the Adjacent Islands, 1909." (Book). Provincial Publishing Co., Victoria, B. C., 15th March.

20691. "Spong's Account Collection Register." (Book) Charles Edward Spong, Toronto, 15th March.

20695. "Wire Fences and Posts." By E. L. Dyer. (Book.) E. L. Dyer, Toronto, 16th March.

20698. "Mail Order Sermonettes." (Book.) Hiram Wesley McCurdy, Toronto, 16th March.

20699. "A Chicago Episode." Story. (Temporary Copyright.) Annie A. Bond, Winnipeg, 16th March.

20700. "A Hospital Nurse of the Old School." (Temporary Copyright.) Annie A. Bond, Winnipeg, 16th March.

20701. "C.L.C. Tombola Cook Book." Mary Elizabeth MacPhee and Bertha Grace Kirkpatrick, Cornwall, Ont., 16th March.

20709. "Notman's Photographic Series, Volume VII, Newfoundland." (Album.) Wm. Notman & Son, Montreal, 19th March.

20712. "Le Canada Ecclesiastique pour 1909." (Livre.) Librairie Beauchemin Limitee, Montreal, 19 fevrier.

20717. "Child of Destiny." By William J. Fischer. (Book.) William J. Fischer, Waterloo, Ont., 20th March.

20719. "Some Facts." (Book.) Clarence W. Noble, Toronto, 20th March.

20725. "The Canadian Parliamentary Guide, 1909." Edited by Captain Ernest J. Chambers. (Book.) Ernest J. Chambers, Ottawa, 24th March.

20739. "The Essentials of Health." A Text Book on anatomy, Physiology and Hygiene. By Charles H. Stowell, M.D. With an Article on the Prevention and Treatment of Tuberculosis, by C. J. Fagan, M.D. The Educational Book Company of Toronto, Limited, Toronto, 29th March.

20747. "Line Fences Act." By James Morrison Glenn, K.C., LL.B. (Book.) The Municipal World, Limited, St. Thomas, Ont., 31st March.

20751. "Conjurer's House." A Romance of the Free Forest. By Stewart Edward White. (Book.) McLeod & Allen, Toronto, 31st March.

## What the Publishers are Providing for Canadian Readers

### List of Fiction Continues to Grow —Several Important Novels Announced—Other New Books.

"The Flight from Siberia" by Swoiszewski, will be published about the end of the present month by the Copp, Clark Co.

The Copp, Clark Co. expect to have ready shortly a Canadian edition of Conan Doyle's "Round the Fire Stories." (\$1.25).

The Copp, Clark Co. announce a small 32-page book to retail at 10 cents, containing "Rules for Bridge, Euchre, Whist, Cinq, Pinoch and Five Hundred."

Henry Frowde, Oxford University Press, has ready a third edition of "Septimus" by W. J. Loeke, demonstrating the continued popularity of this clever novel.

"The New Book of the Horse," by Charles Richardson, hunting editor of The Field, is to be published this summer by Cassell & Co. in fortnightly parts, the first part to appear on May 25.

McLeod & Ailen have recently published the following fiction titles: "The Special Messenger" by Robert W. Chambers, "Loaded Dice," by Ellery H. Clark, "The Butler's Story" by Arthur Train.

The Macmillan Co. of Canada have published a fourth edition of "The Cliff End" by Booth. The new edition contains a colored frontispiece and many black-and-white illustrations. The previous editions were not illustrated.

A steady demand for the Biographical Edition of the works of Robert Louis Stevenson in both cloth and leather and the Pocket Edition of the works of George Meredith is noted by the Copp, Clark Co., who carry both editions in stock.

Since our last issue the Copp, Clark Co. have published "Fraternity," by John Galsworthy, "The Biography of a Silver Fox" by Ernest Thompson Seton and "The Climbing Couvatsels" by Edward W. Townsend, a society story by the author of "Chimmie Fadden."

An important religious work on Cassell & Co.'s spring list is "Faith: the Word and the Thing," by the Bishop of Durham. It is a volume that will be appreciated by thoughtful people, who, in these days of theological unrest, seek for a wise and experienced guide.

The Copp, Clark Co. announce for publication on April 16, "A King in Khaki," by Henry Mitchell Webster, author of "The Whispering Man," illustrated by Rose O'Neil Wilson. It is a story of finance, with scene laid in Jamaica with a dashing love romance interwoven.

The Copp, Clark Co. have arranged for a Canadian edition of Robert Grant's new novel "The Chippendales." The Chippendales are an old Boston family whose life is invaded by Blaisdell, a typical modern man of affairs. The author has made the most of his characters and opportunities.

The Macmillans will publish at once Mr. Wells' "Tono-Bungay," which was the best seller in England last month. In this book the author has left the field of mysticism, to which he has devoted himself in his later books, and returns to the vein that produced "Kipps," and "Love and Mr. Lewisham."

Canadian readers are to have an opportunity of seeing a book by "Rita" very shortly, entitled "The House called Hurrish." "Rita" has a great following in England, and the Macmillans have taken an edition of her new book to introduce her to Canadians. She is probably best known as being the author of "The Masqueraders."

Frank Danby's new book "Sebastian," or as the title is in England, "An Incomplete Etonian," will be in the hands of the Macmillan's shortly. This might be described best, possibly, as something between "Pigs in Clover," and "The Heart of a Child." The character delineation is very strongly done, and it is bound to make a place for itself in the Canadian field.

The forthcoming De Morgan book may possibly be published in two volumes, which will be a startling in-



BARONESS ORCZY

Author of "The Scarlet Pimpernel"  
and "The Elusive Pimpernel."

novation on present-day methods of publishing. The Canadian publishers, Oxford University Press, expect the work to be ready in the early summer. The title will be: "It could never occur again."

"Everyday Japan," by Arthur Lloyd, M.A., is a descriptive book, the product of twenty-five years' residence and work in the country. In this sense it is authoritative, Mr. Lloyd having been privileged to witness the development of the nation at close quarters.

## BOOKSELLER AND STATIONER

The book contains eight colored plates and 96 reproductions from photographs. (Cassell & Co.)

The Musson Book Co. announce the publication of "From Island to Empire: a short history of the expansion of England by force of arms." It is the work of John S. C. Bridge. (\$1.50). Other new books announced by this house are "The Story of the Submarine," by Colonel C. Field, "Coins and How to Know Them," by G. B. Rawlings, and "American Poultry Culture" by R. B. Sando. (\$1.25).

The Macmillans will publish shortly "Retribution," by the author of "When it Was Dark." The story deals with a famous kidnapping case in London, and the pursuit of the criminals over Europe by motor and electric launch. They will also have shortly a new book by a new writer—Miss Napier's "The Heart of a Gypsy." The scene of this novel is laid in Exmoor, that never-failing fount of "copy" for novelists.



Illustration from "Comrades," by Thomas Dixon, Jr.

This month McLeod & Allen will complete their spring list by the publication of "The Man in Lower Ten" by Mary Roberts Rinehart, author of "The Circular Staircase," "Without a Shadow" by Oliver Cabot; "Hearts are Trumps" by Alexander Otis; "Trolley Polly" by Henry Wallace Phillips; "Elusive Isabel" by Jacques Futrelle; "The Other Side of the Door" by Lucia Chamberlain and "Infatuation" by Lloyd Osbourne.

Hosder and Stoughton, London, will publish through the Canadian Branch of the Oxford University Press, Toronto, during the year, the following novels: "Rose of the Wilderness" by S. R. Crockett; "The Fortunate Prisoner" by Max Pemberton; "The Lady of Blossom," by H. Rider Haggard; "The Care," by Harold Begbie; "The One Who Came After," by David Lyall; "Bond and Free," by John Oxenham; "The Fair Re-

fugee," by Maurice Gerard, and a new novel, the title of which has not yet been announced, by A. E. W. Mason.

Novels which the Macmillans report as still having an excellent sale are: Alfred Ollivant's "The Gentleman," Miss Dougall's "The Paths of the Righteous," and Herriek's "Together." The largely increased sale of this last title is probably due to the absurd attack upon it by a so-called "Parity Committee" in Ottawa. They attempted to have the book barred at the customs and from the mails. It is needless to state that they were unable to carry out their wishes.

Miss Ramsay's "The Straw" is now in its fourth edition in almost as many weeks. It is a story laid in the field of the famous Quorn Hunt in Leicestershire. The mystery connected with murder in the story is said to be drawn from an affair that actually happened a year or two ago, and caused a great sensation not only there but all over England. The key to the mystery is successfully withheld from the reader until the last line of the last page in the book. (Macmillan Co.)

The following is the complete list of new titles added this season by Cassell & Co. to the People's Library: "Guy Mannering" and "Heart of Midlothian" by Scott; "Hard Cash," by Reade; "Whitefriars," by Robinson; "Leaves of Grass," by Whitman; "Legends and Lyrics" by Procter; "Two Years Ago," by Kingsley; "Barchester Towers," by Trollope; "Peter Simple," by Marryat; "The Life of Nelson," by Southey; "Tales of Mystery and Imagination," by Poe; "Life of Christ," by Farrar; "Faust," by Goethe; "Swiss Family Robinson," by Wyss, and "Compleat Angler," by Walton.

Paul Pierce, editor of "What to Eat," the food magazine and Honorary Commissioner of Foods at the Jamestown Exposition, has prepared four books on entertainments, which the Copp, Clark Co. handle in Canada. "Parties and Entertainments" contains new and novel suggestions for all occasions. "Dinners and Luncheons" contains sentiments and quotations for dinner menus, table stories, toasts, etc. "Breakfasts and Teas" describes the bon voyage breakfast, club breakfast, colonial tea, etc. "Suppers" offers great opportunity for the display of original ideas. These books sell at 60 cents each.

Cassell & Co. present a lengthy and attractive spring list, in which all classes of books are represented. Their fiction list is particularly strong, having as a leader Mrs. Humphry Ward's new novel, "Daphne, or Marriage a la Mode." Following this are: "The Yellow God," by H. Rider Haggard; "The Show Girl," by Max Pemberton; "The Sword of the Lord," by Joseph Hocking; "The Interrupted Kiss," by Richard Marsh; "The Red Saint," by Warwick Deeping; "Sir Gregory's Silence," by A. W. Marchmont; "The Conquest of Chrystabel," by Mrs. Vaizey; "Peggy the Daughter," by Katharine Tynan; "A Royal Ward," by Percy J. Brehner, etc.

The Copp, Clark Co. will have ready shortly new editions of Jacks' "Masterpieces in Color," in which three of the original volumes will be grouped into one. Thus "Great English Portrait Painters of the 18th Century" will be made up of the volumes on Reynolds, Gainsborough and Romney; "Leaders of the English Pre-Raphaelites" will consist of Rosetti, Hunt and Millais; "Three Great Florentine Painters" will be made up of Fra Angelico, Botticelli and Leonardo; "Three Great Portrait Painters of the 17th Century" includes Rembrandt, Hals and Velasquez; and "Three Great Modern Painters," Leighton, Burne-Jones and Whistler. The price of each volume is \$1.50.



# A Survey of the Canadian Literary Field.

## Conditions Still Dormant—Prospects of an Active Spring Season—Several New Books Announced.

In the new set of titles just added to Everyman's Library is to be found Captain F. Marryat's "Settlers in Canada."

"The People of the Plains" is to be the title of Mrs. Paget's book on the Indians of the Northwest, which William Briggs will publish within a few months. A preliminary announcement of this book was made last month.

A practical treatise on "Swimming," by Sheffield, the champion swimmer of Canada, is announced for early publication by the Musson Book Co. It will contain chapters on all kinds of fancy swimming and life saving.

Moffat, Yard & Co., New York, have just published H. Addington Bruce's "Romance of American Expansion," in which the author gives a comprehensive account of the territorial growth of the United States. Mr. Bruce is a Canadian by birth.

"The Suitable Child" is the rather unusual title of a small book by Norman Duncan, which will be published next fall, as a Christmas story. The Canadian edition will be handled by Mr. Duncan's former publisher, Henry Frowde of the Oxford University Press.

The Copp, Clark Co. have in preparation a new edition of the late Sir John G. Bourinot's "How Canada is Governed." It has been revised and edited by A. W. Ducloux, B.A., B.C.L., advocate of the province of Quebec and one of the assistant editors of the Quebec Official Law Reports.

Donald A. Fraser of Victoria, B.C., is to publish through William Briggs, of Toronto, a volume of poems entitled "Pearls and Pebbles," which is to bring lustre to the western province. Mr. Fraser is one of the members of the Wigwam Club of Victoria, which meets at intervals and discusses the literary efforts of its members.

Now that the Imperial spirit is strong, and patriotism is in the air, an announcement from William Briggs of a book to be entitled "The Empire Birthday Book" is timely. The book is being compiled by Miss Mabel Clint, of Montreal. It will be fashioned after the style of the ordinary birthday book, but will contain patriotic verses for each day in the year.

A unique feature in Dr. William G. Fischer's new novel "Child of Destiny," which by the way is a most attractive-looking volume, is an illustration from a drawing by Signor Cattapani, an Italian count of artistic tastes, who is at present in Canada on a philanthropic mission. The other illustrations are by George H. Longbridge, a Toronto artist.

To their "Canada Series" of stories for boys and girls, the Musson Book Co. have added the following titles:—"Ti-ti-pu," a story of Hudson's Bay, by J. Macdonald Oxley (35 ets.); "Standing the Test," by the same, (35 ets.); "Never Beaten," by E. Hareout Burrage, (50 ets.); "Far Snow and Water; or Life in the Great Lone Land," by Edward S. Ellis (75 ets.); "Half a Dozen Boys" and "Half a Dozen Girls," by Anna C. Ray, (75 ets.); "Daughters of the Dominion," by Bessie Marchant; "The White Trail," a story of the Klondike, by Alex. Macdonald, (\$1.50).

The biggest star in the Canadian literary firmament this year is Colonel Denison's "Struggle for Imperial Unity." To the average reader the title will not mean much until the book has been read, but then the full import and weight of meaning in the title will be thoroughly realized. Not only is it a most interesting personal reminiscence, but it will form a most valuable source-book of Canadian politics during the last forty years. Canada is under great obligation to the gallant Colonel for putting so much important material into permanent form which might otherwise have escaped the historian. It is needless to say that, being a Macmillan book, its get-up in every way is beyond criticism. A review will be found in another column.

J. J. Kelso, superintendent of the Department for Neglected Children of the Province of Ontario, is very much interested in the publication of Dr. Dickinson's book, "Your Boy; His Nature and Nurture," which is shortly to appear, and expects that there will be a large demand for it. Doctor Dickinson has made a specialty of the study of boys for a great number of years, and his book is one of the most unique on this subject which has ever been issued. The author is an enthusiastic amateur photographer, and his ability to take good pictures has stood him in good stead in the illustrating of his book. The volume contains a series of illustrations on every phase of boy life which will make the book a very charming one to all interested in boys. It will appeal particularly to parents, teachers and doctors.

The Canadian Parliamentary Guide, 1909, edited by Captain Ernest J. Chambers, Gentleman Usher of the Black Rod, is now out and so great has been the demand that the entire edition has been taken up. The features of the new edition are the lists, with addresses, of the members of the newly elected Canadian House of Commons and of the new Legislative Assemblies in the provinces of Ontario, Quebec, New Brunswick, Prince Edward Island and Saskatchewan. Complete official election returns are given in each case, as well as detailed returns of all bye-elections since the last issue. The biographical matter has been most carefully compiled and forms a most valuable feature of the book. The 1909 edition contains considerably more matter than its predecessors, but by the use of smaller type, it has been held within former limits.

A few months ago a very successful series of books entitled the Canadian Hero Series was inaugurated with the publication of the initial volume, "The Story of Isaac Brook," by Walter R. Nursey. This book has been very well received by teachers and public men, and the next volume, to be called "Teemseh," is being looked for with interest by the general public. Following up this series on Canadian heroes, the publishers thought it well to issue a volume dealing with Canadian heroines, and this is to be published shortly under the title of "Heroines of Canadian History." The author is Mr. W. S. Herrington, of Napanee, Ontario. This volume promises to be a very interesting work as it contains accounts of all the leading heroines in Canadian history. William Briggs is to be congratulated on his enterprise in bringing out a book of this nature. The book will contain a group frontispiece of the heroines named in the book.

## Brief Reviews of Recent Important Books

### Colonel Denison's Book on Imperial Unity—Hon. Chs. Langelier's Political Reminiscences—New Novels

The publication of Colonel Denison's "Struggle for Imperial Unity" is the notable event of the month in the Canadian publishing field. There has also been a large output of fiction of a more or less notable character.

#### Two Political Volumes.

**THE STRUGGLE FOR IMPERIAL UNITY.** By Colonel George T. Denison, Toronto: The Macmillan Co. of Canada, Limited. Cloth \$2.00. Despite the criticism heard in certain quarters, that the personality of Colonel Denison asserts itself too strongly in this book, its publication is a notable event in the annals of Canadian literary effort. The Colonel is an enthusiast and much may be pardoned to an enthusiast. He takes himself seriously and he takes the events that happen around him seriously. Consequently his book is weighty in tone, fraught with deep purpose, burning with the zeal of a patriotic Canadian for the welfare of his native land. It is always an interesting literary treat to read the impressions of a man of discernment and culture, on the events which he has witnessed during his lifetime. When, like Colonel Denison, the writer has been a participant himself in the events he describes, the interest is bound to be still deeper. No political transaction of any importance has occurred in Canada during the past forty years, in which the gallant Colonel has not taken a keen and active part. All these events are touched upon in the present volume and much new light is shed on several of them. Probably the most interesting section of the book is that devoted to an exposure of the negotiations which were entered into in the early nineties between a group of men in the United States and another group in Canada looking towards the ultimate union of the two countries. This movement in favor of commercial union, as it was designated, was bitterly opposed by Colonel Denison and his friends and, from the narrative, we would judge that it was largely through his personal instrumentality that the movement was nipped as soon as it was. The chapters in which he lays bare the intrigues of the men who were aiming at annexation form most entertaining reading.

**POLITICAL REMINISCENCES, 1878 to 1890.** By Hon. Chs. Langelier, C. R. Sheriff of the District of Quebec. Quebec: Dusault & Proulx. Paper covers, \$1.50. It would be interesting to have a translation of this book for the benefit of English-speaking Canadians, for it throws a most valuable light on the political history of Quebec, during a period of transition in the Lower Province. Mr. Langelier is a Liberal and writes from the Liberal standpoint. He has the Frenchman's keen love for politics, and he is not sparing of his opponents. But, notwithstanding, he is dealing with events, and his personal impressions have value. He has gone through numerous political campaigns; has witnessed the decline of Conservatism and the rise of Liberalism in his province, and has been the friend and associate of all the political leaders of the period. Added to this, he wields a facile pen, which enables him to describe events with vigor. Thus equipped, he has produced a readable

book, which will be a valuable contribution to Canadian history.

#### A Notable English Novel.

**THE OLD WIVES' TALE.** By Arnold Bennett. Chapman & Hall, London; 6 shillings. This volume possesses merit of a high order and may be classed with the best fiction of the season. If, as has been said, the function of the novelist is to hold the mirror up to nature, then has Mr. Bennett scored a success; for, he has produced a distinct impression of the period and localities, which form the ground-work of his story, of the characters who live and move under his informing touch, and of the types he has portrayed. The skill and ease of the practised hand are apparent in breadth of drawing, in just proportion and in finished detail. The sisters, Constance and Sophia Baines, around whom are grouped minor characters of scarcely less interest, are strongly contrasted generic types. Constance, in whom the passive virtues predominate, finds her vocation and her sphere in the quiet Staffordshire town in which she is born. But, it is in Sophia, the beautiful, the imperious, that the chief interest centres. After an unhappy marriage, and deserted by her worthless husband, we find her stranded in Paris, confronted by the life of that gay capital on its most shady side in the days of the siege and the commune. It is perhaps inevitable that in the treatment of phases of life where the sordid and the sensual play a part, the veil should sometimes be cast aside and vice exhibited in all its naked deformity, but our author has never done this, save to accentuate those nobler characteristics which repel and rise above their base surroundings. The native nobility of Sophia Seales enables her to move with a lofty detachment amid the sordid and the vile, bestowing kindness, yet taking on no stain from her associations.

#### The Newest Fiction.

**THE BUTLER'S STORY.** By Arthur Train. Toronto: McLeod & Allen. Cloth, \$1.25. A clever book that can be recommended. The butler, who had been formerly in the employ of an English nobleman, comes to America and takes service in the family of a New York millionaire. His impressions of New York society, his descriptions of social arrangements and social functions are inimitable. There is a semblance of a plot running through the book, which gives a structure on which the butler can string his comments.

**BANZAI.** By Parabellum. The Munsion Book Co. Toronto; \$1.25. A translation from the German, from the standpoint of an American citizen. It deals with the possibilities and consequences of a Japanese invasion of the United States. On the assumption of a probable conflict in the near future for the commercial supremacy of the Pacific, the author has vividly portrayed all the horrors of war. Like other recent books of its class, in arguing the case for the probability of war, many of its conclusions are based upon very uncertain premises. Nevertheless, one rises from its perusal with a sigh of relief at the thought

that it is after all only fiction, and with the devout wish that this fiction may never be translated into fact.

**OLD JIM CASE OF SOUTH HOLLOW.** By Edward Irving Rice. The Musson Book Co, Toronto; \$1.25. A simple village community in central New York furnishes the author of this book with materials for his story. Jim Case, who figures as the village oracle, is the embodiment of genial humor and homely, everyday philosophy. The scenes in the village store with Old Jim as the presiding genius are racy and characteristic. The proper local coloring is given by a free use of the prevailing vernacular.

**THE EXPLORER.** By William Somerset Maugham. The Musson Book Co., Toronto; \$1.25. Alec MacKenzie, a man of high ideals and patriotic sentiment, is the explorer. On the eve of his departure on an expedition into the wilds of Africa, he gives a certain promise to the lady whom he loves. The keeping of this promise, which concerns the lady's brother, a worthless scamp, involves him in serious difficulty, and well nigh wrecks the happiness of two noble personalities. The seriousness of the book is relieved by Dick Lomas and Mrs. Crowley, whose witty encounters and untiring bon homie are quite delightful. They are the good fairies of the book and come to the rescue in several difficult situations.

**FATE'S A FIDDLER.** By Edwin George Pinkham. McLeod & Allen, Toronto; \$1.25. The interest in this story turns upon a will which is twice upset by the discovery of later wills. Though American in setting, there is a touch of Dickens in the treatment of some of its characters and incidents, notably in the various members of the Bibbus family, their views of life and their adventures. The book is pleasant reading all through and concludes happily.

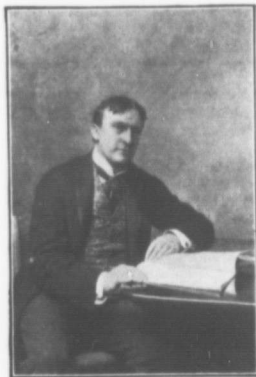
**OPEN HOUSE.** By Juliet Wilbor Tompkins. The Musson Book Co., Toronto; \$1.25. A charming story for a leisure hour. Cassandra Joyee, a spoiled beauty and the daughter of a millionaire, is suddenly bereft of friends and fortune. She is thrown upon her own resources to obtain a livelihood. She accepts a position as office assistant to an eminent specialist in nerve disorders. Amid the human derelicts gathered under the hospital roof of Dr. Caspar Diman, she gains new views of the meaning of life and its duties, and becomes a useful and a happy woman.

**THE KING OF ARCADIA.** By Francis Lynde. Toronto: McLeod & Allen. Cloth, \$1.25. A great irrigation scheme, involving the construction of an enormous dam, in a western valley, is the central feature of this story. Bitter opposition to the carrying out of the project is made by a wealthy rancher, who owns most of the valley. Three engineers have been killed under suspicious circumstances, when the hero, the fourth engineer, appears on the scene. The story recounts the adventures which befall him as he continues the work. He falls in love with the rancher's daughter, whom he had met before in the east, and with her aid, he is finally able to clear up the mystery of his predecessors' deaths and to exonerate the rancher.

**THE WEB OF THE GOLDEN SPIDER.** By F. O. Bartlett. Toronto: McLeod & Allen. Cloth, \$1.25. A poverty-stricken divinity student comes to the rescue of a forlorn maiden, who has been accosted by a policeman in Boston. He knocks the latter over and rushes the girl off. They finally take refuge in a big house, closed for the summer. The night is wet and stormy. While they are drying off, the owner of the

house suddenly appears on the scene. He is an elderly man, who has been recently wounded. They render him assistance. Meanwhile, the man's enemy follows him and in an endeavor to get at him, the hero is shut up in the basement. When he gets free, the trio have gone. He is deeply interested in the girl, and decides to follow any clue that will bring him to her. In the course of his pursuit, he goes to a South African republic and becomes involved in a stirring series of adventures.

**THE MESSAGE.** By Louis Tracy. Toronto: McLeod & Allen. Cloth, \$1.25. While it would hardly be correct to say that this is a better story than Mr. Tracy's earlier successes, it is yet quite an entertaining romance, turning on the strange find made by a young Englishman and a girl during the regatta at Cowes. It was a curiously carved image floating on the water, and in it was a message which eventually led the hero into difficulties and dangers in tropical Africa. Added interest is given to the story by the introduction of international intrigues, which caused a rebellion in Africa and almost put an end to the lives of both hero and heroine.



E. W. TOWNSEND

Author of "The Climbing Courvatels."

**THE CLIMBING COURVATELS.** By E. W. Townsend. Toronto: Copp, Clark Co. Cloth \$1.25. The Courvatels are jugglers, who have attained a foremost place on the vaudeville stage. The wife is clever, and from the outset of her professional career has determined that she will be a lady. They work ceaselessly to this end and save money, keeping their private and stage lives absolutely distinct. They are finally able to retire, and through the agency of a wealthy banker, are introduced into exclusive social circles. Playing their game well, they become leaders in their set. The climax comes when it is disclosed who they are, but what they feared never happens, and instead of losing their social standing, they are accepted for their real worth.

**Miscellaneous.**

**THOMAS BONE, THE SAILOR'S FRIEND.** By Jesse Gibson. Toronto: Upper Canada Tract Society. Cloth, 60c.; paper, 40c. The quaint little old missionary to the sailors passing through the Welland Canal, was for years a familiar figure to thousands of godly people in Ontario, and this memoir of his life will be

## BOOKSELLER AND STATIONER

appreciated by them. The author gives a faithful delineation of Mr. Bone's character, illustrating his work and giving many entertaining anecdotes about him.

**MEN IN THE MAKING.** By Rev. Ambrose Shepherd, D.D. Hodder & Stoughton, London; Upper Canada Tract Society, Toronto; \$1.00. The subjects treated

in this series of addresses are just such as must appeal to the man who desires help in the shaping of his life, so as to make the most of it. The treatment of the ethical problems dealt with is trenchant, wise and discreet, and the solutions have a direct bearing on practical life. The time spent in perusing this admirable book will amply repay the serious reader.

## Best Selling Books of the Past Month.

As Reported by Leading Booksellers.

### Belleville.

1. Peter. By F. H. Smith. McLeod.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
4. Man from Brodneý's. By G. B. McCutcheon. Briggs.
5. Holy Orders. By Marie Corelli. Briggs.
6. Red Mouse. By W. H. Osborne. Briggs.

### Brantford.

1. Lewis Rand. By Mary Johnston. Briggs.
2. Joshua Craig. By D. G. Phillips. Briggs.
3. My Lady of the Snows. By M. A. Brown. Briggs.
4. Septimus. By W. J. Locke. Frowde.
5. Web of Golden Spider. By F. O. Bartlett. McLeod.
6. 54-40 or Fight. By E. Hough. McLeod.

### Calgary.

1. 54-40 or Fight. By E. Hough. McLeod.
2. Lonesome Pine. By John Fox, jr. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Red Mouse. By W. H. Osborne. Briggs.
5. Lure of the Mask. By Harold Macgrath. McLeod.
6. Remittance Man's Letters. By W. H. P. Jarvis. Musson.

### Charlottetown.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Sowing Seeds in Danny. Mrs. McClung. Briggs.
3. Holy Orders. By Marie Corelli. Briggs.
4. Message. By Louis Tracy. McLeod.
5. Spell. By W. D. Orent. Musson.
6. Immortal Soul. By W. H. Mallock. Musson.

### Chatham.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Red Mouse. By W. H. Osborne. Briggs.
3. Joshua Craig. By D. G. Phillips. Briggs.
4. Life of Dr. Robertson. By Ralph Connor. Westminster.
5. Lady of the Decoration. By Frances Little. Musson.
6. Septimus. By W. J. Locke. Frowde.

### Hamilton.

1. Septimus. By W. J. Locke. Frowde.
2. Red Mouse. By W. H. Osborne. Briggs.
3. Lonesome Pine. By John Fox, jr. McLeod.
4. Actress. By Louise C. Hale. Musson.
5. Message. By Louis Tracy. McLeod.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

### Kingston.

1. Sowing Seeds in Danny. By Mrs. McClung. Briggs.
2. Joshua Craig. By D. G. Phillips. Briggs.
3. Salthaven. By W. W. Jacobs. Copp.
4. Diana Mallory. By Mrs. Ward. Musson.
5. Governors. By E. P. Oppenheim. Copp.
6. Red Mouse. By W. H. Osborne. Briggs.

### Moncton.

1. Red Mouse. By W. H. Osborne. Briggs.
2. Together. By Roger Herriek. Macmillan.
3. Songs of a Sourdough. By R. W. Service. Briggs.
4. Spanish Jade. By Maurice Hewlett. Cassell.
5. Holy Orders. By Marie Corelli. Briggs.
6. Joshua Craig. By D. G. Phillips. Briggs.

### Montreal.

1. Message. By Louis Tracy. McLeod.
2. A million a Minute. By Hudson Douglas. McLeod.
3. Katrine. By Elinor M. Lane. Musson.
4. Special Messenger. By R. W. Chambers. McLeod.
5. Climbing Courvatels. By Edward W. Townsend. Copp.
6. Jewelled Ball. By Flora B. Guest. Cambridge.

### Ottawa.

1. Anne of Green Gables. By L. M. Montgomery. Page.
2. Katrine. By Elinor M. Lane. Musson.
3. Bridge Builders. By A. C. Ray. Musson.
4. Lonesome Pine. By John Fox, jr. McLeod.
5. Remittance Man's Letters. By W. H. P. Jarvis. Musson.
6. Songs of a Sourdough. By R. W. Service. Briggs.

### Peterboro.

1. A Million a Minute. By Hudson Douglas. McLeod.
2. Man from Brodneý's. By G. B. McCutcheon. Briggs.
3. Joshua Craig. By D. C. Phillips. Briggs.
4. Holy Orders. By Marie Corelli. Briggs.
5. Knaek of It. By C. B. Loomis. Frowde.
6. Sowing Seeds in Danny. By Mrs. McClung. Briggs.

### Port Arthur.

1. Special Messenger. By R. W. Chambers. McLeod.
2. 54-40 or Fight. By E. Hough. McLeod.
3. Peter. By F. H. Smith. McLeod.
4. Message. By Louis Tracy. McLeod.
5. Lorimer. By H. Hindloss. McLeod.
6. By Force of Circumstance. By G. Holmes. McLeod.

### Quebec.

1. Lorimer of the Northwest. By H. Hindloss. McLeod.
2. Life of Dr. Robertson. By Ralph Connor. Westminster.
3. Lewis Rand. By Mary Johnston. Briggs.
4. Flusive Pimpernel! By Baroness Orey. Copp.
5. Miss Minerva. By F. B. Calhoun. Musson.
6. Gentleman. By A. Ollivant. Macmillan.

### St. Catharines.

1. Wheel of Fortune. By Louis Tracy. McLeod.
2. Comrades. By Thomas Dixon, jr. Copp.
3. Septimus. By W. J. Locke. Frowde.
4. Joshua Craig. By D. G. Phillips. Briggs.

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5. Diana Mallory. By Mrs. Ward. Musson.  
6. Where Love Is. By W. J. Locke. Frowde.

### St. John.

1. Anne of Green Gables. By L. M. Montgomery. Page.  
2. Peter. By F. H. Smith. McLeod.  
3. Joshua Craig. By D. G. Phillips. Briggs.  
4. Lonesome Pine. By John Fox, jr. McLeod.  
5. Life of Dr. Robertson. By Ralph Connor. Westminster.  
6. Red Mouse. By W. H. Osborne. Briggs.

### Stratford.

1. My Lady of the Snows. By M. A. Brown. Briggs.  
2. Red Mouse. By W. H. Osborne. Briggs.  
3. Neumus. By W. J. Locke. Frowde.  
4. Lonesome Pine. By John Fox, jr. McLeod.  
5. Joshua Craig. By D. G. Phillips. Briggs.  
6. Holy Orders. By Marie Corelli. Briggs.

### Toronto.

1. Septimus. By W. J. Locke. Frowde.  
2. Katrine. By Elinor Macartney Lane. Harpers.  
3. Message. By Louis Tracy. McLeod.  
4. Actress. By Louise Closser Hale. Harpers.  
5. Climbing Courtesans. Ed. W. Townsend. Copp.  
6. Bronze Bell. By Louis Joseph Vance. Briggs.

### Winnipeg.

1. Septimus. By W. J. Locke. Frowde.  
2. Anne of Green Gables. By L. M. Montgomery. Page.  
3. Ben Hur. By Lew Wallace.  
4. The Message. By Louis Tracy. McLeod.  
5. Red Mouse. By W. H. Osborne. Briggs.

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### England.

1. The Yellow God. By H. Rider Haggard.  
2. Three Brothers. By Eden Phillpotts.  
3. Black Magic. By Marjorie Bowen.  
4. Kingsmead. By Baroness von Hutten.  
5. Love Letters of Thomas Carlyle and Jane Welsh.  
6. The M. P. for Russia.

### United States.

1. 54-40 or Fight. By Emerson Hough.  
2. Lonesome Pine. By John Fox, Jr.  
3. Septimus. By W. J. Locke.  
4. Peter. By F. H. Smith.  
5. Red Mouse. By W. H. Osborne.  
6. Missioner. By E. P. Oppenheim.

### ONTARIO LIBRARY ASSOCIATION.

At the annual meeting of the Ontario Library Association, held in Toronto on April 12 and 13, the following officers were elected: President, Judge Hardy, Brampton; first vice-president, A. W. Cameron, B.A., Streetsville; second vice-president, L. J. Burpee, Ottawa; secretary, E. A. Hardy, B.A., Toronto; treasurer, Dr. A. B. Macallum, Toronto; councillors, Dr. George F. Locke, Toronto; W. F. Moore, Dundas; Miss Janet Charteris, Chatham; H. J. Clark, Belleville; D. Williams, Collingwood; Rev. W. A. Bradley, B.A., Berlin.

A report of the meeting will be published in our next month's issue.

### ANGLO-GERMAN SONG BOOK.

From David Nutt, of Long Acre, W.C., London, England, comes a copy of "The Anglo-German Song Book," intended for the use of associations, clubs or societies, where the German language as well as English is practised or spoken, and where songs such as may be sung by all present may be indulged in. The little volume contains many German and English originals and the translations are strictly adapted to the correct rhythm, so that with every song, either English or German words may be used, without offence to the musical ear. The addition of staff notation would be very acceptable, although most of the songs are set to well-known existing melodies.

A song on "The Zeppelin Balloons" is set to the melody of the British Grenadiers, the first stanza running as follows:—

There is a gallant soldier  
Count Zeppelin by name,  
His cradle was in Suabia,  
His race well-known to fame.  
He conquered friends and enemies  
Wherever they had been,  
And defied the air with a sum,—sum,—sum.  
Bravo! Count Zeppelin,—etc., etc., etc.

### CANADIAN TYPES OF THE OLD REGIME.

Toronto, March 24th, 1909.

Editor Canadian Bookman,—I noticed an article in the last issue of your paper which was evidently signed by yourself regarding the Canadian publisher of the book, Colby's "Canadian Types." I just wish to state that as far as I am aware we have not yet been out of this book. At Christmas time it is just possible that we ran out for a day or two, but we have had three lots and at no time did we intend not having copies in stock. We have a number now and can take care of any orders entrusted to us.

E. W. WALKER,

Manager Wholesale Department,  
Methodist Book and Publishing Co.

### NEW BOOK OF ESSAYS.

Dr. Thomas O'Hagan, the Canadian litterateur, whose volume entitled "Canadian Essays" is now out of print, has in press with William Briggs a new book of essays which is to be entitled "Essays Literary, Critical and Historical." Dr. O'Hagan's knowledge of Canadian literature is very extensive, as was well shown in his previous book of essays, in which a very able article appeared on the "Women Writers of Canada." The book will probably be published in about five weeks.

### A BOOK DISPLAY.

This year's book exhibit of the Musson Book Co. which has been open for several weeks now at the King Edward Hotel, Toronto, is by far the finest showing ever made by this house. Particularly in the department of fine bindings is it exceptionally strong. Mr. Musson is making a specialty of these and states that there is a rapidly increasing demand for them. This year he has had customers from Buffalo and Detroit, who have bought the line heavily. One notable set in the collection is a complete edition of Robert Louis Stevenson, comprising 27 titles, which have been brought together from seven different publishers.

BOOKSELLER AND STATIONER

RETURNS TO COPP, CLARK CO.

James Swift, who has been traveling for the E. H. Harcourt Co. for the past year, has returned to his old position with the Copp, Clark Co., and will cover the western Ontario field again. Paul Trebilcock, who has been on this territory in the meantime goes west to Alberta and British Columbia.

SPRING FICTION ANNOUNCED.

Supplementary to the lists in the January and February issues.

| Title                        | Author                                            | Publisher     |
|------------------------------|---------------------------------------------------|---------------|
| Kingsmead Set in Silver      | Baroness von Hutten<br>C. N. and A. M. Williamson | Musson        |
| Katrine                      | Elinor Macartney                                  | Musson        |
| The Inner Shrine             | Anonymous                                         | Musson        |
| The Royal End                | Henry Harland                                     | Musson        |
| In the Shadow of             |                                                   |               |
| Pa-Menkh                     | Dora Langlois                                     | Musson        |
| The Bridge Builders          | Anna Chapin Ray                                   | Musson        |
| The Kingdom of Earth         | Anthony Partridge                                 | Musson        |
| Ezekiel                      | Lucy Pratt                                        | Musson        |
| The Good One                 | Miriam Michelson                                  | Musson        |
| The Master                   | Irving Bacheller                                  | Musson        |
| Old Jim Case of South Hollow | Edw. J. Rice                                      | Musson        |
| Daphne in Fitzroy Street     | E. Nesbit                                         | Musson        |
| Salome and the Head          | E. Nesbit                                         | Musson        |
| The Explorer                 | W. Somerset Maugham                               | Musson        |
| Banzai                       | "Parabellum"                                      | Musson        |
| Open House                   | Juliet Wilbur Tompkins                            | Musson        |
| Mad Barbara                  | Warwick Deeping                                   | Musson        |
| Jason                        | Justus Miles Forman                               | Musson        |
| The Hand-made Gentleman      | Irving Bacheller                                  | Musson        |
| The Planter                  | Herman Whitaker                                   | Musson        |
| The Gorgeous Borgia          | Justin Huntly McCarthy                            | Musson        |
| The Yellow God               | H. Rider Haggard                                  | Cassell & Co. |
| The Show Girl                | Max Pemberton                                     | Cassell & Co. |
| The Sword of the Lord        | Joseph Hocking                                    | Cassell & Co. |
| The Interrupted Kiss         | Richard Marsh                                     | Cassell & Co. |
| The Red Saint                | Warwick Deeping                                   | Cassell & Co. |
| Sir Gregory's Silence        | A. W. Marchmont                                   | Cassell & Co. |
| The Conquest of Chrystabel   | Mrs. De Horne Vaizey                              | Cassell & Co. |
| Peggy the Daughter           | Katharine Tynan                                   | Cassell & Co. |
| A Royal Ward                 | Percy J. Brebner                                  | Cassell & Co. |
| The Lute of Eve              | Edith Mary Moore                                  | Cassell & Co. |
| The Love-Brokers             | Albert Kinross                                    | Cassell & Co. |
| Double Bonds                 | Florinda McCall                                   | Cassell & Co. |
| A Daughter of the Storm      | Capt. Frank Shaw                                  | Cassell & Co. |
| The Secret Paper             | Walter Wood                                       | Cassell & Co. |
| The Wreathed Dagger          | Margaret Young                                    | Cassell & Co. |

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