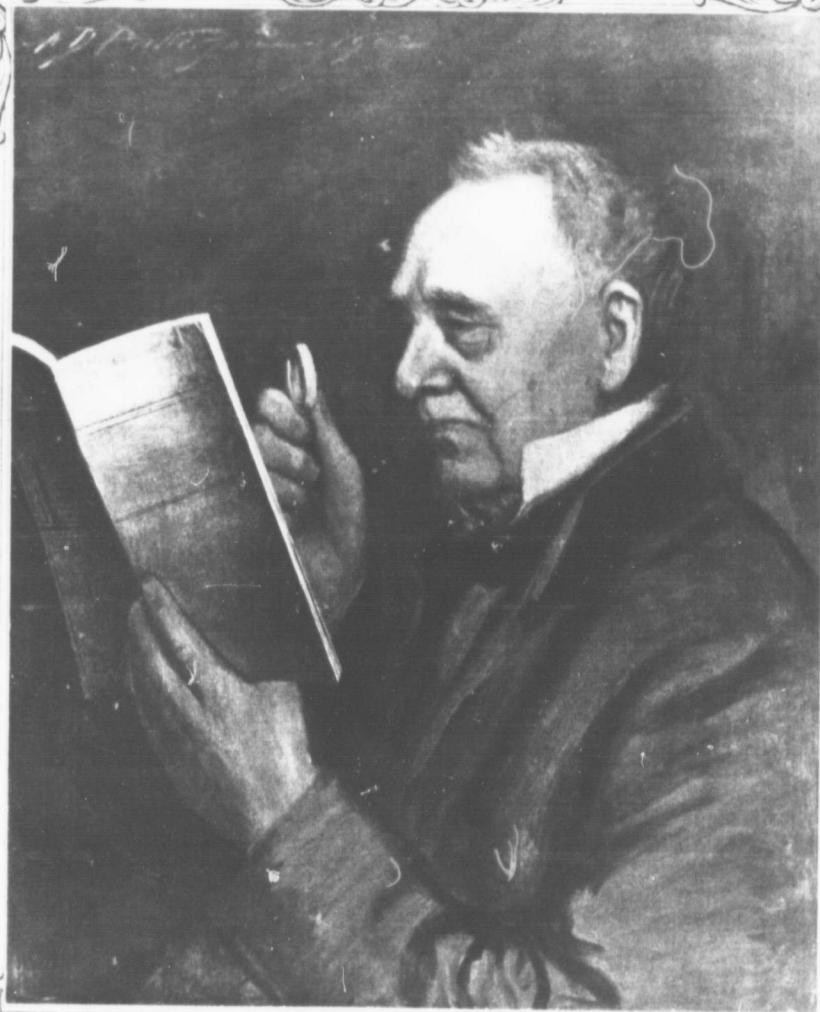


BOOKSELLER & STATIONER



VOL. XXVI
No. 3

SPRING SPECIAL

MARCH,
1910

PAPETERIES

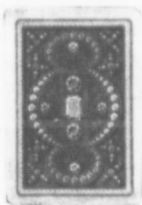
THERE is always a certain amount of anxiety to the manufacturer when introducing an entirely new range of goods. This applies especially to such seasonable lines as Holiday Papeteries, but we are pleased to say the result of our efforts as now being shown in this year's line is more than satisfactory. By the study of harmonious coloring, beauty in richness, utility, and dependable quality, we have pleased the most severe critic.

These Papeteries are unique in shape and dainty in design, even in the low priced lines. They are worthy of their name, the

"DE LUXE" SERIES

The increasing demand for this class of "Holiday Gift" goods is deserving of serious thought. May we suggest that you see our samples before buying?

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GOODALL'S
IMPERIAL
CLUB
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*Manufacturers of
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 for all kinds
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 Rules, Etc.*

This quality is highly recommended for Club use being manufactured from carefully selected material and rendered absolutely waterproof by a special process.

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 Bridge
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CHAS. GOODALL & SON, LTD., LONDON, N.W.



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Playing Cards

IMPERIAL CLUB SERIES

50 Regulation backs. THE MOST ENDURABLE and best 25c. card made.

No. 1909 EXTRA LARGE INDEXES

For Bridge, 25c. Also made in Linette, 35c.

LINETTE PLAYING CARDS

The Card of the Future. Linen Finish; latest production; no misdeals; easy shuffling, 35c.

SALON, SULTAN, CLAN TARTAN SERIES

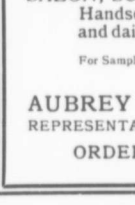
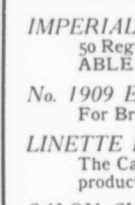
Handsomely boxed; gold edges; exclusive and dainty; picture backs; large assortment, 50c.

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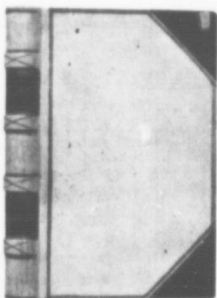
ORDER THROUGH YOUR JOBBER



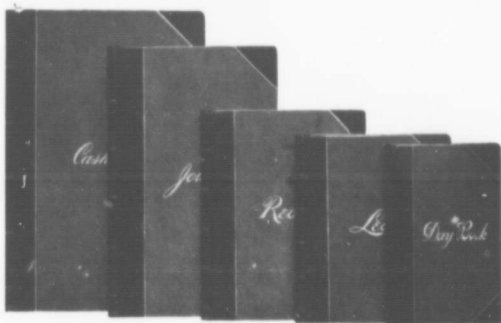
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150 to 500 pages, 14 x 10 1/2.



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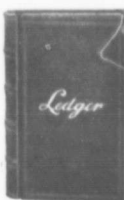
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BROWN BROS., LIMITED

Wholesale and Manufacturing Stationers, - - -

51-53 Wellington Street West, Toronto

Gage's Holiday Gift Papeteries Season 1910-11

The consensus of opinion from the stationery trade in every province of the Dominion is that for style, quality price and selling points our Holiday Gift Papeteries for last season were head and shoulders above any Canadian or imported lines. This naturally pleased us *and gave us the incentive to excel our own record and we have done it.*

Our line of Holiday Gift Papeteries for the season 1910-11 is as much ahead of our last season's line as that was ahead of all others.

In this our great "Made in Canada" line we have provided for every class of trade. It includes all grades from the modest Gift Papeterie to the most elegant, luxurious boxes. *The styles are so varied in design and original in conception, and the values so good, that we fear no competition.*

We appreciate every order that has been given us in the past. Your interest and ours are identical and we ask you to wait and see our new samples before placing any orders for Holiday Gift Papeteries. Our travellers are now on the road with them.

W. J. GAGE & CO., Limited

Manufacturing Stationers and Paper Makers

TORONTO, ONT.

Paper Mills at St. Catharines

BOOKSELLER AND STATIONER

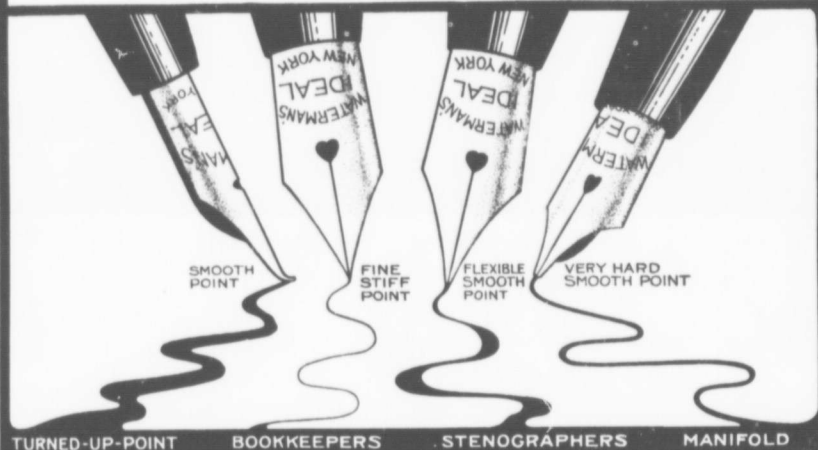
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The perfection of this ink marked the first necessity for as perfect an ink

For All Writing Purposes

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New York London Paris

Bookseller and Stationer

and Canadian Newsdealer

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

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

Vol. XXVI

TORONTO, CANADA, MARCH, 1910

No. 3

Editorial Comment.

The work of getting the book trade thoroughly organized has started in earnest. At a meeting of the executive of the Canadian Association, held in Toronto on February 16, A. H. Jarvis, of Ottawa, vice-president, volunteered to undertake the work of lining up the trade throughout Ontario. He started out on his tour of the province on March 9, and during the next few weeks he will call on the trade in all the larger centres. It might as well be understood at the outset that Mr. Jarvis is doing this work without any remuneration whatever, and it stands to reason that his personal sacrifices should be recognized by the trade and his visits be made satisfactory in every respect. The association, of course, is covering his traveling expenses, but none the less the time and effort he is expending on behalf of the booksellers and stationers are deserving of the heartiest thanks of all.

The prosperity attending the book and stationery trade of Canada at the present time is abundantly evidenced by the fact that in this number of *The Bookseller and Stationer* we publish pictures of three new buildings, which have been erected by Canadian houses. The Copp, Clark Company's new factory now in operation is one of the most up-to-date manufacturing plants in Canada. The fine new warehouse of McFarlane, Son & Hodgson in Montreal attests to the growing importance of the wholesale stationery business in the east. The handsome building of the Macmillan Co. of Canada illustrates the proportions to which the book business has expanded. We are naturally proud of the progress shown and are more than ever convinced that Canada's prosperity is substantial.

Our present number deserves a word or two of comment. It is the largest Spring Special we have as yet published. It is also a turning point in our history. The department idea has again been adopted and we have started a number of sections devoted to the various outstanding lines carried by the retail trade. Notable among

these is the Office Appliance Department. Here we have what we believe is going to be the backbone and perhaps the salvation of the trade in days to come. The book business is confronted with difficulties right and left; society stationery and fancy goods are being gobbled up by the department stores and mail order houses; but in office appliances the trade have a stable and profitable department that it will pay them to watch closely.

We presume that the trade will make the most of the opportunities afforded by the Easter holidays. This season of the year is growing in importance. As a holiday time it rivals Christmas and for reunions and family gatherings it gives splendid scope. The public are always in a buying mood at this time of the year and their purchases are not at all confined to apparel. There are many articles in the book and stationery store which are in demand and dealers should make use of every facility they possess to show these goods. Careful attention should be paid to the window trim and to interior decorations. In brief, get your store into harmony with the holiday spirit.

Co-operative Bill Killed.

It will be welcome news to merchants in all portions of Canada to learn that the Co-operative bill introduced in the Dominion Parliament by Lloyd Harris, M.P., has been killed. It is again a dead letter.

It did not even get as far as the Senate where it was blocked by a single vote on the last session it was introduced.

Merchants who actively opposed the Bill with this paper will now realize that their labors to prevent the granting of special privileges to a few have not been without fruit. The circumstances connected with the opposition also indicate what can be done by means of organized effort and a strong campaign to protect the interests of retail merchants.

The death-knell of the bill has probably been sounded, as it is not likely that another member of Parliament will

be foolish enough to bring in such another piece of unfair legislation as Mr. Harris introduced. Had it become law the country would have been a happy hunting ground for only tongued store promoters, whose sole interest would have been to start a store, collect the commission, and hit the high spots for another bunch of easy marks. Happily the latter are to be spared the results of their own folly.



Canada and the U.S. Tariff.

The maximum tariff under the Aldrich-Payne Tariff goes into effect in the United States, March 31st. This tariff is levied against all countries which are held by the administration to accord more favorable terms to the imports of any other country than to those of the United States.



Just where Canada will stand when the maximum tariff goes into effect is so far unknown. Any doubt is due to the British preference. During the early stages of the discussion of the tariff bill in Congress, it was understood, semi-officially at least, that the preference which Canada gave to the mother land would not be considered a discrimination against the United States. Nothing can be taken for granted, however, until the negotiations at present under way are concluded.



Another feature, which creates some doubt as to what the attitude of the United States is, is the Canadian-French treaty, which went into operation Feb. 1st. The effect this treaty may have is made doubly uncertain by the fact that the United States and France are not now on particularly amicable terms in tariff matters. Commercial peace has just been assured between Germany and the United States, but the outcome of the negotiations now pending with France are problematical.



One favorable condition is the attitude of President Taft. He has more than once signified his desire for friendly commercial relations with Canada. He is evidently sincere in this, but political influence may be brought to bear in the other direction. The commercial and financial interests in the United States, however, are opposed to the maximum tariff being levied against Canada. They know that Canada is the third largest customer the United States has, and that last year, although the total exports of the States last year decreased by 14 per cent., exports to Canada increased 19 per cent. Great Britain is the heaviest buyer, Germany, second, with Canada a close third, and France the fourth in order, considerably down in the list as far as the value of purchases is concerned.



Canada purchases more from the United States every year than the whole of Central America, Mexico and the West Indies combined. In fact, it is necessary to include also the exports to China and Japan in order to create figures sufficiently large to compare with the exports to Canada.

Should the maximum tariff, which imposes an additional 25 per cent. on the regular tariff, go into force against Canada, there will certainly be reprisals on the part of Canada. Her weapon is the 33.13 per cent. surtax, which would certainly be employed.



The so-called balance of trade is already largely against Canada. We now buy from the United States double the quantity of merchandise they buy from us. In other words, last year we purchased \$182,000,000 worth of merchandise from the States, while their purchases from us amounted to \$92,000,000.



It is scarcely likely that the United States will be in a hurry to levy the maximum tariff against Canada, and Canada meantime is standing firm.



Don't Scatter Orders.

Many merchants have the idea that the shrewd way to buy goods is to keep eight or ten different firms in the same line dangling along with small orders to each one, rather than concentrating the orders with one firm, and trusting to that firm to protect them on prices.



Commercial travelers themselves will tell the honest seeker after information that the man who scatters orders doesn't get as good treatment as the man who throws his trade to one house as long as that house treats him right.



Consider just the one item of building up credit. It is better to do your business in one place, as far as possible, because it is better for you to owe money to one house than to a dozen. Having your account in one basket, you can watch that basket. Moreover, by centralizing your trade, you build up a solid reputation with that house for credit; you are recognized as a valuable customer, to whom the concern can afford to make concessions.



The representatives of that house, when they come to your town, will see to it that you are put next to all the things that you ought to know; the close inside information which the representatives of the big wholesale houses have is not distributed hit or miss, but goes to the concerns in which that house has an especial interest. If there are any inside figures to be given out, you will get your share of them. While a traveling salesman may now and then make a special cut to a new customer to get his trade, he won't keep the system up, and he will plan to get his money back in due time.



By concentrating orders, too, a merchant is able to make up enough of an order to save in freight shipments. If the merchant is patronizing a number of places, he may try to make up enough for a profitable shipment from each one of these concerns, taking the risk of over-ordering in some lines with the object of saving freight. The result is that he is "stuck" with some over-stock, and loses more than his freight savings for a year.

News from Various Trade Centres

Interesting Items Gathered from all Parts
of Canada - Business Good Everywhere
—Changes and Improvements Noted.

Conditions in Montreal.

Montreal, March 8.—Montreal bookstores and book departments are making active preparations for a big Easter trade. The growing custom of giving holiday souvenirs in the form of cards, booklets, or some fancy article suggestive of the holiday, has the effect of stimulating interest in these lines, and gives booksellers and stationers several opportunities throughout the year for special displays, both window and interior, which otherwise they would not have. These special sales of timely gifts materially increase the store's revenue, but this is not all, they prove a factor in attracting attention to the regular stock of books, stationery, etc.

Last month St. Valentine's day brought one of these opportunities, and reports are to the effect that trade resulting from this holiday was unusually good. The better class of valentines sold readily, and the comic varieties were in unusually good demand. Pictures and posters bearing upon St. Valentine's day were also in excellent request.

At present writing St. Patrick's Day souvenirs are being featured and the interest shown is encouraging. Sales are good, and the fact that a great many novelties are being shown which are entirely new, is creating a great deal of interest.

Preparations are also being made for an active Easter trade. Next to Christmas, Easter is the season when cards and booklets, appropriate to the holiday, are in greatest demand. In view of the exceptionally attractive goods of this nature supplied this year by publishers of cards, etc., a lively Easter trade is anticipated.

There are a great many new books of fiction being brought out at the present time, and this keeps up an active interest in this section of the book trade. In view of the present interest in women's suffrage, different books and pamphlets dealing with the subject are being published. One of the most recent and best is "The Women's Charter of Rights and Liberties," by Lady MacLaren. This is selling well.

A new book, dealing with the French habitant of Canada is "Père Jean," by Aileen Hingston, of Montreal. It consists of short stories. Another somewhat along the same lines is in pamphlet form, rough paper binding, by Mary E. Hickson, also of Montreal, called "Madame Janvier's Church."

F. E. Phelan has returned from the West Indies where he has been enjoying a brief holiday.

Mr. Rightmire, representing the A. A. Waterman Co., has been calling upon the trade.

H. H. Copp, of the Copp, Clark Co., was in the city last month in the interest of his firm.

The Trade in Winnipeg.

Winnipeg, March 5.—Stationery forms the major part of the output from the jobbing houses just now, as all the offices in the city and country are healthy consumers. The approach of spring warrants a heavy trade in many lines such as inks and summer literature, and preparations are being made for an excellent year's trade. Thus far there has been no difficulty in transportation in the west. Goods have been shipped and received promptly, which is not al-

ways the case in this country of snow and ice. The markets are featureless, except that rubber goods are a little easier and there may be more of a drop in these lines.

The local booksellers and stationers are anxious to form an association of their own in the province to work in co-operation with the Western Retail Association. That the idea is feasible is almost assured, since the complaints of stationers everywhere in the province are numerous, and any method which would tend to facilitate such annoying grievances as that of the mail order competition would be gladly received. It has been already proposed by the Western Retail Association members to approach the Dominion Government asking that a letter rate postage be charged on all catalogues. This request in itself is just, but it does not go far enough. The complete elimination of the mail order trade would be a more worthy endeavor, and the claims for the accomplishment of this purpose are as justifiable as those which would only partially remedy the situation.

Holiday cards and novelties always move well in local stores. The past trade in valentine goods has been the heaviest ever experienced in these particular lines.

Travelers' Movements.

George B. Toye, of the Western Leather Goods Co., Toronto, is covering the principal cities between Montreal and Winnipeg in the interests of his firm. T. C. McGovern, of the same firm, is in northern and eastern Ontario.

I. B. Hill, of Siegle, Hill & Co., publishers, London, was in Canada during the month of February.

E. S. Fowkes, formerly with Blackie & Son, Glasgow, has joined the traveling staff of the Musson Book Co., Toronto, and is now covering eastern Ontario in their interests.

Curtis W. Coe, representing the Dodge Publishing Co., of New York, is at present showing the lines of this house to the Canadian trade.

A. C. McClurg & Co., Chicago, are being represented in Canada this year by Mr. Howell, who informs Bookseller and Stationer that business has been excellent.

Ups and Downs.

Rush Clay, stationer, Rapid City, Manitoba, has assigned to A. W. Telfer, trustee.

Louis P. Bouvier, envelope manufacturer, Toronto, had his plant damaged by fire on February 5.

Granger Freres, booksellers and stationers, Montreal, have been incorporated.

Black Printing Co., wholesale stationers, Amherst, N. S., suffered loss by fire.

I. P. Dery & Co., wholesale and retail booksellers and stationers, Quebec, have been succeeded by I. P. Dery & Fils.

D. C. Nixon, stationer, Moose-Jaw, has opened a branch at Weyburn, Sask.

Men in the Trade.

W. E. D. Tigue, of the Western Leather Goods Co., Toronto, has returned from a buying trip to New York, where he found the trade in fancy leather goods very brisk.

M. J. Gaskell, managing director of the Thomson Stationery Co., Vancouver, is in the east at present doing some buying for his firm.

Charles A. Austin, drugs and fancy goods, Simcoe, is mayor of the town for 1910. Another mayor in the trade is T. Faubert, Brampton.

T. S. Pattillo, of T. S. Pattillo & Co., Truro, made his annual buying trip to Toronto last month.

Some Advice for the Young Man in the Stationery Store

Good Service Means more to Customers than Favorable Prices—It Brings Business and Holds it—The Salesman is Vitaly Concerned in the Success of the Business.

By Fletcher B. Gibbs

The condition of the young man in the stationery store is similar to that of young men in the sales departments of other retail establishments. Their progress is governed by several factors, chief of which are ability and the conditions of the business in which they are engaged.

During the last decade or more the cost of doing business has constantly increased owing to high rents and the necessity of having spacious and well-lighted salesrooms, with the addition of constant improvements to keep pace with competition; furthermore, the merchant has been forced to pay more and more attention to the attractive display and arrangement of his goods, necessitating the purchase of expensive fixtures and other equipment. In addition to these factors of expense, the initial cost of goods has been increasing by small yearly percentages, making at the present time a considerable aggregate in this important item.

The retail prices of staple items have become fixed by custom at amounts such as 10, 25 and 50 cents, etc., which are not susceptible to small advances. These increased costs mentioned in a previous paragraph have had to be borne by the dealer—a burden which has occasioned a considerable pressure to fall upon the salaries of the minor salesmen, for, next to merchandise, salaries are the most considerable item of expenditure.

But in some respects the salesman in the stationery store is responsible for much that is undesirable in his conditions. Salaries, especially in a business where employer and employe are so closely associated as they are in this business, depend upon the margins between the cost of merchandise and the selling prices. Contrary to general assumptions, only a few stationery stores in the large cities are making even a reasonable income on the capital invested, and there isn't a particle of doubt in my mind that this condition arises in part from the habit of the salesman, abetted by the weakness or the good nature of the employer, of giving discounts from net retail prices of goods.

When a man goes into a shoe store and is told that the price of the shoes he wants is five dollars, it never occurs to him to ask what the discount is; nor does he demand a discount when the clothier tells him he must pay \$30 for a suit of clothes, or when the haberdasher demands \$1.50 for a shirt. The druggist has a standard price for putting up a prescription and it never occurs to the business man to ask the druggist what his discount is. Why, then, should the stationer give discounts from his prices? I submit that there is no logical reason why he should do so, but on the contrary, there is every reason why he should not. Year by year, the stationery salesmen have fallen more and more into the habit of thinking that the prices given them are not net and they cannot consummate a sale unless they can put forward some inducement in the way of a discount from marked prices. These discounts during the course of a year in a business of any magnitude amount to a startling sum; they rob the salesmen of the salaries they ought to be getting, because they represent the profits of the business.

Retail prices are carefully computed on volume of business, expense account and net profit, and do not contemplate discounts. The system has been forced by a firm

making discounts to attract trade, followed by another firm making similar discounts and vice-versa, until salesmen have come to believe and seriously to argue that the only way they can hold trade for their store is upon the basis of a lower price than that which someone else is demanding.

There is no way possible whereby the young man in the stationery store can improve his salary conditions except through the most intelligent and conscientious co-operation with his employer. The retail stationer is in such a position that he cannot extend a more liberal hand except to those whose marked fidelity and capacity to produce results make their work profitable above that of their fellows. However altruistically inclined the stationer may be; however intense his interest in and friendship for the co-workers in his store, the question of salaries must always be closely related to profits, otherwise the whole machinery of the business may sooner or later come to an abrupt termination and salaries cease for everyone. There is room for nothing in the stationery store that does not have in view the unification of all its forces to a common end. That object is the sale of goods at a profit. No profits make a poor basis on which to ask for salary advances. Small and insufficient net profits necessarily mean small salaries and that without relation to the hours or to the work done. It is not a question, always, of what the employer wants to do, but what he can do safely.

The stationer should impress upon his salesmen that in a stationery store it is service which means the most to the customer, not prices. Service brings business and holds it. No permanent success in this business can be built upon any other foundation than giving the customer the best possible service his money can buy. Whether the customer leaves his order or not, if we have done some service for him, he will sometimes recall it and may return. Appreciation of good service remains long after the price of the goods is forgotten, therefore, give the best service and the best goods possible and charge prices that will leave a reasonable margin of profit. The customer in the long run will thank you and stand by you.

When these first principles are understood, when they are given the weight in the minds of the clerks to which their importance entitles them, it will then be but a step to the necessary conclusion that the clerk or salesman himself is the one most vitally concerned in the success of the business. The employer usually has something somewhere he can fall back upon in an emergency, but with the salaried man, the partition between money in his pocket and being "broke" is usually uncomfortably thin and insubstantial. The success of the business is a vital matter to the employe. Indeed, it is so important that a body of employes working for one concern cannot afford to tolerate among their number a man who has not the interests of the business at heart. Independent of the efforts of the employer there should be enough of the community spirit among salesmen and other employes to create an esprit du corps which will enthrone every individual, making him put forth his best efforts in whatever he may be called upon to do.

Even one indifferent, inefficient employe makes loss and trouble for the whole establishment. He affects its

profits, adds to the labors of the efficient employes and at the same time robs each man of a little of what ought to be coming to him in salary. Half a dozen inefficient men in an establishment may mean that the firm will fail to make several thousand dollars in a year that it otherwise would have made without any additional work. Divide that loss and add the half to salary account and see what the results are! The additional money the firm might have been able to give in salaries might mean a good deal to every individual—might have marked the turning point between living up everything and that savings account long looked forward to for a rainy day—might have meant that last year's overcoat would not have to do for another year—in fact, might have meant the possession of so many things that a little more money is such an important factor in getting.

The fact that a few thousand men in this city spend so much money in dissipation, in what is worse than nothing at all, and that so many other men, equally gifted, are living from hand to mouth, yet working honestly and conscientiously every day, is a terrific indictment of our civilization; and the one remedy, the one hope, lies in the solid, sound sense of the middle class men and women to which class we as stationers and our employes belong. We must regard each other as mutually dependent—must have confidence in the good will and best efforts of each toward the other. Having this good will, this determination to do and to learn what is best, to work with all our hearts for the respective concerns with which we are allied, we shall be fulfilling a high duty, not alone to each other, but to our city and our state, by our example inculcating industry, temperance and morality, and forming a body of men whose faces are set against abuses and extravagance wherever found.—Office Appliances.

DISPLAY OF BOOKS.

The display of books being made this year by the Dodge Publishing Co., of New York, is one which should interest every Canadian bookseller. The Dodge line is specially adapted to the bookstore, as the books are suited in the main for gift purposes, and there is thus no competition with agents and libraries. Moreover, the margin of profit is large.

Special mention might well be made of the ooze leather bindings in which the Dodge Publishing Co. specializes extensively. A great many of their popular series are bound up in this way.

They also show lines of calendars, cards, guest books, baby books, mottoes and novelties, which will be found highly interesting. Curtis W. Coe, the Canadian representative of the house, is now in Canada calling on the trade.

5,000 FACTS ABOUT CANADA.

The 1910 edition of this popular publication is meeting with a ready sale, as in previous years. No more valuable compendium of Canadian facts has been compiled, as it makes accessible to the busy man what is otherwise hidden in blue books and other sources of information. The compiler, Mr. Frank Yeigh, is to be congratulated on the successful working out of a happy and original idea. It is published by the Canadian Facts Publishing Co., 667 Spadina avenue, Toronto, and is carried by the leading news companies and dealers.

The Copp, Clark Co. will have ready about April 1 the new cheap cloth edition of "The Weavers," by Sir Gilbert Parker. The other Parker novels in this series will follow rapidly.

HOW ONE STORE GETS THE TRADE of Students Coming to its Locality—The Method employed by W. J. F. Mallagh of London

When the Mallagh Bookshop, London, Ont., advertises, its publicity matter is usually distinguished by its clearly-expressed arguments, made suggestive in purpose, and the clever and artistic work of the printer. Both of these factors are necessary before advertising can become profitable. One of the latest ideas from the Mallagh shop is a small 3½x5¼-inch four-page folder, which they sent out to the homes of students who were coming to London to attend the Normal School. The text was made cordial in character, and conveyed an invitation to the students to visit the stores and inspect the assortment of books to be found there. Definite directions were also given as to how to find the store, which the strangers most likely would appreciate. "Books You Will Require" was made the subject of another page, and a list of books, comprising seven in all, was given in rotation. Coupled with this was an offer to deliver the books to the buyer's boarding house, "thus making your shopping as easy as possible."

A special offer to Normal students was "a special quality of note paper at 10¢ per quire," which included embossing free of charge of the purchaser's own initial in a style shown on the head of the page. The offer certainly was timely, and the natural temptation to take advantage of the inducement was reinforced by the assertion that as the student would be constantly using note paper it offered him an exceptional opportunity at the beginning of the school term.

The appearance of the folder is unusually clean and artistic, and the common-sense typographical arrangement is especially pleasing. The use of the initial, while intended primarily as an illustration, gives the folder a distinctive touch, which will not be lost upon the people into whose hands it is intended to fall. Probably no better selection of type could have been made than the Cheltenham, which is used, and tastefully framed in generous margins. The stock chosen was a linen-finished paper, on which the text in blue ink showed up well. A slight defect in the composition is the use of a rule border around the signature on the two middle pages; this has the effect of crowding the text above in a way that is rather noticeable. Also, the text matter should have been raised about an eighth of an inch on this page, so that the large margin would be at the bottom and at the outside edges, where they really should be in book work. The matter contained in the panel on the front page would have been easier to read had it been set in lower-case type, instead of capitals; or, almost the same result might have been obtained by spacing between the lines, which would have relieved the crowded appearance which it has now. However, these are not serious defects, and might be easily corrected, which leads us to observe that in printing, as in everything else, it's the close attention to minor details that helps to make up the sum total of perfection.

D. C. Nixon, bookseller and stationer, Moose Jaw, made a trip east in February.

Mr. Bell, of the Consolidated Stationery Co., Winnipeg, was east during February. Mr. Clark, of Clark Bros., was also down from Winnipeg.

J. McNaughton, representing Craig & Sons, Caldercruich, Scotland, manufacturers of blotting paper, wall paper, etc., in company with A. O. Hurst, the firm's Canadian representative, has been visiting Canadian centres.



General View of the Girls' Room in the Bindery.

Description of the New Factory of the Copp, Clark Co.

A Modern Building, Equipped with the Latest Machinery — Situated in an Excellent Locality for the Purpose — Capable of Turning Out the Best Work — Plant Now in Full Operation.

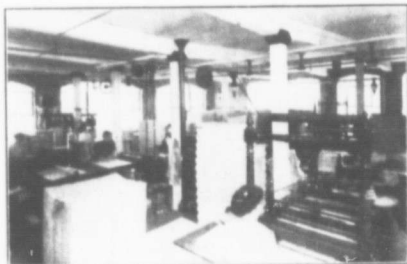
Without any ostentatious blowing of horns, the Copp, Clark Co. have quietly vacated their time-worn premises on Colborne Street, Toronto, and have started work in their fine new factory on Wellington Street W. The move had for some time become imperative. The old quarters were cramped and entirely inadequate to handle the growing volume of business being put through. It was accordingly deemed wise to secure property in a less congested district, and to put up a modern building with up-to-date facilities.

In the construction and layout of their new building, the Copp, Clark Co. acknowledge a belief in the principle that a pleasing environment will have an effect both upon the quality and quantity of the product of their employes. Located on West Wellington Street, apart altogether from the congested business section of the city, the surroundings of the building are clean and pleasing in appearance, while the use of practically all glass walls in

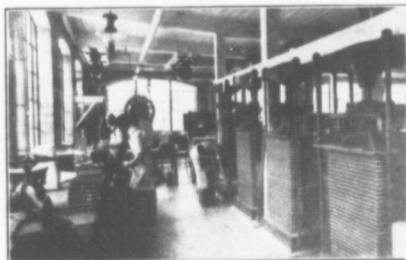
the four sides of the building, and the enforcement of strict rules as to cleanliness make the inside of the building bright and clean, and conducive to enthusiastic effort on the part of the employes engaged therein.

It was recently the privilege of one of the members of our editorial staff to make a tour of the various departments in the new building under the guidance of the courteous superintendent, J. M. Young.

The building has a frontage on Wellington Street of 70 feet, and runs back to a depth of 215 feet. It consists of two stories and a basement—the latter being to all intents and purposes as valuable a flat as those above it, the height of room being the same, and the distance of floor below ground level but two feet. The building is of the type commonly called "mill construction," is fire-proof, and the arrangements for light are as before stated practically perfect.



A Corner in the Kaling Room.



Standing Presses in the Bindery.

BOOKSELLER AND STATIONER

The executive offices of the factory occupy the front portion of the main floor. Immediately adjoining are the lithographic artists' room, and the transfer room, where the designs for the Copp, Clark line of scribblers, exercise books, pad covers, and so forth, are prepared under the direction of A. W. Cameron.

The type-setting room which is located in the rear portion of the main floor gave a pleasing impression of order and cleanliness. The aisles between the frames and other fittings of the room are very spacious, affording ample room for the going and coming of the employees. Spotlessly clean hardwood floors gave proof of the enforcement of the "no-spitting" and "paper in the waste basket" rules.

After meeting the foreman of the printing department, R. M. Briggs, we next visited the press room in the basement of the building. The basement floor is of concrete, thus giving a perfectly solid foundation for the heavy machinery. Four lithographic presses, driven by individual motors, are arranged along the front of the building, where the light from the large windows shines directly down upon the finished product as it comes from the press.

On the west side of the basement is the cylinder press department, where are five large presses of the latest type, also equipped with individual motors. On the east side is the job press room, consisting of three job presses.

The entire top floor is given up to the bindery. Here the various books and publications are bound up and shipped out in their finished state.

A BUDGET FROM BERLIN.

Berlin, March 7—Pierced brass has caught on here and promises to eclipse pyrography in popularity. The sale thus far is confined to the bookstores, who have found it a mighty good aid to business in a naturally slow month.

The Canadian Kodak Co. will bring their exhibit to Berlin for a two-day show next month. Concordia Hall, the largest in the town, has been engaged and the local dealers are arranging to co-operate with an aggressive advertising campaign; all of which indicates a good year in the kodak and amateur supply business.

All the local bookstores handle wallpaper and with well selected stocks are successfully holding up their end in competition with the other dealers. The sample book men, however, eat into the trade pretty badly.

The Retail Merchants' Association are about to adopt the collection system employed in Guelph. The present system, that provided by the central office of the Retail Merchants' Association of Canada will be retained, but it is felt that to make it a success it must be in charge of a collector or agency devoting entire attention to that work and to that end an arrangement is to be made to have the collection end of the association's work taken over by a mercantile agency similar to the method adopted in Guelph with such excellent results.

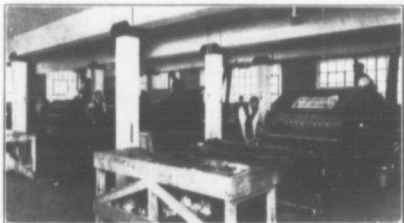
There should be an opening for the Booksellers' Association to get in some good work for the members in an endeavor to restrict the indiscriminate sale of lines properly belonging to bookstores; to grocers, barber shops, druggists, tobacco stores, etc. Good missionary work could be done here and no doubt similar conditions obtain in all other towns. Why not provide the members with a



Transfer Room, Lithographic Department.

list of the wholesale firms who treat the booksellers and stationers properly in this respect? Such an "Honor List," would make a "Black List" unnecessary.

One of the local dealers speaking of the school book question recently said he was going to use his influence to have the School Board supply everything the children require in the schools, as under present conditions with no sign of relief in sight it does not pay to carry these lines. The latest books for instance, the new blank drawing books, like the readers show an actual loss when the car-



Some of the Lithographic Presses.

riage and expense of doing business is taken into consideration. The dealer's suggestion has been taken up by the school board with a view of having the new drawing books supplied by contract as in the case of scribblers, ink, pencils and other lines which the board has been supplying during the past few years. The next step will be the readers. This is a straw which shows which way the wind is blowing. It is evident that the Whitney Government's policy is going to completely ruin the school book business as respects the retail trade.



Section of Printing Press Room

STATIONERY DEPARTMENT

Hints on Selling Stationery at Retail

The best Times for Certain Displays
—How to Conduct a Bargain Sale—
The right way to Advertise Goods.

It goes without saying that all kinds of stationery from box papers to blank books should be well displayed; certain showcases should be set aside for the purpose and used for nothing else. Sell from these cases, but do not use them for the storage of surplus stock. Keep the latter somewhere else and replenish the goods in the cases as needed. In this way the display is constantly changing and the stock has no chance to become faded or soiled.



McFarlane, Son & Hodgson's New Building
in Montreal.

Window displays should be frequent if not continuous. High class writing paper in boxes can be profitably displayed at least three times a year, viz.: Christmas, Easter and commencement. This with ordinary box paper, tablets with envelopes to match, pound goods, office stationery, school supplies, diaries and blank books should keep such a window occupied fifty-two weeks in the year.

Of course all displays either in windows or show cases

should have plenty of plainly lettered price tickets and a few neat sign cards with some sharp, easily read sentences.

The Special Sale.

One of the best methods of stimulating a stationery business is the special sale, and by this I mean a real bargain sale where the customer is given unusual value for his money. These sales can also be used to the direct profit of the dealer if he has bought his stock right. Box papers are a staple article for such sales and a good supply can be procured from various sources; (1) ask your jobber what he has in the way of odds and ends. Do not take everything he offers you but make a careful selection and see that he gives you a low price. (2) The large manufacturers are constantly discontinuing some kinds and are glad to sell what they have on hand at a low price. (3) Take the slow moving numbers from your own stock and mark them right down with the others. Advertise that you have so many hundred boxes of, for instance, 25 cent paper that you were fortunate enough to get from the jobber or manufacturer at a very low price and tell the reason for the price. Say that the lot will be put on sale at a certain time at 2 boxes for 25 cents "while it lasts," but only two boxes to a customer. In this way you practically compel each buyer to take two boxes instead of one and you can make a fair profit if you use reasonable care in buying. Make a pretty window display and watch it go. I think it will not to run a sale of this kind longer than one week even if the stock is not all sold.

Publicity.

Now in regard to publicity.—The constant aim of the dealer should be to educate his customers up to better things. Talk quality to the customer at the counter and preach it in the newspapers and by means of well written circulars and booklets. A woman should be taught by advertising and by tactful conversation that she should have the proper writing paper for every occasion. It is not only wasteful but also bad form for her to use her monogram stationery on which to write groceries, neither will her best friend appreciate it if she sends her a letter written on paper torn from a five cent school tablet.

Most manufacturers of high grade writing paper will supply the dealer with material for window displays, with electros for newspaper advertising and with attractive booklets containing the dealer's imprint. The latter usually come enclosed in suitable envelopes all ready to be addressed by the lady clerk or the proprietor's wife and sent out to a mailing list, which, by the way, every dealer who handles stationery should have.

A booklet or an attractive circular should go to each one on the mailing list three or four times a year, but don't send a cheap one. Better send one good one, well written and neatly printed, than four cheap ones which would do your stationery department no credit.

The Newspapers.

I have purposely left the most important method of advertising until the last and that is the newspapers. Of course in the large cities newspaper space is too high to be profitable to the average dealer, so he must depend on

his windows and his mailing list, but in the smaller cities and towns there is no better or more profitable medium. Use space as often as possible and never run the same "copy" twice. If you have a special sale or feature it at the same time in the papers; if you have a window full of blank books talk it in your advertising. Get all the "team work" possible into your various forms of publicity. One thing should never be forgotten in preparing "copy" for either newspapers or booklets and that it to quote prices on everything which you advertise.

As for the actual writing of "copy" I recommend that you do it yourself rather than have it done by an "ad-smith." Follow this maxim sent out years ago by "Printer's Ink," and you cannot go far wrong: "When you advertise have something definite to say about something definite that you have to sell. Say it plainly, explicitly, truthfully and then shut up."

Fine New Building in Montreal.

McFarlane, Son & Hodgson, Limited, one of Montreal's prominent wholesale stationery and paper firms, take possession the latter part of this month of their handsome and commodious new building erected on St. Alexander Street, near the corner of Craig St. The new building, 60 ft. x 80 ft. with six storeys and basement, is of modern fire-proof construction throughout and particularly adapted to the needs of this large and growing business. It is well lighted and has comfortable offices on the ground floor, and floor space which will double the capacity they at present enjoy. The step is necessitated by their rapidly increasing business which this year celebrated its nineteenth anniversary. The opening of a warehouse in Winnipeg a couple of years ago with a complete stock for the western trade was also an important milestone in the history of this progressive firm.

Death of Matthew Riddell.

Toronto, March 4.—A cablegram received to-day announced the death in London, England, of Matthew Riddell, of the firm of Hart and Riddell, wholesale stationers, 40 Wellington street east. Two months ago Mr. Riddell went to London to consult a specialist and at intervals since messages told of his improvement and progress towards recovery. His death was, therefore, quite unexpected. The late Mr. Riddell was accompanied to England by his wife.

Deceased came to Canada some eighteen years ago from Scotland where he was identified with the well-known house of Sir William Collins, Sons & Company, in Glasgow. From the time of his arrival he had been in partnership with S. R. Hart and was a highly successful business man. He was also associated with the firm of William Tyrrell & Co. The late Mr. Riddell was a member of the Board of Trade, the St. Andrew's Society and was the Chairman of the Board of Managers of Bloor street Presbyterian Church. Deceased is survived by his widow, two sons, M. R. of the University of Toronto, and Andrew, a student, and three daughters, one of whom is now a student at Harvard.

Fancy Calendar Pads.

Judging from the samples of fancy calendar pads we have just received from the Chas. H. Elliott Co., Philadelphia, that firm must have met with success in the line as the pads we have from them are wonderful productions of the art preservative.

Suggestions on Window Trimming

The Use of Moving Objects to Attract Attention — Attractive Signs Should be Made to Sell the Goods — Timeliness and Cleanliness Essential.

Window trimming is an art, says A. A. Belanger, writing in the *Inland Stationer*. It can not be taught or learned in schools successfully. It is a natural gift. The public is curious and easily attracted by moving objects, especially in a window. Everybody is aware of this fact, yet how many window-trimmers take advantage of it? It does not necessarily require any large money expense. Any simple mechanical device—something with a faint suggestion of mystery—never fails to draw attention.

Attention is what the window trimmer is aiming for and he should always bear that fact in mind. Draw the



Attractive Display by F. E. Phelan, Montreal.

crowd to your windows by curiosity, and the goods displayed will get their share of attention when that curiosity is abated.

Attractive Signs.

Attractive signs should be displayed conspicuously, extolling the merit of your goods. Try to be original, but don't overdo it. Use simple language and plain lettering. Fancy language, and signs which require an encyclopedia to decipher, are useless. Signs should be made to sell goods, not to be admired. You are selling goods, not signs. Tell the truth—even a hint of deceit should be avoided. A harmless humorous sign will sometimes add a new customer and turn a scowl into a smile.

Do not crowd the windows—leave plenty of breathing space. Goods should be changed at least once a week, and always display fresh stock.

Specialize when possible. Divide your stock into classes. For instance, if clips are to be shown, fill your window with the different styles—each style by itself, with neat price-cards attached. This acts as a silent salesman

BOOKSELLER AND STATIONER

—the customer selecting the kind suited to his own particular line of work.

Timeliness.

At the height of the Cook-Pearcy controversy, the writer displayed a simple device, showing Cook and Pearcy circling around the north pole. The motive power consisted of a large magnet, concealed under a sheet of black paper. There was an air of mystery and it attracted decided attention—even by the press.

The window-trimmer of to-day must not only use his brain, but also keep posted on the topics of the day. He must watch his competitors closely and excel them. It is easy when you get the habit. One success will be food for another.

Like the artist, the orator or the actor, the window-trimmer must show individuality in his work if he hopes to be successful. His windows must show harmony and a different face each time they are changed.

Keep your customers guessing and on the lookout for your next exhibit. When that is once achieved it will repay you for your most arduous labor. If you are contemplating a new idea do not allow the first pessimist you happen to meet discourage you, but work it out, and nine times out of ten it will prove successful.

Cleanliness.

Cleanliness will appeal to everybody—clean goods, clean signs, etc.—will impress the passers-by more than fancy fixtures. When "yours truly" took up this line of work his employer insisted upon cleanliness and neat price-cards on every article displayed. Even a dead fly had to be removed as soon as discovered. This was strictly adhered to at first, in view of the fact that a "call-down" would be forthcoming for failure to do so. After a time, however, it became a habit.

This habit has been a source of pleasure and revenue. Worth something, isn't it? Try it yourself.

Big Prize Contest for Schools.

Sandusky, Ohio, February 21.—The American Crayon Co. will spend about \$10,000 within the next 90 days in advertising Crayograph to the schools. The contest is being advertised in over 50 publications. Part of these circulate among teachers and educators and the others among children. Seven hundred and fifty dollars in prizes will be distributed among the school children of the United States and Canada for the best drawings made with Crayograph. This contest will be divided into five classes. There

will be 400 prizes given direct to the boys and girls, as a reward for the merits of their drawings. Eleven beautiful prizes, costing \$25 each, will be presented to the schools to which the pupils belong. These prizes will be awarded to the teachers of the pupils winning the first and second prizes in each of the five classes in this contest.

The contest will close at noon, Tuesday, May 31st, 1910. The drawings will be sent immediately to the jury of awards and the prizes will be sent out as soon as they have been awarded. Full announcement of the prize winners will appear in the September issues of the different educational magazines.

This is not an ordinary prize contest, but is really two contests in one, or what might be called a parallel contest. Prizes are offered to the schools, as well as the pupils individually. The prizes to the schools are beautiful pictures and busts. This makes it an incentive for the school superintendents and the school teachers to take an active part in the contest. In towns and cities where the pupils enter this contest, and the schools of the city are trying to win some of the big prizes, there will be a great demand for Crayograph, and the dealers in these cities can reap a rich harvest selling the Crayograph.

Stationer Taken for Detective.

An amusing occurrence happened to C. H. Numan, of the Weeks-Numan Company, on a train en route west a few days ago. It was a bit amazing at first, but Mr. Numan soon saw the joke and tells it on himself with a smile. Feeling the need of a refreshing wash, Mr. Numan went into the toilet room of the Pullman, pulled off his coat, rolled up his sleeves and went to work on his ablutions. In a few moments he saw that the other occupants moved away from him and eyed him suspiciously. His cleansing finished, he returned to his seat in the car, and again the peculiar glare from his fellow passengers annoyed him. Soon the conductor came through and leaning over to Mr. Numan asked him if he was a detective, reeiving of course, a negative answer.

"Guess you're a Secret Service man, then," replied the conductor, "or you would not carry two revolvers in your back pocket."

Mr. Numan indignantly stated that he never carried anything more deadly than a handkerchief, but the railroad man quickly responded that he saw the guns.

"Do you mean these?" said the stationer, at the same time reaching for his hip and pulling out two of his new

The Spirit of Progressiveness

compels us continually to add new facilities, new papers, new finishes, new sizes and original novelties suitable for high-grade stationery trade. Everyone knows that the best and most up-to-date stationery line is the one with "Hurd's" Name on the Box.

Are you preparing for the after Lenten wedding business? If so, you should have our stocks or samples and prices. They are the satisfactory kind.

GEO. B. HURD & CO.

Fine Paper Makers

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



WE MANUFACTURE

Telanian
Canterbury
and
Viking

Tablets, Notepaper and Envelopes

McFarlane, Son & Hodgson
LIMITED
MONTREAL and WINNIPEG

BOOKSELLER AND STATIONER

specialties, a dime savings bank, made exactly in the shape of a revolver. It was some moments before the conductor came near enough to see for himself, and then explain to the passengers.—Geyer's Stationer.

L. & C. Hardtmuth's New London Headquarters.

London, March 1.—L. & C. Hardtmuth, manufacturers of Koh-I-Noor pencils and European representatives of Waterman's Ideal fountain pen, are erecting a large and handsome new Koh-I-Noor house as their London head-

quarters, devoted to stock, packing-rooms and manufacturing purposes.

The frontages are executed in Portland stone. The carving is by Mr. Gilbert Sealé, the corbel figures at the corner of the second floor level being the most important part of the architectural carving. The whole building is being erected of fire-resisting materials. The high roof is of concrete and steel, covered with grey slates. Electric lifts for passengers and goods are provided, and the whole building will be warmed by hot-water radiators.

A Tribute From England.

The Stationer, of London, England, has some very nice things to say about the L. E. Waterman Co. of Canada in a recent issue. "The receipt of information," say the Stationer, "to the effect that the large factory erected by the L. E. Waterman Company, Limited, at St. Lambert, Province of Quebec, early in 1909, is already taxed to its fullest capacity is not only interesting but an excellent marker of the trade conditions of the Dominion. It will be recalled that the establishment of this now British industry in Canada was the first complete fountain pen plant in the country. The trade, therefore, has been greatly benefited by convenient access to the factory and office facilities, all of which has been very enthusiastically received and helpful in the furthering of the sales of this standard line in Canada.

"The L. E. Waterman Company, Limited, are increasingly conducting educational advertising throughout all of Canada in the education of this vast population in the use of this modern necessity. There is also conducted a very comprehensive system of educational trade advertising in the trade papers of Canada, which is supported by a quarterly house publication and other literature to assist in the introduction of the many popular and improved styles, sizes and patterns of this well-known make. The close co-operation of the L. E. Waterman Company, Limited, with its dealers is well known for its completeness and the assistance which goes to help the dealer in his sales of a pen which needs no other introduction than the mention of the name."



Koh-I-Noor House, London, in Course of Construction.

quarters. The building is now being erected on the new Kingsway Boulevard, just off Cheapside, at the corner of Kenble Street—one of the now important sections of London.

The basement is designed for the receiving, packing and despatching of goods. The ground floor will be used as a store, specially fitted up in oak for the fountain pen business with a corner entrance, and behind the store will be the stock rooms. The first floor will be devoted to counting-house, offices and export, and the other three

New Scribblers.

On the back cover of this number are shown three of the new scribblers and exercise books which Buntin, Gillies & Co., Hamilton, are getting up for the spring trade. The cover designs represent appropriate and up-to-date subjects and are beautifully printed in colors. The following are some of the covers: Old Hickory, Comet, Aeroplane, Capital, Battleship, Dominion, Champion, Roses, Full Sail, Home Defence, Phylliss, Red Coat.

Manufacturers and Wholesale Dealers in

SCHOOL SUPPLIES OF EVERY KIND

Write for Catalogue and Trade Discounts

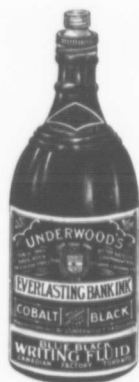
THE GEO. M. HENDRY CO., LIMITED, 215-219 VICTORIA STREET
TORONTO, ONT.

Call in and see our new Sample Rooms. They will surprise you.

Price Underwood's Inks—Ask your Jobber

IF you're bent
on getting
results,
you'd better
get straight
information
on
Carbon
Papers
and
Ribbons
—Underwood's

GOLD
MEDAL preferred



5 oz. in Carton to sell at 10 cents.

LOOK up
Under-
wood's
Inks
if you want
your
business
results
to
“look up”
—Underwood's

ORDER NOW.

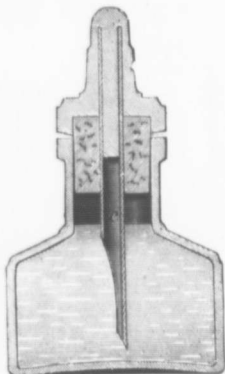
Underwood's Inks last as long as the paper

BOOKSELLER AND STATIONER

THE MERMAID

AS A SYMBOL FOR

DRAWING INKS



was first used by us in an advertisement in "The Architectural Record" for August, 1903, as above. Thus in this, as in all other matters relating to Drawing Inks,

Higgins' American Drawing Inks

blaze the way for those who find it easier to copy than create. Year by year these splendid inks have gone on their way constantly gaining new admirers while retaining old friends, seeming to thrive on so-called self-styled "competition."

HIGGINS' AMERICAN DRAWING INKS have sold more largely during the past year than ever before in their history. This has been due in a great measure to our liberal policy of advertising, and to absolute fair dealing with our friends in the trade, but above all to the unapproachable high quality, standard and reputation of these inks, which have made them from the beginning and always

The Standard Liquid Drawing Inks of the World

WRITE FOR PRICES

CHAS. M. HIGGINS & CO.

Originators and
Manufacturers of **Inks and Adhesives**
NEW YORK CHICAGO LONDON

MAIN OFFICE: 271 Ninth Street }
FACTORY: 240-244 Eighth Street } **BROOKLYN, N.Y., U.S.A.**

BOOKSELLER AND STATIONER

Higgins' Inks and Adhesives



LONDON BRANCH, 11 FARRINGDON AVENUE, LONDON, E.C.—(Store and Basement, each 25'x75')



THE HIGGINS INKS AND ADHESIVES, through honest merit in their originality and quality and honest American enterprise and push in their exploitation, have penetrated to the most remote points of civilization, until now they are well known and largely used in Canada, Central and South America, Mexico, Great Britain, South Africa, Australia, New Zealand, Philippines, Japan, China, Norway, Sweden, etc., as well as ever maintaining their unique position in their birthplace, the United States of America. The home trade has always shown its appreciation of and reliance on these goods, and it will always be our effort to merit the confidence of the trade in every respect.

WRITE FOR DISCOUNTS

CHAS. M. HIGGINS & CO.

Originators and Manufacturers of Inks and Adhesives
NEW YORK CHICAGO LONDON

MAIN OFFICE: 271 Ninth Street }
FACTORY: 240-244 Eighth Street } BROOKLYN, N.Y., U.S.A.

BOOKSELLER AND STATIONER



BRANDS
OF

BLOTTING

THAT HAVE
"MADE GOOD"

"WORLD"

The Best Blotting Made.

"HOLLYWOOD"

Second Only to "World."

"RELIANCE"

Unequaled at the Price.

"VIENNA MOIRE"

and "DIRECTOIRE"

The Leading Fancy Blottings

The superior qualities and absorbent properties of these blottings are well and favourably known throughout the U.S. and Canada.

All leading dealers handle them. Write for full line of samples.

THE

Albemarle Paper Manufacturing Co.

MAKERS OF BLOTTING ONLY

RICHMOND

VA.



A Mighty Adjunct to your Business

A LINE of "Staunton" wall-paper is the most sensible of lines for the bookseller and stationer. It lends itself splendidly to display, it is non-perishable and a clean line to handle. It makes a strong appeal to women, and women form a large percentage of the regular customers of the store.

Staunton
WALL PAPER

Yields a magnificent profit. Its remarkable selling qualities have brought it to the very front rank, causing it to command a distinctly better price in the retail market.

The very highest designing ability, the best of manufacturing facilities and the finest materials are combined in these papers with rock-bottom prices.

Why lose the profit possible from a line of Staunton wall-paper—a profit which your present premises and staff can be made to yield?

Write us to place our samples before you. No obligation to purchase if you are not satisfied that we can serve you best.

WRITE US TO-DAY.

Stauntons Ltd.
Wall Paper Manufacturers
933 Yonge Street
TORONTO

Things Different in "Likely Things"

KARNAC BRASS.

Easily at the head of ALL Brass Goods, constituting a lot of unique features.

Sole Canadian Jobbers for Ontario and Montreal.

HAND HAMMERED BRASS

Quality—Size—Appearance at minimum prices.

KINRAN CHINA.

Giving forth the most magnificent effects ever produced in china. Gloriously fascinating. A grand selection we offer. A money-maker for the retailer.

AUTOCRAT STATIONERY.

Decidedly attractive and undoubtedly correct in style, finish and shape. "Autocrat" ought to interest you. Worth your while to give us "A Look In."

Sole Canadian Representatives for "Autocrat."

ART CALENDARS.

Popular prices—a nifty range for appreciative trade. Retail 10c. to \$1.50.

POST CARDS.

Our Postals differ from Postals generally. Color not being the only thing we care for. There are other features that characterize.

We are sanguine the sightliness and values of the attractive ranges we are showing will thoroughly interest you, and ask for "A Look In."



The Sutcliffe Company,

77 YORK ST., TORONTO.

Things Different in "Likely Things".

The Northern Mills Co.

PAPER MANUFACTURERS

PRINTING AND WRITING PAPERS

Super-calendered, Velvet and Machine Finished Book, Litho and Antique Printing, Engine Sized Writing and Envelope Papers, White and Tinted Bond.

Typewriter Papers (Glazed and Rough Finished,) Envelopes, Bill Heads, etc.

Ask for "Canadian Bond," "Provincial Bond," "Adelia," "Northern Mills," and "Federal Writing Manilla."

Head Office, Montreal, 278 St. Paul St.

Mills, St. Adele, Que.

FOUNTAIN PENS STYLOGRAPHIC PENS
GOLD PENS



Being practical makers of over 25 years' experience and now having the most up-to-date FACTORIES, we are prepared to supply the BEST at LOWEST rates. Special designs and patents made (and if necessary put on the English Market) so as to secure English protection. Send particulars and receive our quotations.

JEWEL PEN COMPANY, 102 Fenchurch St., London, Eng.

(Sole Makers of The Red Giant Stylo).



THE standard leatherette washer used as reinforcement about the string hole in Southam quality tags may again be strengthened by the addition of a metal eyelet at small extra charge. Ask for the metal eyelet, and thereby secure to yourself complete satisfaction in buying a perfect tag. The brass eyelet is just the finishing touch for strength, and strength is what is usually required in a tag.



**SOUTHAM'S
SHIPPING
TAGS**

PRICES
ON ALL GRADES
IN STANDARD
OR ODD SIZES
ON APPLICATION.

**SOUTHAM LIMITED
MONTREAL**

Tags, Labels and Specialties

FOUNTAIN PENS

WHOLESALE ONLY

STYLOGRAPHIC PENS

CONWAY, STEWART & CO., LTD., of 33 PATERNOSTER ROW, LONDON, ENG., being the actual manufacturers of all kinds of FOUNTAIN and STYLO Pens, invite enquiries from the wholesale only.

SPECIALTIES—"STEWART'S" Self-Filling Fountain Pen (Patented).



Made on the natural principle of a syringe. Perfect in its simplicity.

"STEWART'S" Self-Filling STYLO (Patented)



The first and ONLY Self-filling Stylo. Retail. \$1.00.

BOOKSELLER AND STATIONER



The Fountain of Quality!

DOUBLE FEED, RELIABLE AND SIMPLE

THERE is no question about the goodness of "SWAN" Pens. The flow is perfect; the gold pen, recognized by experts the best in the world. Everyone doesn't know this, but you, at any rate, should know how good "SWAN" Pens are. Why not push them? We will boost your sales by means of Electric Signs, Artistic Show Cards, and other Window Aids, and also get for them the publicity you want. They leave a splendid margin of profit, and always give satisfaction. Here's a splendid line to handle.

LOOK FOR OUR PROPOSITION TO-DAY. WRITE US.

MABIE, TODD & CO.

124 YORK STREET

TORONTO, CANADA

HEADQUARTERS: 79 AND 86 HIGH HOLBORN, LONDON, W.C.

Canadian Authors and Publishers

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

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Rooms 701-702 Eastern Townships Bank Building, MONTREAL
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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.



DAVIDS' CELEBRATED INK

Unsurpassed for Quality and Value

Electro-Chemical

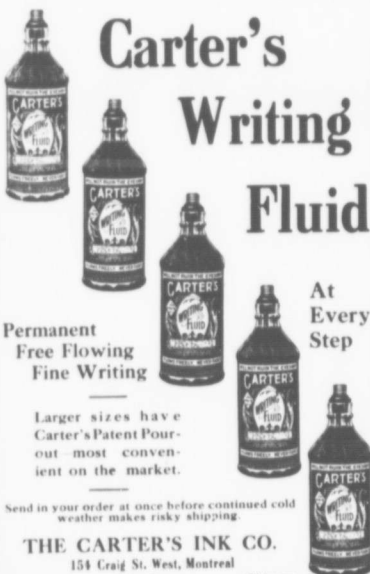
BLUE BLACK FOUNTAIN PEN CARMINE

Manufactured by Thaddeus Davids Co. New York. Established 1825



BROWN BROS. Limited

Canadian Agents, Toronto



Carter's Writing Fluid

At
Every
Step

Permanent
Free Flowing
Fine Writing

Larger sizes have
Carter's Patent Pour-
out most conven-
ient on the market.

Send in your order at once before continued cold
weather makes risky shipping.

THE CARTER'S INK CO.
154 Craig St. West, Montreal

Boston New York Chicago

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.

What Is The Reason

That the wedding paper demanded by people of
discrimination for invitations and announcements
is almost invariably

Crane's Kid Finish?

Because for years this paper has held the distinc-
tion of being the finest made anywhere for this
purpose. Because on account of its perfect finish
it takes the impression of the engraving plate to
perfection. Because your customer looks upon the
watermark "Crane's" in the envelopes as a guar-
antee that this stationery is beyond question as to
correctness. Crane's Kid Finish, as well as all
of the Crane Papers, has a certain distinctiveness
and prestige that every well-informed person
recognizes.

June, the month of weddings, will soon be upon us.
Have you placed your order for a sufficient supply
of CRANE'S KID FINISH to meet the demand
that you are certain to have? If you are not
familiar with this paper, write us at once for
samples and prices.

Eaton, Crane & Pike Co.

PITTSFIELD : MASS., U.S.A.

Canadian Office. 42 Adelaide St. West, Toronto

"Sports" Playing Cards

The Best
Value
in the
Market

One
of
Many
Varieties



LACROSSE DESIGN

Leaders in
a second
grade
Good
Luck
and
St.
Lawrence

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

Advertising Cards of all sorts, Novel designs
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.

HUNT'S ROUND POINTED PENS

THEY
DON'T
SCRATCH, BLOT
OR SPURT

RECEIVED THE ONLY
GOLD MEDAL

THEY
DO
WRITE RIGHT
WEAR LONG

AWARDED TO STEEL PENS AT ST. LOUIS FOR
**EXCELLENCE OF MANUFACTURE
AND SUPERIORITY OF FINISHED PRODUCT**

FOR GENERAL WRITING



No. 15. GIGANTIC—Firm action. Exceptionally durable writing pen. 80 cents.



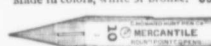
No. 709. COURIER PEN—Medium points. For general writing. 80 cents.



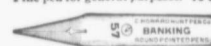
No. 7. TRIBUNE PEN—Medium points. Very popular for general writing. 80 cents.



No. 97. FALCON PEN—Medium fine points. Made in colors, white or bronze. 65 cts.



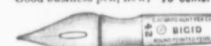
No. 10. MERCANTILE—In white or bronze. Fine pen for general purposes. 75 cents.



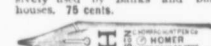
No. 67. BANKING—In white or bronze. A popular general writing pen. 75 cents.



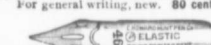
No. 27. JOURNAL PEN—Medium points. Good business pen, new. 75 cents.



No. 42. RIGID—Very firm action. Extensively used by banks and business houses. 75 cents.



No. 9. "H" or HOMER PEN—Medium points. For general writing, new. 80 cents.



No. 46. ELASTIC—Medium point, springy action. 75 cents.



No. 84. STRAND PEN—Elastic action. Medium fine points. 75 cents.



No. 24. LEDGER—Ideal pen for bookkeeping, correspondence and card entries. Fine point. 80 cents.

No. 4. ARROW—75 cents

THEY ARE THE
RESULT OF OUR PROCESS OF
ROUNDING THE POINTS

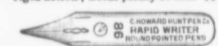
TURNED UP POINTS AND
MANIFOLD PENS



No. 16. SPEAR POINT PEN—Medium fine point, long nib, flexible action. A very desirable pen. 75 cents.



No. 6. SPEEDWAY PEN—Turned up point, rigid action; holds plenty of ink. 75 cts.



No. 86. RAPID WRITER—Turned up points. For rapid writing. 75 cents.



No. 86 E. F. RAPID WRITER—Turned up point. Finer point than No. 86. 75 cts.



No. 513. GLOBE—Point dented, like a half ball. 75 cents.



No. 84. TRIPPLICATOR—Ideal pen for making clear carbon impressions. Extra heavy steel. \$1.00.



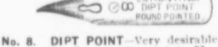
No. 74. MANIFOLD PEN—Very desirable for carbon copies. 75 cents.



No. 29M. MEDIUM NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 29B. BROAD NIB—A very superior pen, new. Made in colors, black and white. 75 cents.



No. 8. DIPT POINT—Very desirable for entering figures. Fine point. 75 cents.

No. 26 SUN—\$1.00

FOR STUB WRITING



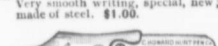
No. 70. TRIBUNE STUB—Medium broad points, stiff action, new. 80 cents.



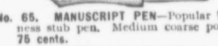
No. 709. COURIER STUB PEN—Medium broad points. A very popular stub, new. 80 cents.



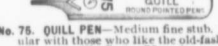
No. 420. REGNUM PEN—Medium stub-points. Very smooth writing, special, new; not made of steel. \$1.00.



No. 65. MANUSCRIPT PEN—Popular business stub pen. Medium coarse points. 75 cents.



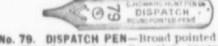
No. 75. QUILL PEN—Medium fine stub. Popular with those who like the old-fashioned goose-quill effect. 75 cents.



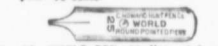
No. 36. RECORDER PEN—Medium broad points, slightly elastic. 75 cents.



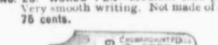
No. 79. DISPATCH PEN—Broad pointed stub. Chocolate color. Superior engraving pen. 75 cents.



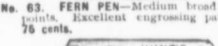
No. 28. WORLD PEN—Medium stub points. Very smooth writing. Not made of steel. 75 cents.



No. 63. FERN PEN—Medium broad stub points. Excellent engraving pattern. 75 cents.



No. 30. ROUND POINTED STUB PEN—Nickel-silver plated, embossed R. Broad. Most perfect and handiest commercial stub pen made. \$1.00.



No. 62. VASSAR PEN—Medium fine engraving points. 75 cents.



No. 16B. PENNSYLVANIA—New style for general commercial use. Long nibs. 75 cents.



No. 18. F. NAT'L SLANT—\$1.00

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada
McFARLANE, SON & HODGSON, Limited, MONTREAL

HUNT'S ROUND POINTED PENS

ALL NUMBERS SILVER PLATED, \$1.00 PER GROSS; GOLD PLATED, \$1.50

FOR SCHOOLS

- No. 11. SEMI-SLANT PEN - Medium fine point, triple elastic action, adapted to intermediate slant writing. 75 cents.
- No. 12. PRIMARY PEN - An ideal pen for primary school children. Most popular style of writing. 75 cents.
- No. 55. SCHOLAR PEN - Fine point, triple elastic action, adapted to slant writing. 75 cents.
- No. 56. SCHOOL PEN - Fine point, triple elastic action, adapted for blue vertical writing. 75 cents.
- No. 66. VERTICAL PEN - Fine point, triple elastic action, adapted for blue vertical writing. 75 cents.
- No. 67. VERTICAL PEN - Medium fine point, firm action. Most perfect pen for school use. 75 cents.
- No. 68. VERTICAL PEN - Medium fine point, triple elastic action, adapted for vertical writing. 75 cents.
- No. 69. VERTICAL PEN - Medium fine point, rigid action. Superior School pattern. 75 cents.

No. 400. LETTERING PENS - Seven different points \$1.00 per gross.



SPECIAL STYLES

- No. 102. CROW QUILL PEN - Each pen in a black Japanese penholder. One dozen pens and one dozen holders on card. \$5.00 per gross.
- No. 73. LAUNDRY - Firm action. Silver metal. Made expressly for marking linen, etc. \$1.00.
- No. 43. NUGGET - A superior metal pen. 75c.
- No. 100. ARTIST PEN - Very delicate point. For lithographers and map drawers. \$1.00.
- No. 71. MUSIC PEN - Three points, two alike. A perfect pen for making the dash and dot in music writing. \$1.00.
- No. 72. TWO LINE RULING PEN - Makes two fine lines at once; largely used by bookkeepers and others for ruling. \$1.50.

FOR BANKS, BUSINESS COLLEGES AND FINE WRITERS.

- No. 47. E. Z. WRITER - Fine point. An exceptionally easy action. 75 cents.
- No. 1. FIRST NATIONAL - Medium point, very popular with banks. 80 cents.
- No. 96. FINE FALCON - Firm points. Between out No. 47 and 45 in action. 75 cents.
- No. 44. GRAPHIC - In white or blue. The most popular general writing pen made. 75 cents.
- No. 41. EDDYSTONE - Extra fine point holds plenty of ink and is a very desirable pen. 75 cents.
- No. 98. STIFF FALCON - An extra stiff Falcon Pen, medium fine point. Metal heavier and more durable than any other style of Falcon. Satisfaction guaranteed. 75 cts.
- No. 5. DROOP PEN - Light action. Good clerical pen. 75 cents.
- No. 232. THE BOURSE - Fine point, easy action. One of the best general purpose pens. 75 cts.
- No. 45. BULLETIN PEN - Medium fine, pleasant action. 75 cents.
- No. 69. UNIVERSITY PEN - Medium fine, new. Moderate action, very popular. 75 cents.
- No. 69 E. F. UNIVERSITY PEN - Extra fine point, flexible action. Very desirable for Commercial Colleges and expert work. 75 cents.
- No. 3. STATE - The pen of pens for posting and fine figures. 75 cents.
- No. 20. CENTURY PEN - Very fine points, new. Elastic action. For very fine writing. 75 cents.
- No. 17. SUCCESS PEN - Fine point. Moderate action, excellent for figures. 75 cts.
- No. 22. EXTRA FINE - Elastic action. An ideal pen for artistic writers. 80 cents.
- No. 21. COMPANION PEN - For fine writing and bookkeeping. 75 cents.
- No. 101. IMPERIAL PEN - Extra fine points, triple elastic action. For experts only, where they desire a hair line and heavy shading. \$1.00.
- No. 95. LADY FALCON - Fine point. Very popular with ladies. 75 cents.
- No. 99. DRAWING PEN - Extra fine points.

Write for show case proposition, "The Great Time Saver," to our sales agents for Canada
 McFARLANE, SON & HODGSON, Limited, MONTREAL.

Holiday Papeteries



We have just received our 1910 samples of Holiday Papeteries from the POWERS PAPER COMPANY of Holyoke, Mass. The box designs of these goods are exceptionally varied and artistic, while the range is so wide as to permit of an unusually good assortment. These goods are fully up to the high standard always maintained by the Powers Paper Company. Our representative will call upon you very shortly and you will certainly be wise to hold your orders until you have examined our samples. We also have some very strong values in staple papeteries.

A. R. MacDougall & Company
42 Adelaide Street West - Toronto

BLOTTING PAPER



When Buying Blotting Get the Best

USE STANDARD BRANDS

"Standard," "Imperial" and "Sterling" Plain Blotting
"Royal Worcester" and "Defender" Enameled Blotting
"Curi-Curl" and "Banker's Linen Finish" Embossed Blotting

Samples and prices on application

AGENCIES IN MONTREAL, TORONTO AND WINNIPEG



Standard Paper Mfg. Co., Largest Exclusive Blotting Manufacturer RICHMOND, VA.

THE ALL BRITISH!

Classic Series

Christmas and New Year Cards,
Blanks, Autograph and
Autograph Boxes.

Fashionable Designs in Christmas
Greeting Stationery for 1910.

Wedding Menu, Memoriam and
Fancy Cards, Wreaths and Con-
dolence Cards.

New Season's patterns are now
ready. Canadian enquiries will
have prompt attention.

Farther announcements later

W. N. Sharpe, Ltd.

Publishers of the "Classic" and "Joy" Series

Bradford, Yorks,
ENGLAND

Premium Mucilage, Lithogram and Litho Composition

ACME CLEANSING POWDER
FOR PRINTERS AND GENERAL USE

SAMPLES AND PRICES ON APPLICATION

Auld Mucilage Co., 23 Bleury St., Montreal



—FOR BEST VALUE IN—

SCHOOL FURNITURE

Write

The JAMES SMART MFG. CO., Limited
Brockville, Ont. and Winnipeg, Man.

DEPARTMENT OF OFFICE APPLIANCES

If there be one field in which department stores and mail order houses have failed to make headway, it is that of office appliances. Business men for some reason or other do not buy their supplies from these sources but depend on office appliance stationers or where there are no such stores, on the manufacturers who sell to them direct. This fact offers food for reflection.

The great developments of recent years in labor-saving appliances for the office have brought into being a brand new business and a profitable one. They have been the reason for the establishment in the larger cities of stores devoted exclusively to the sale of these goods. And on investigation it will be found that these office appliance stores are the most profitable stationery stores in their respective cities.

The sale of a single machine opens up a long series of subsequent sales of supplies. A typewriter for instance will require carbon paper and ribbon, besides the paper, envelopes, etc., which are always so necessary. It will thus be seen that the business is not made up of a number of unrelated sales, but that each sale bears a relation to its predecessor. Any stationer will admit that this is a most desirable state of affairs.

The development of an office appliance department in the average stationery store is greatly to be commended. As a rule a bookseller and stationer must make a multiplicity of sales before he begins to show anything of a profit. His wares are small and, on the average sale the profit is very little. But when he handles office appliances, a single sale is likely to net him as much as a score of smaller sales.

Lack of Effort on the Part of the Trade.

"Experiencing many difficulties in securing up-to-date office supplies and equipments in various parts of the country," writes a business man, "I have noted with increasing surprise the apparent lack of any effort on the part of the trade to inform and educate the consumers as to modern equipment and modern methods which would necessitate the use of the newest forms of office equipment. Apparently, there is no effort put forth in any systematic or adequate fashion to inform the average business man, the one who is not himself aggressive enough in his appreciation of modern methods to follow the trade papers or periodicals devoted to business methods. This group of business men constitute the larger proportion of them, and certainly ought to include a tremendous amount of potential business; but when the leading retail stationers in several cities will not offer for sale material which has already become staple in office use in the stationery trade, one can not imagine that the trade is doing the least thing for itself in cultivating large territories where there ought to be an increasing demand for the latest and best."

How to Make a Profit.

According to George R. Chamberlin, writing in the *Inland Stationer*, a dealer must first thoroughly familiarize himself with the goods that he is handling or expects to handle, and the numerous advantages to be derived from their use. Secondly, he must display the goods to advantage, and lastly, he must go after the business. The visit the store should stand high in comparison with the values offered by other stores.

There are certain devices which are constantly needed in almost every office and by every business man, and, in

advertising the new business equipment department, only those articles that will sell quickly to the largest numbers should be used to advertise as leaders.

Experience has taught me that a dealer who fails to observe any one of the above requirements invariably either fails completely to build up a satisfactory business, or else meets with indifferent success.

The mistake that a good many dealers make who handle a line of office files is that they look upon them as so many pieces of furniture and attempt to sell them as such. Impress upon your prospective purchaser the money and labor-saving features of the different sections, and the task of landing the order is a comparatively easy one.

In other words, sell him an up-to-date business system suited to his requirements, for the successful carrying out of which a certain number of sectional units are necessary. Once he is convinced of the logic of your argument, the sale of the cabinets is assured.

The sooner dealers realize the necessity of pursuing this plan, the sooner will they begin to reap the profit that is sure to come to them from the handling of this line of goods.

Advantage of Exclusive Agency.

If a dealer sells a man a ledger, or a box of carbon paper, it behooves him to keep alert and prevent his competitor from getting the next order, which is bound to follow sooner or later. If the same dealer sells a section or two of filing equipment, he need never lie awake at night wondering where the next order for a vertical letter file or document section will land. He knows instinctively that that order will come to him, since his customer has started with the goods that he handles exclusively in that town, and his reasoning is invariably substantiated.

Where is there another business proposition that is quite as appealing from every angle; and, I might also add, where is there another one containing so many possibilities that is treated with as much indifference?

I know of numberless instances where dealers have installed a modern filing system on a very small scale, in offices where they were skeptical as to the benefits to be derived as the result of such installation, but where they almost immediately awakened to the fact that they had been away behind the times, so far as the conduct of their office was concerned. Invariably these consumers would throw out their antiquated equipment and place an order for sufficient goods to put their offices on an up-to-date basis. This, in many cases, required the buying of several hundred dollars' worth of cabinets, and meant for the dealer a handsome profit, to say nothing of the increased prestige accruing thereby.

Opening a Business Equipment Department.

The first thing to do in opening a new business equipment department is to select a line, or several lines, which are in popular demand or advertised extensively, lines which will sell readily and quickly, says Medford Parke in *Inland Stationer*.

The lines of equipment selected to place on display must be well-known, standard lines, and they should be offered at prices that the average business man will easily recognize as fair and just.

In selecting devices to be advertised as leaders, care should be taken that every leader has a good value. The articles that are to be used to induce the business men to

Which Fountain Pen Will YOU Push During 1910 ?

THE "WISE" dealer is quick to grasp an OPPORTUNITY.

The biggest "OPPORTUNITY" that has offered itself in many a day is the ONOTO SELF-FILLING FOUNTAIN PEN—the pen that fills itself and can not leak.

Those dealers who have been keen enough to realize the ONOTO opportunity have been rewarded handsomely for their foresight, as is illustrated in the fact that ONE FIRM SOLD AT RETAIL DURING THE TWO WEEKS PRIOR TO CHRISTMAS \$1,200 WORTH OF ONOTO FOUNTAIN PENS.

☞ Were *your* entire sales of fountain pens as great as this, even including the old-fashioned, leaky, mussy dropper fillers and the impracticable rubber sack pens? Did you sell one-half as many? Did you sell one-quarter as many? If not, it is your fault—not ours. You haven't grasped your opportunity. You have thought your customers would be satisfied with the antiquated dropper filler pens and the unsatisfactory sack pens, simply because, perhaps, the manufacturers of these pens (frightened out of their wits at the onward march of the ONOTO) have told you so.

☞ Stop that kind of thinking—it is costing *YOU* too much money.

☞ Be a *leader*—not a trailer.

☞ Don't wait until the other fellow has taken all the "CREAM."

☞ Get some of it yourself!

☞ Ask us how.

☞ A penny postal will give you all the information you need to show you why you should HANDLE AND PUSH THE ONOTO.



ONOTO PEN CO. 261 Broadway NEW YORK

Canadian Headquarters: 314 Lindsay Bldg., Montreal

Attracting buyers to the new department depends entirely on the enthusiastic spirit and truthful tone of the advertising. New customers are attracted only when they know that the values of the goods offered are genuine, and of some special benefit or profit to them.

Advertising.

The public forms its first opinion of a new department by the cleverness with which it is advertised and the sincere tone of the selling talks. The advertisement that pulls trade to a new department must be unusually attractive.

The very first advertisement exploiting a new department should have an individuality which will mark it as distinctive from the advertising of other stores, and which will make the public easily recognize and watch for the advertising that follows.

The first thing the advertisement should call attention to is the location of the new department and the date of the opening. Next should follow the special offer for the opening day and a list of desirable devices or office equipment to be found on display.

In order to make the new department distinctive, the advertisement should be cleverly illustrated, using new cuts to attract attention.

Attention should be called to the new department at least a week before the opening. Small advertisements, planned to arouse curiosity, are most effective in centring attention on a new department in a store of any size. These curiosity arousers should be brief and sensational in character.

A good idea would be to call the new department "Business Equipment Exhibit" and have the small advertisements ask the business men to watch for the opening of the department, which will have on display the best equipment for office or library use.

In case the merchant can not cover the entire field through newspapers, he should resort to circular advertising, to make as many people as possible acquainted with the opening of the new department.

Special Service.

The thing that will attract business men to a new department is to advertise the special service they will receive. In each advertisement you should offer to send a man to explain your lines of equipment and office devices, providing a business man has not time to come to the store.

The first aim of the different forms of advertising should be to attract attention. The newspaper and circular advertisements should arouse curiosity and stimulate desire to visit the department on the opening day.

After the department has been opened, various kinds of offers should be used to keep the business men watching the advertisements. One method is to give short, interesting talks on the manufacture of the device, also what it saves in time and labor, and what it produces in conveniences and comfort.

These talks should be followed by suggestions on the proper selection of certain kinds of equipment for certain kinds of office work. There are a lot of small things which have no direct bearing on selecting merchandise, but which are valuable information and attract the attention of business men. In opening a new department all of these things, which business men appreciate, should be considered. The following style of copy might be used:

YOU WANT COPYING

that is profitable, don't you? Well, the Blank style in your own office provides the way—right at hand—for making the cleanest, neatest, most perfect copies, at the rate of ONE PER SECOND. For circular letter work it is matchless.

Public Demonstrations.

Some plan of inducement, such as a public demonstration of a new time and labor saving device will attract business men to the new department. There is no better way to get business men to visit a new department than by some special demonstration. The best-known plan to get the men to visit the new department would be to advertise the exhibit as something very unusual and have a series of demonstrations that will be interesting and instructive. Most manufacturers will provide demonstrators for a special event of this kind. I am sure some will even assist to a very liberal extent in a "Business Equipment Exhibit."

The policy of the new department should be conservative; the advertising of the new department should be dignified and talk quality and prices.

The new department should be especially decorated and arranged for the opening, and the method of decoration and arrangement should be of such a nature as to give prominence to the displays. Business men always form their opinion of a new department by the things which come to the eye first, and if the first impression is favorable, the chances are that first-time buyers will become regular customers.

It must be remembered that the floor-space and walls of the department are just as valuable advertising-space as that which is paid for in the newspapers.

At the same time the opening of the new department is announced, one of the display-windows should be covered, and signs should be used to excite the curiosity of the public in regard to the opening of the new department.

Each day the signs should be changed, so that the men passing the store will have their attention called to some unusual feature or offering to be found at the new department.

When the new department is finally opened, this window should be given an original and strikingly clever trim, so that the business men will be doubly induced to visit the store. The same offers described in the newspaper advertisements should be arranged in the window so as to give the public the impression that a complete stock of business equipment may be obtained inside.

The Window Display.

In order to make the window a profitable selling medium, the displays must be easily comprehended—that is, the devices on display must have a harmonious scheme of arrangement. The devices which are placed on display should be marked both with a brief description and the price. Profitable results can not be expected if the people have to guess about the devices and the price.

Business men are not mind-readers, and they always buy the goods they know the most about. They acquire knowledge from being told often and in as many ways as possible. That is why it will pay to sell advertised lines and then advertise the new department thoroughly.

Besides having the devices show up attractively, the window-cards and price-tickets should tell the business men the same things that they would be told by the clerks.

When the lines of business equipment have been displayed and given an arrangement to show their best qualities, the business men should further be made acquainted with the excellent features of the goods by display-cards and price-tickets, while the exhibit is being held.

The new department should be opened with the purpose of educating people to read and believe in advertising signs. A department will make fifty per cent. more sales when its purpose is clearly explained. Everything must not be left to the clerk. Then, a cleverly worded and illustrated advertising sign makes a good impression.



Sanford & Bennett Fountain Pens

The Fountain Pens it will pay you to handle!

We are the largest manufacturers of Imprint Fountain Pens in America. Our business has been built upon quality. We make only high grade goods that bear our absolute guarantee—the *only kind* that dealers can afford to handle. Samples cheerfully submitted. We invite enquiries from the Canadian stationers and jewellers who are desirous of establishing the fountain pen department of their business upon a sound basis.

Here are three lines that have made good throughout Canada and the United States, which you should stock:

“AUTOPEN SAFETY”

“GRAVITY” STYLO

AND

“COMMERCIAL”
FOUNTAIN PEN



May we send you our catalogue? Send request to-day.



SANFORD & BENNETT CO.

51-53 MAIDEN LANE, NEW YORK





WASHBURN'S PATENT ADJUSTABLE
"O.K." PAPER FASTENERS

75,000,000 WASHBURN'S PAT. "O.K." PAPER FASTENERS



SOLD the past YEAR
should convince YOU of their
SUPERIORITY

There is genuine pleasure in their use as well as Perfect Security. Easily put on or taken off with the thumb and finger. Can be used repeatedly and "they always work." Made of brass in 3 sizes. Put up in brass boxes of 100 fasteners each. **HANDSOME COMPACT STRONG No Shifting, NEVER!** Note our trademark "O. K." stamped on every fastener. All stations. Send for 10 sample box of 50, uncut, illustrated booklet free. Liberal discount to the trade.
The O. K. Mfg. Co., Syracuse, N. Y., U. S. A.

MR. DEALER

There are just two reasons why some Paper Fasteners are not advertised. Either they are not worth advertising, or else they are so cheap that the manufacturer cannot afford to advertise them.

It should interest you to know that we don't lie down after we have made a demand for our goods. You can see that we are alive to the best interests of our trade, by a look at the accompanying illustration of our advertisement at the head of our list of advertising mediums.

Had you not rather handle a line of well advertised goods like ours that your customers will swear BY and not AT?

When you pass a box of our WASHBURN'S PATENT "O. K." PAPER FASTENERS over the counter to a customer, he will tell you they look "good enough to eat". Yes, Sir, every time, and he will come back again very soon, hungrier than ever for more. This is why with extensive advertising we are now selling **SEVENTY-FIVE MILLION** of these smart Paper Fasteners per year, --- with sales **increasing** all the time. These Paper Fasteners are most attractively put up and are superior both in quality and appearance to ALL others now on the market, accordingly they never fail to please the most fastidious.

Listen, we have never asked you to create a demand for our Fasteners and we are not going to. We simply ask you, if you are our customer, to keep up your stock at all times and if you are not our customer we want you to become one **NOW. Don't put it off. Order through your jobber today.**

Washburn's Pat. "O. K." Paper Fasteners are made of BRASS in three sizes and put up in BRASS boxes of 100 fasteners each, ten boxes to a carton.

RETAIL PRICES: Size No. 0B and 1B 20 cents a box, \$1.65 per thousand; No. 2B 25 cents a box, \$2.10 per thousand.

OUR EFFORTS TO INCREASE YOUR SALES NEVER CEASE

THE O. K. MANUFACTURING CO.

Jas. V. Washburne, Pres. and Treas.

Syracuse, New York.

L. & C. HARDTMUTH, 12 Golden Lane, London, England.
 Selling agents for Europe, India, Australia, New Zealand and South Africa

The above "ad." is now running in the following mediums:

WEEKLIES

- | | |
|------------------------------|------------------------|
| Associated Sunday Magazine. | Life. |
| Collier's. | Literary Digest. |
| Illustrated Sunday Magazine. | Outlook Magazine |
| Independent | Saturday Evening Post. |
| | Scientific American. |

MONTHLIES

- | | |
|----------------------|----------------------------|
| Ainslee's. | McClure's. |
| American Banker. | Munsey's |
| American Industries. | National. |
| American Magazine. | Normal Instructor. |
| Angler and Hunter. | Overland. |
| Army and Navy. | Pearson's |
| Atlantic Monthly. | Postal Service. |
| Banker's Magazine. | Primary Plans |
| Bank Notes. | Progressive |
| Book-keeper. | Sicnographor |
| Bookman | Public Officials Magazine. |
| Busy Man's. | Red Book |
| Case and Comment. | Review of Reviews. |
| College Mercury. | Strand. |
| Cosmopolitan. | Success. |
| Current Literature. | Sunset. |
| E. P. C. Bulletin. | System |
| Everybody's. | Technical World. |
| Good Literature. | Van Norden's. |
| Hampton's. | World's Work. |
| Human Life. | |

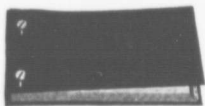


Tatum "Post Price" Book

For Loose Leaves



Patented July 13, 1909



Furnished in any size or any binding.

A penny or any small coin opens it.

No key and no projecting screws.

Expansive.

Adapted for Catalogue Covers, Price Books, and Office Records of all kinds.

Ask about it.

SHEETS DO NOT TEAR OUT.

THE SAM'L C. TATUM CO.

Manufacturers of Stationers' Specialties, Loose Leaf Devices, Power Panchas and Perforators

No. 3318 Colerain Ave., CINCINNATI, OHIO, U.S.A.
New York Office, No. 197 Fulton Street

"Just enough ink to ink the pen"

Here's a recommendation that will sell the

"Victor" Inkstand

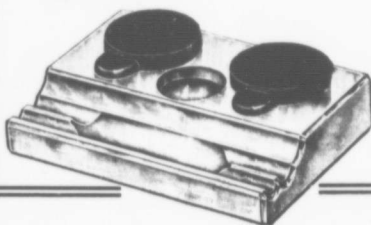
every time it is shown. It keeps the ink clean and liquid, and is easy to clean and fill. Covers move easily at pen-point touch. This stand contains more practical utility features than any on the market. Liberal discounts offered. On sale by all Canadian Wholesalers.



The Weeks-Numan Co.

39-41 Park Street,

New York City



Your Pen From Your Pocket
Will Not Slip if You
Fasten it With a

Klymax Klip



SEVERAL SIZES
FITS ANY PEN

Steel - - 5c
German Silver 10c
Rolled Gold - 25c



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

DISCOUNT TO THE TRADE ON APPLICATION

Consolidated Safety Pin Co.

DEPT. 1

BLOOMFIELD, N.J.

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.

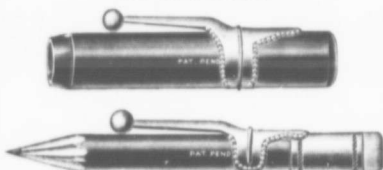
National Blank Book Co.

HOLYOKE

MASSACHUSETTS

"Modern B" Pen & Pencil Clips

5 CENTS EITHER SIZE



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

A Modern Device

The Acme No. 2 Binder



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

This is a machine that drives a flat staple that folds. 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.

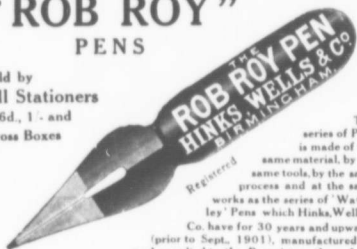
Ask your jobbing house about it.

Acme Staple Company, Limited

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

"ROB ROY" PENS

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



Registered

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

HINKS, WELLS & CO. BIRMINGHAM, ENGLAND

THE OLD WAY

THE HANDIHOOK WAY

A little thing that is a good seller.

HANDIHOOK

It is always ready for use. Twice the size of illustration. It holds up to 10 lbs. in wall or woodwork. Your customers will appreciate its many good features, and our advertising will give the necessary assistance to make it a good seller.

ASK YOUR JOBBER OR WRITE
THE MANUFACTURERS SALES COMPANY
Canadian Agents for August, George & Co., New York, N. Y.
P. H. REID 4315 BIRKS BLDG. MONTREAL

SPENCERIAN STEEL PENS.

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

THE BEST

Works: BIRMINGHAM, ENGLAND

Imported by all the leading stationers in Canada.

Proprietors: Spencerian Pen Co., New York

HAVE YOU TRIED THIS ONE?

JOHN HEATH'S PENS

Supplied by leading Wholesale Houses in Toronto and Montreal.

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

0278 TELEPHONE PEN. Reg. in Canada

The TELEPHONE PEN

REG. IN CANADA

WAVERLEY PENS

THE WORLD'S FAVORITE



THE RESERVOIR WAVERLEY WRITES
250 WORDS WITH ONE DIP OF INK
SOLD EVERYWHERE

MACNIVEN & CAMERON, LTD.

Steel, Gold and Fountain Pen Makers to the Trade
WAVERLEY WORKS, EDINBURGH

THE AIRSHIP BOYS or The Quest of the Aztec Treasure. By H. L. Saylor, Chicago: The Reilly & Britton Co. Cloth \$1.00.

Having heard of his fame as an aeronaut, Major Honeywell sends for Ned Napier and asks him to undertake the discovery of a hidden Aztec treasure. Ned agrees and builds a dirigible balloon, in which he sets out with his elum Alan Hope, a colored boy, Elmer, and a young reporter. After hairbreadth escapes from the Indians the boys at last discover the turquoise temple and its treasures of gold and jewels. Their balloon being disabled they make their way back on foot over the burning desert, and return to their friends covered with glory.

COLLECTIONS, ETC.

THE MERCHANTS MERCANTILE CO.
 390 St. James St., Montreal
 MERCANTILE REPORTS AND COLLECTIONS
 Our method of furnishing commercial reports to our subscribers gives prompt and reliable information to date. Every modern facility for the collection of claims. Tel. Main 1883

HOTEL DIRECTORY.

THE GRAND UNION

The most popular hotel in
 OTTAWA, ONT.
 JAMES K. PAISLEY, Proprietor

HALIFAX HOTEL
 HALIFAX, N.S.

ACCOUNTANTS AND AUDITORS.

JENKINS & HARDY
 Auditors, Chartered Accountants, Estate and
 Fire Insurance Agents.
 114 Toronto St. 465 Temple Bldg.
 Toronto Montreal

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

SQUIBS.
Obliging.

(Newsdealer sarcastically to man who is examining magazines without buying): "If you ain't got time to finish that magazine right now, Mister, I'll keep your place till you come back."—Browning's Magazine.

Another bookshop story. Two ladies call and one asks for a copy of the Church Service, which is duly hunted out. Meanwhile the ladies, looking around a little, come upon "Captain Cook's Voyages." And from their whisperings there floats out the remark, "Oh, of course, it's about his recent discovery of the North Pole!"—Book Monthly.

If you live in Can'tville, for humanity's sake move. Its mayor is an undertaker and the town event a funeral. Hang out the "gone-never-to-return" sign and made a noise like reeding steps. If you don't see

it that way, for sanitary reasons bury yourself. You're dead and don't know it.—Magazine Dealer.

The regular news-stand operator in one of the down-town hotels was called away from his place and had to leave a small boy in charge. The boy succeeded famously in selling periodicals and postcards. But it happened that the news-stand also handled theatre tickets.

A guest at the hotel saw the sign and stepped up to the counter. "What is doing at the theatres?" he asked. "Vaudeville at the Orph'um; Robert Mantell at the Columbia," replied the boy. "Mantell—he's good; what is he playing to-night?"

The boy looked over the card and pondered for several seconds. Then a gleam of intelligence lighted his face. "Louis Cross-Eye, he said, enlighteningly.

"Louis Cross-Eye?" exclaimed the hotel guest. "What in the world is that?" "I dunno," replied the lad, "unless it is some sort of an optical delusion, but the bill says Louis Cross-Eye as plain as anything."

While the guest was sputtering, the boss of the news-stand returned.

"For the love of heaven, tell me what's playing at the Columbia to-night?" shouted the guest.

"Mantell in Louis XI," said the boss.—S. F. News-Letter.

A moderately fond father discovered his young hopeful reading a dime novel.

"Unhand me, villain," the detected boy thundered, "or there will be bloodshed!"

"No," said the father grimly, tightening his hold on his son's collar. "Not bloodshed—woodshed."—Everybody's.

The literary boarder fastened his eyes upon the hash.

"Kindly pass the Review of Reviews," he said.—Everybody's.

"Will you," a customer wrote to a London bookseller the other day, "please forward me a copy of Tennyson's poems? Do not send one bound in calf, because I am a vegetarian!"—Book Monthly.

If an American bookseller had had that order he would have sent a copy bound in tree calf.

The Topaz Pencil

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

**HB, H, with rubber tips,
 HB, H, 2H, 3H, 4H, B, 2B**
 without rubbers.

INDELIBLE COPYING
 Medium and Hard.

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

The 1910
 Edition
 of
 "5,000
 Facts
 About
 Canada
 and the
 Empire"
 is now
 Issued.
 Order
 now
 from your
 News
 Company
 or from
 Canadian
 Facts
 Pub. Co.
 667
 Spadina
 Avenue,
 Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

PAYSON'S INDELIBLE INK



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

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

Standard Commercial Works

Matte's Interest Tables
at 4 to 16 per cent. Price, \$3.00

Matte's Interest Tables
at 3 per cent. Price, \$3.00

Hughes' Interest Tables
and book of days combined at 3 to 8 per cent. Price, \$5.00

Hughes' Supplementary Interest Tables Price, \$2.00

Hughes' Interest Tables
at 6 and 7 per cent., on folded card Price, \$1.00

Hughes' Savings Bank Interest Tables
at 2½, 3 or 3½ per cent., each on separate card Price, \$1.00

Buchan's Sterling Exchange Tables Price, \$4.00

Buchan's Sterling Equivalents and Exchange Tables.
Price, \$4.00

Buchan's Par of Exchange (Canadian)
Mounted on card Price, 35c

Import Costs
A new Advance Table Price, \$1.50

The Importer's Guide
Advance Table Price, 75c

The Canadian Customs Tariff
Price, 50c

A complete catalogue of all the above publications sent free upon application.

Morton, Phillips & Co.

115 and 117 Notre Dame St. West, MONTREAL

N.B.—The BROWN BROS., Ltd., Toronto, carry a full line of our publications.



*Why?
When without doubt your customers tastes and wishes could be supplied from the Elliott line why are you letting the opportunity go by? A copy of our latest catalogue would put you next to some good things. In it are some good suggestions for you that if followed will bring the popular trade to your store. The new Elliott line is made up of profit paying quick selling novelties.*

*The Chas. T. Elliott Co.
North Philadelphia Pa.*

DAVID FORREST

129 Bloor St., Toronto, Can.

Canadian representative

**\$750.00
IN CASH
AND PRIZES**

**TO BE GIVEN AWAY
TO PUPILS AND
SCHOOLS**

Dealers: Inform scholars and teachers in your community of the free CRAYOGRAPH Contest, and make many customers for

**Crayograph
Crayons**

**Simple Conditions, viz.:
Drawings to be
done with these
Crayons.**

CRAYOGRAPH Crayons are exactly what teachers and scholars have been looking for. Last four times as long as ordinary crayons. Write at once for a free supply of Contest Announcements for giving to teachers and scholars. This is an exceptional opportunity for having a big sale of these crayons.

Wholesale houses carry CRAYOGRAPH Crayons in stock.

**The American
Crayon Co'y**

Educational Dept.

SANDUSKY - OHIO

Condensed or "Want" Advertisements

BOOKS FOR SALE.

How to dispose of shop-worn or unsaleable 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.

BOOKS IN FOREIGN LANGUAGES

LEMCKE & BUECHNER, 30 West 27th St., New York. (All foreign books.) (2-10)

LEMCKE & BUECHNER, 30 West 27th St., New York. Best facilities for supplying books in all languages.

BOOK PLATES (EX LIBRIS)

ROBERT SNEIDER CO., 55 Fulton St., corner Cliff, New York. Designers and engravers of book plates (ex libris) heraldic and monogram designs, pearl inlaid stamping, for stationery. (2-11)

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

ANY MAN who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mail, prompt refund arranged, or new order issued without further charge.

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa.

CUT DOWN THE COST OF YOUR FIRE INSURANCE. Our illustrated catalog "Q" contains full information as to how you can save money on your insurance. You will find it interesting. Write for it to-day. A. B. Ormsby Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only \$70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (1f)

DOES YOUR FIRE INSURANCE POLICY protect you? There are points in connection with fire insurance policies that need expert handling to secure proper protection. We are fire insurance experts. We can safeguard your interests and procure the lowest rates. Mitchell & Myerson, Confederation Life Building, Toronto. (1f)

ELLOTT-FISHER Standard Writing-Adding Machines make toll easier. Elliott Fisher Limited, 513, No. 83 Craig St. W., Montreal, and Room 314 Stair Building, Toronto.

ELMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the **KAHN SYSTEM of Fireproof Construction**. Used in many of the largest business premises on this Continent. Write for catalogue. Trussed Concrete Steel Co. of Canada, Ltd., Walker Rd., Walkerville, Ont. (1f)

ERRORS AVOIDED, LABOR SAVED—Using the Shouper or Autographic Register. Three copies issued at one writing. 1st. Invoice; 2nd. Delivery Ticket; 3rd. Charge Sheet, perforated for filing. Best handling of carbons. High grade printing and neat finishes. Make full inquiry. Autographic Register Co., 191-193-195 Dorchester St., East, Montreal. (1f)

FREE TEST. Prove our claim that "Klear Copy" Carbon gives the best, cleanest, unsmudged copies of all typed matter at our expense. Send for sample pages "K" free. Peeries Carbon and Ribbon Mfg. Co. of Canada, Ltd., 180 Richmond St. West, Toronto. (1f)

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes, or backing statements the **ACME No. 2 Binder** is indispensable in every office. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

FASHION DECREES. Holland linen correspondence stationery correct in style. Its beautiful writing surface most attractive. Envelopes to match. Fashionable sizes and colors. Visiting Cards, Invitation and At-Home Cabinets and Writing Tablets. Ask your stationer. W. J. Gage & Co., Ltd., Toronto. (1f)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada.

GET THE BUSINESS: INCREASE YOUR SALES. Use Multigraph typewritten letters. The Multigraph does absolutely every form of printing. Saves you 25 p.c. to 75 p.c. over printing bill. Multigraph your office forms, letterheads, circular letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto.

INSURE HEALTH by installing Pullman System of Natural Ventilations. Simple, inexpensive. All foul air in room expelled through special outlets. Use in store, office and home. Send for free booklet. Wm. Stewart & Co., Saurer Night Building, Toronto; Board of Trade Building, Montreal. (1f)

JUST NOW we are holding a special sale of second-hand typewriters. All makes are represented—Underwood, Remington, Corona, Empire, Smith Premiers, etc. They have been carefully rebuilt and are in good workable condition. The Monarch Typewriter Co., Ltd., 98 King St. W., Toronto, Ont. (1f)

KAY'S FURNITURE CATALOGUE No. 36, contains 160 pages of fine half-tone engravings of newest designs in Carpets, Rugs, Furniture, Draperies, Wall Papers and Pottery with Cash prices. It brings you into close touch with the immense stocks and splendid manufacturing facilities of John Kay Company, Limited, 36 King St. West, Toronto. Write for a copy to-day. It's free.

KEEP ACCOUNTS without book-keeping. A century ago accounting meant keeping books. To-day you can keep accounts cheaper, better, quicker and more accurately by throwing away all books and installing McCasky's Account Register. Don't be skeptical—installation costs nothing. Write us to-day. Dominion Register Co., Ltd., 100 Stradins Ave., Toronto. (1f)

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work, as successfully used in many of Canada's largest buildings, gives better results at lower cost. "A strong statement," you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Ltd., 100 King St. West, Toronto. (1f)

PROBABLY the most talked about machine in Canada is the **Hatner Book-keeping Machine**. It combines in one machine the cash and credit receipt, time-re-order and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Ltd., 424 Spadina Ave., Toronto. (1f)

SHOW CASES AND STORE FIXTURES for every business. Send for illustrated catalogue. Jones Bros. & Co., Limited, 30-32 Adelaide St. W., Toronto, Ont. (1f)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a **Beath System of Overhead Carriers**. Saves valuable floor space because the tracks are on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalogue. W. D. Beath & Son, 193 Tversley St., Toronto. (1f)

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto.

THE "KALAMAZOO" Loose L or B Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts, complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto.

THE METAL REQUIRED IN A MODERN CONCRETE BUILDING. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fence and Steel Mesh, Automatic Fire Shutters and Steelcrete Sash Lath. Complete stock; quick delivery. Before deciding write for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (1f)

WAREHOUSE and Factory Heating Systems. Taylor-Fordes Company, Limited. Supplied by the trade throughout Canada.

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Brief Notices of Some Recent Books

Interesting Novel of Adventure on the Congo by H. de Vere Stacpoole —
Some Books on Health and Life from London.

Fiction.

Pools of Silence. By H. de Vere Stacpoole. Toronto: Copp, Clark Co. Cloth, \$1.25.

The atrocities on the Congo are here made to serve as material for a powerful story of adventure on the Dark Continent. The hero, a young American doctor, joins the expedition of a big game hunter, a Frenchman, who purposes penetrating into the interior of Africa. This Frenchman is a somewhat remarkable character, who conceals beneath a conventional exterior a cruel and brutal nature. He is in reality hand-in-glove with the Congo murderers. The expedition is finally almost annihilated in a midnight stampede of a big herd of elephants, and it is only with the greatest difficulty that the doctor brings the Frenchman back to civilisation. The latter has been injured in such a way as to change his whole nature. The story is a most vivid and realistic one.

Two Women. By Baroness D'Anethan. Toronto: Copp, Clark Co. Cloth, \$1.25.

The authoress, who is a sister of H. Rider Haggard, has given us a modern society story with the scene laid in England. A mother and her daughter tell the story in their diaries. A situation of some delicacy is created, both in the case of mother and daughter. This the writer handles quite openly.

Miscellaneous.

Art of Sympathy, The. By T. Sharper Knowlson. London: Frederick Warne & Co. Cloth 2s. 6d. net.

This is the third of a series of manuals, of which the first was "The Art of Thinking," and the second "The Art of Success." Mr. Knowlson attempts to show how deep and wide are the effects of sympathy in relation to our intellectual life, our well-being and even our political future. It is a stimulating book.

Scientific Living for Prolonging the Term of Human Life.

By Laura Nettleton Brown. New York: Health Culture Co., 1133 Broadway. Cloth \$1.

The author emphasizes a great truth, namely, that in the ordinary processes of cooking the organic elements become inorganic and food values are destroyed. She demonstrates the new way of living, providing food tables, recipes and menus. The volume is thoroughly sensible and enlightening.

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REV. D. V. LUCAS, D.D.
Author of "The Maoris of New Zealand."

Gossip of the Month

Palmer Cox has been for years a name to conjure with among the little folks and his Brownies have become prominent in all walks of life. Most people, not aware of the fact, would be ready to dub him an American, the minute any reference was made to his nationality. But, though he may vote in the United States, his heart is still in the place of his birth and Granby may well be proud of her son. It is astonishing to note what a really important part Canada is playing to-day, both in the field of letters and on the stage in the United States. It must be a common experience of others, as it is of the writer, to hear people of prominence in a literary or theatrical way referred to as being originally from Canada. These individuals seem to crop up everywhere and if one were to start to enumerate them the total would likely reach unexpected proportions. In any such record a foremost place should be accorded to Mr. Cox.

It has been the custom of a good many people for years back to sneer at the efforts of our Canadian authors to make a name for themselves. They have viewed it as an utter impossibility for any writer, residing in the Dominion, to produce anything worth reading or to sell it, should it chance to be worth reading. For awhile this may have been the case, but to any one who has studied the lists of best sellers in Canada for the last year or two, the reverse must be apparent. During the holiday season of last year at least four of the six best-selling books in the Canadian bookstores were by Canadian authors, and they were not the authors who had deserted Canada. This fact must be sufficient to disprove the theory that nothing good in a literary way can come out of the Dominion.

The handsome new building which the Macmillan Co. of Canada are now erecting in Toronto, is an indication that the book business of this country is reaching big

proportions. While this publishing house will not at first occupy the entire building, still the portion to be used by them is sufficiently large to make the foregoing statement true. The Macmillans have always stood for a high standard in all departments of their business, and it is fitting that the Canadian company should be housed in a building of such attractive appearance. It is the first structure of the kind to be erected in Toronto and so much admired has it been, that already two buildings of somewhat similar design are being projected by other business houses in the city.

That Canada is reaching national proportions is to be daily deduced from the character of her publications, both books and periodicals. The appearance this month of the "Dominion Who's Who," modelled almost exactly on the English publication of the same name, indicates that we have become big enough to require such a book, from which information about the leading men of Canada may be readily obtained. This is but one instance of this growth. The increasing number of our periodicals and the development of the leading magazines of the country, is another sure indicator of national growth.

There are a good many people in Canada, who are in a state of ignorance as to the existence and work of The Royal Society of Canada. They may run across an item in one of the daily papers once a year to the effect that the Society is meeting and that Dr. So-and-So has delivered an address or read a paper before it, but beyond that they have no knowledge of the organization. Yet, viewing it from a literary standpoint the Royal Society is doing splendid work for Canada. It produces each year a big volume, running usually to over 1,000 pages, in which are published all the papers read before it. Many of these papers are of great value and doubtless would never have been put in type, had it not been for the kind assistance of the Royal Society.

The annual volume containing the transactions of the Royal Society is published in a limited edition, and the bulk of its circulation is gratuitous. Thus every Member of Parliament and Senator comes in for a free copy, by reason of his office. One wonders how some of our eminent politicians view the cumbersome tome, as it



R. F. FOSTER
Author of "Cab No. 44."
(Opp. Clark.)

BOOKSELLER AND STATIONER

is deposited on their desk. The combination strikes one as ludicrous in a good many cases and it would be much more fitting were the books distributed to Canadians, who really appreciated them. But, unless a member is

Here is an opportunity for some of our young students in political economy to do excellent work during their vacations. We believe that a carefully edited volume of reminiscences of some of our Canadian patriots, would receive recognition, not only from the publishers, but from from the public.



DOROTHY DEAN TATE
The young Torontonian who has written a charming Japanese story.

generous enough to hand over his copy to some ambitious constituent the poor public must scramble for the remaining copies and pay five dollars apiece for them at that.

The authors of papers appearing in the Transactions of the Royal Society are presented with one hundred copies of their article in separate form, for distribution to whom they will. Occasionally an author will arrange to issue additional copies, as in the case of Mr. O'Brien's "Sketch and Bibliography of Haliburton," reference to which is made in this number. This gives an author a good opportunity to bring his work to the attention of people likely to be interested in it.

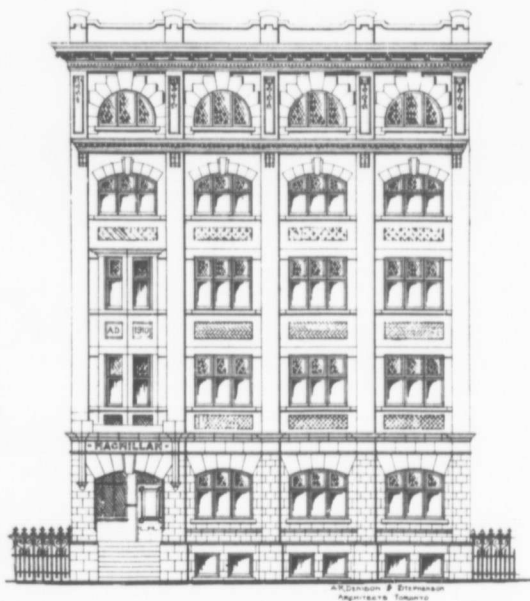
It is to be regretted that more of our public men, who have served their day in the councils of the nation, and have now retired, do not find it possible to set down in writing their reminiscences of earlier times. A few, it is true, have done this, but there are many others who might give us most interesting books, if they only tried. Of course, there is always the excuse that not every one is gifted with the ability to write, and this must hold good of a great many of the public men of a young nation like Canada. But oftentimes it is just the man who is full of the most interesting reminiscences, who is unable to turn a sentence properly, when confronted with pencil and paper. In such cases, why not employ an amanuensis?

* * *

The writer had an opportunity recently to look over a list of the women writers of Canada. The number of these aspirants to literary fame was astonishingly large, and every one of them had done some work worthy of note. Perhaps in some future number it would be interesting to have an article on this subject, showing just what the women writers of Canada have accomplished.

* * *

While there is no outstanding Canadian work announced as yet for this year, one cannot say with an finality that there will be nothing of special importance. Publishing is done so queerly oftentimes in this country, that nothing may be known about a book until it is out. There are several reasons for this, all of which may be embraced in the single explanation that the publishing business has not yet reached that degree of systematized effort, when there is one department for this and another department for that, all working harmoniously. With us it is usually a one-man affair from beginning to end and, in the actual work of producing a book, he has no time left for advertising it.

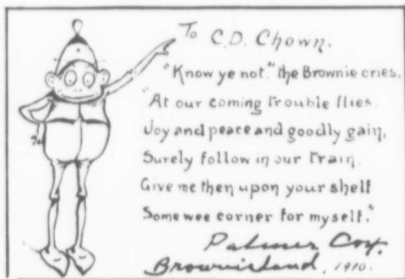


Exterior Front of the New Macmillan Building in Toronto, now in Course of Erection.

An Interview with Palmer Cox, the Brownie Man

The Creator of the Brownies and the Recounter their of Ludicrous Adventures Visited in his home, "Brownie Castle," at Granby, Quebec, the Place of His Birth.

By C. D. Chown



Souvenir and Autograph.

The Town of Granby, Quebec possesses several claims to distinction. Not least of these must be reckoned the fact that it is the birthplace and the home, for a great part of the year, of a man, who has contributed vastly to the enjoyment of countless children, young and old, during the past thirty years. While the success of most men, even of writers, is reckoned in dollars and cents, that of Palmer Cox must be summed up in the clean, wholesome pleasure he has given, wherever his Brownie stories have been circulated.

On the highest spot in town, near its boundary line, and adjoining the open country, stands Brownie Castle, the residence of Mr. Cox, when he finds time to spare for a month or two's enjoyment of the delightful scenery and bracing air of his former home. This winter, for private reasons, he has remained in Granby and chancing to be in the town recently I was fortunate enough to be granted the privilege of an interview.

I found the author-artist hard at work in his study, a room adjoining his studio, which, to secure the best light possible, is situated in the upper part of the tower, shown in the illustration. He was busily engaged putting the finishing touches to a series of sketches to accompany his latest Brownie story for St. Nicholas magazine. Affable in the extreme, Mr. Cox was not at all averse to relating the story of his life and telling how he began to write the adventures of the Brownies.

Palmer Cox was born in Granby on April 28th, 1840, and at an early age developed astonishing skill with pen and pencil. The caricatures which he produced at school were so telling that as a punishment he was often made to stand on the schoolroom floor, exposing his work on his slate.

When seventeen years of age he went to the Eastern States, but in a short time removed to Lucknow, Ontario. Then attracted by the gold-mining boom in California, he went west. It was there that he discovered where his talent really lay and he began writing articles for the western papers and illustrating them as opportunity offered. Gradually he found his writing taking a secondary place to his drawing, but as California did not offer much encouragement to him in those days, he decided to return to the east, where he had already formed some favorable connections with New York publications.

The year 1878 found him in New York devoting his whole time to literary and illustrative work for the comic papers. By chance his work brought him into touch with a German firm, who called his attention to the tales written in Germany for children, telling him that they discerned in his comic stories indications of his ability to write interesting children's stories. He accordingly prepared a clean, wholesome tale, that would bear the inspection of mothers, illustrated it, and submitted it to the editor of St. Nicholas, then, as now, a young people's magazine. It was promptly accepted and immediate arrangements were made with him for other stories on similar lines.

Each of these stories had a separate identity, but in time Mr. Cox conceived the idea of originating some character, which would be the central figure of a series. Memories of his boyhood days recalled the tales he had heard from his Scotch-Canadian neighbors of the Brownie legends, and in these mythical little people he felt he had just the kind of material he wanted. He set to work to ransack encyclopedias and books of reference in pursuit of information about the traditions surrounding the Brownies. He found that they were small male spirits similar to the fairies, and that they were the reverse of the Old English gnomes, being kind and careful little fellows, delighting in performing acts of kindness for the farmer and his wife. All that was needed to keep in their good graces was to leave in a convenient place a bowl of cream or home-made malt. Their names were derived from the way their skin was tanned brown by the sun.

In the first series of Mr. Cox's Brownie stories, the Brownies were represented as being all alike, going around in bands. Later on, there were introduced, one



BROWNIE CASTLE

Residence of Palmer Cox at Granby, Quebec.

by one, separate characters, like the Dude, the Policeman, the Soldier, the Irishman, until there were forty-two different Brownies, each one of whom was separately copyrighted by the artist.

Naturally, Mr. Cox is intensely fond of children. Wherever he goes he quickly makes friends with the young folk in his neighborhood, romps with them and arranges their games. One of his favorite pastimes is to produce a Brownie play, in which his friends, the children, take the parts of the Brownies.

It is interesting to note that Mr. Cox derives quite a handsome income from royalties received from manufacturers for the use of the word Brownie on cameras, carpets, calico, pins and on the stage.

As I bade farewell to the tall, kindly Brownie man and came away from his castle on the hill, I felt what a splendid achievement it was for any man to spend his days diffusing around him such a wealth of pleasant fancies and creating so much happiness in the world. Surely his name will go down to posterity as blessed.

Some Canadian Books of the Month

**The First Publications of the Year—
An Important Historical Work and an
Interesting Volume of Biography
Ready—Other Books of Interest.**

Of the long list of Canadian books promised for publication this year only a very few have as yet made their appearance. Of these probably the most important is Father Morice's two-volume "History of the Catholic Church in Western Canada," of which a brief review appears on this page. Information about other new Canadiana will be found elsewhere in this number.

The Empire Day by Day.

A useful compilation of historical events of an imperial significance for every day of the year has been made by Frank Wise, president of the Macmillan Co. of Canada. These have been arranged in a small book of 31 pages, with the title, "The Empire Day by Day." Mr. Wise has made a good selection of those events which will inspire the mind with imperial achievements and ideals. He has in this way done a great service to the cause of Imperialism, and as the book will be used extensively in the schools, it will be bound to exert a strong influence. Already the first edition of 15,000 copies has been exhausted and a new edition called for.

Sketch and Bibliography of Haliburton.

A. H. O'Brien, M.A., Ottawa, has reprinted the paper which he read before the Royal Society of Canada on Judge Haliburton, in a pamphlet of 26 pages. Its main value lies in the very carefully prepared bibliography of Haliburton's works, which it contains. He has also added a list of reviews and criticisms of particular works and a list of biographies and portraits, which will be found most useful by any one desirous of studying the life and writings of America's first humorist. It is interesting to note that more attention is being given to Haliburton at the present day, and men like Mr. O'Brien are to be commended for directing readers to him. The edition is limited to 300 copies, which means that the work will become more and more valuable as the years go by.

Father Morice's Important History.

Canada has been blessed with a plentiful supply of historians, but of the number very few seem to have written works of abiding interest. This may be due largely to the fact that there has been a great deal of duplication and a great deal of imperfect and hurried writing. Parkman has caught the spirit of the early days admirably and his historical works will go down to posterity as the best picture of pioneer life in the east. For western Canada, Father Morice can lay claim to having produced history of a similarly entertaining character. In his latest two-volume "History of the Catholic Church in Western Canada," which might better have been called simply a history of western Canada, he has produced a work of considerable importance. He has seized on all the romantic elements of this history and has made the most of them. And this, too, may be said of all Father Morice's work, that its accuracy is, humanly speaking, undoubted. He is a most painstaking investigator and conscientious writer, and in reading this book one feels that the author may be relied upon to give the correct version of each incident. It is true that he is dealing primarily with the Catholic Church, but this only acts, as it were, as a thread upon which to string the whole mass of western history. (Toronto: Musson Book Company).

An Interesting Biographical Volume.

The memorial volume to his father, which Rev. J. D. Anderson has prepared ("Reminiscences and Incidents of the Rev. John Anderson," Toronto: Briggs, Cloth, \$1.50) is a simple narrative of facts and incidents. With remarkable clearness and spiritual insight, the writer sets forth the leadings and workings of Divine Providence in preparing him for the Christian ministry. The record of his long life contains some striking experiences of the struggle that goes on in the human soul with the powers of evil and its ultimate triumph through simple trust in God and His promises. Vivid pictures are drawn of his early home and school life in Scotland. Then follows the migration of the family to Canada, some years of arduous manual labor, his marriage, his college career, and lastly, forty years of strenuous pastoral duties in various parts of Canada. All this, told with unaffected simplicity and realistic directness, reads like a chapter out of Bunyan, whom this writer resembles also in that element of mysticism, which he, no doubt, derived from his Highland ancestors. The difficult conditions under which Gospel ministrations were carried on in rural districts fifty years ago are graphically presented, and thus incidentally a fresh page is contributed to the history of the church in Canada.

ADDITIONS TO FINSBURY LIBRARY.

Attention was directed last year to a new shilling library of reprints being issued by Robert Culley, London, E.C., as the Finsbury Library. Six volumes were published last year and now six new titles have been added to the series. These include "The Trilogy; or Dante's Three Visions" (three volumes), "Rural Rides in the Counties of Surrey, Kent, Sussex, Hants, Berks, etc., etc.," by William Cobbett, in two volumes, and "The Early Journal of Charles Wesley," edited by J. Telford, B.A. The books are well printed on excellent paper and compare favorably with any other shilling reprint series published.

Information about Copyright Fiction

The Latest Additions to Publishers' Spring Lists—Titles Which have already Appeared—Books due this Month and in April.

McClelland & Goodehild, Toronto, announce that they will carry a specially big stock of Miss L. M. Montgomery's new story, "Kilmeny of the Orchard," which will be published on April 15.

The Copp, Clark Co. have ready "The Man Who Stole the Earth," by W. Holt White, "Cab No. 44," by R. F. Foster, and "Pools of Silence," by H. de Vere Staepoole. They have also ready a second edition of "Northern Lights," by Sir Gilbert Parker, and a new 75c edition of "Batterton Jones," by Tifford Tilden.

Henry Frowde, Oxford University Press, Canadian Branch, will have ready for publication in May the new story by William J. Locke, entitled "Simon the Jester," now running its serial course in the American Magazine. He is arranging to bring out in August a "find" entitled "The Circuit Rider's Wife," by Mrs. Harris, which he believes is destined to make a great hit.

Copp, Clark Co. have added to their fiction list for spring, "The Sword Maker," by Robert Barr, "The Sky Man," by H. K. Webster, "The Gilded Chair," by Melville D. Post and "A Disciple of Chance," by Sara Dean. They have postponed the publication of "Queen Sheba's Ring," by H. Rider Haggard, until August. "The Losing Game," by Will Payne, appears this month.

McLeod & Allen have added to their spring list the following titles, which will be issued in the near future:—"Samuel the Seeker," by Upton Sinclair, "The Education of Jacqueline," by Claire de Pratz, "The Emigrant Trial," by Geraldine Bonner and "Joe Muller, Detective," by Grace Isabel Colburn. They expect to have ready next month, Robert W. Chambers' spring book, "The Green Mouse."

William Briggs has already issued of his spring list, "The Man Outside," by Wyndham Martyn, "The Fortune Hunter," by Louis Joseph Vance, "The Nest of the Sparrowhawk," by Baroness Orczy, "Henry of Navarre," by May Wynne, "Sir Walter Raleigh," by Wm. Devereux, "Don Q's Love Story," by K. and Hesketh Prichard, "Mary up at Gaffneys," by S. C. Netherlands, "Under the Thatch," by Allen Raine and "In the Shade," by Valentina Hawtrej.

A. C. McClurg & Co., Chicago, have decided to discontinue selling editions of their novels to Canadian publishers, and as a result they are themselves taking orders direct for their spring list. Their three leading titles are: "Dan Merrihew," by Lawrence Perry, "Hopalong Cassidy," by Clarence E. Mulford, author of "Bar 20" and "The Politician," by Edith Huntington Mason. Other fiction titles are "Prince Izon," by James Paul Kelly, "A Vigilante Girl," by Jerome Hart, "The City of Six," by C. L. Canfield and "The Cardinal's Pawn," by K. L. Montgomery.

The Macmillan Co., of Canada, have now ready "Tower of Ivory," by Gertrude Atherton, "Lost Face," by Jack London and "Kings in Exile," by Charles G. D. Roberts. They announce that "A Modern Chronicle," by Winston Churchill will appear in April. "The Undesirable Governess," by the late F. Marion Crawford, is

to be published towards the end of this month. To their published list, they have added "Lilany Lane," by Mrs. Baillie Saunders, "The Human Cobweb," by Putnam Weale, "A Gentleman from Virginia," by Percy Brebner and "The Education of Uncle Paul," by Algernon Blackwood, all of which will be published shortly.

The Musson Book Co. announce May 12 as the date of publication of Mrs. Humphry Ward's Canadian story, "Lady Merton, Colonist." They have just issued a first edition of "The Rosary," by Florence L. Barclay, for which they anticipate a big sale. A new edition of "The City of Beautiful Nonsense," by E. Temple Thurston is promised for this month. They will also have ready shortly a new edition of "They and I," by Jerome K. Jerome. Of their spring list they have already issued "Lord Loveland Discovers America," by C. N. and A. M. Williamson, "Over the Quicksands," by Anna C. Ray, "The Snare of Circumstance," by Edith E. Buckley, "Strictly Business," by O. Henry.

Importations by Canadian Publishers

Books of General Interest being Brought in for the Benefit of Canadian Readers—Arrangements for Special Canadian Editions.

McClelland & Goodehild, Toronto, have arranged to import a supply of "The First Great Canadian," by Charles B. Reed, published by A. C. McClurg & Co., and all orders will be promptly filled.

The Musson Book Co. have been appointed selling agents for the "Commercial Handbook of Canada" and "Opportunities in Canada," two business publications of Houston's Standard Publications, Toronto.

McClelland & Goodehild have secured Canadian editions of two popular nature books, "How to Know the Wild Flowers," by Mrs. W. S. Dana, and "Our Native Trees and How to Identify Them," by Harriet L. Keeler.

The Copp, Clark Co. are now Canadian agents for the Riverdale Literary Series, published by Houghton, Mifflin & Co., Boston. They will carry a complete stock of all the titles required for supplementary reading in Canadian schools.

A new book in the popular "When Mother Lets Us" series, is now ready. This practical hand book "When Mother lets us Sew," by Mrs. Ralston, fashion editor Ladies' Home Journal, should prove a good seller with the trade. (McClelland & Goodehild).

Recent works of a general nature appearing through Musson, Toronto, are "Nerves and Common Sense," by Annie Payson Call, "The Crime of the Congo," by A. Conan Doyle, (50 cts.); "Accounting Every Business Man Should Know," by E. E. Garrison, (\$1.25) and "From the Bottom Up" by Alexander Irvine.

The Macmillan Co. of Canada have just brought in a stock of The Bright Story Readers, consisting of seven grades for children from five to fourteen years of age. In each grade there are several titles and prices run from six to eleven cents net. All the old favorite children's stories are to be found in this series.

An important book of African travel, which will serve as a good introduction to the Roosevelt book, to appear in the autumn is "Camera Adventures in African Wilds," by A. Radcliffe Dugmore, F.R.G.S. (\$5.00 net),

in which are to be found 400 illustrations. The book is being published this month by the Musson Book Co.

Met lelland & Goodehild, Toronto, have just published a Canadian edition of "England and the English from an American point of View," by Price Collier. This very popular work has already gone into seven English and six American editions. It is said to be the only work on the subject published on this side of the Atlantic which has met with favor in England.

A Canadian who has met with great success on the platform in the United States and elsewhere is Grenville Kleiser. Mr. Kleiser is also the author of several books on public speaking, which are having a large sale. McClelland & Goodehild have arranged to carry these books in Canada. "How to Speak in Public," "How to Develop Power and Personality in Speaking," and "Humorous Hits and How to Hold an Audience," should prove very popular with the Canadian trade.

A book out of the ordinary that will appeal to all lovers of the beautiful in nature has just been published by McClelland & Goodehild, Toronto. It is "The Landscape Beautiful," by Frank A. Waugh, professor of Horticulture and Landscape Gardening, Massachusetts Agricultural College, Amherst, Mass. The illustrations are a very attractive feature of the book, numbering 49 full-page engravings by the leading photographic artists of America. (\$2.00 net).

McClelland & Goodehild who are Canadian agents for the Sunday School Times Co., have just received the following new publications of this house that will appeal to the Canadian trade: "Men and Missions," by William T. Ellis; "A Man's Book for Men," endorsed by the Layman's Missionary Movement, "How to Speak Without Notes," by Robert E. Speer; "Knowing and Teaching the Scholar," by Dr. A. F. Shaufler; "Evangelism Through Bible Study," by F. S. Goodman; "Amuru, The Home of the Northern Semites," by Professor A. T. Clay.

Among recent importations by the Copp, Clark Co. are the following publications of Archibald Constable & Co.: "The Last Poems of George Meredith" (\$1.35), "The Romantic Movement in English Poetry," by A. Symons (\$3.15); "Plays, Acting and Music," by A. Symons (\$1.80); "Hamewith," a book of Scottish poetry, by Chas. Murray, (\$1.50); "Extinct Animals," by Sir E. Ray Lankester (\$1.95), "Time and Clocks," by H. H. Cunyngnam (75cts.); "A German Pompadour," by Marie Hay, (\$1.80); "War Songs of Britain," by Butler, (60 cts.), and "The Autobiography of Lord Tweedmouth," (\$1.50).

Interesting Items about Canadiana

Books, Shortly to Appear, of Special Interest to Canadians.—Several new Titles Recorded this Month—Books of Reference Prominent.

April 15 is the date set for the publication of Miss L. M. Montgomery's third novel, "Kilmeny of the Orcharde." In view of the popularity of the Anne books, this new story is awaited with special interest.

An important volume on Labrador, written by W. G. Gosling, of St. Johns, Nfld., on "Labrador, its Discovery, Exploration and Development" will be published next month by the Musson Book Co., Toronto, in conjunction

with the original English publisher. This book, the most comprehensive yet published on Labrador, will run to 600 pages and will be well illustrated.

William Briggs, announces the early publication of "The Veteran and Other Poems," by Rev. Hamilton Wigle, minister of Zion Methodist Church, Winnipeg. The style of the verse is somewhat like that of James Whitcomb Riley.

Rev. D. V. Lucas, of St. Catharines, well-known as a lecturer, has prepared a volume on "The Maories of New Zealand," which William Briggs has in course of preparation. Mr. Lucas is the author of "Australia and Home-ward," an interesting travel book.

The Musson Book Co. published last month Rev. Father A. G. Morice's two-volume "History of the Catholic Church in Western Canada." In their make-up and general appearance, these books are a credit to the publishers. They were made in Toronto.

The Musson Book Co. will have ready this month the long-expected "Dominion Who's Who," which has been compiled by Fred Cook, of Ottawa, and is being issued by the London Times. It will bear a close resemblance in its format to the original English "Who's Who."

"The Birds of the Cross," is the title of a new volume of verse by Rev. Arthur John Loekhart, dealing with the Annapolis Valley. Mr. Loekhart is a native of Nova Scotia, but he has been living for some time in Maine. The book is published by C. R. Longue, Winterport, Maine.

The volume on Pierre Le Moyne, Sieur D'Ilberville, announced last month, by A. C. McClurg & Co., Chicago, is to appear with the title, "The First Great Canadian," publication day being March 19. Its author, as already noted, is Charles B. Reed, a brother of Myrtle Reed, the novelist.

Those who appreciate the writings of Charles F. Raymond, which appeared for some years in the columns of the Toronto Star, will be pleased to hear that he has compiled a third volume for the Cheerful Life Series, published by the Dodge Publishing Co., of New York, which will appear this year. Its title will be "The Happy Life." Its predecessors were "Cheer Up" and "Just be Glad."

Yet another memorial volume is being printed by William Briggs, this one being "Daniel McNeil Parker, M.D., His Ancestry and a Memoir of His Life," by his son, William Frederick Parker, Wolfville, N.S. The subject of the memoir was for over fifty years a practising physician in Halifax, and for a time was a member of the Legislative Assembly. His son is a lawyer, and was for a time in partnership with R. L. Borden. The book will make a large volume, which will be issued for private circulation only.

In this month's list of interim copyrights appears an entry—"The Dominion of Canada, a General History of the Constitutional, Political, Financial, Education and Social Growth of the whole Country From its Discovery to the Present Day," by Arthur G. Doughty, Dominion Arelivist (12 volumes). Dr. Doughty on being interviewed with regard to this work, stated that no decided action had yet been taken about its publication. He expected that the first two volumes would be ready towards the end of the year, and would likely be published in Toronto. The work will be divided into two parts, the first six volumes dealing with the Dominion as a whole and the remaining six with the provinces.

The Canadian Monthly List of Books

A Record of all Books Bearing the Imprint of a Canadian Publisher. Issued in February and Early in March.

Atherton, Gertrude. *Tower of Ivory.* Toronto: Macmillan. February. Cloth, \$1.50.

Barclay, Florence. *The Rosary.* Toronto: Musson. March. Cloth, \$1.25.

The heroine, the Honorable Jane Champion, stout, good-natured and plain of face, unwittingly causes a handsome young artist, Garth Dalman, to fall in love with her by her wonderful singing of "The Rosary," at a concert given by her aunt. When he proposes to her, she refuses him on account of her plain looks, but almost breaks her heart in doing so, for she has learned to reciprocate his love. While she is traveling around the world, in a vain endeavor to drown her grief, she learns that he has met with an accident, through which he loses his sight entirely. She flies back to England and becomes his nurse, all unknown to him. The difficulty which she has to solve is to convince him that she really loves him and has not returned simply out of pity. That she succeeds in this object is of course to be expected.

Bindloss, Harold. *Thirston of Orchard Valley.* Toronto: McLeod & Allen. February. Cloth, \$1.25.

In this novel Mr. Bindloss still deals with British Columbia. It is the story of an engineer who through himself soul and body into the work of rearing a mighty river and, while he is fighting it, he wins the love of a woman, as proud as himself. The movement of the story crosses several times between British Columbia and the North of England, whence the young engineer comes, but most of the scenes are laid among the ranches, the forests and the mountains of the Northwest.

Blei, Franz. *The Powder Puff, a Ladies' Breviary.* Toronto: Musson. February. Cloth, \$1.00.

Buckley, Edith E. *The Snare of Circumstances.* Toronto: Musson. February. Cloth, \$1.25.

A young man has twice been tried for the murder of his uncle, being acquitted the second time, but with the cloud of suspicion still hanging over him. Ten years later a New York reporter, Elmer Sims, who has some ability as a detective, is engaged by a mysterious old man to clear up the case. His first stronghold, the house where the murder was committed and begins his investigations. Danegers are encountered as they elude their traps up, and the final solution is most unexpected and thrilling.

Call, Annie Payson. *Nerves and Common Sense.* Toronto: Musson. February. Cloth, \$1.25 net.

Conington, John. *The Aeneid of Virgil.* Translated by John Conington. Macmillan's Pocket Classics Series. Toronto: Macmillan. February. 25 cents net.

Courthope, W. J. *A History of English Poetry.* Vol. VI. The Romantic Movement in English Poetry. Effects of the French Revolution. Toronto: Macmillan. February. Cloth, \$3.25 net.

Deveraux, William. *Sir Walter Raleigh.* Toronto: Briggs. February. Cloth, \$1.25.

Doyle, A. Conan. *The Crime of the Congo.* Toronto: Musson. February. Cloth, 50 cents.

Farrar, Dean. *Erie, or, Little by Little.* New Edition. Toronto: Macmillan. February. Cloth, 75 cents.

Foster, R. F. *Ch. No. 44.* Toronto: Copp. February. Cloth, \$1.25.

This is by all odds one of the best mystery stories which has appeared for some time. It tells how two wealthy New Yorkers make a bet that if a crime be committed and the criminal be given a reasonable time to make his escape, the police would not be smart enough to catch him. A young Englishman volunteers to make the attempt. In doing so he apparently becomes involved in a most mysterious crime—the murder of the friend whom he had arranged to rob. A great number of mysterious circumstances surround the whole affair through which the puzzled reader fails to see any daylight at all. The final explanation is as simple as it is unexpected.

Garrison, E. E. *Accounting Evers Business Man Should Know.* Toronto: Musson. March. Cloth, \$1.25.

Grayson, David. *Adventures in Contentment.* New edition. Toronto: Musson. February. Cloth, \$1.25.

Hawtrej, Valentina. *In the Shade.* Toronto: Briggs. February. Cloth, \$1.25.

Henry, O. *Strictly Business.* Toronto: Musson. March. Cloth, \$1.25.

Hickman, Albert. *An Unofficial Love Story.* First Canadian edition. Toronto: Musson. February. Cloth, \$1.

Humphries, Sidney. *Oriental Carpets.* Toronto: Macmillan. Colored illustrations. Feb. Cloth, \$12.00.

Irvine, Alexander. *From the Bottom Up.* Toronto: Musson. March. Cloth, \$1.25.

Jose, A. W. *Growth of the Empire.* Toronto: Briggs. February. Cloth, \$1.25.

King, Irving. *The Development of Religion.* Toronto: Macmillan. February. Cloth, \$1.75.

****Morice, The Rev. A. G., O.M.I.** *History of the Catholic Church in Western Canada, from Lake Superior to the Pacific (1650-1895).* With maps and illustrations. Toronto: Musson Book Co. February. 2 Volumes. xxiv+362, and xi+414 pages, 6x9 1/4 inches. Cloth, \$4.00.

Orczy, Baroness. *The Nest of the Sparrowhawk.* Toronto: Briggs. February. Cloth, \$1.25.

The author of "The Scarlet Empress" has few superiors in weaving a romance of adventure and intrigue, and she has here chosen a period and a plot which give the fullest scope to her powers. The time is that of the Cavaliers and Roundheads. The Sparrowhawk that is Sir Marmaduke de Chavasse, of Acol Court, in the Island of Thanet, a villain of the most thoroughgoing type, is when we first see him very near ruin. The Lord Protector, however, to whose party he belongs, has noted his impetuosity, and placed under his guardianship Lady Sue Aldmarsh, the rich daughter of the Marquis of Dover, with an allowance of £4,000 a year for her maintenance until she comes of age. The money is a mere drop in the ocean of Sir Marmaduke's debts, and he comes to the conclusion that his only means of salvation will be to marry her and her fortune. As Lady Sue by no means cares for his person, he inflames the imagination of the lovely young girl by posing as a French prince of the blood royal. The trick is played with consistent ingenuity, and we will not spoil the reader's pleasure by saying whether it succeeds or not, though we may state that at any rate, Sir Marmaduke ultimately meets with a tragic end, whilst Lady Sue marries Michael Richard de Chavasse, nephew and heir of the Earl of Northallerton, the mystery of whose relationship to the Sparrowhawk is very cleverly interwoven with the main story.

Paxson, Frederick Logan. *The Last American Frontier.* Stories from American History Series. Toronto: Macmillan. February. Cloth, \$1.50 net.

Pratt, Ambrose. *The Living Mummy.* Toronto: McLeod & Allen. February. Cloth, \$1.25.

Two rival archaeologists meet in the desert of the interior of Egypt. The older is absolutely unscrupulous and employs, with the help of another scientist, unseen powers to overthrow his young enemy, who has fallen in love with his daughter. The scene shifts down the Nile and thence to London, where the two allies use their power over a long dead Egyptian priest whose mummy they possess to compass the death of any one who opposes them. How the masterful hero wins his ladylove and the final reckoning for the arch-villain make a surprising and thrilling climax.

Prichard, K. and Hesketh. *Don Q's Love Story.* Toronto: Briggs. February. Cloth, \$1.25.

Raine, Allen. *Under the Thatch.* Toronto: Briggs. February. Cloth, \$1.25.

Ray, Anna Chapin. *Over the Quicksands.* Toronto: Musson. February. Cloth, \$1.25.

Quaker is once more the background of Miss Ray's story. As usual, the movement of the story is leisurely and there are many pages of character description and analysis and much conversation intended to put the reader on intimate terms with the characters. Most of these characters are young people into whose lives come the consequences with appalling force of the sins of their parents. It is entirely a drama of the inner life, with but few material happenings, but there are many intense situations and not a little dramatic force in the way the story is developed.

Rives, Hallie Ermine. *The Kingdom of Slender Swords.* Toronto: McLeod & Allen. Feb. Cloth, \$1.25.

America, with its adventures, scientific invention, and rapid workings, plants itself in far Japan through a series of possible events. The heroine has two lovers. The villain has made a discovery by

which he can displace molecules to such distances that there is nothing left where there was once—a savage dog. He plots to dispose of battleships through this molecular displacement, and the plan is discovered. Aeroplanes, automobiles, a Japanese girl, a lost father, the mobbing of the villain, and the marrying of the right man brings the book to a close.

Roberts, Charles G. D. Kings in Exile. Toronto: Macmillan. February. Cloth, \$1.25.

Scholar's English Dictionary. Containing nearly 14,000 words. Toronto: Macmillan. Feb. Cloth, 10 cents net.

Sven, Hedin, Dr. Trans-Himalaya. Cheaper edition, unabridged. 2 volumes. Toronto: Macmillan. February. Cloth, \$1.50.

Thackeray, W. M. English Humorists. Edited by J. C. Castleman. Macmillan's Pocket Classics Series. Toronto: Macmillan. February. 25 cents net.

Tilden, Tilford. Butternut Jones. New cheap edition. Toronto: Copp. February. Cloth, 75 cents.

Tracy, Louis. Son of the Immortals. Toronto: McLeod & Allen. February. Cloth, \$1.25.

A Bostonian little kingdom. In Eastern Europe figures in this story. The hero, a scion of the royal family, who has been living an idle life in Paris, claims the crown at a crisis in the history of the country. He has no easy task and while he is accepted by the people, he has to meet the intrigues of a rival. The heroine, an American artist, whom the hero had met in Paris, figures largely in the plot. It is altogether a fair example of the Zenda type of novel.

Underwood, Horace Grant. The Religion of Eastern Asia. Toronto: Macmillan. Feb. Cloth, \$1.50 net.

Vance, Louis Joseph. The Fortune Hunter. Toronto: Briggs. February. Cloth, \$1.25.

A young New Yorker of good birth and luxurious upbringing has been thrown upon his own resources. Various business openings are found for him by a college friend, but he can make nothing of them. The friend, a thriving broker, has one more suggestion of a way to make a million in a year. The scheme is simple. "Think of the country heiresses," cries its promoter, "with plenty of money for tea, pinning away. . . . hundreds of them, fine, straight girls, girls you could easily fall in love with, sighing their lives away for the lack of the likes of you." The experiment is made with perfect success; but, of course, the hero does not marry the country heiress, or he would cease to be the hero. The problem is to have him marry the poor girl of his heart without remanding him to poverty: a problem which an experienced spinner of yarns like Mr. Vance could have no sort of difficulty in solving.

Wellman, Francis L. A Day in Court. Toronto: Macmillan. February. Cloth, \$2.00 net.

White, W. Holt. The Man Who Stole the Earth. Toronto: Copp. Clark. February. Cloth, \$1.25.

The author has essayed a daring plot, quite after the style of Jules Verne in its utter disregard for possibilities. The hero, a young Englishman, of Neo-Lionic determination, comes into control of a wonderful air-ship, which has been invented by a friend of his. This same friend has also discovered a terrible explosive, which can be carried around in small balls, and more wonderful still he has invented a wireless instrument the size of a camera. With these weapons, the hero proceeds to make war on the King of Balkania in order to win his daughter, the Princess Diana. He becomes involved with the other European nations but in the end defeats them all and becomes Dictator of the World.

Williamson, C. N. and A. M. Lord Loveland Discovers America. Toronto: Musson. February. Cloth, \$1.25.

A young English nobleman is sent to America by his mother to get for himself a wealthy wife. He carries letters of credit and of introduction but soon after his landing matters occur which make it impossible for him to use either. He is cast out of the Waldorf Astors, and thereafter has an adventurous experience as a penniless sojourner in a strange land. The upshot of it all is that he reforms, ceases to be connected, begins to love his fellow-man and is duly rewarded by the acquisition of an heiress, whom he has wooed as a poor girl. The narrative is lively and commends itself even to the most reader.

Wise, Frank. The Empire Day by Day. Toronto: Macmillan. Paper cover, 25 cents.

Woodbury, George Edward. The Inspiration of Poetry. Toronto: Macmillan. February. Cloth, \$1.25 net.

Wynne, May. Henry of Navarre. Toronto: Briggs. Feb. Cloth, \$1.25.

Best Sellers During February

Reports from the Leading Centres of Trade in Canada, with a Summary Showing the Most Popular Books.

Brantford.

1. Kingdom of Slender Swords. H. E. Rives. McLeod
2. Son of the Immortals. Louis Tracey. McLeod.
3. Miss Selina Lue. M. T. Daviess. Bobbs.
4. My Lady of the South. Randall Parrish. McClurg.
5. Florentine, Frams. Elizabeth Robins. Moffat, Yard.
6. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.

Calgary.

1. Silver Horde. Rex Beach. Harper.
2. Passers By. A. Partridge. Musson.
3. Foreigner. Ralph Connor. Westminster.
4. When a Man Marries. M. A. Reinhart. McLeod.
5. John Marvel. T. N. Page. Copp.
6. Little Sister Snow. Frances Little. Musson.

Charlottetown.

1. Foreigner. Ralph Connor. Westminster.
2. Anne of Avonlea. L. M. Montgomery. Page.
3. Anne of Green Gables. L. M. Montgomery. Page.
4. White Walls. Max Pemberton. Ward Lock.
5. Sporting Chance. A. and C. Askew. Ward Lock.
6. Son of the Immortals. L. Tracey. McLeod.

Chatham.

1. Foreigner. Ralph Connor. Westminster.
2. Songs of a Sourdough. R. W. Service. Briggs.
3. Hungry Heart. D. G. Phillips. Briggs.
4. Cheechako (Ballads of a). R. W. Service. Briggs.
5. Anne of Avonlea. L. M. Montgomery. Page.
6. Silver Horde. Rex Beach. Harper.

Edmonton.

1. Foreigner. Ralph Connor. Westminster.
2. John Marvel. T. N. Page. Copp.
3. Anne of Avonlea. L. M. Montgomery. Page.
4. Ballads of a Cheechako. R. W. Service. Briggs.
5. Songs of a Sourdough. R. W. Service. Briggs.
6. Anne of Green Gables. L. M. Montgomery. Page.

Hamilton.

1. Kingdom of Slender Swords. H. E. Rives. McLeod.
2. Margarita's Soul. J. D. Bacon. McLeod.
3. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.

4. Foreigner. Ralph Connor. Westminster.
5. Son of the Immortals. L. Tracey. McLeod.
6. Furnace of Gold. P. V. Michels. McLeod.

Kingston.

1. Kingdom of Slender Swords. H. E. Rives. McLeod.
2. Foreigner. Ralph Connor. Westminster.
3. Calling of Don Matthews. H. B. Wright. McLeod.
4. Old Rose and Silver. Myrtle Reed. Putnam.
5. Anne Veronica. H. G. Wells. Copp.
6. Sailors' Knots. W. W. Jacobs. Copp.

London.

1. Attie Guest. R. E. Knowles. Frowde.
2. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.
3. Anne of Avonlea. L. M. Montgomery. Page.
4. Silver Horde. Rex Beach. Harper.
5. Foreigner. Ralph Connor. Westminster.
6. Inner Shrine. Anonymous. Musson.

Moncton.

1. Sparrows. H. W. C. Newte. Kennerley.
2. Dancer Mark. R. W. Chambers. McLeod.
3. Title Market. Emily Post. Dodd.

BOOKSELLER AND STATIONER

1. Uttermost Farthing. M. A. B. Lowndes. Kennerley.
5. Cupid's Understudy. E. S. Field. Watt.
6. Truxton King. G. B. McUtcheon. Briggs.

Montreal.

1. Rosary. Florence Barclay. Musson.
2. Kingdom of Slender Swords. H. E. Rives. McLeod.
3. Anne of Green Gables. L. M. Montgomery. Page.
1. Tyrant. Mrs. De la Pasture.
5. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.
6. Fortune Hunter. Jos. Vance. Copp.

Ottawa.

1. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.
2. Son of the Immortals. L. Tracy. McLeod.
3. Thurston of Orchard Valley. Harold Bindloss. McLeod.
1. Kingdom of Slender Swords. H. E. Rives. McLeod.
5. Nest of the Sparrowhawk. Baroness Ozezy. Briggs.
6. Furnace of Gold. P. V. Mighels. McLeod.

Peterborough.

1. Son of the Immortals. L. Tracy. McLeod.
2. Kingdom of Slender Swords. H. E. Rives. McLeod.
3. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.

1. Anne of Avonlea. L. M. Montgomery. Page.
5. Foreigner. Ralph Connor. Westminster.
6. Attie Guest. R. E. Knowles. Frowde.

Port Arthur.

1. Silver Horde. Rex Beach. Harper.
2. Foreigner. Ralph Connor. Westminster.
3. White Sister. F. M. Crawford. Macmillan.
4. Fortune Hunter. L. J. Vance. Briggs.

5. Furnace of Gold. P. V. Mighels. McLeod.
6. Up Grade. Wilder Goodwin. Musson.

Stratford.

1. The Up Grade. Wilder Goodwin. Musson.
2. Passers By. Anthony Partridge. Musson.
3. Open Country. Hewlett. McLeod.
1. Old Rose and Silver. Myrtle Reed. Putnam.
5. Anne of Avonlea. L. M. Montgomery. Page.

St. John, N.B.

1. Kingdom of Slender Swords. H. E. Rives. McLeod.
2. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.

3. Antonio. Ernest Oldmeadow. Macmillan.
1. Anne of Green Gables. L. M. Montgomery. Page.
5. Gateway. Harold Begbie.
6. Old Rose and Silver. Myrtle Reed. Putnam.

Toronto.

1. Son of the Immortals. Louis Tracy. McLeod.
2. Lord Loveland Discovers America. C. N. & A. M. Williamson. Musson.
3. White Walls. Max Pemberton. Ward, Lock.
4. Beechy. B. Van Hatten. Musson.
5. Snare of Circumstance. E. E. Buckley. Musson.
6. Living Mummy. Ambrose Pratt. McLeod.

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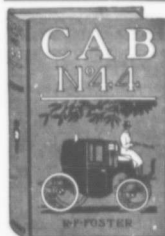
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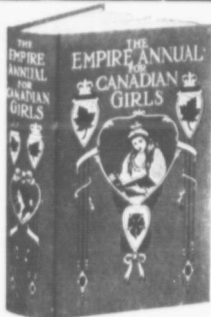


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A List of Books Entered During the
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21970. Canadian Turf Recollections and Other Sketches. By E. King Dodds. (Book.) E. King Dodds, Toronto, 3rd February.

21974. Are You Properly Insured? Or Do You Merely Think You Are? By Paul von Szeliski. (Book.) Paul von Szeliski, Toronto, 4th February.

21976. Art Portfolio with Suggestions to Pupils. (Print.) W. J. Gage & Company, Limited, Toronto, 9th February.

21978. Ontario Blank Drawing Book, No. 1. Hon. Robert Allan Lyne, Minister of Education for Ontario, Toronto, 9th February.

21979. Ontario Blank Drawing Book, No. 2. Hon. Robert Allan Lyne, Minister of Education for Ontario, Toronto, 9th February.

21980. Freehand Practice Copy Book, No. 6. By W. A. McIntyre, B.A., LL.D. The Copp, Clark Company, Limited, Toronto, 7th February.

21982. Educational Handwork. By T. B. Kidner. (Book.) The Educational Book Company of Toronto, Limited, Toronto, 7th February.

22000. Canadian Law List, 1910. (Book.) Henry Cartwright and Reginald A. Wharton, Toronto, 10th February.

22001. Life Insurance and How to Write It. Published in "Office and Field," Toronto, Ont. (Temporary Copyright.) William Brough Campbell, Toronto, 10th February.

22018. The Maritime Financial Calendar and Daily Memorandum, 1910. (Book.) Norman Binmore, Montreal, 12th February.

22019. Canadian Law Journal Almanac, 1910. (Book.) Arthur Henry O'Brien, Ottawa, 12th February.

22020. Montgomery's Cheese Factory Ledger and Account Book. (Book.) William Henry Montgomery, Township of Kitley, County of Leeds, Ont., 14th February.

22022. The Toronto City Directory, 1910. (Book.) Might Directories, Limited, Toronto, 14th February.

22033. Index to Dominion and Provincial Statutes From the Earliest Period Down to 1st July, 1909. By A. McNaughton Stewart, B.C.L. (Book.) John Lovell & Son, Limited, Montreal, 15th February.

22041. Fifty-five Years in the Wilds of the North West and the Rocky Mountains. By Henry John Moberly. (Temporary Copyright.) Henry John Moberly, Maedowell, Saskatchewan, 17th February.

22042. A New Method of Tuning the Harp. By A. Freeland, M.D., C.M. (Book.) A. Freeland, Ottawa.

22048. Whispering Smith. By Frank H. Spearman. (Book.) McLeod & Allen, Toronto, 19th February.

22050. Treatise on the Protection of Forest from Fire. By W. C. J. Hall and B. L. O'Hara. (Book.) William Charles John Hall and Brian Lynch O'Hara, Quebec, Que., 21st February.

22056. Morrey's Directory, 1910, for the Counties of Brant, Elgin, Norfolk and Oxford, and the Townships of Dorchester North and Easthope South. (Book.) Union Publishing Company of Ingersoll, Ingersoll, 21st February.

22057. St. Thomas Directory, 1910. (Book.) Union Publishing Company of Ingersoll, Ingersoll, 21st February.

NEW AND FORTHCOMING PUBLICATIONS

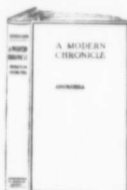
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A Page of News for Newsdealers

Several Important Changes Among
the Magazines—Features of the Art
Numbers—General News of Trade.

The growth in circulation and in influence of the magazines is one of the notable signs of the times. This influence is bound to increase. Daily papers are becoming more and more the vehicles of the news of the hour, while the weeklies and monthlies are digesting this news and commenting upon it, drawing from it the important features and showing what is essential and what is not. The increasing importance of the magazines should be carefully noted by newsdealers and every effort should be put forth to cultivate the field and get an early hold on the business. The tendency will be more and more for individual magazines to handle their own circulation, instead of leaving it to the wholesale news companies, and this means that there will be big opportunities for the five dealers in every town and village in the near future. Saturday Evening Post and Ladies' Home Journal do their own circulation work. Success and the Munsey publications are now doing likewise. Others will follow.

Magazine Ups and Downs.

Putnam's Magazine has suspended publication, after having been purchased by the publishers of the Atlantic Monthly. Putnam's was a high-class publication and its disappearance from the ranks of American magazines is to be regretted.

Short Stories has been purchased by Doubleday, Page & Co., New York, and will be continued by them.

The Railway and Travel Monthly, a new illustrated sixpenny magazine, has been launched in England, by G. A. Sekon, who was editor and founder of the Railway Magazine.

The International Bibliographer, a monthly magazine, to be edited by Dr. George Eller, will make its first appearance in April. In scope it will include the principal publications of Great Britain, France, Germany, Italy, and other countries. It is to be published by Erskine MacDonald, of Surrey Street, Strand, London.

The Tramp, an open air magazine, is the latest English periodical. It is devoted to the interests of those who love the open air and is published by the Adelphi Press, Ltd., 11 Adam St., Strand, W.C. The first number appeared on March 4. It is a sixpenny magazine.

After a life of three years, the Van Norden Magazine has suspended and the assets have been taken on by the publishers of Current Literature. The Van Norden Magazine will not be consolidated with Current Literature, the transaction having only to do with the good will, the title and subscription list.

Canadian Periodicals.

The Arbor is the name of a new magazine published by a group of undergraduates of the University of Toronto. It is very neat in appearance.

The University Magazine, of which Dr. Andrew Macphail, of Montreal, is editor, is now published by Morang & Co., Toronto. It formerly bore the name of the Macmillan Co., as publishers.

A considerable degree of success has been achieved by the publishers of the Canadian Century, the new Montreal Weekly. It has recently announced a competition for Canadian artists having in view the production of a Canadian type, to be used as a national figure similar to John Bull and Uncle Sam.

Canada West is now known as the Canada Monthly and is being published by Vanderhoof-Gunn Co., Winnipeg.

Grocer Starts News Agency.

E. V. Mullin, who runs a grocery store on the corner of Johnson and Division Streets, Kingston, has branched out into a new department, that of a wholesale news agency. On February 22nd, 1908, Mr. Mullin signed a contract with the Toronto World to the effect that he would act as their sole agent in Kingston and supply all book stores and news dealers with the Daily and Sunday World. Since then he has become sole agent for the Buffalo Courier, Montreal Standard, Buffalo Times and Buffalo Express. Besides these he handles Chicago Blade and Ledger, Utica Globe, Saturday Evening Post and Toronto Saturday Night on a smaller scale. Mr. Mullin employs four carriers who make their rounds regularly; he also keeps a special delivery rig for this purpose. He is always on the look-out for any new agency and intends to gradually add a stationery department to his grocery store.

The Studio for March.

The color plates in the International Studio for March include a charming seascape by James McNeill Whistler, "A Picardy Farmyard," by H. S. Hopwood, "Bathing, Ghats, Penates," and "A White Street, Gwalior," by Frank Dean and "The Banks of the Loir," by W. A. Gibson. The letterpress deals with the paintings of Prof. Henry Tonks, the work of Ludwig Rosch, the sketches of H. S. Hopwood and a profusely illustrated description of the Arts and Crafts Society's Exhibition at the New Gallery, besides the usual departments, architectural articles, etc.

A Word to The News Dealer.

Did you ever stop to consider there is a reason why foreign subscription agencies sweep down into your town like a traveling circus and manage to pull several hundred dollars from the butcher, baker and candlestick maker? questions John W. Glenister, in The Magazine Dealer. There is a reason. A simple one. The subscription agencies have rounded up a thousand or more subagents and they are, therefore, in a position to command from many publishers a rate that will enable their subagents to out-sell you, and you are letting this business get away from you without even so much as a murmur.

Year after year the public library in your city makes an appropriation of from \$100 to \$1,000 for magazines. Do you get this? If not, why are you paying your share toward the maintenance of that institution? The head master and school teachers where your children are being educated buy many magazines through clubbing arrangements.

If you should notify your fellow-merchants that through a clubbing arrangement you could secure your meats, groceries, clothes, shoes, etc., for about one-third less than they are charging you, do you think for a moment they would stand idly by and allow you to do so? Not much! They would put up an awful howl! They would say to you: "Mr. Magazine Dealer, we are your fellow-merchants, you are one of us. We are working together like one big family. It is your duty to patronize home trade." They would be right, and so it is their duty to patronize you.

It's up to you to go to your fellow-merchants, manufacturers, lawyers, doctors, ministers, teachers; in fact, every magazine reader in your vicinity, and tell them it is only fair they should give you the business that rightfully belongs to you!

It's up to you to go the members of the Board of Trade in your city and tell them you want their co-operation, otherwise, they may not depend on you for any support!

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This wonderfully interesting book is destined to have a big sale. It is the only book on the subject from this side of the Atlantic that the British papers have favorably reviewed. So great has been the demand that already the volume has gone into *Seven English Editions* and *Six American Editions*.

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Avail yourself of this unique offer to become a subscriber to Canada's leading weekly financial paper by sending \$3 to-day to

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A Bigger Business in 1910

WHAT is what every manufacturer and merchant is aiming at. He wants to progress, to expand and develop; but how can he go about it? What is the best way to proceed—the strongest, quickest and most effective medium?

BUSY MAN'S MAGAZINE IS A BUSINESS BUILDER

It circulates thoroughly in Canada from coast to coast, covering every part of the Dominion. The 200 circulation men of the MacLean Publishing Company are adding rapidly to its large list of patrons.

An advertisement placed in **BUSY MAN'S MAGAZINE** will bring results. Practically every large advertiser who advertised in the magazine a year ago are advertising in it to-day. What it has done and is doing for others it will do for you.

Put this statement to the test.
Write our nearest office.

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JOIN THE ARMY

of successful McKinley dealers. Small investment, Big returns—The Canadian Edition comprises more than 900 selections of the best sellers in Classical and Popular Music—Standard size with bright and attractive covers printed on best paper. Retail at 10c a copy. Big sales, big profits.

OUR SYSTEM IS YOURS

We supply you with catalogues, portfolios, covers, posters, etc., Free

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Sample music, catalogues, etc., free to responsible dealers on application.

INVESTIGATE NOW

Royal Trust Building

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Montreal

MUSIC

We would like to interest you in **CHOIR MUSIC**. Write us for sample copies which we gladly send you on approval. Show them to your local choir leaders and business will result.

Our **NEW CATALOGUE** of "Selected Best Sellers," including songs, piano music, books, etc., is now ready. You can make it very useful in your business.

Copies for the asking.

Anglo-Canadian Music Publishers Assn., Ltd.

ASHDOWN'S MUSIC STORE

144 Victoria Street - - - TORONTO

Canada's Greatest Music House

MUSIC

JUST ISSUED

The Mammoth Folio of Music

The largest folio of Piano Music ever published. It contains all the favorite compositions previously published in other folios, together with a large edition of **NEW STANDARD and COPY RIGHT WORKS** not to be found in any other collection.

288 Large Size Pages.

Bound in strong paper covers. List of contents furnished on application. Our travellers are carrying same.

WHALEY, ROYCE & CO., Limited

Western Branch,
506 Main Street, WINNIPEG, MAN.

237 Yonge Street
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ENTERPRISING DEALERS WANTED

in Every Town and Village for the

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Gram-o-phones and Records

These wonderful instruments and records are daily becoming more and more popular, and there is a splendid business being developed right in your own territory that you can get the benefit of, if you secure the line at once.

Catalogs, etc., upon application.

Berliner
Gram-o-phone
Co., Ltd.
MONTREAL



"HIS MASTER'S VOICE"
BERLINER

Music and Musical Instruments

Survey of the Month — The New Songs which are Popular—Return of the Columbia Phonograph Company.

"The air seems full of music" were the words Dickens put into the mouth of his Little Nell when she was dying, adding and "God knows it might have been." In the springtime and especially Eastertime the air seems full of music. Birds, even, sing again and the flowers blossom as if in the form of visible music, so that gladness, in heart and habilitment rules. In the music stores there is a good demand for popular sheet songs and from now until the time when people flock to the country smart singers will be "trying over" the songs which will beguile the sweet-hearts and others during the long summer evenings of dolce far niente, not so very far away.

Delmur Music Co. are driving hard on "Sing Me a Song," which is no relation of the famous Gilbertian "Yeomen of the Guard" jester song. "I'm Faclin' Blue" is another of their successes. Both good songs and sales have increased daily.

In nearly every music store window will be seen copious numbers of copies of "Arbutus Waltz," by H. Nickson. The cover of the sheet shows a bunch of red flowers blossoming as the arbutus is supposed to do under snow. The printing is not very good and most people would miss the point which the artist wished to adorn. Nickson was the well-known author of "Carita Waltz" and is a Montrealer. It's good, too.

The Vinton Music Publishing Co., of Boston, are offering "Elinore," "Won't You Change Your Name to Mine," and good sales are taking place.

"My Irish Caruso," heralded by the Daly Music Publishers, Boston, is making an opportune start on St. Patrick's Day and period. Evidently it was an adroit stroke to get it started in March.

"My Old Girl," by Grinnell Bros., Detroit, is having some "rage" and will be good summer stuff.

Shapiro are still to the fore with a seller in "Angel Eyes," and have others promised right away. Theo. Morse Music Co., New York, are winning favor in "He's a College Boy," and McGill boys have made it famous at their theatricals. "Thinking" and "Skylark" are two favorites of The Weinstein Co., of New York.

Nothing has quite surpassed "Put on Your Old Grey Bonnet." It is whistled on every corner and sung by old and young. The idea is very beautiful and simple of the golden wedding day being celebrated by the old costumes and the spirit of love still strong. This song will have a big sale. It is one of Jerome H. Romick Co.'s, New York, and others of theirs are "Mandy, How do You do," "Lady Love," "By the Light of the Old Silvery Moon" and "Cotton Babe."

Altogether the new songs seems to be better in tone and, getting around to songs worth while, "Put on Your Old Grey Bonnet" reminds one in spots of "Silver Threads Among the Gold" and other old gems.

Philip E. Netten, the author of several songs, who made a hit last year in his Clifton Bingham song, "When We Two Were in Love," is now bringing out another love song which will be ready in a few weeks.

Murray and Michaels, the authors of "Strolling," report that they are meeting with success in all parts with

this song. "Smoke Dreams," another of theirs, is sold to United States. They have a new song on the press which deals with a vernacular expression "Stiek With the Big Show."

* * *

A Story of Handel.

Speaking of heavier music a good story of Handel, the master who gave us "The Messiah," was told the other day. It is opportune that some memories of Handel might well be published this month, as he died according to his own prayer on Good Friday.

Handel had an utter hatred for the jarring of tuning instruments in his orchestra. At his own theatre in London, he made it a rule to have all instruments tuned before he arrived, and in fact they were all ready for the players when they arrived. One evening an abominable trick was played. A wag got in and untuned the instruments. When the leader arrived and Handel himself gave the word to begin, the greatest jangle that ever offended sensitive ear was heard. Known for his passion, the musicians watched their master in terror. At a flash he rushed to the great drum, kicked it flying and then seized the kettle drum and smashed it over the leader's head. The authenticity of this story has been verified in the "Memoirs of the Masters." C. D. C.

* * *

Columbia Back to its Own.

The Columbia Phonograph Co. are back to their own again, so far as Canada is concerned. The Toronto Phonograph Co. are no more and the Columbia people have taken over their assets and will be their own agents in future. The Columbia Phonograph Co. were originally in the field in Canada and had several branches in Canadian cities. The Toronto Co. was then formed, taking over the assets and representing the Columbia Co. The former, however, did not succeed very well and the Columbia Co. foreclosed the mortgage which they held. The bailiff sold the assets to Mr. S. S. B. Campbell, but Campbell failed to complete the purchase, so the Columbia Co. took possession on March 1.

From the trade standpoint, the interesting feature is that orders for Columbia lines can now be properly filled, as a complete stock will be carried. It is the intention of the company to arrange for exclusive representation in every place of any size in Canada. Distributors will be appointed for each province. James P. Bradt is the manager.

* * *

Mammoth Folio of Music.

One of the most notable publications in the way of a collection of popular and famous piano music ever produced in Canada has just been issued by Whaley, Royce & Co., Toronto. It is called the "Mammoth Folio of Music," and is larger by thirty-two pages than any similar publication of its kind. The entire work of setting up and lithographing this big book of 288 pages was done in Toronto, which in itself is a most creditable achievement. The folio contains a wonderfully complete collection of all the best known music in the world. The compilers had in mind a book which would be of the greatest possible use in the home, and they have accordingly put into it just that class of music which will suit the requirements of the average Canadian family. There is dance music of

all kinds, the airs of all the old favorite songs, national music, wedding marches, funeral marches, etc. In fact, it would be difficult to name a piece of any popularity whatever which is not to be found in this interesting compilation. The price at which the book can be sold profitably at retail is so low that a big sale is certain. Here is something which the trade should take hold of vigorously.

The same firm have also just issued an interesting collection of "First Pieces in Easy Keys," which will be found of value by teachers of music. Several of the pieces have never before been obtainable in cheap form that the book has an interest from that standpoint. The trade would do well to bring this book to the attention of the music teacher in their locality.

* * *

ENCOURAGEMENT TO DEALERS.

The Columbia Phonograph Co., Toronto, hands out the following notice to the trade:

"Ontario dealers' orders for graphophones, grafonolas, Columbia double discs and Columbia indestructible cylinders will be handled direct by this company in the future, the Toronto Phonograph Company, Ltd., having retired from business.

"The Columbia policy of giving exclusive territory, which has been so successful in the United States, will be adopted in this territory. We wish to especially encourage those dealers who will handle the business on up-to-date lines; who will adopt proved selling plans—methods which are being successfully used in other parts of the world."

DOES YOUR CLERK EARN HIS SALARY?

Do clerks ever consider what they are worth to their employers, or do the employers even know whether certain clerks earn their salaries? As mercantiling is becoming more of a science every day, it also becomes necessary to look more scientifically into the financial details of a merchant's business. It is well known that clerks in most retail stores are not drawing large salaries, but it does not matter so much what a man is paid, as it does to know whether he earns what he is getting. It is an easy matter to ask for a higher salary, but a clerk has no right to ask for an advance unless he can show that he is worth it. Some have an idea, if they work in a store for a certain length of time they are entitled to a raise whether they are worth more or not. Few really consider what value they render to their employer and make little effort to be more valuable, and yet expect more wages without taking into consideration whether their employer can afford to pay an advance or not. After the clerk has first made his own wages he begins to pay the expenses and what is left over and above that goes as profit to the proprietor. The value of a clerk therefore depends entirely in his ability to exceed the point where the net profit of the proprietor begins.

It is quite probable that there are clerks who never reach the paying point, and yet might think that they should have more wages.

Every merchant therefore should adopt some system by which he could tell every week from the amount of business done, whether his clerks are worth the salary he pay them or whether they are entitled to more. By a clear and fair investigation some unsuspected ones might not measure up to the paying point.

Columbia Disc Graphophones
\$25 to \$125
Columbia Cylinder Graphophones
\$18 to \$125

GRAFONOLAS: Elite, \$135
Regent, \$250
DeLuxe, \$250

The
Columbia Phonograph Company

H A S E S T A B L I S H E D
**Canadian Headquarters at
264 Yonge St., Toronto**

From which point they will distribute Graphophones, Grafono'as, Columbia Double Discs, Columbia Indestructible Cylinders and Talking Machine Supplies to the Trade of Ontario.

Dealers in Talking Machines in the other Provinces of Canada are encouraged to draw their supplies from the following distributors of the Columbia Phonograph Company:

ALBERTA—D. J. Young & Co., Limited, Calgary.

BRITISH COLUMBIA—Fletcher Bros., Victoria.

MANITOBA—Winnipeg Piano Co., Winnipeg.

Fletcher Bros., Limited, Vancouver.

MARITIME PROVINCES—Maritime Phonograph Co., St. Johns, N.B.

NEWFOUNDLAND—U.S. Picture and Portrait Co., St. John, Nfld.

QUEBEC—Foisys Freres, 210 St. Catherine, Montreal.

P. T. Legare, Rue St. Paul, Quebec

City; Lavigueur & Hutchison,

Quebec City.

SASKATCHEWAN—Talking
Machine Agency, Regina.

Columbia Double-Disc Records,
85 cents

The only COMPLETE Set of Double Records.
200 selections.

2-Min. Indestructible Records, 45c.
4-Min. " " 65c.

They fit any cylinder instrument. Matchless
tonal qualities and unbreakable texture.

The Leather Goods Department

Favorable Conditions Evident—The New Designs in Bags—Continued Vogue of Hand Bags Noted.

Leather Goods.

It is a long time since conditions were as favorable for a prosperous spring season in fancy leather goods as they are at present. Very few cheap, trashy goods are in the market, manufacturers, as a rule, having all the business they can handle in the higher grades.

The consequence of this condition is that even those retailers who cater to the cheaper trade are compelled to put in better goods than they are accustomed to handle. Those who adopt this course are generally pleased with the results, as the profits accruing are greater, and the business done is more satisfactory with the higher class of merchandise.

New Bags.

In hand bags as yet, there have been no striking developments in leather finishes or colors. It is generally held that the medium shades of lavenders, blue and green will be very good. But while these colored bags will no doubt sell well, there is no getting away from the fact that black bags will be the most popular. Many attractive blacks are being shown this season.

These come in cowhide, walrus and seal, and are large. The ten inch bag is the favorite size, and some of the newest models are almost square. One of the seasons's novelties has a pocket on the outside for calling cards and a number of compartments inside. The large bags are

made with broken bottoms and are twelve inches in length. Black bags are lined in either black or tan leather, and many are fitted with purses and card cases to match.

In the matter of sizes, it is the general opinion that the medium large will maintain their present popularity for some time with the probability of a shift toward the smaller bags later on. That it will be a difficult matter for the average woman to change from the spacious "general utility" bag now in vogue to one of less generous proportions, however, is a fact which should not be lost sight of.

Hand Bags Continue Popular.

Hand bags continue as popular as ever, and are seemingly so firmly entrenched in woman's favor that it will be many years before they will take a secondary position if fancy leather goods lines. At any rate no change appears to be possible as long as women's dresses are made without pockets.

Another feature of the trade which is exceedingly gratifying to both manufacturers and retailers alike is, that while formerly women were content to own one bag, the fashionable woman at least, requires a number of different styles for different occasions, some of them having various bags to match their several dresses.

From the present outlook the coming season will be one of unprecedented prosperity for the manufacturers of leather bags, and judging from orders already received, it would appear to be wisdom on the part of buyers to place at least a portion of their orders as early as possible.

Those who fail to provide for their wants in the line will find themselves badly handicapped in the race for business, and are likely to experience a decided shortage of desirable goods before the season is half over, and be compelled to accept such goods as the market affords.

Our Spring Offering



includes an exceptional assortment of metal frames in German Silver, Matt Gold, Butler Silver and other finishes.

IN
LEATHER
COVERED
FRAMES

our line is also the newest and most complete, sizes range from 8 in. to 12 in.



The Western Leather Goods Co., Limited

MANUFACTURERS OF FINE LEATHER GOODS

101 King Street West (Royal Arcade)

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TORONTO

WRITE AND OUR REPRESENTATIVES WILL CALL ON YOU.

FROM THE MARKE TS OF THE WORLD

IMP ORT

THIS is worthy of more than a passing thought. Consider what it means. Here, gathered from every source of good supply, is a collection of Holiday Goods—the largest and most perfectly assorted range in Canada.

For six months our buyers and commissaries have been busy in all centres of manufacture, armed with consummate knowledge, aware of the date of our opening, and that this year must eclipse all previous Import Seasons.

WAREROOMS

401-405 King Street West
52-56 Spadina Avenue

FACTORY

57-59 Spadina Avenue

ALARGE proportion of these goods have been manufactured especially to our order, adapted to meet the demands of the Canadian public.

All is new, all is fresh, all is up-to-date, and in these respects, with everything of the very latest, we must hold supreme advantage.

Add to this our inflexible determination to sell at lowest Import Prices—and our position is unassailable.

The display is ready.

Warwick Bros. & Rutter

IMPORTERS OF FOREIGN ART GOODS

Limited

TORONTO

The Fancy Goods, Novelty and Toy Department

Extensive Range of Children's Toys for Next Season—Attractive Price Features—Opening of the Import Sample Displays in Toronto Description of Some of the Goods Being Shown

That merchant who has never considered the advisability of handling toys and other holiday lines, should seriously ask himself whether he has not been guilty of a short-sighted policy. There are to be found, from one end of Canada to the other conclusive examples in proof of the profit advantages, which have accrued from an up-to-date line of toys and other lines, which belong almost exclusively to the holiday trade. Progressive stores, which at first ventured to equip a corner of their store with these lines, now have large floor spaces devoted entirely to the realm of the little folks during holiday time—and this fact is of itself striking evidence of the worth-whileness of the proposition.

Now that wholesale houses are preparing their lines for next season, the merchant who has not featured these goods heretofore, should think it over. There never was a greater range of price attractions, or of ingenious and fanciful creations in these lines. These, it must be remembered, are goods which, for the most part, sell themselves and, having a rapid turnover in the proper season, should certainly appeal to the retail merchant.

Dolls in Great Profusion.

In the doll department it is a sure thing that never in any season have so many new, interesting and marketable productions materialized.

A new line, but little developed in a practical way, is the "character doll," from the real infant with its baby head, baby cheeks, baby features, baby eyes, baby body, bent baby legs, and baby's habitude to the "little girl and little boy" personified in all their lovable and engaging postures are to be had this year.

Jointed dolls, in fine variety, and neat modern styles in dressed dolls are the two varieties in which the "character doll" is offered.

There is the usual profusion of dressed dolls, more beautiful than ever. Not a form of loveliness has been created for the adornment and glorification of the child or woman, but has its counterpart in the dressed dolls of 1910, as they are to be seen in Canadian houses.

A distinct novelty is brought out this year in dolls' heads, and these are to be had also applied to dressed dolls and kid dolls, as well as in separate heads, viz., a doll which goes asleep and stays asleep until wakened, and which upon waking up cries "Mama" automatically.

An entirely new range of undressed dolls is the silk body doll, made in all the popular styles of the kid doll family. It is a change. Does not soil so easily as the kid body, and is sightly and salable.

A big feature is made of soft, unbreakable, velvet and mohair plush dolls. These are shown in a good range. Particularly are to be noted the light, large, fluffy dolls for babies, made up in fine soft materials. Many varieties of North Pole dolls and whole families of Eskimaux. The better lines are made with automatic "Mama" voices, so that they cry after their Mamas like real kids do.

Stuffed Toys.

These popular items are shown this year in variety almost without end. The cutest, easiest dogs, (without nozzles) cats, squirrels, bunnies, bears, camels elephants

and all the menagerie's favorites. Whether of common flannel, felt, velvet or fine mohair plush, whether in iron frames and with wheels, for the "Child who breaks everything," or made up for the small child, in soft, dainty varieties, the line is great, and its sale possibilities are away beyond anything in the past.

Dolls' Accessories.

Dolls' hats and millinery are to be had in almost endless varieties. Real hair wigs, mohair wigs, in all the popular hair dressings, neckties, corsets, shoes and stockings and garters for the same, underwear, fur sets, gloves and knitted wool outer garments are all to be had in bewildering profusion.

Doll's hair dressing sets with real hair, hair curlers and instruction book, work sets, embroidery sets, stand work baskets, dolls trousseaux, are all lines brought within the range of almost any dealer in holiday goods.

A unique display is made of dolls' houses with all the rooms suitably furnished, and to be had are modern dats, bungalows and Swiss cottages, etc.

An Interesting Toy Line.

In the making of toys there is truly no end, and there are this year so many new ones shown, that what occurs to one on examining assortments shown, is that there is really little that is not quite new.

Of course, all the old favorites do their best to keep represented, but so much interest attaches to the new lines that some of the old and dear friends in the toy line may well feel slighted.

For instance, take electric toys. These are so improved and changed, both in execution and prices, as to be rightly termed radically new. While being wound for strong currents they run strongly and well, even with a small pocket dry battery, and while they are to be had in the expensive varieties they are also to be had this year, for the first time, even as low as a dollar retail, the cheaper varieties still having all the perfection of operation which the good ones can display.

The improved mechanism and models of trains on track and the ability of manufacturers now-a-days to turn out a really good-running, dependable, modern priced train will assure this year's trains on track a big place in the toy order.

Railway Accessories.

All classes of rolling stock, from the rotary snow plow to the common flat car, are to be seen in miniature. The new trackage, including tunnels, bridges, gates, stations, signals (electric and oil lighting), are all interesting toys and in practical marketable forms.

The new "Canadian Navy" is already constructed and "doing business," so far as the toy world is concerned. Those that run in water from the submarine to the majestic cruiser, and those that must confine their running to the floor are all good models and desirable 1910 merchandise.

One thing is sure, that whatever diversion of opinion there may be among grown-ups, as to what form the Canadian naval force will eventually take, there will be unanimity among the children over these toy navies.

Life-like frogs, fish, ducks, swans, are all sensible and natural working aquatic toys.

Post card projectors, magic lanterns, moving picture shows, all unique and up-to-date, are bound to meet the approval of the dealers and the public.

Military Requisites.

These include sets of soldiers, tents, soldier suits, guns, whips, drums and reins, to satisfy the greatest boy fire-eater.

In mechanical toys, there are the usual number of new creations, but more careful selection seems to have characterized the buying in these lines this year. They all seem to be winners.

The Automobile Show.

An automobile show in toys would be required to properly, demonstrate the range of toy autos. Their beauty of design and finish, and their perfection in operation will appeal to the storekeeper and customer alike.

All the neatest stunts of real motorists are possible with mighty little of the accompanying motoring expense.

Airships and Aerial Toys.

These creations are this year in endless variety. The well-known "Zeppelin" model seems to be there by the yard and at ridiculous prices. Wrights, Bleriot's, Paulhans, Farmans, etc., are all there in many sizes.

Bell toys, rattles, trumpets, toy band instruments in sets, and violins are all popular toys worthy of special attention, by reason of the many new features in this year's line.

Natural plush skin horses, in staid working harness, ladies' and gents' driving turnouts, and gaily caparisoned circus steeds, stand side by side to complete a worthy range in these popular toys.

Rocking horses and platform horses, are also shown in satisfactory variety.

Games and Kindergarten Sets.

Children's toy dishes, games, blocks, work sets, and kindergarten toys are to be had in remarkably clever executions, and all practically at popular prices.

This last item "Kindergarten sets" is worthy of very special consideration. They are really home kindergarten sets. They were among the best sellers in the toy and game business last season. This year's assortment, however, is so much larger and embraces all the popular kindergarten industries, such as embroidery, basket making, stick building, as well as Mosaic outfits, sewing sets, etc., that it is not reasonable to make a comparison with any previous season in this line. The new goods are so comprehensive from all standpoints.

Truly 1910 has a host of new offerings in dolls and toys. It should be a good year.

March Import Propaganda.

The Fancy Goods Company, Toronto, is the initiator of a new programme for the securing of a "better deal" for the average dealer on holiday goods, consisting of dolls, toys, fancy presentation goods, gift china, and sundry holiday specials.

The claim is made by this company that the opportunity and the showing made are unique in the history of business in these lines. Certain it is that their newly-built sample rooms, fitted with over 170 feet of modern electric-lighted display cases, built specially for this showing, and complete from end to end with quite new items numbering to the thousands, would seem to indicate, to start with, that there is some good basis in fact for the claim.

That dealers have embraced readily this opportunity is conclusively demonstrated by the long list of definite

Everybody Buys
Valentine's
 series
 of
Canadian View
POST
CARDS
WHY?

Because they are the post cards of
 perfection and the line is
 the largest and most
 varied

Many new and dainty
 styles for 1910

"Time to stock up"

"The tourist will soon be
 along"

THE VALENTINE & SONS
UNITED PUBLISHING COMPANY
LIMITED

60 Front St. West 1 Coristine Building
 TORONTO MONTREAL



Buy from the actual Manufacturer

SOME OF OUR LINES:

CREPE PAPER NAPKINS in sanitary packages

A Protection and Convenience to both dealer and consumer

PARIS TRI-COLOR and PLAIN RIBBON CREPE PAPER

The great convenience and time-saver in decorating. Fifty varieties.

Decorated and Plain Crepe Papers and Paper Napkins in endless varieties

Milk Bottle Caps, Holly Papers, Fine Toilet Papers. Send for Prices



THE TUTTLE PRESS CO., Manufacturers, Appleton, Wis.

XMAS CARDS and POST CARDS

Our DOMINION SERIES, consisting of Xmas Folders, Booklets, Calendars and Post Cards, has had a tremendous sale wherever shown. This Dominion Series is quite unique, being designed especially for the Canadian Trade and containing some of the most artistic effects ever produced. Our HERALDIC SERIES, which met with such great success last year, is again before the trade in better shape than ever.

Our general line of Xmas Cards, Calendars, Tags, Wafers and Labels is stronger than ever before.
Hold Your Orders Till You See Our Samples.

Birn Bros., - London, New York and Toronto
A. R. MacDougall & Company, Canadian Representatives

ANNOUNCEMENT

The
Bon Ton
Art
Company

Boston, Mass.
U.S.A.

PUBLISHERS of the famous Bon Ton line of Christmas and New Year Post Cards, Gift Cards, Folders and Letters of high quality, with sentiments by famous writers, containing the only new sentiment to be published this year, by Henry Van Dyke, printed in high class style on finest stock obtainable. This line will be shown in Canada by

A. R. MacDOUGALL & COMPANY : Toronto, Canada

Hold your orders for this line.

The Very Thing Your Customer Wants—



CUT BETWEEN HOLES AND UNWIND

Made in a variety of handsome styles, plain or ornamental, rubber tipped, hard or soft leads, or in any of the varying grades of lead, suitable for all purposes and at prices that are cheap or expensive as the necessities of your trade may require.

BLAISDELL PAPER PENCILS

are away in advance of anything of the kind yet invented. Never need sharpening and are always ready for immediate use. Show them to a customer and you make a sale. Ladies particularly appreciate their great convenience and economical qualities. FOR SALE BY THE WHOLESALE TRADE OF CANADA.

appointments which have already been secured by the company for dealers throughout Ontario and other parts of Canada to visit Toronto during March.

That customers will realize an immense advantage by such a showing and such opportunity for economy in buying is evident from the favorable first impression of the visitor and the interesting orders already placed by some of the biggest among the trade.

The general verdict of those who have seen the showing and investigated the "propaganda" is that to demonstrate the abundant success and far-sighted progress of the Fancy Goods Company needs only the matter of another four weeks' time.

Warwick Bros. & Rutter's Import Display.

Warwick Bros. & Rutter opened on Monday, March 14, the largest display of import fancy goods that this firm has ever shown. The exhibit is held in the firm's sample rooms in the System Building on Spadina Ave., just south of King. Here some 12,000 different samples are spread out on display shelves and the courteous salesmen are more than willing to answer most fully all questions. The room itself is profusely decorated and altogether the display is well worth the time of anyone who is interested. Some of the newest designs for this season are described here in brief.

Stand smoker sets in brass, copper and bronze, about two feet and a half high with small shell for cards or pipes, ash tray and match-holders, curates in brass, copper, nickel and onyx for five o'clock tea service.

Hammered brass umbrella stands, woodboxes, tables, hatracks and brass and china jardinières.

In the jewellery stationery line the most striking thing was a French gold and mother-of-pearl die. Fancy vest button sets, bridge scores and French gold jewel boxes, medallion tops and satin lined were more of this year's novelties.

Brass five o'clock tea racks, oxidized and brass hot water kettles and chime gongs, bronze electrical fixtures, smokers' sundries in brass, sterling silver goods, candle sticks, candelabra, bronze and brass chafin dishes, coffee percolators, brass and copper coal scuttles and brass vases, completed the collection of metals.

Jardinières in old Roman pottery were striking. The ware is dark green in color with a rough finish, the ornamentation is in darker green and is very artistic. Another handsome design was a dark ground almost blue-black, ornamented with filagree silver.

Chippendale clocks, card trays and glove and handkerchief boxes make a very good show, fancy French clocks, jardinière stands of polished wood, antique smoker sets of hammered iron in many grotesque shapes, brass altar lights, shaving sets, toys, work baskets, fancy leather goods of all descriptions, German cut glass chrysanthemum holders, tobacco jars, chinaware, French Imperial china vases, druggist sundries, soaps and perfumes, completed the most extensive display of import goods that this firm has ever attempted.

Tuck's Easter Cards.

With the idea of emphasizing the season and thereby drawing trade to their customers, the Raphael Tuck & Sons Co. have prepared an exceptionally fine line of Easter cards for the Canadian trade. Some samples of these offerings have been received by the Bookseller and Stationer, which are deserving of special mention. The larger productions take the form of ribbon novelties. With a ribbon as a base the card proper, usually in the form of a cross, is mounted upon it, the whole forming an appropriate gift for the season. The different cards are

variously decorated, mostly with lilies and the ribbons are of white or pink. Some have a little bunch of artificial flowers attached to the end of the ribbon. The smaller cards and post cards are all decorated in the customary style, in keeping with the spirit of the day. The trade will find in these goods a great business stimulant.

GLASS HOUSES AND STONES.

To the Editor of Bookseller and Stationer.—In your issue for January, "An Edmonton Stationer" writes very harshly about "the little Drug Stores." Probably he is young and inexperienced, or he would know that drugs and stationery have for very many years been carried in one store and in many localities, the only place to buy stationery is the drug store. After such a state of affairs existing for more than a century he desires to boycott all who would dare to sell those awful druggists and stationers. This sort of thing has been attempted, but I think to the advantage of no one. Has not any person the right to sell stationery in this great and free Dominion of ours? Is he, then disqualified who has the ability to become a druggist? Surely not! How about the stationer taking up other lines. In the place where my lot is cast, one of the stationers has just issued a circular (I enclose it for your inspection, only) advertising a sale of soaps, pottery, china, cloth, hair and tooth brushes, brass goods, moldings, fancy goods, etc.; if you want window glass or putty you can get it or if you desire to have your barn or fence painted he will take the job or he will paper your house for you, if seats or desks are required he will try to get the order. Under such a state of affairs, it will hardly be safe for the stationer to cast stones. So long as the druggist has money to pay for stationery he will get it and any attempt on the part of stationer to boycott will injure him and not the druggist. Apologizing for the length of my letter.

DRUGGIST AND STATIONER.

HANDSOME BOOK CATALOGUE.

One of the most tastefully executed publisher's catalogues yet seen is that of Ward, Lock & Co., London, for the season of 1910. The catalogue measures 9x12 inches and has an appropriate hand-lettered cover. It is profusely illustrated, many of the cover designs and illustrations shown being in colors.

The leading features of the new list, as indicated by Ward, Lock & Co., are: (1) a new series of stories for children, with picture covers and handsome gold designs, (2) a new series of poets, (3) the Girls' Favorite Library, consisting of recent copyright stories specially written for girls, and (4) the Lily Series and Youths' Library in entirely new bindings.

It would be impossible to refer to all the good things in this excellent catalogue. The trade are advised to procure copies for themselves as soon as possible.

David Forrest, Canadian representative of the Chas. H. Elliott Co., Inc., North Philadelphia, was in Montreal this month, and called on Bookseller and Stationer. Mr. Forrest is on an extended trip, which it will take him several months to complete. He will go to St. John, Nfld., by way of the Maritime Provinces, and then back, through Canada to the western coast, finishing in Victoria.

THE AWAKENER

Get Ready! Do Not Miss the Chance to See Our
Import Samples of Christmas Cards
Calendars, Papeteries and Novelties
For Season 1910

When seeking a name to give to our line for this season that would convey some idea of its merit, we could find nothing more significant than to call it

THE INCOMPARABLE

We feel confident that after you have had an opportunity of inspecting the samples you will say with us, "They are the nearest approach to perfection ever anticipated."

We will show productions of the following well-known publishers: **Castell Bros.**, Auto Cards in Boxes, Assorted Packets Xmas Cards, Calendars, etc.; **Davidson Bros.**, Post Cards, Assorted Boxes Xmas Cards, Calendars; **Art Lithographic Publishing Co.**, Post Cards; **Gibson Art Co.**, Art Calendars, Holly Seals and Tags, Holly Boxes, Holly Wrapping Paper, Tally Cards, Place Cards, Dance Programs. "Quality" Series Cards from **The A. M. Davis Co.** comprise Christmas Letters, Post Cards and Die Stamped Cards of all kinds. **The Van Dyke** sentiment on these cards is the best selling proposition ever made, as well as verses from renowned authors. **ALL NEW DESIGNS AND SOLD EXCLUSIVELY BY US.** Hill's "For the Empire" Series comprises designs that will maintain the enviable reputation of these publishers, for whom we have been sole agents for a number of years. Cards are shown in great variety, a large number being decidedly Canadian as to sentiment and design. **FOR PRIVATE GREETING CARDS** the exclusiveness as to the design gives this series first place.

CALENDARS

A large range of designs in 5 and 10 cent lines. High-class Art lines in choice variety, including the new Arts and Crafts effect.

PICTURES

Sepia and colored, at from 40 cents to \$5.40 per dozen, also with Gilt and Black Metal Oval Frames, to retail at from 15 to 25 cents. We are sole Canadian Agents for Scribner Picture Publications, also calendar for 1911.

PAPETERIES

The largest range we have ever been able to secure. Designs on covers are real works of Art, entirely new and splendid value.

DECORATIONS

Ivy Wreaths, Vines, Holly, Smilax, Oak and Maple Leaves. These are very natural in appearance, and, being made of linen and wired, are stronger and more durable than those made of tissue paper.

POPULAR LINES OF POST CARDS AND POST CARD ALBUMS

IT WILL PAY YOU TO SEE THESE NEW LINES - NOT LEFT-OVERS

While our travelers will carry complete lines of samples to show in the larger places, we will also exhibit them at **TORONTO** early in April in commodious sample rooms at the **KING EDWARD HOTEL**. The trade generally will find this a convenience and an opportunity of making careful selection of their wants. Write at once for particulars, so that dates for appointment may be arranged.

THE COPP, CLARK CO., Limited, TORONTO

NEW GILT FINISH KLIP.

The Daryca-Hoge Co., New York, announce a new gilt-finish Klip, which sells at five cents, the same price as the nickel. Their Canadian representative, A. J. McCrae, 23 Scott Street, has the Modern B clips on hand for quick delivery.

NOVEL SAMPLE BOOK.

McFarlane, Son & Hodgson, Montreal, issue a unique sample book of the various kinds of paper, which they stock. The cover design is a naval signal. The outline of each flag is cut away and underneath the different kinds of paper show through, thereby giving the cover a bright and catchy appearance. On lifting the cover, the various samples can be examined individually. They take in surface and enamel papers, marble paper, end paper, white and colored gummed paper and genuine vegetable parchment.

SCHOOL AND COLLEGE LINES.

Dealers who are located in communities where there are higher institutions of learning would do well to correspond with The Chas. H. Elliott Co., of Philadelphia, on the subject of the special things said concern make for that class of trade. The Elliott factory is the only one making a speciality of such things "for the trade."

The cheap reprint fever seems to have seized nearly all the Canadian publishers and Wm. Briggs announces that he is going to publish at once editions of several of the most important novels he has produced in recent years. The first to appear will probably be one of Marie Corelli's books.

ART SUPPLIES

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

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

SEND FOR CATALOGUE

A. Ramsay & Son Co.,

MONTREAL

Agents for WINSOR & NEWTON, London

Artists' Materials

—AND—

School Supplies

Colors, Brushes,
 Papers,
 Drawing Instruments, etc.

Catalogue on Application.

THE ART METROPOLE, Limited

149 YONGE STREET, TORONTO



ANNOUNCEMENT EXTRAORDINARY
Christmas Cards—Season 1910

Celluloid and Parchment

"IMPERIAL" SERIES

FORMERLY KNOWN "S" SERIES

Ranging in price from \$2.50 to \$40.00 per 100

EXCEPTIONALLY GOOD VALUE

Owing to having placed a specially large order with the publishers were able to secure the cards at a

GREAT REDUCTION IN PRICE

PLACE YOUR ORDER EARLY

SECURE A SUPPLY AND DERIVE THE BENEFIT

SAMPLES NOW READY

The Copp, Clark Company, Limited, Toronto

Now in Full Swing!

**OUR MARCH IMPORT
PROPAGANDA**

A visit to our show rooms will do this:

Will show you **thousands of new lines; everything that is unique in Dolls, Toys, Fancy Goods.** A selection that is recognized as the most important ever shown in Canada.

Will show you why Christmas goods are indispensable to successful modern merchandising.

Will show you **lots of specials**, which insure your meeting any competition with good profit.

DO IT NOW!

Write at once for particulars and arrange an appointment with us.

The Fancy Goods Company
OF CANADA, LIMITED

156 Front St. West, Toronto, Ont.

BOOKSELLER AND STATIONER



Trade Price List

1910

THE MOST SATISFACTORY TO THE PLAYER
THE MOST PROFITABLE TO THE DEALER

THE Victor

THE CANADIAN LINE
THE ONLY LINE



Sporting and Athletic Goods

The Fancy Goods Co. of Canada

LIMITED

156 Front St. West . . . Toronto, Canada

1910 Victor Catalogue Just Ready. A card will bring you a copy.

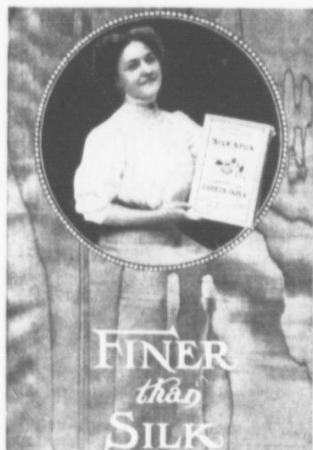


New Scribblers and Exercise Books

The best we have ever shown. Fifteen new books, with up-to-date Covers, printed in Colors

Buntin, Gillies & Company, Limited

HAMILTON and MONTREAL



This Sentiment has been voiced by many upon trying our Fine Typewriter Carbons, they surpass in every respect all others. Our Quality Line is the Dealer's Boon.

WE SUIT EVERY PURPOSE
WE FILL EVERY REQUIREMENT

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AGENCIES in every part of the world—in every city of prominence