

BOOKSELLER & STATIONER

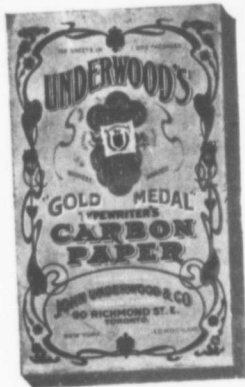
and
Canadian Newsdealer

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, 701-702 Eastern Townships Bank Bldg. TORONTO, 10 Front St. E. WINNIPEG, 511 Union Bank Bldg. LONDON, ENG. 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, OCTOBER, 1909

Underwood's GOLD MEDAL BRAND Carbon Papers



Satisfy
Critical
Stenographers

Underwood's GOLD MEDAL BRAND Typewriter Ribbons

THE NEW MODEL Sir Wilfrid Laurier

possesses many new
features, which make it
the best pen offered the
Canadian trade.



Prices
and
Discounts
on
application.

- New Shape
- New Feed Bar
- New Nib
- New Finish
- New Prices

BEAUCHEMIN

79 St. James St. 26 St. Gabriel St.
MONTREAL

Wholesale Books and Stationery Established in 1842

WHY

The New Lincoln Fountain Pen

made by

A. A. Waterman & Co.

is the most satisfactory pen for the Canadian Trade

- 1st It is absolutely guaranteed by a Canadian House who do not depend on Fountain Pen business only.
- 2nd It is thoroughly high-grade in every particular.
- 3rd It is by far the best value made.
- 4th We have all parts in stock and look after all repairs in Toronto.
- 5th A few pens may be enclosed with other goods or with any parcel from Toronto, as required.



No. 103—All styles. Retail price, \$1.50



No. 503—All styles, regular \$4.00 size. Retail price, \$2.50



Gold mounted patterns in all styles and sizes

If you do not now carry the New Lincoln, order a sample and compare the value

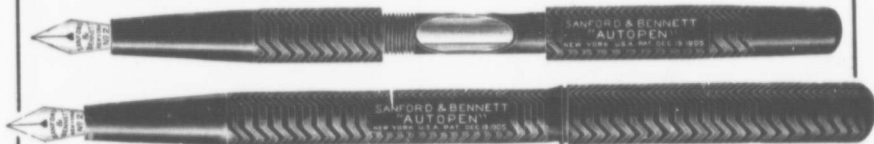
Warwick Bros. & Rutter, Limited

Distributors for Canada

TORONTO

You Cannot Be Too Particular

about the kind of Fountain Pen you place your name or trademark upon. You cannot afford to stake your reputation on an unknown quantity. Goods that you handle must be goods that you know; lines that are backed by the maker's guarantee and that you can safely recommend.



Do not be too sure you are buying your Fountain Pens right. Before you contract for your supply of Imprint Fountain Pens for the coming holiday trade it will pay you to visit us or have us submit samples. We manufacture only high-grade pens. Every line we make is notably of the finest workmanship and highest quality; therefore we can guarantee unconditionally every pen that leaves our factory.

We are the largest makers of Fountain Pens for special imprint orders in America.

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



We Don't Advertise

“
W
O
R
L
D
”

merely to sell *more* Blotting, but to sell *better* Blotting Paper
NONE BUT THE GOOD KINDS
 are worth advertising. Our slogan is *quality*. If you have not used

“WORLD” “HOLLYWOOD”
 or
 “RELIANCE”

Send for samples and see the qualities.

THE ALBEMARLE PAPER MANUFACTURING CO.

Makers of Blotting Paper Only

RICHMOND

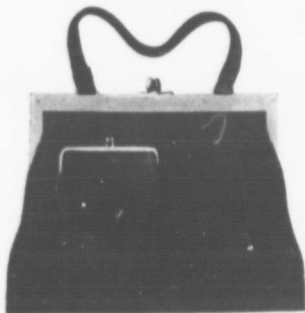
VIRGINIA

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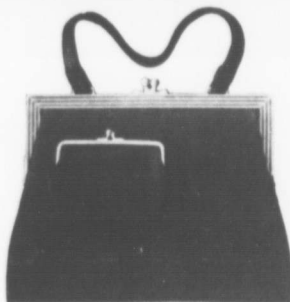
We are now showing the
Newest, Finest and "Up-to-Date"

FINE LEATHER GOODS LADIES' BAGS, Etc.

1533—
Genuine
Crepe
Seal,
9-in. Gilt
Frame,
Leather
Lined,
Fitted
Purse and
Card Case



1537—
Genuine
Crepe
Seal,
9-in.
German
Silver
Frame,
Leather
Lined,
Fitted
Purse and
Card Case



1548—
Genuine
Seal,
8-9-10 in.
Covered
Frame,
Leather
Lined,
Fitted
Purse and
Card Case



BROWN BROS., Limited

MANUFACTURING STATIONERS

81-83 Wellington Street West, - TORONTO

TRAVELLER WANTED

We will have an opening
for a thoroughly experi-
enced Stationery Sales-
man January 1st.

Apply with references to

Warwick Bros. & Rutter
LIMITED
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



BROWN BROS.

Limited

Canadian Agents, Toronto

PAPETERIES



Choice new lines just out for Fall Trade.

827. Toile de Bretagne

828. Aristocratique

829. Faille Marquise

830. Eudora

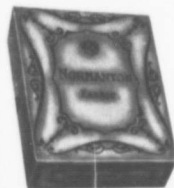
831. Normanton



Elegant, artistic designs, large size boxes, fabric finish paper.



Gage's Papeteries are now recognized everywhere as the "Standard of Value."



W. J. Gage & Co., Limited

MANUFACTURING STATIONERS

Toronto, - Ontario

Warehouse and Factories
82-94 Spadina Ave., Toronto, Ont.

Paper Mills at
St. Catharines, Ont.

TO THE "VICTOR" BELONGS THE SPOILS

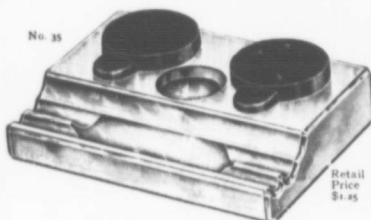
- ¶ The spoils in this case is the trade of the dealer and public for the "Victor" Inkstand. The record of this Inkstand has been one unbroken line of success. If you handle them you know the reason. If you don't tell you.
- ¶ Victor Inkstands keep ink clean and liquid, having an extra large capacity with only a very small exposure to the air. Easy to clean and fill—cannot upset; covers muree so easily that they can be opened and closed with the pen point.

LIBERAL TRADE DISCOUNT
Sold by all Canadian Wholesalers

THE WEEKS-NUMAN CO.

Successors to the Business of
A. A. Weeks Mfg. Co. C. H. Numan Co.

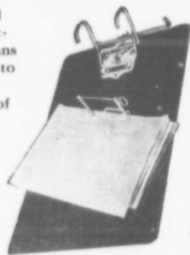
39-41 Park Place (one block from Broadway), New York City



No. 35

Retail
Price
\$1.45

All-Steel
construction
means
nothing to
break or
get out of
order.



NOTE:

In making
transfers to
permanent
binder, pa-
pers are not
removed from
upright posts.

SPIRO

All-Steel
Arch Files
With Detachable Upright Posts

A brand new idea in Arch Files and the quickest seller we've ever put out. Has all the superior merit of our standard files—positive locking of etc., also the new feature of detachable upright posts allowing paper to be transferred to the permanent binder WITHOUT REMOVING FROM THE POSTS, thus saving considerable time and avoiding danger of tearing or losing sheets.

The device will be known as the "SPIRO" self-transferring Arch File and is now included in our line of "SPIRO" ALL-STEEL Filing Devices. Here is a file that will sell at right to the best trade, and will eventually displace all ordinary arch files. Mr. A. Roy MacDonnell of Toronto, our Canadian Representative, will gladly quote prices, etc., or write us direct.

SPIRO MFG. CO., Sales Dept.

103 E. 131st St. - - NEW YORK CITY

"Writink"

Be sure and sell the right ink. For a general writing fluid nothing surpasses

Carter's Writing Fluid

in fluidity and permanence. Writes a restful blue and dries a deep black.

Quarts, Pints
and
Half Pints
have
Carter's
Patent Pourer.

No metal to
affect the ink.
No chance
to spill.



Lightest and
most convenient
packing saves
on carrying
charges.

Handiest and
most convenient
package.

The Carter's Ink Co.

154 Craig St. West, Montreal

Boston

New York

Chicago

National ^{BLANK} BOOKS



TRADE

MARK

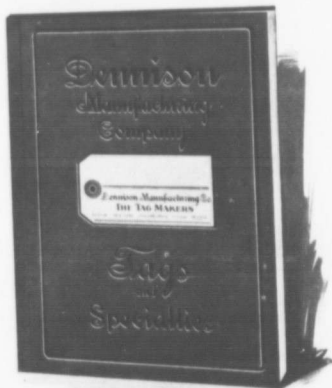
MADE in all sizes, rulings and bindings to meet every requirement of the accountant. They contain paper of extra fine quality—the best products of the Holyoke Mills being used for the purpose.

The National Line also includes a wide variety of Loose Leaf Ledgers, Price Books and Memorandums.

National Blank Book Co.

HOLYOKE

MASSACHUSETTS



Have You Received Your Copy of the New

Dennison Catalogue?

The Dennison Catalogue of Tags and Specialties has played an important part in the successful conduct of the Stationery Trade for years.

Dennison Goods represent the World's Standard of Quality for each and every specialty. Dennison's Tags are representative of the whole line.

The new Catalogue, which has already been widely distributed, supersedes all previous issues. A careful study of its pages will reveal many changes—new designs, new goods, new prices, new stores.

Dennison's Goods carry with them a story of many years' experience and reputation for good quality given and high quality *maintained*.

Co-operation with Dennison assures a larger and better business for every Stationer. If you have not already received *your* copy of the new catalogue, *write for it*. We will forward promptly.

Dennison Manufacturing Company

The Tag Makers

BOSTON,
26 Franklin St.
CHICAGO,
25 Randolph St.

NEW YORK,
15 John St.
15 W. 27th St.

TORONTO,
523 Traders' Bank Bldg.

PHILADELPHIA,
1007 Chestnut St.

ST. LOUIS,
413 North 4th St.

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



HOUSES
STEIN, GERMANY
NEWARK, N. J.
LONDON
PARIS
BERLIN

41 - 47 DICKERSON STREET AND 68 - 88 HECKER STREET

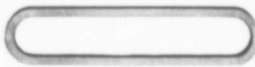
NEWARK, N. J., U. S. A.



51



7080



50 X



83



5



20



7085

Higgins' Drawing Board and Library Mucilage



Is everywhere admitted to be the most desirable adhesive for the uses intended, ever put upon the market. It is a semi-fluid, of great strength and body, specially prepared for mounting paper on the drawing board, for repairing and labeling books, and for wood, cloth and leather work generally. Librarians have found it exactly suited to their needs, and it has become recognized as the only adhesive for library work that gives perfect satisfaction. For use as an ordinary mucilage or paste it may be diluted with 25 to 50 per cent. of water. This article should be carried by every progressive dealer.

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

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

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



Leaders in
a second
grade
Good
Luck
and
St. Lawrence

LACROSSE DESIGN

Special card for whist players Colonial Whist
We are headquarters for Playing Cards—Made
in Canada—Style and finish equal
to Imported Cards.

Advertising Cards of all sorts, Novel designs
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY

**CONSOLIDATED LITHOGRAPHING AND MANU-
FACTURING CO., LIMITED**

Successors to The Union Card and Paper Company, Montreal.

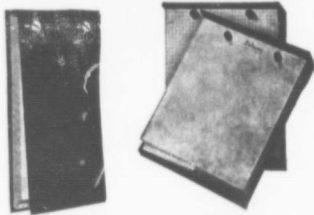
To the Newsdealer

What about your supply of
BUSY MAN'S MAGAZINE?
Have you satisfactory arrange-
ments for keeping a supply on
your counters each month? If
you think an improvement
could be made in the service,
kindly let us have your sug-
gestion. If you are not selling
BUSY MAN'S, why not? It
is a high-class magazine which
will give you good returns.

Busy Man's Magazine

10 Front St. E., Toronto

TATUM LOOSE LEAF "POST PRICE BOOK"



Patented July 13, 1909

Bound in Full Flexible Levant Grain Black Cowhide.
Carried in Stock in **EIGHT SIZES** with **SEVEN FORMS**
of rulings.

This binder and twenty-five other styles of **LOOSE
LEAF HOLDERS AND BINDERS** fully described in
our separate 46-page catalogue.

150-Page Catalogue of **STATIONERS' SPECIALTIES**
mailed on request.

THE SAMUEL C. TATUM CO.

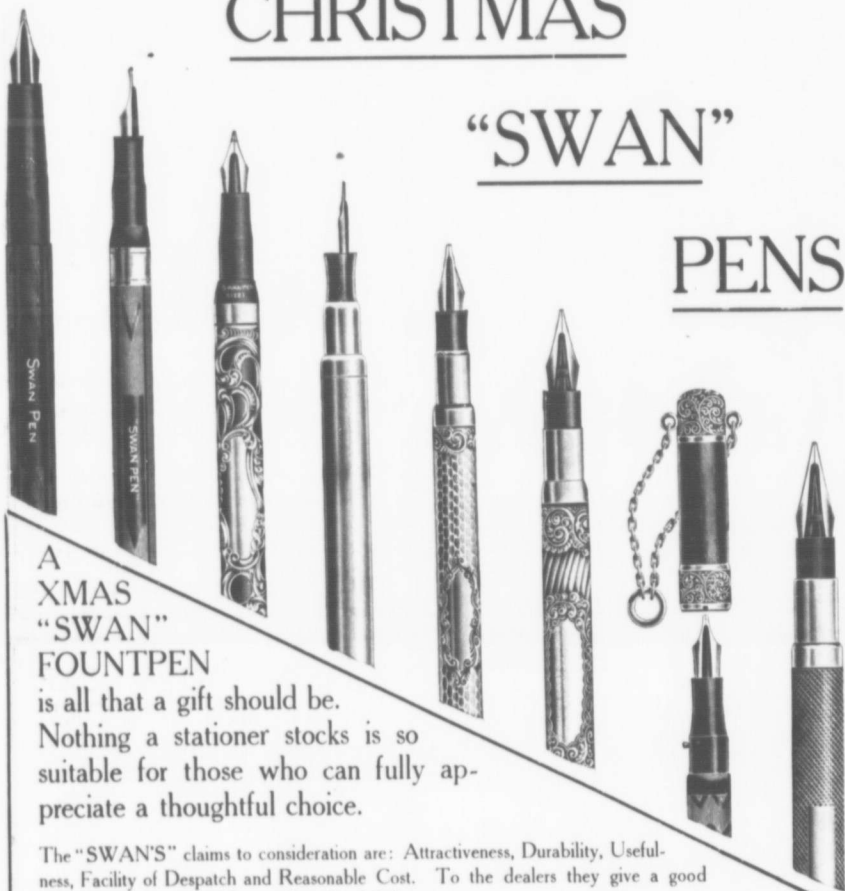
Manufacturers of Stationers' Specialties, Loose Leaf Devices,
Power Paper Punches, and Perforators.
No. 3318 Colerain Ave., CINCINNATI, OHIO, U.S.A.
New York Office, No. 197 Fulton Street.

BOOKSELLER AND STATIONER

CHRISTMAS

"SWAN"

PENS



A
XMAS
"SWAN"
FOUNT PEN

is all that a gift should be.
Nothing a stationer stocks is so
suitable for those who can fully ap-
preciate a thoughtful choice.

The "SWAN'S" claims to consideration are: Attractiveness, Durability, Usefulness, Facility of Despatch and Reasonable Cost. To the dealers they give a good margin of profit, no trouble to sell, and satisfied customers.

Made in plain vulcanite and banded; in silver, rolled gold and solid gold—designs by the dozen, but all of the same well-known "SWAN" standard quality: that is—Double feed and sure action, the best gold nib ever made, lasting qualities and freedom from trouble of any kind.

*Write us for Illustrated List, Terms, Showcases
and Suggested Christmas Range of Stock*

MABIE, TODD & CO., 124 YORK ST., TORONTO

Manufacturers of "SWAN" PENS, "CYGNET," "MEMO" and "LONGSHORT" STYLOS, SWAN INK, GOLD PENS, PENCILS, Etc.

Headquarters: 79 and 80 HIGH HOLBORN, LONDON, W. C., ENGLAND
And at MANCHESTER, PARIS, BRUSSELS, BALE, NEW YORK, CHICAGO and SYDNEY

IMPORTANT ANNOUNCEMENT

Crayograph



stocked; energetic stationers are getting results through knowing their merit and pushing them. Remember, one dozen packages sent **gratis** with first order of, at least, six dozen, for distribution among teachers and school authorities.

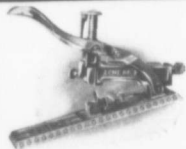
Please bear in mind that it is not possible for ordinary Colored Crayons to possess features which CRAYOGRAPH have and which are the result of skill and long years of experience in making Crayons.

All jobbers can supply Crayograph.

CRAYONS will hereafter be sold in Canada at \$9.60 instead of \$10.80 per gross.

Try them, and demonstrate for yourself their superiority over any Crayons ever

Makers: THE AMERICAN CRAYON CO.



A Modern Device

The Acme No. 2 Binder

This is a machine that drives a flat staple that holds. It penetrates the thickest and toughest paper and will not tear the thinnest. Easy and convenient to work and will not get out of order, because it is simply made.

The price is moderate and is one of the least inducements that will sell it to the busy office worker.

Ask your jobbing house about it.

Staples (No. 18) 5,000 in a box, per 1,000, 30 cents



Acme Staple Company, Limited

112 North Ninth St. Camden, N.J., U.S.A.

Every Man with a Fountain Pen

NEEDS THE



The only clip that gives entire satisfaction

Steel, 5 cents

German Silver, 10 cents

Rolled Gold, 25 cents

Show Cards for counter display, 1 doz. to 3 doz. clips on card, according to style of clip. Sells on sight

Discount to the Trade on application.



Consolidated Safety Pin Co.

Department 1,

Bloomfield, N.J.

THE FACT

that we are supplying the two largest cities in America and the U.S. Government with solid crayons is evidence that the best and cheapest are made by

The Standard Crayon Mfg. Co.

Danvers, Mass.

Fancy Leather Goods

We make an extensive line suitable for dealers in Fancy Goods, Stationery, Haberdashery, etc.

Send for Illustrated Catalogue



C. F. Rump & Sons

Established 1850

PHILADELPHIA, PA., U.S.A.

New York Salesrooms

681-685 Broadway

Auto Luggage Outfit



Toilet Cases



RAPHAEL TUCK & SONS'



Valentines for 1910



are now ready. The most complete line on the market.

High Class Comics

Heart Shapes

Dainty Novelties

Unique Mechanicals

Comical Climbers

entirely new and startling

Valentine Post Cards

From entirely new designs by well-known artists



DO NOT PLACE YOUR VALENTINE ORDERS
UNTIL YOU HAVE EXAMINED OUR LINE



ILLUSTRATED CATALOGUE SENT ON APPLICATION



Raphael Tuck & Sons Company, Limited

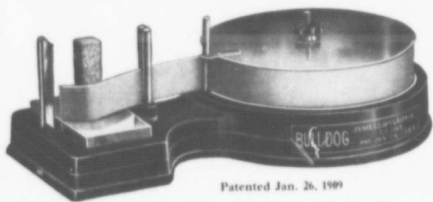
 
LONDON

9-17 ST. ANTOINE STREET, MONTREAL
PARIS

BERLIN

 
NEW YORK

Modern Method of Parcel Wrapping



Patented Jan. 26, 1909

This machine can be used economically and to great advantage by all

Stationers, Printers, Booksellers, Paper Houses
and others

THE GUMMED TAPE IS KEPT CLEAN AND FREE FROM DIRT

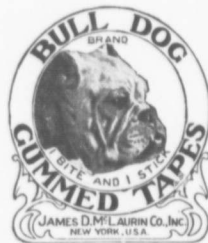
"Bull Dog" Gummed Tapes are the Greatest Stickers Made

JAMES D. McLAURIN CO., Inc.

World Building, New York, U.S.A.

FOR SALE BY

Smith, Davidson & Wright, Limited, Vancouver, B.C. Kilgour Bros., Toronto.
Howard Smith Paper Co., Montreal.



"BULL DOG"

Rapid Package Sealing and
Moistening Machine

Paper tape for wrapping purposes is now being used by all progressive firms as a substitute for string. Compared with the old methods, the cost is less, and the advantages of the tape are security and neatness. This tape can be had printed with your name or specialty, making a good advertisement.

Artists' Materials
AND
School Supplies

Colors, Brushes,
Papers,
Drawing Instruments, etc.

Catalogue on Application.

THE ART METROPOLE, Limited
149 YONGE STREET, TORONTO



"Modern B" Pen & Pencil Clips



Duryea-Hoge Company, Inc. Manufacturers
108 FULTON STREET, NEW YORK CITY

If You Are Located Out West

Your interests will be best served by ordering your supplies of Books, Stationery, Printers' Materials, etc., from us. No time is lost in long unnecessary delays. The stocks are here awaiting your order and will be shipped as early as you say. You get brand new goods, at close prices and in the quickest possible time when you buy of us. These facts should mean something to you in this busy season, when a saving of time and money are both equally desired. Our holiday stocks of

FANCY PAPETERIES
PRESENTATION BOOKS

FANCY GOODS,
DOLLS, GAMES, ETC.

CHILDREN'S SLEIGHS AND WAGONS
PHONOGRAPHS

should be worth your inspection. Ask our traveler to call and show you samples, or, better still, call and see us if you can conveniently arrange it. *Sorting orders will receive careful and immediate attention.*

CLARK BROS. & CO., LIMITED

WINNIPEG, MAN.

Wanted—Miraculous Results

By A. B. LEVER

SOME people expect miracles from every dollar they invest in advertising.

If they buy a block of merchandise, a piece of land, stocks, or bonds, they are quite satisfied if they get in return a fairly good profit.

A miracle is something which they never expect from such investments.

But when it comes to investing in advertising it is a horse of another color.

Results to them are only satisfactory if they get back the original dollar invested as well as the dividends by the first mail.

Advertising does great things. All great modern businesses have been built up on advertising.

But there have been no miracles performed.

Good advertising produces good results.

Sometimes the results are apparent at once.

Sometimes the results, like bread cast upon the waters, are not seen until after many days. But they are sure to be seen eventually.

The character of the results depends a great deal upon the article advertised and the character of the copy.

Business men who expect miracles to be worked by every dollar they invest in advertising had better not essay to join the army of progressive business men.

They will be disappointed if they do.

As long as a dollar lasts they will at least have the satisfaction of feeling it in their pocket.

Only those should advertise who know that advertising is a straight business investment, productive of good results if judiciously done and properly attended to.

Great results from one brief venture in the advertising field are no more possible than a cultured man from one day's tuition.

Both are the results of gradual and persistent effort, not of miracles.

Do Not Overlook

your stock of School Books and Supplies for school opening.

Our Stock

of school books, scribblers, exercise and note books, slates and slate pencils, erasers, pencils, penholders, compasses, pen nibs, chalk, crayons, school bags, rulers, set squares, drawing paper and pads, ink, foolscap, examination tablets and all lines

of School Supplies

will meet your requirements. Mail orders receive prompt attention.

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

**Better Goods!
Better Sales!
Better Selling Prices!
Better Profits!**

Until you know from personal experience the superiority of

STAUNTON WALL PAPERS

you cannot appreciate how much money you can make from the wall paper business.

The unequalled *selling quality* of our goods makes their cost no more to you, for they are wonderfully low priced, but it does permit a big margin of profit to be added.

Shall we not put our 1910 goods before you? It entails no obligation to purchase. *Write us.*

STAUNTONS LIMITED
933 Yonge Street : TORONTO

E. MORRIS & CO.

(Wholesale)

STATIONERY SCHOOL SUPPLIES POSTCARDS

LOCAL VIEW POSTCARDS

We have the exclusive handling of the Products of Three of the leading German Postcard Factories Specialists in their own particular style of card.

**CHROMOTYPE BLACK and WHITE
HAND-COLORED SEPIA - BROWN
MARINE - BLUE**

PRICES from \$4.50 m.

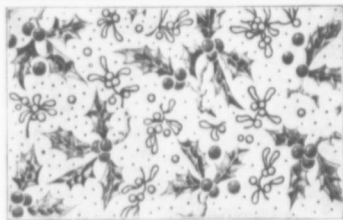
Write for samples, which will convince you that we are showing high-grade cards only.

VANCOUVER, B.C.

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



Holly Box Covering

AND WRAPPING PAPERS

The finest line of Paper for Box Covering and Package Wrapping on the market.

Put up in sheets or rolls, also in Envelopes.

Paris Holly Ribbon Crepe, Tri-Color and Plain Ribbon Crepe - The Best Ever.

Paris Plain and Decorated Crepe Paper, Paper Napkins, Plain and Crepe Toilet Papers.

The TUTTLE PRESS Co. Manufacturers **Appleton, Wis.**

Standard Commercial Works

Mattie's Interest Tables

At 3, 4, 5, 6, 7, 8, and 10 per cent, per annum, by NATHAN MATTIE 5th Edition. Price, \$3.00

Mattie's Three Per Cent. Interest Tables

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

Hughes' Interest Tables and Book of Days Combined

At 3, 5, 6, 7, 8, 9, 10, and 12 per cent, per annum. By CHARLES M. C. HUGHES. Price, \$3.00

Hughes' Supplementary Interest Tables

Comprising a Special Interest Table for daily balances, showing interest for one thousand days on any amount, rates from 1/2 per cent. to 34 per cent. inclusive. Also a table showing interest for one thousand days at 3 per cent., by means of which in connection with Comparative Table interest for one thousand days can be obtained at any rate from 1/2 per cent. to 30 per cent. inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from 1/2 per cent. to 30 per cent. inclusive, on the basis of 360 days in the year in 4 per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

Hughes' Interest Tables

At 6 and 7 per cent., per annum (on the basis of 360 days to the year) for one, two, three and four months and days of grace, for use in Discounting and Renewing Promissory Notes. By CHARLES M. C. HUGHES (on folded and 144-page) strongly bound. Price, \$1.00

Hughes' Savings Bank Interest Tables

At 2 1/2, 3, and 3 1/2 per cent., each on separate cards, on the basis of one month, being 1/12 part of a year. By CHARLES M. C. HUGHES. Price, \$1.00

Buchan's Sterling Exchange Tables

Converting sterling into Canadian currency, and vice versa, advancing by 80s and 10s, with other useful tables. By EDWIN BUCHAN. Second edition. Price, \$1.00

Buchan's Sterling Equivalents and Exchange Tables

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

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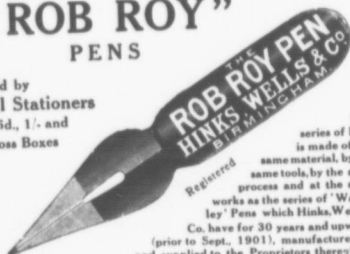
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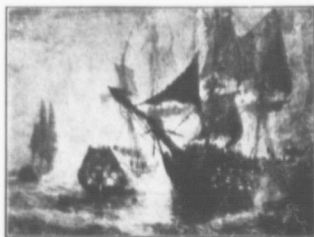


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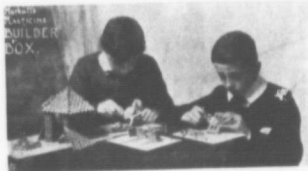
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Vol. XXV

TORONTO, CANADA, OCTOBER, 1909.

No. 10.

Editorial Chronicle and Comment

Helping Its Advertisers (?)

In this Ontario school book farce, some newspapers have taken a discreet course and said nothing. Some few have come out boldly and attacked the Government's policy. While we admire the action of the latter papers, we can sympathize with the position of the former. But we certainly cannot see how any self-respecting newspaper in an Ontario town can come out and support a policy that is calculated to injure the interests of the business people who support it.

Take for example the Sarnia Canadian. Here is a paper that presumably exists on the patronage of Sarnia merchants. It comes out in its issue of September 15, with a magnificent eulogium of the new school books, and of the Whitney policy. We cannot quarrel with its statement that the books are well made, nor can we contradict it when it maintains that the prices are low. But why cover up the real live issue? Why give the impression that everything is perfection, when the merchants of Sarnia are suffering under one of the severest blows ever dealt them as business men? This is a type of disloyalty that we fail to understand.

Holding Back the Books (?)

Is the T. Eaton Company purposely holding back supplies of the Ontario Readers from the booksellers? If they are, and it looks remarkably much as if they were, it is high time the Government interfered.

A correspondent in an Ontario village writes us as follows, under date of September 18 :-

"We in this section are having difficulty in getting some of the books, especially the 4th Book, it being a month since they were ordered from G. W. Sulman, Chatham, and they say they are unable to get them. A letter in the Globe written by R. J. Edgar of Owen Sound leads to the belief that this difficulty is general.

"This afternoon a customer who had asked us to save her a 4th book, when we received them, came in and told me that she was sending to Eaton's for something and would order the 4th book too. She told of a neighbor having sent to Eaton's, who received the book in good time.

"These circumstances set me thinking. Would it be possible that they are holding back the books from the retailer and thus forcing the consumer to send them an order for goods?"

Protect Lives of Travelers.

Now that the committee of the Commercial Travelers' Association, acting with the Provincial License Department, has announced its award in the contest for the best device to aid escape from a burning building, it is the manifest duty of the Provincial Government to fully satisfy itself that the fire escape device selected is thoroughly practical and then adopt regulations compelling all hotels and lodging houses to equip their buildings with the device.

Several hotel fires have occurred in Ontario during the past year and in at least two lives have been lost owing to the lack of proper life-saving equipment. It should not, therefore, be necessary for the Government to wait for another holocaust.

The Commercial Travelers' Association have performed a commendable public duty in bringing the agitation for fire escapes on public houses to a head. Their offer of a \$100 prize for the best life-saving device shown on Travelers' Day at the Toronto Exhibition, brought out a number of competitors, one particularly meritorious device demonstrated by a New York State man being awarded the prize.

Every public building should be equipped with a life-saving apparatus, but more particularly is this necessary in hotels and rooming houses where strangers lie down to rest in unfamiliar surroundings. Human life ought to be protected by the best device, regardless of the expense attached to the installation of proper equipment.

Improve Your Fire Risk.

Recent investigations by The MacLean Trade Newspapers go to show that in the matter of insurance there is not that careful consideration given by merchants and manufacturers to their rating which the best principles of economy would forcefully suggest.

In view of the instances which are being multiplied every day, in which reductions have been made in individ-

dual ratings as the result of some inexpensive precautionary measure, it seems proper to say that the merchant or manufacturer who postpones competent examination of his premises with a view to improve want of his risk, is certainly negligent of his own interests.

Where the local agents are competent men the merchant will have no difficulty in obtaining that information with reference to the constituents of his rating—where he is penalized and where he is credited—to enable him to improve these conditions on which his insurance is based.

It is intended to deal with this matter in detail, and there will be presented much information obtained from authoritative sources, which merchants and manufacturers will find of value in considering the steps suggested.



Success in Dull Times.

There is a great deal of difference between success in good times and success in bad times. In the one case unless the merchant deliberately kills the goose that lays the golden egg, all that he has to do is to look after, and to exact the fullest measure of profit from the demand that the consuming wants of the country have created. To a great extent good times take care of themselves. But when times are dull, and consumers apathetic, it is then that the dealer is in need of all his business acumen and salesmanship. He has to create a demand, and that is a hard task. It is not the man who sleeps during the dull periods of the year, and only wakes up when trade comes knocking at the door, who makes the most success of his business. It is the man who fights and schemes to turn the bad times into good who gets ahead of the game. It is in the power of every dealer to create trade, be the times what they may. The appetite of the consumer may be dormant, but it can be tickled into activity. This can only be done by unceasing perseverance, unceasing vigilance, and an intelligent appreciation of what will best attract the consumer. The merchant who continually offers up attractive bait, and induces the consumer to bite when he does not want to, whose windows are always original and smart in design, and whose store seems to be always busy, is the man who converts bad times into good. Undoubtedly there is a great amount of truth in the statement that the trade which naturally comes to a merchant pays the expenses of the business, but the trade that is attracted pays the real profits.



Too Much Average Man.

Did you ever look through a magnifying glass? Things look larger than they really are, don't they? Did you ever come to work in the morning and find work piled around your machine so you didn't know where to start? Or around your desk? You felt like sitting back and letting things take care of themselves, but if you start at one thing, finish it and then start at the next and so on, what a difference it makes. The trouble is, some people will not start. They are forever gazing at a molehill through a magnifying glass. The men who are above the average are the men who do things. They

never acknowledge defeat. They never give up. The quitter is a failure. This is the law of life. The man who lets his work conquer him is a quitter.

There are men who have surprised their employers by a change of method, which is due to putting into practice things they have learned by keeping their eyes open. The engineer or clerk who gets in a rut will be numbered among the average men. You cannot change your course if you are in a rut; it allows no development or expansion. Progress requires changes occasionally. A "good enough" method isn't "good enough." What everyone wants is the best. You cannot develop a man with one food; neither can a man be a hundred-point man by walking in a rut. If something works well, try again. You will find something that will work better. The whole development in the mechanical world has been because men who were above the average worked for something better.

The hundred-point man may look like all other men or dress like them, or talk like them, but whatever position he holds, he is true to his trust, he keeps his word and is true to his company. Do your work and do it well. There are too many self-satisfied average men. Aim to be more than the average; be a one-hundred-point man.



How to Treat "Kicks."

When a customer brings back an article he thinks defective or unsatisfactory, remember, keep your temper. Look the case over in a fair manner. It may be a just claim. Put yourself in his place. Before you say a word as to the merits of the case, decide in your own mind what you are going to do and have the nerve to stick to it.

For, if you say to a customer that you cannot allow for a claim and then argue the matter and finally give in, the customer has the same opinion of you that he would have had, had you refused to allow him anything in the first place, and the chances are he will think less of you.

It is probably best to be on the liberal side when a claim is made, but is undoubtedly proper to do what you are going to do with as much despatch as possible and without a word of grumbling. Grumbling is what drives the customer away—constant grumbling on your part.

If you are going to replace the poor article, do it with the grace of a prince. Be pleasant about it and the customer will think more of you and will give you his business in the future.



Our Special Cover.

Favorable comment has been made in many quarters on the artistic excellence of the cover on last month's Special Number. For much of the beauty of the result The Bookseller & Stationer is indebted to Ryrie Bros., Toronto, who kindly loaned the silver salver which occupies the centre of the cover, for reproduction purposes. The fact that a real plate was used in making the design undoubtedly added to the realism of the effect.

How the School Book Business Worked Out in Ontario

Reports from All Parts Indicate Difficulty in Securing Supplies of Readers — The Trade Sold Books Generally at Regular Retail Price — Very Little Direct Ordering by Customers.

Bookseller and Stationer has set on foot an enquiry as to the way in which the school book business was conducted throughout Ontario during the past month. Reports were received from many quarters. Practically without exception the trade reported having experienced great difficulty in getting the readers from the publishers. In some places the delays were most vexatious.

So far as our reports go, there was absolutely no price-cutting and there was a surprising absence of direct orders to the publishers. Of course the trade in any town may not be aware just to what extent the public do buy direct, and any statement that there was little or no direct ordering must be taken with a reservation.

Experience in Ontario Towns.

Port Hope, October 2.—After repeated delays the trade here succeeded in getting a supply of the new readers, which were sold at the prices stamped on the covers with the exception of those marked 4, 9 and 14 cents, where one cent was added to the price, making them 5, 10 and 15 cents. No objection was raised to this by purchasers. Very few people sent direct to the publishers for the books.

Galt, October 1.—Some trouble was experienced at this point in getting readers, but the trade had actually more trouble getting other new school books. The regular retail price was secured without any trouble and so far as your correspondent knows, there wasn't a case where orders were sent direct to the publishers.

Guelph, October 2.—This is October 2, and some books ordered on August 29 have not been supplied yet. The retail price was received in all cases for all school books. A great many orders were sent direct to the publishers from this section. The trade experienced almost as much trouble getting new books from the regular publishers as from Eaton's.

Barrie, October 1.—Books that were ordered early in August came to hand in time for school opening, but there has been difficulty experienced in getting repeat orders filled, especially in the case of the Fourth Reader. The regular retail price was received here for each copy and very few orders were sent direct to the publishers.

Still Waiting for Books.

Sunderland, October 1.—Your correspondent had great difficulty in getting supplies of the new readers and even now is waiting for some books ordered two weeks ago. No difficulty in getting regular price. Very few orders were sent direct. The publishers prepaid express on shipments that were delayed.

Tillsonburg, October 1.—No difficulty was experienced here in securing supply of Ontario readers, but of course the dealers had to send cash with orders. The books were sold at the regular retail price. A good many orders were sent direct to the publishers from the country schools.

Bowmanville, October 1.—Difficulty was experienced here in getting supplies of readers and some orders were not filled until after the schools had opened. The books were sold at the retail price and so far as is known very few orders were sent direct to the publishers.

All Smooth at Gananoque.

Gananoque, October 1.—The school book business here went off smoothly. Supplies were secured all right before

school opening, the retail price was got and very few direct orders were sent to the publishers. A leading bookseller says "Any difficulty that I experienced in getting my supply was in not anticipating or estimating my wants sufficiently in the start. My first order to the publishers came along all right with promptness about time of school opening, but we have had great difficulty in getting subsequent supplies. This does not, however, apply to readers only, but to high school books as well.

"We have had no difficulty in getting the retail price. No one said anything about cutting, and I have not heard of anyone sending direct to the publishers for them. I must be fair to the publishers, and I must say that they have been very fair and generous in their work. I have observed that the dealers who ordered their supplies through the jobbers found it difficult to get their readers. I presume that the publishers saw fit to supply their own orders first."

Can't Get Order Filled.

In the course of letter from J. B. Hall, of Nairn Centre, that gentleman says, "The most unsatisfactory part of the business is that I cannot get the books at any price. I have had an order with W. J. Gage, of Toronto, for a month and cannot get it filled. Had a letter from W. J. Gage yesterday saying that it would be two or three weeks yet before I could expect them. Of course, I have concluded long ago to carry the books in stock, even at a loss, but I can't get them; it is very unsatisfactory. Part of the children in the school are using the old books and part the new,—a very bad state of affairs. . . . It could not be worse."

A Great Deal of Trouble.

Orono, October 6.—We have had a great deal of trouble here in getting our supply of Ontario readers. Many of our customers even went to dealers in neighboring towns without getting the books. We have never heard cut-prices mentioned, nor do we believe that many orders went direct to the publishers.

Gore Bay, October 5.—This has been the most unsatisfactory attempt at doing business in the book line that I know of. It looks from here like a hold-up. We had the greatest difficulty in getting our supply of readers. A great many orders were sent to the publishers including other goods as well.

Essex, October 4.—Your correspondent has been simply worried to death over the books. I sent the money in advance and then could not get them. The teachers as usual thought it was my fault. I have had no trouble in getting the price from customers as they were only too glad to get the books.

Bobcaygeon, October 4.—We had trouble here in getting our orders filled. Books were sold at the retail price. None were ordered direct so far as is known.

Unsatisfactory at Beaverton.

Beaverton, October 7.—The school book business is about as unsatisfactory as it is possible for it to be. It is utterly impossible to procure sufficient books for the scholars up to the present time. Dozens of scholars have been in school since September 1 and have practically no books yet. We do no price-cutting and undoubtedly most of the orders go direct to the publishers.

Paris, October 4.—Your correspondent had difficulty in getting readers, particularly the Thirds, but not as much as anticipated. We got the full retail price in every instance and only know of one order being sent from here direct to the publishers. Many people here give Eaton the credit for the cheap books, which is injurious to the retail trade.

Fenelon Falls, October 2.—We have had nothing but trouble here in securing readers. The books were sold at the retail price without difficulty. Few orders were sent direct.

A Hungry.

Ripley, October 4.—Your correspondent ordered sixteen dozen readers from a regular wholesale house and these came to hand all right, but since then they have been a hungrier to us and to our customers as well. For over a month we could not obtain the Fourth Book and since our first order, we have not been able to obtain Primers or Second Readers. We sell at the retail prices always and have not yet had any request for reductions. A great many people in this district are Eaton customers and doubtless they included the readers in their orders.

Petrolia, October 4.—All readers required for school opening were secured here except No. 2. The supply of Nos. 3 and 4 was exhausted the first day. There was considerable delay in securing a fresh supply of No. 4, while no copies of No. 3 have been received since ordered. The marked price was received for the books in every case and no complaints were made. If any orders were sent in direct, your correspondent didn't hear of it.

Immeasurable Difficulty Here.

Cornwall, October 1.—Your correspondent had immeasurable difficulty in securing supplies of Ontario readers. In fact, up to the present date we have received only six copies of the Third Reader, while our schools are howling for them from day to day. After deliberation we decided to get the marked prices for the readers, as the loss would be very great through the transportation charges on the frequent instalments we are forced to accept in the filling of our order. We are unable to state to what extent readers were ordered direct from the publishers but we know that they were ordered fairly largely.

Pembroke, October 4.—Much difficulty has been experienced here in getting supplies of readers. The regular retail price was secured in all sales. No orders were sent direct, so far as is known.

Bolton, October 2.—Much difficulty experienced in this quarter in securing supplies. The books were sold at the marked price. A few orders were sent direct to the publishers.

Elmira, October 2.—We had difficulty in getting our supplies, but had no trouble in selling the books at the retail price. No orders that we know of went direct from here.

Incomplete Shipments.

Huntsville, October 4.—The school book business here has been very unsatisfactory. Orders for readers were never filled complete and the average time to fill an order was one month after cheque was sent to the publisher. The books were delivered in instalments. We sold them at the retail price and did not find that many orders were sent direct to the publishers.

Bridgen, October 4.—Your correspondent ordered readers through a Toronto jobber seven or eight weeks ago and has never received a copy yet. Every merchant here is in the same box, even those who ordered direct. Most orders from this quarter went direct to the publishers. The situation has been very unsatisfactory. In fact we can't get any readers at all.

Hot Stuff From Havelock.

Havelock, October 4.—In attempting to describe the school book situation this season, your correspondent finds himself in the position of the man who did not swear when his load of pumpkins rolled down hill—because "he could not find words to express himself." If the men who are responsible for the timely publication of a sufficient number of text books had to stand behind a retail counter and submit for over one month to a constant bombardment of: Have the spellers come yet? Are the Third Readers in? Are the Chemistries here? Well when will they be, etc.? Ad infinitum! I fancy they would in future take the necessary steps to have the books ready in time. However, the retailers could stand it for they are accustomed to abuse, but it is seriously affecting the school children and hampering them and the teachers in their work, and it is altogether an unpardonable piece of bungling on somebody's part.

With reference to the Ontario readers—no better plan, than this interminable delay, could have been devised by the publishers to secure the retailing of a large percentage of these books for themselves. I estimate this percentage at least 20 per cent. in this vicinity. We have not been affected by local price-cutting. How any intelligent dealer can cut the price of a book on which his profit is 20 per cent. when it costs him 20 per cent. to sell the book, is beyond comprehension. The Ontario Copy Books marked 2 cents and costing almost the same we get 3 cents for, with a good deal of unpleasantness with some customers. From the retailer's standpoint, the whole situation is damnable.

Paisley, Oct. 4.—Great difficulty at this point in getting readers. We have not had a Third Reader since the middle of the month. Some customers asked us to cut, but we did not. Quite a number of orders were sent direct and we were told that if we sent ourselves for small quantities we couldn't have got them. All the profits were eaten up by the expenses.

Collingwood, Oct. 4.—There has been no difficulty in securing Readers here, and we have had trouble in getting retail prices for them, though we have no doubt that orders are filled direct at the cut prices.

Elora, Oct. 4.—Not much difficulty in getting books here, though they were delayed by late publication. There was no price-cutting and no direct ordering.

Grand Valley, Oct. 4.—During September the fourth class here had only one reader for the whole room, delaying progress of teacher and class alike. We got the full marked price for the books and never heard of any direct orders. Several of our customers came in and asked for the "Eaton Readers," a great ad. for them.

Completely Demoralized.

Chesley, Oct. 4.—Orders have been followed by acknowledging letters, several days after; saying books would be shipped in a few days. The few days were often weeks, and some are not to hand yet. Some came in small lots, one-third or less than that ordered, and the express charges more than took away all the profit. We have had to return several lots, on finding the pupils were supplied by getting the books direct. The school book trade has been completely demoralized, and difficulty in getting readers has resolved itself into a farce. Any business man can see that delays in supplying books to the retailer at 20 per cent. off results in swelling the sales at full price from the Toronto house that got the contract.

Penetanguishene, Oct. 7.—Your correspondent has had all sorts of trouble securing Ontario readers. I have had two orders in for a month or more and just received some Third Readers on the 4th inst., which completes the round

of books, but not all in yet. I have been receiving them on the instalment plan. The pupils and teachers are all handicapped in their work, and the bookseller receives the abuse. As far as I know, the retail price has been kept, and about customers sending direct to publishers, I have not heard of any.

Eaton Holds the Money.

Mount Forest, Oct. 4.—We have had money deposited with the T. Eaton Co. since the 24th of July, and at no time have our orders been fully filled. At the present time we have a back order for Third Readers not filled, which were paid for Sept. 13th, and which we will not get till the 11th of the month, if then, as we have had two notices, at different times, from the publishers that shipments could not be made for ten days, the last of which was dated September 29.

We have held the readers at the usual published retail price. I cannot say whether many orders were sent direct to Eaton's for the books or not, but we heard that Fourth Readers were supplied by Eaton's at a time when our orders for these books were not filled, but many rumors of this kind are going about which are hard to verify.

Winechester, Oct. 8.—We have been having difficulty in getting a supply of Ontario Readers, and are always short of one or two lines. Customers in general say they would sooner pay a little higher price if sure of getting the book the first time they ask for it. We have no trouble in getting the retail price and no complaints about cutting prices. Only a very few customers report sending direct to the publishers. Indications are that this will be more common as mail orders are on the increase.

London, Oct. 8.—The trade here have never had so much trouble as this year. Sometimes we were without readers for three weeks, and we have not had a speller for a month. Some of the High School books are not ready yet and we cannot get any information as to when they will be ready. Everything seems to be wrong in the schools and in school book lines.

Sold at Discount in Belleville.

Belleville, Oct. 11.—Your correspondent found great difficulty in securing readers fast enough to supply the demand. I presume like all others I had to send cash and wait for an uncertain time for the books, to the great annoyance of teachers, pupils and myself. I sold readers at Eaton's price, viz. 20 p.c. off marked prices, getting no profit. I do not know of any person sending to the publishers. There was no object in doing so as I sold at the same price and saved them all trouble.

Hanover, Oct. 8.—We had considerable difficulty here in getting supplies of readers. Of course we had no idea of the quantity required and our order was too small at first. Then the High School Books are so late in being published it makes it a perfect nuisance. We were able to get retail price, but that was far from paying us as express charges more than took the margin of profit. Books come express because quicker.

We do not know of any orders going direct to publishers, but there may have been. We issue express orders and found a good many orders going to the T. Eaton Co. about that time, but could not say that readers were included or that they were not. Altogether the book trade is of no advantage to the ordinary country bookseller, as he can't afford to sell on a 20 p.c. margin (and a 50 p.c. express rate).

Newspaper Support.

Commenting on the correspondence between R. J. Edgar, of Owen Sound, and the Department of Education, the Hamilton Times says editorially:

"The sudden changes of books without notice, which have resulted in a grievous hardship to the parents, have inflicted a very real wrong upon the booksellers, which might have been avoided by the exercise of a little care on the part of the Department. If it was not intended to exchange with dealers the books in stock, the Government could well have afforded to give, at least, a year's notice to the trade to save it a heavy loss. The Department attempts to save itself from censure by stating that school boards were notified in July that by passing a resolution to that effect the old text books might be retained for another year. Strange to say, no such notice was received by the Owen Sound School Board; other towns and cities, of which enquiry has been made, report similarly; a state of affairs which amply justify Mr. Edgar in asking the Department if a single school board in the Province were really notified even so short a time ago as July. A resolution would be useless now because the limit of time allowed by the Department expired with the first of September. Surely, under such circumstances, the Department's statement that it is not responsible for the dealings between bookseller and publisher, is, to say the least, hardly in accordance with its duty to treat the public justly."

WANT PRIMER CHANGED.

Berlin, Oct. 9.—An indication of what teachers think of the new Ontario primers is afforded in the following resolution unanimously passed by the Waterloo County Teachers' Association, in convention in Berlin yesterday: To the Honorable Dr. Pyne, Minister of Education, Toronto:

We, the teachers of the Waterloo county, in convention assembled, wish to call your attention to the new Primer as being unsuitable for practical work for the following reasons:—

It is not systematic.

It does not recognize phonics, which is the natural way for children to learn to read.

It does not teach the pupils to help themselves, having to depend entirely on the teacher.

It makes it hard for the teachers to teach and hard for the pupils to learn.

We would respectfully suggest that you again authorize Morang's Phonie Primer, which all teachers having primary classes have proved ideal, being simple and methodical and containing none of the aforesaid objections.

The new Primer is not even as good as the Canada Publishing Co. Primer, which was set aside by the large majority of the teachers in the province for Morang's.

We should like to see Morang's authorized again, or one similar in arrangement and giving prominence to phonics.

The resolution will be sent to all associations in the province.

CANADIAN BRANCH OPENED.

Lonsdale & Bartholomew, Limited, Bradford and Arrington, England, recently opened up a Canadian branch, office and factory at 300 St. James street, Montreal. This firm is one of the largest and oldest publishers of private greeting and Christmas cards and permanent carbon pictures. Travelers who have covered the Dominion found everything to their satisfaction, having opened up quite a few nice accounts.

How Ontario Got Her So-Called Cheap Readers

An Informing Article Giving the Exact Situation of Affairs—This should be Carefully Noted by the Trade in other Provinces—The Way Manitoba was Prevented from Making a Similar Blunder.

Many people throughout Canada are asking "How is it that Ontario is getting such cheap school readers?"

Let us answer this question by beginning at the point where the Ontario government awarded the contract for readers to a large departmental store in May of this year, at the following prices:

	Retail.	Net.
Primer	4e	3 1-5e
First Reader	6e	4 4-5e
Second Reader	9e	7 1-5e
Third Reader	14e	11 1-5e
Fourth Reader	16e	12 4-5e
	49e	39 1-5e

While nominally a set of these readers would retail at 49c, yet they are actually sold throughout Ontario to-day by the contractors at the net price to any person, whether they purchase one or a thousand copies. In this way the trade profit is entirely eliminated, as it becomes unprofitable for dealers to carry the books in stock since any person can buy one copy at the same price as the dealer can buy them in large quantities. The departmental store does this because of the advertising it secures in bringing the large majority of purchasers of school books in direct touch with their establishment.

A careful examination into the question of the cost of producing the series of readers now used in Ontario reveals the fact that such a set of readers, produced in an up-to-date printing and binding establishment will cost about fifty cents per set.

This cost of fifty cents per set which has been carefully gone into, provides for the cost of labor and material only and makes no allowance for the expense of doing business or for a profit to the manufacturer, nor would it include the large initial cost for typesetting, illustrations, plates, etc., which, in the Ontario contract, was paid for by the Ontario government.

The difference between the actual cost of production and the price of 39 1-5 cents per set, will be charged up to "Advertising Expense" and is money well expended.

What the Government Paid.

In the present instance, the Ontario Government had a committee of experts at work for about two years preparing this series of readers; the government bore the expense of typesetting; of having the illustrations prepared and the plates made; involving a cost which might reasonably be placed at from twenty to twenty-five thousand dollars. These plates the Ontario government handed over to a departmental store for the purpose of publishing the readers; thus effecting a very large saving to the contractors as it did away entirely with the initial cost ordinarily borne by publishers.

The following will serve as a concrete example, showing that the sale of Ontario readers at the present prices is simply an advertising scheme and not a business transaction in any other sense:

The Ontario Primer is sold for 3 1-5 cents net. The departmental store will mail a single copy of this book, postage paid, to any point in Ontario on receipt of 4 cents—the postage on the Primer wrapped for mailing being 5 cents.

Under the most favorable conditions, and with the most modern equipment, the Primer would cost a publisher 6½ cents to make, for material and labor alone. Presumably the departmental store cannot manufacture the book for less than 6½ cents, but, granting that they could make it for 6 cents, the transaction would stand as follows:

Cost of making	6c
Postage	5c
Total	11c
Retail price	4c
Loss	7c

This deals with only one book of the series and on the supposition that a single copy is ordered by the person purchasing. The departmental stores receives 4 cents for a single copy because it is not possible to give the fraction but where a sufficient quantity of the books is purchased to make the even money, the purchaser may buy them at 3 1-5 cents. Therefore if 100 books were purchased, the loss would be a considerably greater percentage than in the example given above.

No publisher or manufacturing concern, as a commercial undertaking, can compete with this. While we have shown that there is a very large loss in supplying these books at 39 1-5 cents per set, yet it is probably one of the most advantageous contracts to themselves that a departmental store ever made. So great is the advertising benefit that they could well afford to supply the books for nothing. It is estimated that their direct loss would amount to between ten and fifteen thousand dollars a year in supplying these books at the rates they have contracted for, but, on the other hand, they could not, by the expenditure of a much greater amount of money through other known channels secure such admirable advertising. Every book bears the departmental store's trade mark; every child in the public schools of Ontario thus becomes familiar with the name and the trade mark of the departmental store, and while advertising is not permitted within the pages of the book, every parcel can and does carry advertising of the varied lines of goods handled by this establishment.

As before mentioned, this contract has the effect of taking the sale of school books out of the hands of the booksellers and the general stores of Ontario and has brought the large departmental store in daily contact with every home from which children are attending school. It is affecting not only the booksellers, who are a comparatively small portion of the business community, but the grocer, the drygoods man, the hardware man, the druggist—in fact the majority of those engaged in business of any kind, whether wholesale or retail.

That such is the case and that the business men of Ontario are already beginning to feel the loss of trade ensuing from the action of the government, is demonstrated from the fact that the Retail Merchants' Association of that province is now moving actively in the matter, although deliveries of the new series of readers have only been made during the past month. They are hopeful that the government of Ontario will take steps to provide that the departmental store imprint and trade mark shall not appear on the readers and that the trade

mark and imprint shall be replaced on the cover and title page by the imprint of the Department of Education, and they desire that the government should provide for the distribution of the readers through another channel than directly from the departmental store itself. This could be accomplished by the establishing of depots for the purpose in convenient centres; or else the government could purchase the books outright and distribute them free.

It is interesting in this connection to note that in Manitoba, the government of that province has within the past month awarded the contract for a series of readers to a regular publishing firm, and not at departmental store prices; although they could, no doubt, have secured, had they so desired, a contract with a departmental store on as favorable terms or better than did the Province of Ontario. Previous to the time of awarding in Manitoba of the contract, the Boards of Trade and Retail Merchants' Association throughout Manitoba held meetings and passed resolutions urging the government not to place the contract with any departmental store, pointing out their unfair methods of competition, and the injury to business generally which would result should Manitoba follow Ontario's example.

There is a certainty that cheap school books could be procured by the government of any province, if the opportunity be given to large departmental stores and others to use the text books and schools as an advertising medium. Possibly "Pink Pill Copy Books" could be had for nothing in just as good form as they can be issued by any publishing house, and doubtless the Lipton Tea Company, if permitted to place their imprint upon the cover and title page, would supply any province with "Lipton Tea Arithmetics" free.

There would seem to be no reasonable doubt that the Ontario government did not foresee the wide reaching consequences that have followed, and will yet follow the placing of this reader contract with a departmental store. This is not at all to be wondered at as there was no precedent to guide them, and it is the fairest assumption that the people who demand cheap text books as they have them in Ontario, in the majority of cases do so because of their absolute ignorance of the real conditions obtaining there, and of the consequences which will follow the granting of a monopoly of this kind to a large departmental store to the detriment of all other business men in the community.

That the successful contractors for readers in Ontario have attained their object would seem to be fairly well demonstrated by the fact that we do not hear of their publishing or offering to publish other school books at cut rate prices. The close touch with the people and their homes is sufficiently well obtained through circulating a series of readers bearing their trade mark, without their establishment incurring any further losses through supplying cheap books for the whole of the school course.

It may be said then with accuracy, from the facts just presented, that Ontario is getting cheap readers because the government of that province was short-sighted enough to hand over the publication of readers to a departmental store who have the sole right to publish them for a period of ten years, and who value the franchise thus granted solely as an advertising medium of great value, securing at comparatively little cost immense returns both directly and indirectly.

It is also apparent to the most unobservant that any other province can secure readers at as low or lower prices such as prevail in Ontario, and all that is necessary to accomplish this is to grant a monopoly to a departmental

store or other firm, the nature of whose business requires that their advertising matter should directly reach the homes of a large number of people, but this can only be accomplished by sacrificing the interests of an important portion of the people who are engaged in various lines of business, and who contribute largely by means of taxation and otherwise to the welfare of the districts where they carry on their individual establishments.

BUSINESS GOOD IN FORT WILLIAM—The City Growing Fast—Big Sale of Books in September—Tourist Trade Has Fallen Off Slightly.

Fort William, October 5.—The bookselling and stationery trade in Fort William during the past month has been excellent. All stationers are very optimistic over the coming fall trade. Prospects were never brighter in this town for a "big business fall." The excellent grain crops have stimulated every one and things are going to "hum." The fact that within the last six weeks three different banks have located here, shows that everyone has great faith in this city. A number of elevators are being built and a number of manufacturers are locating here, and this is inspiring all local merchants to order large stocks of everything for fall and Christmas seasons.

A great number of books have been sold this month, by far the largest amount of any month so far this year. Up-to-date and late copyrights are the best sellers; in fact, very few cheap books are being sold at all.

The Presbyterian Church Sunday School have bought a fine library of books from Stewart and Thompson. This firm has found it necessary to enlarge their store to make room for their big new stock of Christmas goods and their increasing business.

The souvenir trade lately has not been at all good; the usual tourist trade having been stopped, because the C.P.R. do not now give their passengers a chance to stop here for a short time. The post card trade is still good. A great many have been sold this year, the big majority being local views.

Local booksellers are very dissatisfied over the way school books have been handled by the publishers this year. They could never get books here promptly at all, books ordered over a month ago not being here yet. Some books just arrived to-day and there are many more to come. As a result school work in some departments is behind. This condition ought to be carefully guarded against hereafter.

J. Edgar Rutledge reports an ever increasing sale of magazines. He has found it necessary to again increase his orders.

I. A. Gemmel, the Musson Book Co.'s traveler, was in town last week. He received a number of large orders and proceeded east with a happy smile.

CONGRATULATIONS FROM B.C.

Ladner, B.C., October 1, 1909.

Editor Bookseller and Stationer.—Hearty congratulations on the Silver Jubilee of The Bookseller & Stationer and sincere thanks for the interesting jubilee number. The book that lies longest on my desk is The Bookseller & Stationer and it gives place only to the next succeeding issue.

S. W. FISHER.

Canadian Trade Association to Meet Thanksgiving Day

Executive Calls Annual Meeting for Monday and Tuesday, October 25 and 26—Attractive Programme being Arranged—Social Features to Have a Prominent Place—General Invitation to the Entire Canadian Trade.

Toronto, October 4.—The programme committee having in charge the arrangements for the annual meeting of the Canadian Book, Stationery and Publishing Trades Association met at noon to-day at the St. Charles Hotel and laid plans for the most important convention ever yet attempted. The committee as nominated by William Tyrrell, the chairman, appointed by the association executive and Albert Beitnell, representative, included William Tyrrell sending the booksellers, Henry Button, representing the publishers and J. B. Hay and John Henry, representing the travelers.

The dates for the meeting selected by the executive were October 25 and 26, the former being Thanksgiving Day. In previous years the association, then a provincial body, held its meetings during Exhibition time in Toronto, but the attendance was so poor, owing principally to the fact that the school openings came at the same time that it was decided to try a new experiment this year and have the meeting in October, which comes midway between school opening and holiday business. Thanksgiving Day was selected as it gave intending delegates the advantage of single fare over the railroads.

The programme committee decided that the following should be the order of proceedings:

October 25, 2 p.m. First Business Session.
6.30 p.m. Annual Trade Dinner.
October 26, 10 a.m. Second Business Session.
2 p.m. Visits to Wholesalers.
8 p.m. Theatre Party.

This arrangement admits of visitors reaching the city on Monday morning in ample time to be present at the afternoon meeting and gives them plenty of time on Tuesday to do necessary buying.

The social features this year, as noted, will be the trade dinner and the theatre party. To both these functions the out-of-town men are invited as guests of the trade in Toronto. At the dinner will be present a number of first-class speakers, who will be well worth hearing. The theatre party will take place at one of the best Toronto theatres and a block of seats will be reserved for the booksellers.

It is to be expected that the school book question will again be to the fore and delegates can count on having the subject well threshed out. Invitations have been sent to men who figure prominently in the question, including Hon. Dr. Pyne. Other questions of importance to the trade are on the programme.

Those qualified to attend the meeting are any persons whatever engaged in the business of making or selling books and stationery in the Dominion of Canada. A representative attendance is asked for. The success of the association depends on the support and interest of every one. The membership fee is only one dollar for retailers, a merely nominal sum, which should be willingly paid by all dealers to help on the work.

VALENTINE DISPLAY IN TORONTO.

An elaborate display of Valentine, St. Patrick's Day and Easter goods was made during the week of October 4 at the King Edward Hotel, Toronto, by the Copp, Clark

Co. The heavy range of cards and novelties was well disposed around one of the big show-rooms on the seventh floor and during the week a great many local dealers visited the room.

To describe the various cards in detail would be impossible. Suffice it to say that the goods were of a high order of merit, and the quality was evenly maintained throughout the display. The bright red effects of the Valentine goods contrasted with the Easter purple and the St. Patrick green and made a wealth of color. Among the Valentine novelties were a series of Japanese cards and another series of Dutch cards, both of which were quaint and attractive. The hand-colored photogravure lines and the numerous parchment novelties were prominent in the showing, while the plaques and framed goods were deserving of special attention. Other novelties were sachet cards and adjustable ribbon bands for placing around books or parcels. There were also the comies, all of a refined character, however.

In the Easter goods were a variety of cards and hangers, many decorated with ribbons and crosses. There were also appropriate booklets and the ever-interesting chicken and egg designs. The St. Patrick cards took up less space but were none the less interesting and their sale is increasing from year to year.

BILLY BELL THE BOXER.

Talking of Dr. Jekyll and Mr. Hyde, it looks very much as if the Canadian book trade had a somewhat similar phenomenon in their midst. For evidence, we invite our readers to peruse this letter, clipped from a leading Toronto newspaper.

Dear Sir,—Kindly allow me space in your paper to express what I think of Harry Rosenthal, the new fight promoter for Toronto. He says that he can get a boxer in Toronto that can beat me. He puts up \$5000 for me to cover, any portion of it, which will be done very soon. I am open to defend my title against any man in Canada. The fight must be between 10 to 20 rounds, so that I can take my time and trim this great boxer to the Queen's taste.

Sincerely yours,

BILLY BELL.

It is with sincere regret that The Bookseller & Stationer has to make this very damaging disclosure.

M. E. RODD & COMPANY BUY STORE.

Sackville, Sept. 23.—The firm of M. E. Rodd & Company is now the owner of the Sackville Book Store. Wallace R. Rodd, the former owner of the business, disposed of it to Rodd & Company this week and this firm is now in possession. Rodd & Company is an Amherst firm, which conducts a successful bookstore and stationery business in the Cumberland county town. It will continue to run both stores and will give careful attention to each.

FALL BUSINESS BRISK IN MONTREAL
—School and College Business Good—Fiction
Selling Well—The New Books on the Booksellers'
Tables.

The fall season in Montreal began quite briskly. The sale of school books was very large, while college business opened with a rush. With the falling off of this trade business gradually branched off into regular fall requirements.

The demand for fountain pens was excellent throughout the past month. Since the opening of the various colleges there has been a steady call for all grades with the preference for the better grade pen. This is a noticeable feature of the trade this season.

In picture post cards, the sale of this line continues steady. For quite a while during the summer months all kinds of cards were in favor and souvenir views traveled from the seaside and summer resort to the city and vice versa.

Since the arrival of the cold weather booksellers have noticed an astonishing demand for ordinary playing cards. They report sales bigger than ever.

The sale of fiction for the fall months opened briskly. New book arrivals have been large, as is usual during the fall season.

"The White Prophet," Hall Caine's new book, is very much in the public's favor at present. It is published by McLeod. "The Silver Horde," Rex Beach, Harper's; "The Danger Mark," Robt. W. Chambers, McLeod, and "Northern Lights," Sir Gilbert Parker, Copp, Clark, are three new books selling one as much as the other. In these books the public has some splendid reading before it for the cold frosty days of the coming winter.

L. M. Montgomery is the author of another excellent story, "Anne of Avonlea," by title. It is published by L. C. Page. Geo. Barr McCutcheon has written another good story the title of which is "Truxton King." Briggs, is the publisher.

Geo. R. Hassenplug, representing Aikin Lambert Company, New York, spent a few days in Montreal, on business during the early part of the month.

Miss Hanna, recently with E. M. Renouf Limited, is now with Chapman's Bookstore, where she is very pleased with her position.

LORD NORTHCLIFFE AT VANCOUVER
Intends to Establish Distributing Agency for His
Periodicals—Talk of a Trade Organization in
British Columbia—Circulating Libraries Popular.

Business has been brisk during the summer. Too much is sometimes expected of the tourist, especially when his pocket has been rendered somewhat lighter at Seattle. On the whole, however, local firms have done very well both in the ordinary staple trade and in souvenirs.

Lord Northcliffe's visit to the city was an event of interest to the trade. His lordship lectured to the Canadian Club and also had a private meeting with the retail booksellers. At the latter function the conditions of the trade in periodicals was discussed. The great newspaper man was impressed by the extent of the sale of American magazines in the city, and considers that as so many of his readers are emigrating to the Dominion every year, it is up to him to follow them with his various publications. British periodicals are, of course, greatly handicapped by the long delay in obtaining increased orders, while a postcard to Seattle does the business in the case of United States magazines. Lord Northcliffe suggested a cable code by which the order would reach London, while the Seattle mail lay in the box. It is possible, however, that a distributing agency for all the Harnsworth publications may sooner or later be established in the city, and in other principal cities of Canada, and thus a fair fight made with the American magazine, a fight to which the Baron will bring the zest for battle and the genius for organization that have earned him the title of the king of journalists.

Mr. Capie has been approaching the trade with regard to the formation of an association of retailers for mutual protection against a cut-throat policy of competition, and for the discussion of matters affecting the trade generally. It is to be hoped the project will be brought to a successful issue, as such an organization could not be other than beneficial.

S. W.

IT IS VALUABLE

to have your salespeople enthusiastic over the goods they are to sell. Do they ever grow so over cheap stuff? Standard goods are always offered first, for they are everything they are represented to be and salespeople like to sell them. The "just as good" goods are never so satisfactory and do not pay you the same profits. Hurd's papers for quality, manufacture and artistic get-up make this line the standard and the one over which the salespeople enthuse and which the consumer wants.

Our Lawnette paper promises to be one of the best sellers we have ever brought out. It is distinctive and the shades are beautiful, five, including the Steel White. Let us send you samples.

GEO. B. HURD & CO.

Fine Paper Makers

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



What Manufacturers and Jobbers Offer This Month

Items about New Goods being Shown in the Trade—Crayograph
Crayons and Germ-Proof Slates Popular in School Goods.

New Stylo and Fountain Pens.

The Balmoral, No. 70, is the newest production in stylo pens. When closed for vest pocket use, it measures only three inches in length. The barrel gradually tapers from the base to pencil proportions at point and when



cap is attached for writing it is a very convenient length. Long for use—short for pocket. They are \$6 per dozen, to retail at \$1.00 each, and are packed in attractive boxes along with directions for use, glass filler and wire cleaner.

The Ionic Fountain Pen No. 66 has a twist barrel and cap manufactured from the best red vulcanite, and is fitted with a 14 carat gold nib. The twist barrel and



cap place these pens out of the ordinary run of fountain pens and they will prove favorites with the holiday trade—\$12 per dozen to retail at \$1.50 each.

Renown No. 1 Fountain Pen, with top and bottom feed, is an especially desirable offer. Cap and barrel are chased black and the pen carries a 14 carat gold nib; \$6.60 per dozen to retail at \$1.00 each. All packed in neat boxes with directions for use and glass filler.



(W. J. Gage & Co.)

Banker's Safety Pen.

W. J. Gage & Co. are putting on the market a new non-leakable fountain pen called "The Banker's Safety." This is a splendid article for the price and can be retailed at \$2 with a handsome profit. The pen can be carried in the lower vest pocket, or for ladies' use is just the proper length. It is an absolutely non-leakable pen with nothing about it to get out of order. W. J. Gage & Co. carry it in stock in all the different styles of nibs, including the oblique stub, and carry also a stock of the different parts required for repairs.

Kildare Linen.

Buntin, Gillies & Co., Hamilton, are calling attention to Kildare Linen, a new white linen finish notepaper, light, dainty and very low in price. It is made in the fashionable colonial size with envelopes to match in both wallet

and pointed flaps. Kildare Linen is also supplied in tablets.

A New Water Well Paste Jar.

An addition to the line of Ideal Water Well paste jars is announced by the Carter's Ink Company. This line has always been an attractive one and a steady seller, and this last addition includes the points that have made



New Paste Pot
(Carter's Ink Co.)

the line successful. The well-known shape of the package, the side-well and attractive appearance is maintained, but in this latest jar the well for brush and water is a part of the side of the jar itself. It is a perfect refill package and as such has already made a distinct hit. The wide sweep for the brush and the ease with which all of the paste can be gathered on the brush are important elements in the success of this package. The jar is filled

with Carter's Photolibrary Paste, which is a leader among adhesives of this sort. It is a quick-drying, absolutely sure stickler—something claimed by many, but attained by few. Put up in the new jar pictured above it is a sure seller.

Perfection in Crayons.

The use of crayons in schools is steadily on the increase and wherever kindergartens are established, there the demand is heavy. Booksellers and stationers who carry school supplies would do well to investigate con-

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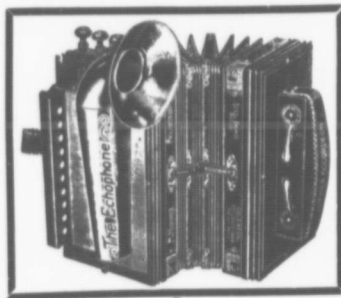
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Manitoba

THE WILLIAMS & SONS CO.
R. S. LIMITED

Toronto
Ontario

ditions in local schools and find out just what the consumption of crayons is. A timely word to members of the school board might lead to an increase in their use. Then, too, there is the question of quality. Users of crayons are always open to consider something better and, where the new Crayograph crayons are unknown, a little missionary work would be useful. These crayons are the latest product of the American Crayon Co. and are of the highest degree of excellence they ever manufactured.

Germ-Proof School Slates.

That germ-proof school slates have made a hit, is no longer to be doubted, if the reports from the Canadian jobbers are to be taken as a barometer. Several of the leading houses report a large increase in the demand for these goods ever since they were placed on the market, and the Canadian representative of the National School Slate Co., makes the statement that his firm has shipped more slates into Canada this year than in any year since 1880. We understand that a similar increased demand had made itself felt across the border, and we also feel gratified to hear that the National people consider The Bookseller and Stationer one of the best advertising mediums.

A Greeting Folder.

The L. E. Waterman Co. have their eyes open at all times to help the retail dealer. Their latest production in the way of advertising literature is a neat little folder 3x5½ inches in size. On the outside appears a cut of an Ideal pen with a hand-lettered design bearing the word "Greeting;" and beneath it two flowers and a motto from Dickens. At the bottom space is left for the dealer's name. Inside in compact form is a scale of prices for all the pens, and of these eight are illustrated. The

back page has something to say about the effectiveness of a Waterman pen for a Christmas gift.

HIS JUBILEE, TOO.

Toronto, October 7, 1909.

Bookseller and Stationer.—Herewith find our renewal subscription for Bookseller and Stationer. Thanks for the Jubilee Number, which I received, and which I shall find useful. It is interesting to me from the fact that the same year last month was my 25th year in Canada as a bookseller in Toronto.

JAS. M. ROBERTSON,

Upper Canada Tract Society.

PERSONAL ITEMS.

W. C. Bell, of the Musson Book Co., has been holding his autumn court at Windsor Castle, Montreal.

C. J. Musson, of the Musson Book Co., sailed on Oct. 2, for his usual fall visit to the London publishing houses.

W. B. Hart, Perth, was in Toronto recently on a buying trip.

P. D. Willits, of Kelowna, B.C., has been east on a vacation trip.

James B. Gillies, of Buntin, Gillies & Co., Hamilton, was a recent caller at the London office of The Bookseller and Stationer.

Brown & Stainton, manufacturing stationers, Toronto, have moved to a new warehouse at No. 77 Bay Street, where they will have increased facilities for handling business.

C. Gundy, who was salesman for R. A. J. Little, St. Thomas, has gone west and taken a position with Norman Caple, of Vancouver. E. A. Schweitzer is his successor in Mr. Little's store.

Condensed or "Want" Advertisements

BUSINESS FOR SALE

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PERIODICALS.

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

THE market reports make HARDWARE AND METAL a necessity to every hardware merchant, paint and oil dealer in Canada. It is mailed every Friday. Subscription price \$2 per year. Address H. W. BISHOP AND METAL, 82 Regent, Toronto, or Winnipeg.

BOOKS FOR SALE.

How to dispose of shop-worn or unsalable books is the problem of many a bookseller. Try an advertisement under this heading.

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 Full St., New York, Atlases, School Maps, Trade 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 inlaid stamping, for stationery. (12-09)

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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 400, Malden, Mass. (2-10)

ELLIOTT-FISHER Standard Writing-Adding Machines make the best Elliott-Fisher Limited, 513 No. 83 Craig St. W., Montreal, and 126 Bay St., Toronto.

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AGENTS WANTED.

This is the problem of many English and American manufacturers and publishers. Why not use an Ad. under this heading?

A FIRM of Bavarian pencil manufacturers are desirous of securing agents in Canada. Address Box 209, BOOKSELLER AND STATIONER, Toronto. (11)

Men selling on commission, or men whose time is not fully employed, should become our agents. We are a Canadian Grocer, Dry Goods Retailer, Hardware and Metal, Printer and Publisher, Bookseller and Stationer, Plumber and Sanitifier, Canadian Machinery, and Power House are all well known and highly regarded trade papers with a large circulation throughout Canada, United States and Great Britain. The circulation must be maintained and increased. We pay large commissions to men who push for us subscribers. If you can do anything in this way write the Circulation Department, giving references. The MacLean Publishing Co., 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 Sanitifier, 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 a retired business man for his spare time. **MACLEAN PUBLISHING COMPANY** Limited, Toronto. (11)

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WHY IMPORT Loose-Leaf Binders and Metal Parts when you can buy "Systems Quality" from us? We make the best binders in the world; make them to order for you. Ours are the Canadian Loose-Leaf Standards. Business Systems Ltd., Manufacturers of Stationers, Toronto. (11)

WHEN BUYING BOOKCASES insist on having the best in the market—Honey-Comb. National Bookcases are carried in stock by 1 up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd.; General Offices, Woodstock, Ont.

IF YOU are in the market for a Safe or Vault Door, let us send you our illustrated catalogue. "S" Our Safes are made to suit all requirements, from the smallest household safe to the largest bankers' safe made. The material and workmanship used in the construction of our safes are the best obtainable. They are made to stand any fire through which they may be called upon to pass. Write today for book showing safes which have passed through Canada's most severe fires. Address all inquiries to "S." The Goldie & McCallagh Co., Ltd., Galt, Ont.

725,000 LIVE MERCHANTS use Nation's Cash Registers. We could sell them unless they saved money money. The National will guard your money too. Write us for our National Cash Register Co., 285 Yonge St., Toronto.

BUSINESS WANTED

TWO SALESMEN want a line for Eastern Ontario, Quebec and Maritime Provinces. Good connections. Speak French fluently. Salary or commission. B's 415, BOOKSELLER AND STATIONER, Toronto.

STATIONER-Young man, 35 years of age, Scotsman, 22 years sound experience in all branches; also well versed in architecture and engineering; a supplier, desires change about 1st November as manager or buyer. Capable, energetic, married and a total abstemious. References on reqd. A.D., BOOKSELLER AND STATIONER, Toronto.

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.

MISCELLANEOUS

CASH AND PACKAGE CARRIERS 20 years' experience inventing and building modern auto-service appliances. Our guarantee: We will install a system of our Carriers in your store; you use them ten days, and if you do not find them to give you better and quicker service than any other Wire Carriers, pneumatic Tubes, Cable Carriers or Cash Registers, we will reimburse you on our expense. Write for catalogue and testimonials from reliable houses using our Carriers. The Clipse Carrier Co., 99 Ontario St., Toronto. (11)

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SHOW CASES AND STORE FIXTURES for every business. Send for illustrated catalogue. Jones Bros. & Co., Limited, 30-32 Adelaide St. W., Toronto, Ont. (11)

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WAREHOUSE and Factory Heating Systems, Taylor-Forshe Company, a branch of the Copp, Clark & Co., Ltd., Toronto. (11)

WANTED—A splendid opportunity for dealers who handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and Canadian Wirepress Company, Ltd., 33 John St., Hamilton, Ont. (11)

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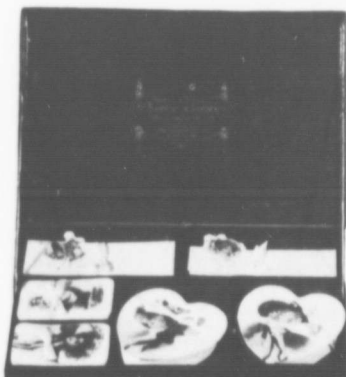
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Place Card Assortment.

The Copp, Clark Co.'s Place Card Assortment No. 41 contains cards of three different shapes, one gross in all. The designs are girl-heads and half figures most



gracefully outlined in an artistic array of colors tastefully blended. Price of assortment, \$6.75. Assortment No. 51 has the same designs in photogravure effects. Box contains 300. Price, \$6.

Gift Envelopes.

Copp, Clark Co. have an assortment of gift envelopes, which are exactly the thing to arrest the attention of the class of people who come in to a store "just to look around." They have Holly and Poinsettia designs,

lithographed in bright red and green colors, and come in five sizes—12x9½ inches, 8½x5½ inches, 8x3½ inches, 4x3½ inches, 3½x2 inches. Price, \$6.75 for box assortment of 300.

Parker Pens.

Considerable interest is being taken throughout America in the great advertising campaign conducted in the interest of the Parker Lucky Curve Fountain Pen. It commenced with a \$6,000 advertisement in the Saturday Evening Post, September the eighteenth, followed by a novel window display which, used simultaneously in all parts of the country, had the effect of focusing right into the stores the benefit of the magazine advertisement. This campaign will continue month after month as a powerful selling force to the dealer who avails himself of it. The liberal selling proposition including the ten days' free trial offer and the one year accident policy should prove of special interest to dealers at this season.

Blotting Paper.

Copp, Clark Co. have a reliable offer in the blotting paper line. It is called the "Magnet," and the following prices to the trade are practically the same as if purchasing direct from the mill: 60 lb. White Magnet, 50¢ per quire, \$8 per ream; 80 lb. White Magnet, 60¢ per quire, \$10.75 per ream; 100 lb. White Magnet, 75¢ per quire, \$13.50 per ream.

MOVING.

The Copp, Clark Co. are moving their entire manufacturing equipment from the buildings occupied by them for the past thirty-eight years, on Colborne Street, Toronto, to their new factory at 495 Wellington Street West. Here, with modern machinery and an increased staff of experts in every department, they will aim to maintain their present enviable reputation in the business world.

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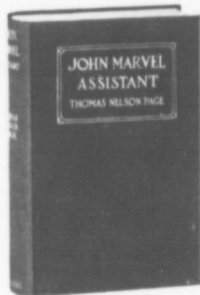
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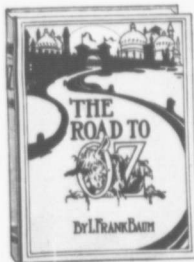


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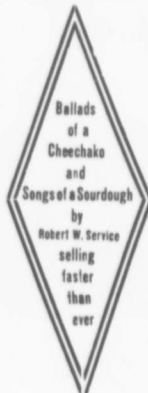
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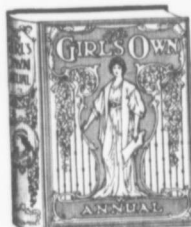
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Interviewing a Man of Books in the Midst of Books

A Visit to Lawrence J. Burpee, Librarian of the Ottawa Public Library—His Literature Achievements and His Views on Literature.

By George E. M. Hunter.

Lawrence J. Burpee, F.R.G.S., Librarian of the Ottawa Public Library, is a man of books in the midst of books. In his office and in his study at home volumes are piled round him, and the subject of books is one in which he is deeply interested, not only on account of his present position, but from the fact that he has been and still is a writer of considerable merit. In response to a knock, his invitation to "come in" and his substantial hand grasp at once imply friendliness, and his manner in conversation is frank, interesting and encouraging. You feel that you are talking with a man well versed in his subject, willing to impart any information upon it, and to convey it in terms unmistakably definite.

What has he done? He has been identified with leading journals, magazines, historical publications and government archives reports. "The Search for the Western Sea," an imposing volume is from his pen, and the Musson Book Company will publish this fall a series of five little volumes: "Flowers from a Canadian Garden," "Songs of French Canada," "Fragments from Haliburton (Sam Slick)," "By Canadian Streams," and "A Little Book of Canadian Essays." In the second volume named will be found two classes of poems, the French Canadian, and Translations from the old Folk Songs, the latter being representative of McLennan, Lighthall, and Lanigan. Volume three contains choice excerpts from Haliburton, the compiler having intelligently perused the whole of this author's writings and extracted therefrom those passages which in his opinion were the little gems of his works. Volumes four and five are original matter, the former being on the rivers of Canada and the latter, biographical and critical sketches of Canadian writers.

Mr. Burpee was joint author with Dr. Henry J. Morgan of "Canadian Life in Town and Country," has edited a number of historical journals for the Royal Society and Canadian Archives, one for the former being the "Journal of Matthew Cocking from York Factory to the Blackfoot Country, 1772-73" edited with introduction and notes by Mr. Burpee. In connection with the Archives, it is the intention of the Government to publish bulletins at intervals as contributions permit, number two being Murray's "Founding of Fort Yukon," No. 3, "Trip at the end of the 18th Century from Assinaboine River to The Yellowstone, No. 3, "Journey from Lachine to Qu'Appelle River," all of which will be edited with introduction and biographical notes by Mr. Burpee. He has also contributed to many English and American magazines and compiled several Canadian bibliographies. For a number of years he has done review work for The New York Nation and Chicago Dial, as well as for local and other papers. His work affects many channels of literature and his views are accepted as undisputed authority. That this is fact, may be strengthened when it is known that he is a Fellow of the Royal Geographical Society, Member of the Champlain Society, the Bibliographical Society of America, Ontario Historical Society, Canadian Institute, and Historical Society of the Mississippi Valley, the members of which associations are representative of the best men among English, Canadian, and American literateurs, geologists, geographers and scientists.

At present Mr. Burpee is engaged in the preparation of "The Journals of La Verendrye" for the Champlain Society, being an English translation with the French text; also "Supplement to the Makers of Canada Series," in which work Arthur G. Doughty, C.M.G., Dominion Archivist, is associated with him. This supplement is virtually an encyclopedia of the whole series, and besides providing an analytical index will also give a comprehensive bibliography. In addition to these he is also working on the life of one of Canada's grand old men, and a volume on the "Romance of the Fur Trade."

During the day Mr. Burpee's attention is fully absorbed in his duties as Librarian, so that his moments for study, research, and writing are those spent in his home, where he has a library containing all those books requisite for the special character of his work, which is



LAWRENCE J. BURPEE, F.R.G.S.

chiefly historical and biographical. Thus it will be seen that his writing must needs be all performed at night, in the quiet and appropriate precincts of those whose literary efforts are all that remain to remind us that the authors have passed to the great beyond.

Is there such a thing as Canadian Literature? To this question Mr. Burpee replied in the negative. He stated that there are many Canadian writers, but analysis showed that there is nothing very distinctively Canadian in their work. Drummond may be considered in this category, but his subjects were purely accidental. There, was however, one Canadian writer, named Haliburton, and he may be termed the father of the American style of humor, the Mark Twain type. Under these circumstances there is no present indication of marked original development in Canadian literature.

In contemporary historical work two outstanding figures are Egerton and Grant at Oxford. Writers are now turning more and more to the archives as the source of basic matter for all historical works, an example of

which may be found in Lucas' "Canadian War of 1812," which was compiled from the original documents and has not been superseded.

Ten years ago Mr. Burpee looked for a forward movement in Canadian fiction, but to-day he does not see the same indications. True we have some books by Canadian authors, which are meeting with pronounced approval as for instance "Sowing Seeds in Danny," by Nellie McClung and "Anne of Green Gables" and "Ann of Avonlea," by L. M. Montgomery. Both of these writers have struck a sympathetic chord in the reading public and the future may evidence some improvement in style and treatment. One striking feature is that considering the number of writers those from the gentler sex seem to secure a stancher hold comparatively than our male writers. In historical writings Miss Agnes C. Laut has deservedly won distinction, and the late Isabella Valancy Crawford's poems indicate the possibilities of the future. As to advice to young Canadian writers, Mr. Burpee refrains from such.

Owing to the peculiar character of his writings, Mr. Burpee does not possess a complete private library of Canadian books, but he does consider that some Canadian books have been and are still appreciating in value, mentioning as an example the "Wanderings of an Artist" by Paul Kane, which book contains some illustrations from the writer's own pen. This volume a few years ago could be had for about seven dollars, whereas now it is held at twenty dollars.

As to the reading tastes of the Ottawa public, Mr. Burpee is greatly pleased and agreeably surprised. There are always those who seek the better books, and the demand for works of standard fiction has far exceeded expectations, so that several copies of some books have been placed in the library in order to meet the many requests. Dickens and Scott are read more than any other, while calls for Farkman are also on the increase. The works of this latter and similar writers were formerly bought for libraries as "a matter of duty," but now there is a consistent evidence of interest in their writings, indicating a literary growth in the right direction. Thackeray has many friends, but they are chiefly among the scholars. The circulation of the Public Library this year is expected to exceed 200,000 notwithstanding the confusion attendant upon alterations being made to the stack room, and of this number a goodly proportion indicative of a steady growth, represents serious reading.

Mr. Burpee aims to make the Ottawa Public Library the first library in Canada, and if ability, industry, and keen interest will assist in the attainment there need be little doubt of the issue.

AN IMPORTANT NOVEL.

The Old Wives' Tale. By Arnold Bennett. Toronto: McLeod & Allen. Cloth, \$1.25.

The appearance of this book in a Canadian edition marks a new epoch in Canadian publishing. Hitherto publishers in this country have made popularity the basis of the majority, at least, of their selections. Naturally quality has frequently gone hand-in-hand with popularity, but notwithstanding it was the popularity of the author that influenced decisions. In the present instance, the author is practically unknown in Canada, and his book is certainly not to be classed with the productions of such writers as Chambers, McCutcheon, McGrath, etc. It more nearly approximates the De Morgan style. Critics in England have bestowed upon the book remarkable praise. Dr. Robertson Niehoff exclaims enthusiastically, "It is

a masterpiece." Not for a long time has a piece of fiction appeared which conveyed an impression of such magnitude, such finished workmanship and such a fund of reserve power. There are many books which impress one with a sense of amplitude, a sense of being spread over a very broad canvas. It is much rarer to find, as in the present case, a book which gives a sense of depth as well as breadth, a book that has a wonderful, far-reaching perspective, making you feel that you are looking not merely upon the surface of life, but through and beyond the surface into the deep and hidden meanings of human existence. Mr. Bennett has produced a distinct impression of the period and localities, which form the groundwork 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 Haines, 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.

PUBLISHING EXPERIMENTS IN LONDON—
Charging for Novels According to Their Length—
More Six Shilling Novels than ever—Hall Caine's
Numerous Review Copies—By Clement K. Shorter in
The Dial.

The whole book-trade of England has been very considerably agitated during the past three months by the question of the six-shilling novel and its future. It has long been insisted that for this country the sum of six shillings was too much to pay for a work of fiction that might be read in a few hours. It is true, of course, that not many years ago new novels were published here at five times the price,—that is to say, in three volumes for thirty-one shillings sixpence. That system of three volumes had much to be said for it: the full story of the rise and growth of the three-volume novel has never been told.

"Waverley," for example, the first great popular novel of the last century, was only in two volumes. Some of Sir Walter Scott's romances appeared in three volumes, and others in four volumes. Thackeray's "Vanity Fair," after it had been issued in parts, came out in one volume, although "Esmond" appeared in two. Dickens's novels, as we know, usually appeared in monthly parts. It was nearer our own day that the three-volume novel became an institution, and all book collectors consider themselves happy if they possess certain of the novels of George Eliot, the Brontës, George Meredith, and, more recently, of Mr. Thomas Hardy and

Mr. Henry James, in the three-volume form of their first editions. But before its final extinction, the three-volume novel, although it was delightful for reviewers on account of its large type, had become an encumbrance to the booksellers and a burden to the libraries. It survived, apparently, because the late Mr. Charles Edward Mudie, who ran the greatest circulating library in London, had entered into a compact with three publishers of many novels in their day,—Tinsley, Bentley, and Hurst & Blackett,—by which he undertook to subscribe for a certain number of the novels issued by these firms. This arrangement considerably handicapped many of the younger publishing houses; and it was Mr. Heinemann who gave a death-blow to the system, by the publication of a novel of Mr. Hall Caine's in the six-shilling form.

Mr. Heinemann has been destined, in this present year, to lead yet another movement in the direction of change, with what final result it is not possible at present to speak with any certainty. A few months ago Mr. Heinemann, in a speech addressed to booksellers, declared that it was obviously unfair that a novel of forty thousand words should be sold at the same price as a novel of one hundred thousand words. Therein he gave a hint of a scheme that he was about to put into practice. There is no doubt that the custom of producing novels of few words for the same price as long novels was having a demoralizing effect on the book-trade. The worst examples that I can recall are a story by Miss Olive Schreiner, and another by Mr. Maurie Hewlett. This last, I may add, was issued as a six-shilling book in spite of a protest from the author.

Mr. Heinemann, then, has launched his new scheme; and again Mr. Hall Caine is the hero. His latest novel, "The White Prophet," which consists of one hundred thousand words, has been issued in two volumes for four shillings. Mr. Heinemann has followed this by two short novels, in single volumes, at two shillings each. In a few weeks we are to have, in the same series, Mr. William De Morgan's "It Never Can Happen Again," in two volumes, for six shillings net,—this being a story of two hundred thousand words or more.

As our booksellers are to get six shillings net for Mr. De Morgan's book, instead of the four shillings sixpence for which they usually sell a six-shilling novel, Mr. Heinemann will do very well if he sells as many copies as under the old system. So far, this second attempt at a revolution has not succeeded with the purchasers of fiction. Mr. Hall Caine's novel, "The White Prophet," is "hanging fire." As far as I can gather, thirty thousand copies were sold to the English market, and ten thousand to the colonies; but inquiries among booksellers make it clear to me that the public have not shown their usual alacrity in purchasing Mr. Hall Caine's book. This has been attributed in some quarters to a dislike of the two-volume form; in others, to the many severe reviews which Mr. Caine's novel has provoked. I am more disposed to attribute it to the fact that the novel has appeared serially in the "Strand Magazine," and that Mr. Caine's readers are, in the main, readers of that excellent publication. However, Mr. Caine has congratulated himself on the fact that, after all, despite the critics—whom he calls "dead-heads" and "hangers-on"—he has sold more copies of his novel in the book-shops during this season than any other author. That does not seem a very remarkable fact, for no other author of any importance has published a novel in August or September.

Mr. Caine's reference to "dead-heads" is doubtless connected with the "review copy." Every London publisher has to give away at least a hundred copies of each of his novels, if he wants them to be widely re-

viewed. With other books he can keep the number down to sixty or eighty, and in some cases to forty; but no publisher would dream of sending out less than a hundred copies of a novel to the multitudinous newspapers of London and the Provinces.

Mr. Caine has always demanded from his publisher a much more extended generosity than this. With one of his earlier books, he sent nine copies to a single newspaper. Every member of that journal received a present of one. Doubtless he intends to alter this in the future, and I should not be at all surprised if he takes the course that has long been adopted by Miss Marie Corelli, and refuses with his next novel to send any copies to the newspapers for review. Miss Corelli, however, always took care that one or two good reviews of her books should appear. I particularly recall that Lord Burnham received a copy, with a request for a notice in the "Daily Telegraph," and that the notice was forthcoming. At the present time, when Miss Corelli publishes a new novel several of the newspapers buy copies in order to furnish their readers with reviews. It may be admitted that Mr. Hall Caine is one of the fortunate writers who can do precisely what is done by Miss Corelli. Both novelists appeal to a huge non-literary class, and are not under the same conditions that guide the great majority of our authors struggling to obtain a public. Were publishers to refuse to send books for review as a general practice, the authors—and particularly the male authors—would become frantically hysterical.

I have referred to Mr. William De Morgan's new novel, "It Never Can Happen Again." Mr. De Morgan is a wonderful man, a little bit like the late Mr. George Meredith in appearance, with a kindly face and keen piercing eyes. He is a delightful talker, and enjoys the success which has come to him so late in life,—for he was sixty-seven years of age when his first novel, "Joseph Vance," appeared. He had been an artist in a particular kind of tile during the intervening years, and had led a life of much happiness, although, perhaps, not of too much prosperity, alternating between a studio in The Vale, Chelsea, opposite the home which Mr. Whistler once occupied, and Florence, where he wintered for his health year by year, until the day Mr. Heinemann published "Joseph Vance." The book had only been submitted to one previous publisher; so even here he was fortunate. Each of his three novels, so far, have been great successes, in spite of their extraordinary length. Will the fourth novel be as successful in two volumes as the three others have been in one? is the question. I hope so, on many grounds; for I think Mr. Heinemann's two-volume form is very charming.

Meanwhile it is worthy of notice that there are more six-shilling novels coming out this season than ever before. The Macmillans, the Methuens, all our leading publishers of fiction, are sending them out in large quantities. A number of new publishers have come upon the scene, and these also are running the six-shilling novel. One firm, named Mills & Boon, has sent me a great many lately; while another publisher, Mr. Andrew Melrose, has delighted me with one particular story, "The Wood-Carver of Lympos," by Mary E. Waller.

Three of our most popular novelists have just finished new stories. Mr. and Mrs. Ezeron Castle are calling their next novel "The Panther's Cub," while Mr. Anthony Hope entitles his "The Second String." Mr. Anthony Hope has not, I think, been doing as good work lately as in the days when he published that fine romance "Rupert of Hentzau," and that powerful piece of analysis, "Quisante." Let us hope that "The Second String" will be of the old quality.

Items About Canadian Authors and Their Work

Interesting Items about New and Forthcoming Books by
Canadian Writers — Also includes Information about
Books on Canada — All Departments Represented.

The list of books by Canadian writers to appear this autumn is now practically complete. There is a very fair representation in all departments, and some important books may be expected.

Description.

Agnes Deans Cameron has written an account of her trip down the Mackenzie river, from Athabasca Landing to the Arctic ocean and return by the Peace river. The book is to be published by D. Appleton & Co., New York.

Dr. Adrien Loir, a Frenchman, who visited Canada in 1906, was a delegate to the Medical Congress at Three Rivers, has recorded his impressions in a volume entitled, "Canada et les Canadiens," published by Guilmoto, Paris. The book is a very interesting one, for the writer came to the country with little or no knowledge about it.

Mrs. Arthur Murphy, of Edmonton, review editor of the Winnipeg Telegram, has written a clever and witty book of western impressions, the manuscript of which has been placed with Cassell & Co. The book will appear on this firm's spring list for 1910. Mrs. Murphy is the wife of an Anglican clergyman, who formerly resided in Toronto.

"Manitoba as I Saw It," by Dr. John H. O'Donnell, of Winnipeg, is to be ready this month. The publishers are the Musson Book Co., of Toronto.

Dr. W. S. Rainsford, of New York, who, it will be remembered, was for some years rector of St. James Church, Toronto, has written a vivid book about Africa, entitled, "The Land of the Lion." Dr. Rainsford spent a full year after game in Africa, covering more than 4,000 miles. His adventures were numerous and thrilling. The book is published by Doubleday, Page & Co., New York.

"Labrador," an illustrated volume about the country of that name, written by Dr. Wilfred T. Grenfell, and others, will be ready this month, with the Macmillan Co.

Fiction.

L. C. Page & Co., the publishers of Miss L. M. Montgomery's books, "Anne of Green Gables," and its sequel, "Anne of Avonlea," report a remarkable demand for both books. The former is now flourishing in its fourteenth printing, while a fourth printing of the latter has been called for within a month of publication.

"The Attie Guest," by R. E. Knowles, of Galt, is now on the tables of the booksellers. Mr. Knowles, himself, is on a vacation trip in Europe.

"The Suitab'e Child," by Norman Dunean, is now ready and makes an appropriate little volume for gift purposes.

Mrs. Humphry Ward's new story, now appearing serially in the Cornhill, in England, and in the Ladies' Home Journal, in America, has its scene laid in Canada. Mrs. Ward gives an interesting picture of a journey to western Canada at the outset. The story bears the appropriate title, "Canadian Born," in the English magazine, but is called "Lady Merton" in the Home Journal.

After some delays, William Wilfrid Campbell's novel of the war of 1812, "The Fair Rebel," was published by the Westminster Co. on October 8. The volume has been well made and reflects credit on the publishers.

"Northern Lights," the volume of short stories dealing with life in the Northwest in pioneer days, by Sir Gilbert Parker, was published last month by the Copp, Clark Co., as announced.

Advance orders for Ralph Connor's new novel, "The Foreigner," have reached unprecedented proportions. The publishers and wholesale bookstores are wondering how they can handle the book when it appears in November.

Harvey J. O'Higgins, of New York and Toronto, who has made the New York fire department a subject of study, has written a short novel, entitled "Old Clinkers," which is to be published this month by McLeod & Allen, of Toronto. The hero is chief of a New York fire-boat, and the reader follows him and his men through some exciting fires. Mr. O'Higgins is collaborating with Judge Lindsay, of Denver, at the present time in a series of magazine articles on the child problem in the United States.

This month the Macmillan Co. will publish "The Backwoodsman," a volume of tales by Charles G. D. Roberts.

A book which was announced some time ago by William Briggs has just been issued, entitled "Tales of Old Toronto," by Suzanne Marny, author of "The Canadian Book of Months." The book is illustrated by Marie Nichol, and is one of the handsomest books which has ever been issued by a Canadian publisher.

History.

The Huron Institute, Collingwood, are to be congratulated on the publication of their first volume of papers and records. The work comprises a number of historical papers, which have been read before the Institute by members at various times, and there are also a few interesting illustrations.

The publishers state that there has been an excellent sale for Rev. George Bryce's "The Romantic Settlement of Lord Selkirk's Colonists," which was published early in September. The edition has been almost entirely sold out.

Volume IV, of the Publications of the Champlain Society of Canada, appeared last month. It contains, "The Logs of the Conquest of Canada," edited with an introduction by Lt.-Colonel William Wood, author of "The Fight for Canada." The introduction itself extends to 164 pages, giving a comprehensive account of the three campaigns of Louisburg, Quebec and Montreal. The logs are reproduced exactly as they were entered in the ships' books.

It is expected that Father A. G. Morice's important work, "The History of the Catholic Church in Western Canada," will be ready some time this month. It is to appear in two volumes at \$4. The publishers are the Musson Book Co., Toronto, who are levoting more and more attention to the publication of Canadian books.

The Elgin Historical and Scientific Institute has in the press its third publication, being the story of 'the Talbot Centennial Celebration at St. Thomas in 1903. Judge C. O. Ermatinger is editing the volume, which will be illustrated.

William Briggs promises for the 1st of November, "Canada: The Empire of the North," by Agnes C. Laut. It was expected that this book would be ready on the 1st of October, but the book has been delayed on account of securing international copyright.

Dr. Saunders' book entitled "Three Premiers of Nova Scotia," which was promised by William Briggs for issue on the 1st of October, has been unavoidably delayed in going through the press, but it is expected that it will be ready about the 1st of November. Dr. Saunders' book will be one of the most important historical works of the year, and is being looked forward to with great interest by both the critics and public men.

It is interesting to note in connection with Mr. Arthur Johnston's "Myths and Facts of the American Revolution," which was issued by William Briggs last year, and which slates the American historians unmercifully for their accounts of the Revolution, that the publisher has placed an edition with a Boston House which intends to circulate it as widely as possible throughout the United States.

William Briggs has just published "The Imperial Anniversary Book," compiled by Harold Saxon.

William Briggs expects to have ready within a few days Edwin G. Rundle's new book, entitled "A Soldier's Life." This book will contain the personal reminiscences of Mr. Rundle, late Sergeant-Major in Her Majesty's 17th Leicestershire Regiment of Foot, and contains an introduction by Major Henry J. Woodside, of Ottawa. The book will prove to be a very interesting one to Canadians as Sergeant-Major Rundle took part in the Trent affair, and was a member of the Red River Expedition under Sir Garnet Wolseley, now Field-Marshal Lord Wolseley.

The Telegraph Printing Company, of Quebec, are the publishers of the "Grosse Isle Tragedy and the Monument to the Irish Fever Victims of 1847." The title describes the purport of the work. It is for sale in three bindings, at \$1, \$1.50 and \$3.

The new edition of "The Speeches and Public Letters of Joseph Howe," edited by J. A. Chisholm, K.C., of Halifax, has at length appeared. It is in two volumes, and is published by the Chronicle Publishing Co.

Biography.

A life of Archbishop Maehray, by his nephew, Robert Maehray, sometime Canon of St. John's, Winnipeg, is in preparation by the Macmillan Co. During an episcopate of nearly forty years, first as Bishop, then as Metropolitan, and finally as Archbishop of Rupert's Land, he witnessed and actively participated in the rise and progress of Manitoba and the Northwest.

Herbert N. Casson, whose writings in American magazines has brought him into prominence, has completed a life of Cyrus Hall McCormick, the inventor of the reaper. The life and personality of the great inventor are adequately set forth with many interesting details of his services to his chosen city, Chicago. The book is published by A. C. McClurg & Co., Chicago.

"The Life and Letters of James Wolfe," by Beekes Willson, published by Heinemann, London, has appeared, and adds one more volume to the already lengthy list of "The Life of Wolfe," by Edward Salmon, is also ready, published in England by Sir Isaac Pitman & Sons, and in Canada by Cassell & Co.

Poetry.

There has just been placed on the market by William Briggs a volume of poems which will no doubt have a large circulation in Canada. These are by Edward W. Thomson, and his volume is entitled "The Many-Mansioned House and Other Poems." Mr. Thomson issued this book in the United States through the firm of Houghton, Mifflin & Co., under the title, "When Lincoln Died and Other Poems." The poem which gives the title to the Canadian edition has to do with the British Empire. The most notable poem in the volume is that entitled "Peter Ottawa," which was so well received when it first appeared in the magazines.

Religious.

Rev. George Jackson, of Toronto, has published through Robert Culley, of London, "Studies in the Old Testament," which will be read with interest, in view of the author's prominence in recent religious controversies.

Juveniles.

Marshall Saunders, of Halifax, whose book, "Beautiful Joe," has had a great vogue for quite a number of years, is still writing successful juveniles. Her "Tilda Jane," published by L. C. Page & Co., Boston, is now in its thirteenth printing, presaging a good demand for its successor of this season, "Tilda Jane's Orphans."

This month Little, Brown & Co., Boston, publish "Redney McGaw," a circus story, by Arthur E. McFarlane of Toronto. Mr. McFarlane has had actual experience of circus life and his story gives a true picture of life on the road.

Miscellaneous.

Arnold Haultain, private secretary to Professor Goldwin Smith, and himself an author of some note, has compiled a number of wise and witty sayings about the tender passion, which he entitles, "Hints for Lovers." The book is handsomely produced by the Houghton, Mifflin Co., of Boston.

J. W. Dafeo, editor of the Manitoba Free Press, Winnipeg, has published, in pamphlet form, a series of letters, giving his impressions of the Imperial Press Conference, which appeared originally in the Free Press. Mr. Dafeo writes entertainingly and his letters are well worth reading.

The Annotated Edition of the new Church of England Hymn Book, which has been compiled by James Edmund Jones, of Toronto, will be of interest to all who like to know about the origin and authorship of hymns. The compiler has gone very fully and accurately into his subject. The arrangement places the explanatory notes at the end of each hymn. Probably no hymn book has hitherto been annotated in this fashion.

An important book on the eastern question, entitled, "The Chinese," has been published by the Bobbs-Merrill Co., of Indianapolis. The author is John Stuart Thomson, who may be said to be one of the foremost authorities on China. Though he resides in New York, Mr. Thomson is a Canadian, having been born in Montreal and educated at McGill University. He is the author of two successful books of verse, "Estabelle," and "A Day's Song," and has contributed to all the leading magazines.

W. Hastings Webbing, of Brantford, has had his verses on golf produced in artistic form by H. M. Caldwell, of Boston. The book is illustrated on every page, and is handsomely bound. It is entitled, "Pore! the Call of the Links," and is brimful of bright and witty rhymes about golf and golfers.

Recent Activities Among the Canadian Publishers

The Fiction List being Rapidly Completed—Titles of Books already Published—The De Morgan Book again Postponed—A Good Book Season Anticipated.

The publication of the new De Morgan book, "It Could Never Happen Again," has once more been postponed—this time until November.

The Herbert Strang book for boys this season is en-



A New Book for Boys
(Copp, Clark Co.)

titled, "Palm Tree Island." It is being published, as usual, by Henry Frowde.

The Musson Book Co. are handling the official report of the Imperial Press Conference in London, a well-illustrated and interesting volume.

On October 6, the Maemillan Co. issued "Actions and Reactions," by Rudyard Kipling; "Stradella," by the late Marion Crawford; "The Key of the Unknown," by Rosa Nouchette Carey; "Calvary," by Rita, and "Martin Eden," by Jack London.



A New Book for Boys
(Copp, Clark Co.)

The Musson Book Co. have ready "Little Sister Snow," the new book by Frances Little, author of "The Lady of the Decoration." Like the latter, it is a small volume, with scene laid in Japan. They have also ready

"Veronica Playfair," by Maud Wilder Goodwin; "Daphne in Fitzroy Street," by E. Nesbit, and "The Land of Long Ago," by Eliza Calvert Hall.

The Maemillan Co. will publish this fall among their gift editions, "The Water Babies," by Charles Kingsley, with 32 illustrations in color, by Gobel. They will also have a new edition of Hewlett's "Forest Lovers," with 16 illustrations in color.

The new novel by the American Winston Churchill, announced for publication this fall by the Maemillan Co., will not be ready until February.

One of the most important of the Maemillan autumn publications will be Dr. Sven Hedin's "Trans-Himalaya: Discoveries and Adventures in Tibet." It will be issued in two volumes, with eight colored plates and about 400 other illustrations.



"FRANCES LITTLE"
(Mrs. Fannie C. Macaulay)

Author of "The Lady of the Decoration" and "Little Sister Snow," just published.

Henry Frowde, Oxford Press, Toronto, has received a supply of four handsome art calendars, "The Peter Pan," "The Tempest," "The Jorrocks," and "The Drummond," each illustrated in color by some noted artist. \$1 each.

The bulk of McLeod & Allen's fall list is now ready, and several of the titles are already exhausted. "The Goose Girl," by Harold McGrath, and "The Danger Mark," by R. W. Chambers, are leaders.

The Copp, Clark Co. report an excellent demand for Sir Gilbert Parker's new book, "Northern Lights," which is going to prove just as popular as anything he has ever written.

After many delays, the Copp, Clark Co. have at last issued "Sins of Society," the novelization of the drama of the same name by Cecil Raleigh. The fact that the play is now on the boards in America adds interest to this book.

"John Marvel, Assistant," by Thomas Nelson Page, is announced for publication by the Copp, Clark Co. on October 16.

The Copp, Clark Co. have already issued several of their gift books, notably "The American Girl," by Harrison Fisher; "Tanglewood Tales," by Julian Hawthorne; "Britain Overseas," and "The Road to Oz." They have also ready "The Flute of the Gods," by Marsh Ellis Ryan; "The Haven," and "Marriage of Mayfair."

This month the Copp, Clark Co. will publish Captain Brereton's two boys' books, "A Hero of Sedan," and "John Bargreave's Gold," and Staff-Surgeon Jeans' "Ford of H.M.S. Glover."

A LIST OF NOVELS WORTH READING.

G. P. Putnam's Sons, Retail Department, New York, have got out a little annotated catalogue of "Novels Worth Reading," which fills a long-felt want in these days when novel writers are so prolific. The catalogue comprises first the earlier writers, then the great writers of the nineteenth century, with detailed lists of their complete works, and, finally, a selection of five hundred of the best novels published during the past sixty years. In each case full particulars about the book and the various editions in which it may be procured, are supplied.

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21287. Ontario School Book-keeping. (Book.) The Educational Book Company of Toronto, Limited, 2nd September.

21289. The Public School English Composition. (Book.) Frederik Henry Sykes, Toronto, 2nd September.

21290. Lessons in Art Education. (Temporary Copyright.) Mary Mulveney, London, 3rd September.

21292. Exercices d'Arithmetique pour les Eleves des Classes Primaires. Par T. Roehon. Partie du Maitre. Telesphore Roehon, Clarence Creek, Ont., 7 septembre.

21293. Exercices d'Arithmetique pour les Eleves des Classes Primaires. Par T. Roehon. Partie de l'Eleve. Telesphore Roehon, Clarence Creek, Ont., 7 septembre.

21294. Droit Public de l'Eglise: L'Eglise et l'Education a la Lumiere de l'Histoire et des Principes Chretiens. Par Mgr. Louis Adolphe Paquet. (Livre.) Mgr. Louis Adolphe Paquet, Quebec, 7 septembre.

21315. A Handbook to Winnipeg and the Province

of Manitoba, Prepared for the 79th Annual Meeting of the British Association for the Advancement of Science, 1909. (Book.) W. Sanford Evans, Winnipeg, 11th September.

21316. Woodstock Directory, 1909. Union Publishing Company of Ingersoll, Ingersoll, 11th September.

21317. Peterborough Directory, 1909. Union Publishing Company of Ingersoll, Ingersoll, 11th September.

21325. Tuberculosis. (Chapter contained in the book Health Reader No. 2.) J. & A. McMillan, St. John, New Brunswick, 11th September.

21327. Posies for Polly. Child Verse. By Margaret McCausland. (Book.) The Municipal World, Limited, St. Thomas, 13th September.

21331. Gage's Ontario School Book-keeping Blank. General Course. (Book.) The Educational Book Company of Toronto (Limited), Toronto, 15th September.

21332. The Pupil's Outfit in Business Papers. (Book.) The Educational Book Company of Toronto (Limited), Toronto, 15th September.

21337. Northern Lights. By Gilbert Parker. (Book.) Gilbert Parker, London, England, 17th September.

21338. The Ontario High School Arithmetic for use in Continuation Schools, High Schools and Collegiate Institutes. (Book.) The Hunter, Rose Company, Limited, Toronto, 17th September.

21352. Sermon from Shakespeare. (Temporary Copyright.) The Bradley-Garretson Company, Limited, Brantford, 21st September.

21353. Seven Minute Sermon. (Temporary Copyright.) Miss E. S. Davidson, Brantford, 21st September.

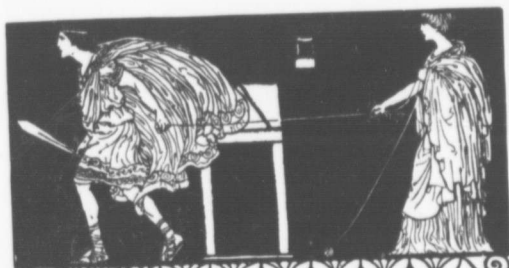
21358. La Lettre ou Lecons de Style Epistolaire a l'usage des Ecoles Primaifes. Par Mlle A. Germain. (Deuxieme Edition.) Madame (Veuve) E. Germain, Quebec, Que. 22 septembre.

21369. Vingt Ans Apres. 1884-1904. Recit Veridique, Historique, Anecdote, Epique et Typique d'un Conventum d'Anciens Collegiens. Par Victor Morin. (Livre.) Victor Morin, Quebec, Que., 21 septembre.

21371. High School German Grammar and Exercises. By W. H. Van Der Smijssen and W. H. Fraser. (Book.) The Copp, Clark Co., Limited, Toronto, 25th September.

21375. Grace and Gold; or Scriptural Giving. By Rev. W. J. Fowler, M.A., B.D. (Book.) Rev. W. J. Fowler, Lower Musquodoboit, Nova Scotia, 25th September.

21376. Rubaiyat of Omar Khayyam. Selected Quatrains from Fitzgerald's Fourth Edition. (Booklet.) The Macmillan Company of Canada, Limited, Toronto, Ontario, 27th September.



Theseus held the silken-cord fast in his left hand ©

—Illustration from a new edition of "Tanglewood Tales"

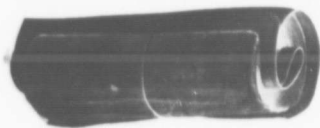
The Canadian Monthly List of Books for September

Containing a Record of Books Published in Canada,
Books by Canadian Authors and Books About
Canada Issued During the Month of August.

One asterisk (*) placed before an entry in this list signifies that the book has been printed in Canada. Two asterisks (**) mean that the book has been printed and copyrighted in Canada.

- Arabian Nights.** Edited by Kate Douglas Wiggin and Nora Archibald Smith. 12 full-page illustrations, title page, cover and end papers in full colors by Maxfield Parrish. Toronto: Copp, Clark. September. Square 8vo. \$2.50 net.
- Arabian Nights.** Illustrated by W. Heath Robinson and Helen Stratton. Toronto: Copp, Clark. September. Cloth. \$1.00.
- Arabian Nights.** Retold for children by Gladys Davidson. With many illustrations in color and in black-and-white, by Helen Stratton. Toronto: Copp, Clark. September. Large crown 8vo. Cloth, gilt top, \$1.25.
- Arnold's Practical Commentary on the International Lessons, 1910.** Toronto: Fleming H. Revell Co. September. Cloth, 50 cents.
- Balmer, Edwin.** Waylaid by Wireless. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Barker, Elsa.** The Son of Mary Bethel. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Barr, Robert.** Cardillac. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- A dashing romance of mediæval France. The reader is plunged at once into a series of complications, which surround the young Gascon hero, Cardillac. The rescuer of a beautiful young lady from a convent is the centre of the plot.
- Baum, L. Frank.** The Road to Oz. Toronto: Copp, Clark. September. Illustrated. Cloth, \$1.25.
- Beach, Rex E.** The Silver Horde. New York: Harper Bros. Toronto: Musson Book Co. Cloth, \$1.50.
- Beckman, Ross.** The Last Woman. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Bennett, Arnold.** The Old Wives' Tale. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Eindloss, Harold.** The Greater Power. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Blake, Sir H. A.** China. Illustrated by Mortimer Menpes. Toronto: Macmillan. September. Cloth, \$1.75.
- Book of Common Praise, being the Hymn Book of the Church of England in Canada.** The music edited by Sir George C. Martin. Toronto: Henry Frowde. September. Seven Editions.
- Botsford, G. W.** The Roman Assemblies. Toronto: Macmillan. September. \$4.00 net.
- Call, Anna Payson.** Power Through Repose. New Edition with three new chapters. Toronto: Musson Book Co. September. Cloth, \$1.00.
- Cecil Aldin Series.** Colored illustrations. 1, Wives; 2, Widows; 3, Bachelors; 4, Jorrocks on Hunting. Toronto: Macmillan. September. Each 25 cents.
- Chalmers, Stephen.** The Vanishing Smuggler. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Chambers, Robert W.** The Danger Mark. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Color Books. The Inns of Court.** Cloth, 75 colored illustrations by G. Home. Toronto: Macmillan. September. \$2.50.
- Davis, Wm. Stearns.** An Outline History of the Roman Empire. Toronto: Macmillan. September. Cloth, 65 cents net.
- Dawson, W. J. Masterman & Son.** Toronto: Henry Frowde. September. Cloth, \$1.25.
- Days With the Poets Series.** Including Browning, Burns, Wordsworth, Longfellow, Keats and Tennyson. Illustrated in color. Toronto: Henry Frowde. 30 cents each.
- Drummond, Henry.** A Golden Month. Toronto: William Briggs. September. Art paper boards. 37 pages. 50 cents.
- Dudney, Mrs. H.** The Shoulder Knot. Toronto: Cassell & Co. September. Cloth, \$1.25.
- Duncan, Norman.** The Suitable Child. Toronto: Henry Frowde. September. Cloth, 60 cents. De Luxe Edition, \$1.00.
- Estabrook, Alma Martin.** The Rule of Three. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Everett, Chas. C.** Theism and the Christian Faith. Toronto: Macmillan. September. Cloth, \$3.50 net.
- Fredericks, Sidney.** The Stolen Signet. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Goodwin, Maud Wilder.** Veronea Playfair. Toronto: Musson Book Co. September. Cloth, \$1.25.
- Gordon, S. D.** Quiet Talks on Home Ideals. Toronto: Henry Frowde. September. Cloth, 75 cents.
- Habershon, S. H.** Diseases of the Stomach. Toronto: Cassell & Co. September. Cloth, \$2.75 net.
- Hall, Eliza Calvert.** The Land of Long Ago. Toronto: Musson Book Co. September. Cloth, \$1.25.
- Harbin, Will N.** The Redemption of Kenneth Galt. New York: Harper Bros. Toronto: Musson Book Co. September. Cloth, \$1.50.
- Hawke, Clarence.** Shovel Horns. Toronto: Musson Book Co. September. Cloth, \$1.25.
- Hawthorne, Nathaniel.** Tanglewood Tales. Toronto: Copp, Clark. September. Illustrated Gift Edition. Cloth, \$1.50.
- Hewlett, Maurice.** Open Country. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Hole, William, R.S.G.** The New Testament. Illustrated in color. Toronto: Musson Book Co. September. Cloth, 50 cents.
- Hornung, E. W.** Mr. Justice Raffles. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- In this tale, Raffles, the famous gentleman-burglar, is introduced in the character of a punisher of evil-doing. He is pitted against one of the most unscrupulous and clever criminals in London, in the person of Levy, alias Mr. Shylock, a Jewish money-lender, and, needless to say, circumvents his worst schemes.
- Howard, Keble.** The Smiths of Valley View. Toronto: Cassell & Co. September. Cloth, \$1.25.
- *Huron Institute Papers and Records.** Vol. 1. Collingwood: Published by the Institute. August. 100 pages. 5½x8¼ inches. Cloth, \$1.00. Paper, 50 cents.
- A valuable work has been begun by the Huron Institute in preserving such historical matter as is to be found in this first annual report. There are twelve papers on various themes contained in the book, all of which have been read on different occasions before the Institute.
- Isham, Frederic S.** Half a Chance. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Jackson, Helen Hunt.** Ramona. New Pasadena Edition. Toronto: Musson Book Co. September. Cloth, \$2.00.

- Jones, James Edmund.** The Book of Common Praise of the Church of England. Annotated Edition with notes written and compiled by James Edmund Jones, B.A. Toronto: Henry Frowde. September. Cloth, \$1.50 net. On Oxford paper, \$3.00 net.
- Jordan, W. G.** The Crown of Individuality. Toronto: Henry Frowde. September. Cloth, \$1.00.
- Kirkland, Winifred.** Introducing Corinna. Toronto: Henry Frowde. September. Cloth, \$1.00.
- Knowles, R. E.** The Attie Guest. Toronto: Henry Frowde. September. Cloth, \$1.25.
- Le Blanc, Maurice.** The Exploits of Arsene Lupin. Toronto: Cassell & Co. September. Boards, 30 cents.
- Le Feuvre, Amy.** The Country Corner. Toronto: Cassell & Co. September. Cloth, \$1.25.
- Lincoln, Joseph C.** Keziah Coffin. Toronto: McLeod & Allen. September. Cloth, \$1.25.
Another droll story by the creator of "Cap'n Eri," a little longer and stronger than anything the writer has as yet attempted. There is also more plot, and yet the comedy element has not been neglected. To all who enjoyed "Mr. Pratt," "Cap'n Eri" and "Cy Whitaker," this story of down east life in a sea-coast village, will be welcome.
- Logs of the Conquest of Canada.** Edited with an Introduction by Lt.-Colonel William Wood, author of "The Fight for Canada." Toronto: The Champ'ain Society. September. xxvi.+335 pages, 6½x9½ inches. Supplied only to members of the Society. Printed in England.
- Maeterlinck, Maurice.** Works of Maeterlinck. 5 Volumes. Leather edition. Toronto: Musson Book Co. September. \$1.25 per volume.
- Macmillan's Pocket Classics** Cloth, 24mo. Toronto: Macmillan. September. Each, 25 cents net. Selections from *Morte d'Arthur*. By Malory. Gray and Cowper's poems.
- Mighels, Philip Verrill.** The Pillars of Eden. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Miles, Alfred H.** In the Teeth of Adventure up and Down the World. Toronto: Copp, Clark. September. Illustrated. Cloth, \$1.25.
- Miller, J. R.** A Golden Month. Illustrated. Toronto: William Briggs. September. Art paper boards, 37 pages. 50 cents.
- Nesbit, E.** Daphne in Fitzroy Street. Toronto: Musson Book Co. September. Cloth, \$1.25.
- **Ontario High School Chemistry.** Text Book. Cloth, vii, 191. Index 8vo. Macmillan. September. 40 cents net.
- Oppenheim, E. P.** Mr. Marx's Secret. Toronto: Ward, Lock & Co., September. Cloth, \$1.25.
A story written by the author some years ago, but now issued in volume form for the first time.
- **Parker, Gilbert.** Northern Lights. Toronto: Copp, Clark. September. Cloth, \$1.50.
A collection of short stories dealing with life in the Northwest in the early days.
- Parrott, J. E., M.A., LL.D.** Britain Overseas: The Empire in Picture and Story. Toronto: Copp, Clark. September. Quarto cloth, illustrated in black-and-white and color, \$1.50.
- Paton, L. B.** Recent Christian Progress. Toronto: Macmillan. September. Cloth, \$3.00 net.
- Peeps at Many Lands.** Cloth, 8vo, each containing 12 full-page illustrations in color. Toronto: Macmillan, Belgium, by G. W. Ormond; Corsica, by E. A. Norbury; New Zealand, by F. and H. Wright; Norway, by Moekler Ferryman. Each 50 cents.
- Post, Emily.** The Title Market. Toronto: William Briggs. September. 336 pages, 8vo. Cloth, \$1.25.
- Quick, Herbert.** Virginia of the Air Lines. Toronto: McLeod & Allen. September. Cloth, \$1.25.
- Raleigh, Cecil.** Sins of Society. Toronto: Copp, Clark. September. Cloth, \$1.50.
- Rhodes, D. P.** The Philosophy of Change. Toronto: Macmillan. September. Cloth, \$2.00 net.
- Rice, Alice Hegan.** Mrs. Wiggs of the Cabbage Patch. New illustrated edition. 35 pictures in color, by Harold Copping. Toronto: William Briggs. September. Quarto, \$1.50.
- "Rita."** Calvary. Toronto: Macmillan. September. Cloth, \$1.25.
- Robertson, John M.** Montaigne and Shakespeare. Toronto: Macmillan. September. Cloth, \$2.50.
- **Robinson, William T.** Choice Thoughts from Master Minds. Toronto: William Briggs. September. 138 pages, 5x7½ inches. Cloth.
A compilation of the finer sayings of the great writers, made by a Toronto business man in his leisure hours.
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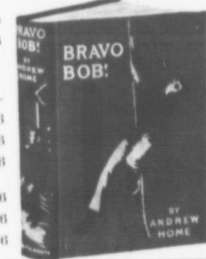
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A STRANGE BOOK.

The Journal of a Recluse. Translated from the original French. 346 pages. New York: Thomas Y. Crowell & Co. Cloth, \$1.25 net.

Neither the author's nor the translator's name is appended to this—a work which challenges the curiosity and interest from the opening page of the preface. The translator states that the book is a literary "find," made out on the Pacific coast. The original document, written in French, was left by a man who signs himself "a recluse," but whose life will be found to have touched that of the world round about him far more closely than the ordinary. It is a survey of his whole career, written as an autobiography and with almost classic simplicity. As he stands, self-revealed, he is a man who has lived largely, traveled widely, and suffered deeply, but whose every experience serves to clarify his vision and sweeten his na-

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No. 214. **Think Truly.** By H. Bonar.
No. 215. **"O Fill me With Thy Fulness, Lord, &c."** By F. R. H.

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