

# BOOKSELLER & STATIONER

and  
Canadian Newsdealer

Official Organ of the Booksellers' and Stationers' Association of Ontario

and for Twenty-Four Years the Recognized Organ of the Book, Stationery and Fancy Goods Trades of Canada

MONTREAL, 232 McGill St.      TORONTO, 10 Front St. East.      WINNIPEG, 531 Union Bank Building.      LONDON, ENG., 88 Fleet St. E.C.

PUBLICATION OFFICE: TORONTO, SEPTEMBER, 1908.

## UNDERWOOD'S INKS

We would especially  
draw attention to our

5-oz. Metal Cap Bottle

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The finest package of Writing Inks on the market

Packed in cartons of one dozen, one gross to  
a case, in Everlasting Bank Ink,  
Egyptian Black Ink.

— ASK THE TRADE —

**JOHN UNDERWOOD & CO.**

Mfg. in Canada for 25 Years

96 Richmond St. E.      -      Toronto

## "Canada's Pride"

Maple Leaf Lead Pencil has points  
of superiority that make it a fav-  
orite with all users. Its lead  
is thicker and smoother than  
in the ordinary pencil. The  
point is guaranteed never  
to break. It is a trifle  
larger than the ordinary  
pencil, and its round  
form doesn't cramp  
the fingers. It is  
made in six degrees,  
BBB to HHHH.



"CANADA'S  
PRIDE" is a pencil  
that will improve your  
trade. It retails at five  
cents with the largest  
profit known to stationers.  
Samples sent to the trade  
cheerfully upon request.

**LIBRAIRIE BEACHEMIN  
LIMITED**

Wholesale Booksellers and Stationers  
256 St. Paul,      18 Notre Dame West,  
26 St. Gabriel  
MONTREAL

## Perfection in Papeteries



We have been manufacturing papeteries for a good many years now, and, with our exceptional facilities for producing these goods in our new factory, we are in a position to offer the best goods at the closest prices. No holiday stock is complete without some of our new boxes, which cannot be duplicated anywhere. It is not too late to order a supply yet.

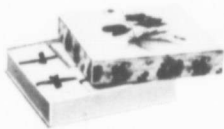
### Display Qualities

No better articles for display purposes during the holiday season could be selected than a series of boxes of our papeteries. The many charming shapes and designs and the daintily arranged contents offer exceptional facilities for building up window or show-table displays. If it were only for their display qualities, apart from their selling qualities, it would be worth your while to stock a series.



### Variety

You are not limited to a few standard shapes, sizes and designs. We create a lot of novelties each season, and for this purpose employ the best artists and workmen. Our showing for 1908 is the best we ever made.



**Warwick Bros. & Rutter, Limited**  
Manufacturing Stationers, Toronto

BOOKSELLER AND STATIONER

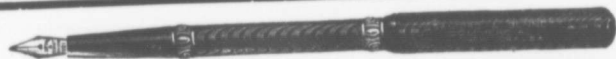
Avoid the Commonplace  
AND CARRY IN STOCK ONLY  
**GOODALL'S**  
ENGLISH  
**PLAYING CARDS**

THE DESIGNS ARE EXCLUSIVE.

Salons Imperial Clubs Linettes

ORDER THROUGH YOUR JOBBER.

A. O. HURST - 24 Scott Street - TORONTO  
Phone Main 1479



## FOUNTAIN PENS

Under your own imprint.

We are the largest manufacturers of FOUNTAIN PENS for special imprint orders, in AMERICA.

We make only high-grade Fountain Pens—that is, Solid Gold Pens with Iridium points. Any other kind are unsatisfactory.



Any reliable firm cannot be too particular about the kind of a Fountain Pen they place their own name or trade mark upon.

Before you contract for Fountain Pens under your own imprint for the coming holiday trade and for the year 1909, it will certainly pay you to call and see us or have us submit samples.

## SANFORD & BENNETT CO.

Manufacturers of Fountain and Stylographic Pens  
For Foreign and Domestic Trade

Patentees of the "Autopen" (Self Filler), the "Gravity Stylo Pen" and the "Commercial Fountain Pen"  
Jewelers' Court, 51-53 Maiden Lane, NEW YORK



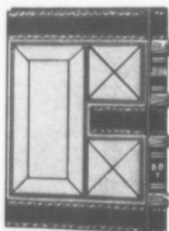
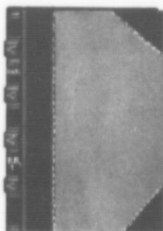
# BROWN BROS., Limited ACCOUNT BOOK

Manufacturers

51-53 Wellington St., West, TORONTO

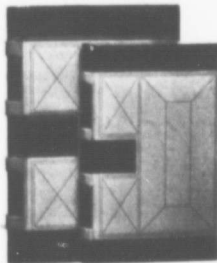
Business was first established in England

1774 By forefathers of present firm—124 years  
1846 By Thomas Brown in Toronto—62 years  
1886 Changed to Brown Bros. — 52 years



## Stock of BLANK BOOKS

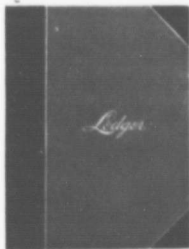
"Up-to-date" and complete in every respect



From long successful business career, perfect work and fair prices guaranteed.

## ACCOUNT BOOKS

EVERY SIZE AND KIND



Loose Leaf Books  
Bank and Office Books  
Memorandum Books  
Invoice Books  
Copying Books  
Letter Copying Book  
Scrap Books  
Minutes, Dockets,  
Notes, Drafts, Receipts,  
etc.

Special Patterns made to order

**BROWN BROS., Ltd.,** STATIONERS, Toronto

## THE METROPOLITAN BANK

Capital Paid Up, - - - \$1,000,000.00  
Reserve Fund and  
Undivided Profits, ) - - \$1,241,532.26

### GENERAL BANKING BUSINESS

Courtesy  
with  
Prompt  
Attention.

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

### SAVINGS DEPARTMENT

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



## THE TELEPHONE

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

### LONG DISTANCE TELEPHONE SERVICE

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

THE BELL TELEPHONE COMPANY OF CANADA

**WESTERN** Incorporated 1891  
... ASSURANCE COMPANY. **FIRE AND MARINE**

HEAD OFFICE—TORONTO, ONT.

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

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

## British America Assurance Company

A. D. 1833

**FIRE & MARINE**  
Head Office, Toronto

### BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President  
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D. B. Hense, Augustus Myers, John Hoskins, K.C., LL.D.  
Frederic Nicholls, Alex. Laird, James Kerr Osborn, Z. A. Lash, K.C.  
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary  
CAPITAL - - - - - \$1,400,000.00  
ASSETS - - - - - 2,182,753.85  
LOSSES PAID SINCE ORGANIZATION, 29,833,820.96



# The Boxer Line Meets Real Trade Requirements

---

Sitting down in an office does not bring a wall paper manufacturer into close touch with the requirements of the retail trade.

The heads of the Boxer Company do not investigate trade requirements from their office chairs.

They are going out all the time among the retail dealers of wall paper, finding out just what lines the retailers can sell

## WITH MOST PROFIT

They do not get their information second hand. When the line is gotten up it is produced with a full knowledge of the retailer's requirements. Not what was required in the past but what is wanted now to make your wall paper department a success.

This is valuable information—bear it in mind. It will be an asset to you when placing your orders for wall paper.

---

The Reg. N. Boxer Co., Ltd.  
New Toronto, - Ontario

OUR TRAVELERS WILL SHOW YOU SOMETHING NEW.

BOOKSELLER AND STATIONER

# "CASTELL"

## The Finest Pencil in Existence



### DRAWING PENCILS

Unsurpassed  
for  
Purity,  
Smoothness,  
Durability  
or Grading.

### COPYING PENCILS

HARD  
SOFT  
INK

# "CASTELL"

## A. W. FABER

149 Queen Victoria St.  
London, E.C.

Newark, N.J.

# Dennison's Gummed Labels

The scope of the Dennison Gummed Label is almost as wide as that of the Dennison Tag.

Every stationer will find that the Dennison line will open up a field of great possibilities for there isn't a business under the sun that cannot profitably use some kind of Gummed Labels or Seals.

The accompanying illustrations will give an idea of the diversity of shapes in which Dennison Gummed Labels and Seals are made. Quality, of course in printing, cutting and sticking power is understood, for the great Dennison business has been built up on "Quality."

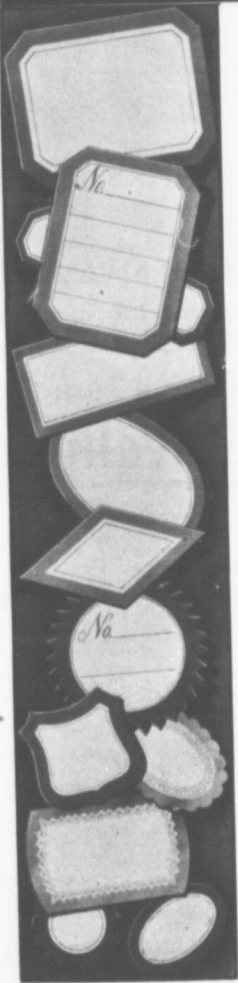
Are you getting your share of this immense trade? If not, you can largely increase it by carrying a stock that embraces the different shapes and graded sizes in each shape. We trust you will consult our catalogue or improve the first opportunity to go over the line with our representative. The whole of the Dennison Line of Adhesive Specialties is an attractive and profitable one to handle.

*Full information regarding the various lines on request. Address our nearest store.*

**Dennison Manufacturing Co.**

*The Tag Makers.*

|  |   |   |
|--|---|---|
| BOSTON<br>26 Franklin St.<br>CHICAGO<br>128 Franklin St. | NEW YORK<br>15 John St.<br>ST. LOUIS<br>413 North 4th St. | PHILADELPHIA<br>1007 Chestnut St.<br>TORONTO, Ont.<br>323 Traders Bank Bldg |
|--|---|---|



I can furnish you with all kinds of  
**ENGRAVING, COATS OF ARMS,  
 CRESTS, MONOGRAMS, ADDRESSES,**  
 on dies - script and other lettering on steel and copper plates, also  
 etchings, illustrations and designs for art stationery executed at  
 reasonable prices.



ASK FOR SAMPLES

**Max Zeidler, 922 Chestnut Street, Philadelphia**  
 Engraver of the Great Seal of the U.S.A. Government

There are many  
 good brands of

**INKS and PASTE**

but only one  
**BEST**



**CARTER'S**

A Synonym for the  
**HIGHEST QUALITY**

obtainable in

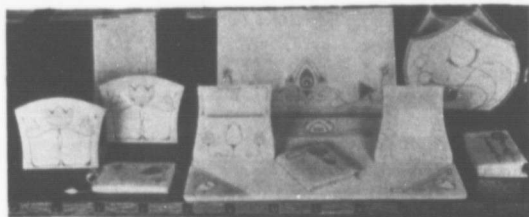
**INKS**

and

**ADHESIVES**

**N. S. DAY,** Factory : **SPRINGFIELD**  
**Massachusetts**

**New York Office and Salesroom : 31 UNION SQUARE. Office, 1503**



**909.** Desk Set of Five Pieces: Pad, Perpetual Calendar, Stationery Rack, Block Blotter and Pen Wiper, \$4.75. Have also odd numbers to match: Dictionary, Ad. Book, Clipping Cases, Atlas and numerous other numbers of same material and decoration. The material is heavy Irish linen; decoration being an insert in assorted colors of one of Liberty's clever conceptions in brocade, this giving to this set a unique and attractive effect. This is one of several different styles of decoration. These numbers are also carried out in beautiful leather goods.

**Original and Artistic  
 Novelties**

Consisting of over 250 different numbers for the Art Stationery Trade. The illustration shows a Linen Desk Set, which is but one of the many numbers carried out in both linen and leather.

**One of the Most Attractive**  
 is the

**Brazilian Beetle Line**

with genuine wings of the Brazilian Beetle set under tooled leather of different colors.

**CANADIAN BUYERS WHEN IN  
 NEW YORK SHOULD CALL  
 AND INSPECT THE FULL LINE**

**Special Canadian Offer :**

Upon request we will send any responsible Canadian dealer a full list of the lines we manufacture, from which you can make a selection up to \$25, \$50, \$75 or \$100, and these goods will be sent upon approval for your inspection. This will enable you to see the quality of our lines without coming to New York.



IRQUO'S.



FLIRTATION.



CUPID'S SECRET.



HEINIE.



BEACON LIGHT.



OASIS.

New designs in

# Congress Playing Cards

(Gold Edges.)



FRONT OF BOX.



A DEAD HEAT.



FORTUNA.

90 backs in **Congress Cards**.

Each design a miniature art gem, from originals by noted American and European artists.

Printed in dainty colors and gold.

Designs for all occasions.

Aside from the beauty of the backs, the quality is a distinctive feature of **Congress Cards**.

They are **thin**, uniform and perfect in manufacture.

They are smooth, **flexible**, and easy to handle.

They are **durable**—outwear other fancy back cards many times.

**Large Indexes**—A most essential feature in an up-to-date card.

The cost may be slightly higher, but the returns are more in increased sales and satisfied customers.

Order through your jobber. Manufactured only by

The United States Playing Card Company,  
Cincinnati, U. S. A.

Designs copyright, 1907-8, by The U. S. Playing Card Co., Cincinnati, U. S. A.



NYMPH.



BEAUTY'S MIRROR.



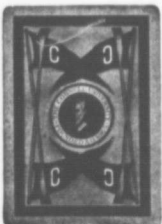
LA FRANCE.



PETITE.



PRINCETON.



CORNELL.



HARVARD.



YALE.

# Smith, Davidson & Wright, Limited,

Wholesale Stationers,

Fancy Goods Importers

Vancouver, B. C.

MAIL ORDERS RECEIVE CAREFUL ATTENTION

## Quality Papers!

Your requirements no matter what they are, can be satisfactorily met by us, as we have the facilities for manufacturing lines which, for quality, cannot be equalled in the Dominion. Notice a few of our chief lines, sizes and weights given:

**PROVINCIAL BOND**  
White and Tint

17 x 28—20, 24 and 28 lbs.  
17 x 22—14, 16, 18, 20 and 24 lbs.  
19 x 24—20 lbs.

**PROVINCIAL BOND**  
Azure

17 x 28—28, 32 and 36 lbs.  
21 x 32—56 lbs.  
23 x 36—72 lbs.

### COVER PAPER

**SNOWFLAKE**

In Blue, Red, Lilac and Wine  
20 x 25—40 and 60 lbs.  
22½ x 28½—50, 60 and 80 lbs.

**ADELIA**

Fine White Wave, Double  
Cap and Folio  
and variety of other lines.

**The Northern Mills Pulp  
and Paper Co.**

278 St. Paul Street

MILLS:  
St. Adèle, Que.

**MONTREAL**

## "Sports" Playing Cards



THE BEST VALUE  
IN THE MARKET.

ONE OF MANY  
VARIETIES

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

SPECIAL CARD FOR  
WHIST PLAYERS

**Colonial Whist**

LACROSSE DESIGN.

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

Style and finish equal to Imported Cards.

Advertising Cards of all sorts—Novel Designs.  
Coated Litho. and Book Papers

FOR SAMPLES AND PRICES APPLY—

**Consolidated Lithographing and  
Manufacturing Company, Limited**

SUCCESSORS TO

**THE UNION CARD AND PAPER CO.  
MONTREAL**

SCRIBBLERS    EXERCISES    NOTE BOOKS    BLANK DRAWING BOOKS    SCHOOL SLATES    LOCK BOXES    CRAYONS

## This is SCHOOL BOOK TIME

We have every authorized Text Book for Manitoba, Saskatchewan, Alberta.

We are exclusive representatives in these provinces for

The MORANG EDUCATIONAL CO., Ltd.    The MACMILLAN CO. of Canada, Ltd.  
TORONTO    TORONTO

Send us your opening order early

**CLARK BROS. & CO., Limited,**    -    Winnipeg, Man.

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MUCILAGE    GLUE    PENCILS    DICTIONARIES    PAINTS    SCHOOL INKS    SCHOOL BAGS

## Your Fountain and Stylographic Pen Trade

We have a new, up-to-date plant, and thoroughly efficient staff of workmen, making nothing but fountain and stylo pens.

We can make you pens in any pattern or style, bearing your own imprint or trade mark,—pens that will do you credit and secure you permanent customers.

Send particulars of your requirements, enclosing \$2.50 to \$5.00 (or London references) for a sample assortment, and investigate our ability to furnish good articles at

Prices that will make your Fountain and Stylographic Pen Department Profitable

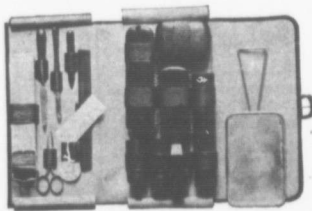
**The Alliance Fountain Pen Co.,** WIESBADEN WORKS,  
STORE NEWINGTON,  
LONDON, ENGLAND.

### C. F. RUMPP & SONS

MANUFACTURERS AND EXPORTERS OF



### Fine Leather Goods



DRESSING CASE

Writing Cases, Pocket Books, Hand Bags,  
Music Rolls, Cigar Cases,  
Photo Frames, etc.

**Philadelphia, Pa., U.S.A.**

New York Salesrooms, 683 and 685 Broadway

### Higgins' Drawing Board and Library Mucilage



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

of water. This article should be carried by every progressive dealer.

HIGGINS' AMERICAN DRAWING INKS

BLACKS AND COLORS

The Standard Liquid Drawing Inks of the World.

**CHAS. M. HIGGINS & CO.,** Manufacturers

NEW YORK - CHICAGO - LONDON

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

## Why Not Try a Condensed Advertisement?

For a very small expenditure of cash you can tell your wants to the very people likely to supply them. Do you need help, do you want to sell your business, do you want to buy a business, do you want a position, do you want anything connected with the trade? Spend fifty cents and tell your wants to the readers of this paper.

2 cents a word for one insertion — 1 cent for subsequent insertions

The Greatest Fountain Pen Plan, Plant and Policy  
In The World Are Back Of

# Waterman's Ideal Fountain Pen

You know its value and that its guarantee is solid. We strongly support the plan—"a satisfied customer or money refunded." This has always been the method of "The House of Waterman."

## Buy Your Fall Stock Now

No other fountain pen will attract such high grade and desirable customers—the people with the purchasing power.

No other fountain pen will yield the same steady flow of profit, day after day, month after month.

Our broad educational advertising goes on forever.

We are determined on two things:—

1. To keep Waterman's Ideal absolutely perfect in construction.
2. To indelibly stamp that fact in the mind of the big buying public - professional and business men and women.



A Complete and Compact Department of the Standard

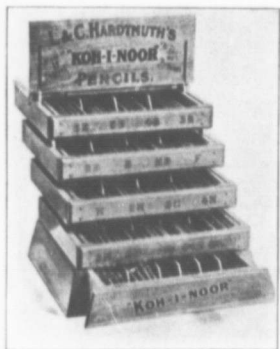
## KOH-I-NOOR PENCILS

"The Pencils that sell on their merit."

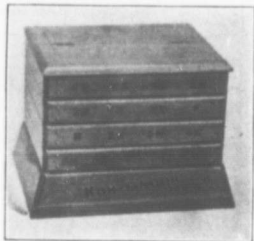
This handsome and convenient expanding show case will be supplied to dealers who are desirous of increasing their sales and profits on Koh-I-Noor Pencils.

The case is made of fine, highly polished wood, gold lettered and the trays divided into several compartments, permitting quick access to each grade and intelligent reordering of stock.

This handsome and permanent fixture is supplied free with our special 21 dozen assortment, which is excellently planned for any up-to-date dealer. This assortment of pencils will yield a steady profit throughout the entire year.



Open.



Closed. Size, 11½" x 8" x 8½".

Write for our full details.

*W. & A. Waterman Co., Limited*

New York

136 St. James St. Montreal

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. XXIV.

TORONTO, CANADA, SEPTEMBER, 1908.

No. 9.

## How to Build Up a Wall Paper and Mail Order Business

**C. B. Scantlebury, of Belleville, Tells of the Methods he has Followed in Advertising, and Securing Trade in Designing, Decorative Work, and School Supplies—Has Built Up a Retail Business that gives Employment to Forty Persons, and Creates a Turnover of \$50,000 Annually—Some Strong Features of a Big Book and Stationery Store.**

To start a stationery and bookselling business on a comparatively small scale and within twenty years build up a trade totalling \$50,000 a year is a record of which any one may pardonably feel proud. In a nutshell, this is the history of C. B. Scantlebury, of Belleville, Ontario, who is not infrequently called by retailers "The Wall Paper King of Canada." He does business in this line in scores of towns and villages and established a large mail order connection. In his stock rooms will be found over 100,000 rolls of wall paper, while his picture-framing trade and art rooms occupy one entire flat. The work room is splendidly equipped with an electric motor, saws and other appliances for promptly and satisfactorily meeting the wants of the public. Three workmen are constantly employed and the finishing of all frames is done on the premises.

In books, leather goods, stationery, art ware, mouldings, frames, wall paper, souvenirs, decorative material, etc., Mr. Scantlebury carries a stock of \$25,000 and on an average has forty persons in his employ the year round. He has developed a big business in the jobbing line and fills many contracts in papering, decorating, painting, glazing and interior color schemes. Not only are scores of homes beautified by his staff each year, but he has branched out to such an extent that numerous church edifices receive his attention, over a dozen being transformed interiorly each year. At present he has several contracts on hand. He does all his own designing and color work, submitting plans to all churches contemplating mural adornment.

To the wall paper end of the business as well as general decorative work, Mr. Scantlebury devotes his personal attention with the result that he has built up a connection that is strong throughout the whole Midland district.

### A Commodious Store.

His store is one of the most commodious in the province, the ground floor being 140 feet deep and 20 feet wide, the rear portion being devoted exclusively to wall paper, except during the holiday season. Then he removes the stock to his wall paper reserve room in an adjoining building, which is connected by a convenient stairway,

and substitutes gift books of all kinds, in which line he does an enormous trade at Christmas time. This alteration is carried out with little or no trouble, as the frames or racks along the wall, on which the large stock of papers rests, can be removed with all the ease and facility of a sectional book case. In a short time the entire stock can be transferred and books substituted.

On the second flat to the front is the art room, where pictures, etchings, engravings, water colors and scenic views are kept in an admirable manner. In a sort of filing cabinet fitted with drawers are laid the pictures, while glass wall cases contain several art works preventing them coming in contact with dust or dirt. Contiguous is a good-sized reserve stock room. Back of the art and stock apartments are the picture-framing quarters, which, as already mentioned, are fitted up with every device for rapid and up-to-date work. In one corner is the bronzing and finishing department, which is an important adjunct of the manufacturing line. All frames and mouldings are purchased in the natural wood and finished in any desired style or color. By this means there is no waste of material and a big saving is thereby effected in the course of a year. In another building, just across a twenty-foot passage way and on the second floor, is the reserve wall paper stock and extra sales room. This is reached by an easily-climbed stairway from the regular wall paper department on the ground floor of the store proper. Back of this all kinds of mouldings, strips and other material for decorative work are kept. The size of this building is 30x85. Mr. Scantlebury finds that his premises are not adequate to meet the requirements of his growing business and has plans under way for the erection of a two-storey addition at the back of his shop which will afford him premises 170 feet deep. Work on the extension will be begun this month.

### An Attractive Interior.

The fixtures of the establishment are mahogany and 60 feet from the main entrance is an archway dividing the book and stationery department from the office and wall paper parlor. On the mahogany shelves and tables and in a row of silent salesmen show cases on the right,

extending to the archway, the stock is neatly kept and attractively displayed. There is no sense of stuffiness, chaos or slovenliness as the visitor enters. Everything betokens method, system and arrangement. The most expensive goods are always kept under glass.

**How Stock is Arranged.**

To the right of entrance are Bibles, hymnals and prayer books, gift books, miscellaneous books, leather goods etc.

Convenient metallic upright slips, the size of a card, hold pictorial and local view post cards in various assortments while revolving racks are also made use of as well as tables. Mr. Scantlebury prides himself on having one of the largest and most representative post card stocks in the Dominion, displayed to such advantage that purchasers at a glance may see what is offered and select exactly what they desire without missing, shuffling or fingering scores of cards, thereby disarranging the entire exhibit. Local view cards are increasing in sale each season. This is the experience of Mr. Scantlebury while nonsensical and freak productions seem



C. B. SCANTLEBURY, BELLEVILLE

to have had their day. Like the comic, vulgar valentine, they are dying out; the better class is finding a steadier demand.

**Other Arrangements.**

In show cases to the right are cut glass, pocket books, art goods, fancy china, brushes, combs, ladies' and men's companions, work boxes, etc.

To the left of entrance are stationery, society and commercial, school books, school supplies blank books, news and magazine counters, etc. At the archway stairs lead up to the art room. Just back of the arch is the office, which is thirty feet long, and affords a view of the whole store. The rear eighty feet of the first floor is used for wall paper, burlap and decorative goods. The premises are well lighted by large windows at the front and rear, are heated by hot water, and illuminated artificially by gas and electricity.

An example of the progressive spirit of the proprietor is furnished in the fact that on October 18th last fire completely destroyed the rear portion of the store while

the front was gutted and all goods damaged by water and smoke. This was a serious set-back, but in less than four weeks' time business was resumed in the front part of the structure while bricklayers, carpenters and plasterers were re-erecting the walls at the rear. With such alacrity was the work pushed, all departments of the establishment were re-opened and in running order fully ten days before the yule-tide season. The next morning after the visitation of the flames a temporary office was opened by Mr. Scantlebury across the street, where customers called for their daily papers and magazines.

**How He Secures Trade.**

To a liberal patronage of the newspapers, not only in his own city, but in the weeklies published in all nearby towns and villages, Mr. Scantlebury attributes much toward building up his large trade in wall paper, books, etc. He changes his advertisements frequently and presents something new and striking in each announcement. He is a firm believer in publicity and also uses circulars at certain periods of the year. Over the phrasing and composition of these he spends considerable time. He also has bargain days.

Talking along the line of retail advertising Mr. Scantlebury said, "At certain quiet seasons or when I find that I am overstocked in some particular line I put on a bargain or special sale. I advertise this in the newspapers two or three days ahead, quoting prices. I endeavor to strictly carry out what I promise. It is a customary remark around the city now that, when Scantlebury advertises the sale of some special lines cheap, you can depend upon picking up a few snaps. Again, I do not insert an advertisement of a sale in the evening papers one night and start the feature next morning. I always give two or three days' notice so that the matter is freely talked of. People thus have time to prepare and come down to the store. I also change my windows frequently and display seasonable goods. Window trimming is an art just the same as advertisement-writing or conducting special sales. These things to bear fruit cannot be pursued in a haphazard way.

**How He Sells Stamps.**

"I believe in having a few departments, but they should be made as strong as possible. I have not handled toys for fifteen years and have even cut out dolls. The season is too short for toys, the room taken up too much and the breakage too frequent. Neither do I run a circulating library. I sell postage stamps but handle them differently from most stationers. I do not dispose of stamps over the counter. All persons who desire them have to walk back here to the office. There is no interruption, therefore, to the sales people at the front of the store and by coming to the office the cash is kept separate, and persons passing back this far frequently see something displayed in the store which they buy. As to stock-taking we do so on the first of February each year. This is a convenient time, being just after the holiday rush. We handle all the daily papers and current magazines. Like stationers in certain other towns, we do not keep open evenings for the sake of selling the evening dailies. We close at six o'clock the year round, except during holiday time. Yes, we have to deliver some of the Toronto papers."

**Supplying Libraries.**

Mr. Scantlebury says that the mail order houses in the large cities do not interfere with his trade, in fact, he conducts a mail order business himself, which is growing nicely. He is also aggressive in the matter of sup-

## BOOKSELLER AND STATIONER

plying libraries, particularly when Sunday schools are replenishing their stock of books. He gets after this business by circulars and personal correspondence and frequently scores in spite of the opposition of the various book rooms and publishing houses.

As to books, copyright fiction sells fairly well and orders are placed for all the new stories. At the holiday season Mr. Scantlebury goes in heavily in gift and miscellaneous books. He stacks his shelves with English books as well as other bound novels which sell from ten to fifty cents. The book that secures the readiest market is the cloth one at about 25 cents, although a great many people are willing to go as high as 50 cents; that is, persons who are not in the habit of buying books except at certain seasons. He makes a decidedly strong feature of books as Christmas presents.

### Handling School Books.

"What action should be taken by booksellers to offset the much discussed move on the part of the Government to supply school books free of cost. How would that affect your trade?" was a question to which Mr.

legend "Meet me at Scantlebury's." He watches the papers for the names of all pupils passing the promotion or entrance examinations and sends them an autograph letter or card congratulating them on their success.

Three years ago he forwarded the following, neatly printed on good quality notepaper, enclosed in an invitation envelope:

C. B.  
SCANTLEBURY,  
BOOKSELLER  
AND  
STATIONER

School Books our Specialty.

Belleville, August 28th, 1905.

Dear Student,

Permit me to congratulate you upon the success which you attained at the recent Promotion Examinations.

That such success may follow you through life is the earnest wish of

Your Bookseller,

C. B. SCANTLEBURY.



Interior of the Scantlebury Store.

Scantlebury said he had not given a great deal of thought. He added that whether he sold school books or not did not make a great deal of difference to him personally. If the Government supplied books gratuitously to the pupils, he would simply devote the present space occupied in his store to other departments and put forth efforts along other lines to make up for the removal of school books. Only twenty-five per cent. is allowed, and when the charges against handling are taken into consideration, the net profit is very small. Then you run considerable risk of having old or unauthorized publications on your hands which are a dead loss. I am not grieving very much, to tell the truth, which way the matter eventuates.

### Original Methods.

Various original schemes have been successfully employed by Mr. Scantlebury to attract children and their parents to his store for school supplies. He adopts an ingenious plan every year. Along the country roads he has neatly printed metallic signs tacked up bearing the

result was most gratifying and brought abundant returns. Mr. Scantlebury next month intends offering prizes on a Limerick competition among the school population, in which will be incorporated the words "Meet me at Scantlebury's." He has various other catchy ideas which he calculates to carry out.

### Selling Wall Paper.

"What about wall paper, baby carriages, window blinds, picture framing, etc?" was the next question.

"Baby carriages I do not handle as they take up too much space. I do not sell window blinds, but in picture framing, wall paper and room decorating we do more business, perhaps, than any house outside of Toronto or Montreal. We specialize in these lines and have a man on the road all the time taking orders for enlarging, framing, etc. We also do dado work, cornice work—in fact, all kinds of designing and mural decorations. We draw all our own designs and have done hundreds of private dwellings, halls, churches and other buildings. You see that we have logically followed out

## BOOKSELLER AND STATIONER

the wall paper and decorative business to its legitimate conclusion or rather execution. We take measurements of rooms and cheerfully furnish estimates. If women come in and take up an hour or two discussing the matter of papering and various styles of paper, then go out without purchasing or even consenting to allow a man to go up and measure their room, we are not disappointed. We know that these self-same ladies, even though they do not buy, will prove a good advertisement to us and tell of the beauty and extent of our wall papers. They will naturally come here when they really do need paper. We handle wall paper so as to have few remnants I do not think, out of 100,000 rolls, that we have \$10 worth of remnants on hand. It is all in the way you sell wall paper. The profitable handling of it is a science, a study, requiring forethought and some intimate knowledge of the wants of the customer, the size of the rooms, etc. We first ascertain the size of the room for which paper is desired, and then knowing our stock, the num-

### G. S. FORSYTH & CO.'S BOOK SHOP.

G. S. Forsyth, proprietor of this store, embarked in business for himself in March, 1907, when, with W. Irvine, he bought out the book business of Messrs. Clark & Stuart. This latter firm had moved into larger quarters, and the book and stationery business was continued at the old stand on Hastings Street. Later, the new firm moved to the corner of Homer, and the partnership was dissolved in February last. Mr. Forsyth is an old Toronto boy, and was with Messrs. Smith & Fudge, now the Fancy Goods Company of Canada. He has been in Vancouver eight years and is fully conversant with the needs of the trade. He is doing a fine business at his new location.

### THE SALESMAN'S "BOOSTER."

By Wesley A. Stanger.

There is one more thing to this trade paper business. The trade paper is the best "booster" that the salesman



G. S. Forsyth & Co.'s Store, Vancouver, B.C.

ber of rolls we have of each pattern, and the number that will be needed to decorate the apartment—well! all the rest is plain sailing and we can avoid the remnant shod on which so many dealers founder. Hanging papers is a decided advantage as we can inform a customer exactly what it will cost to complete the room—so much for the walls, so much for the ceiling and so much for the hanging. We keep an experienced staff of decorators who do the work at reasonable rates and our patrons' wants are thus quickly and easily attended to. We endeavor to persuade our customers to buy the better class of papers—first, because papering is done only once in several years; and secondly, because mural ornamentations are the most prominent in the interior economy of a home. I might continue talking of wall papers, decorating designing and room mouldings for half a day, but I have said enough already. All your readers are not as deeply interested in this branch of the business as I am," concluded Mr. Scantlebury.

ed-to-day possessors. No matter whether a man is on the street, on the road or behind the counter, the trade paper is working for him day and night. It is inspirational and is a medium of expression for his views and for the interchange of ideas. It helps the road man because it introduces his goods to the prospective buyer before the salesman gets to him. In this way it lessens his task and prepares the way. It keeps the retailer posted and abreast of the times, so that the salesman has less trouble in finding the middle ground on which to meet him. It "boosts" the men who do things and helps them both with their employers and their customers. It is the great force that puts the new ideas, the new things, the new thoughts before the retailer, jobber and manufacturer in condensed and crystallized form and which has built up this great fraternity of men engaged in manufacturing, selling, and retailing. It is the cement that holds the business structure together and every man in business should be a booster for the trade papers in his line.

## What Men and Firms in the Trade are Doing This Month

Notable Visitor from Chicago—Where Some Booksellers Spent Their Vacations — Movements of the Traveling Men.

Fletcher B. Gibbs, of Chicago, who comes to Toronto to address the Booksellers' and Stationers' Association of Ontario, this week, is one of the outstanding figures in the National Association of Stationers of the United States. In fact, he is frequently spoken of as the founder of that organization, and he has undoubtedly done a great deal to bring the National Association up to its present flourishing condition. Mr. Gibbs is a rousing speaker, gifted with a pleasant wit, and brimful of enthusiasm for the Association idea. He is a member of the firm of Shea, Smith & Co., Chicago. Those Ontario stationers who miss hearing Mr. Gibbs are losing an important chance to get the latest ideas on how best to improve trade conditions.

L. C. Wilson, Calgary, spent his vacation this year at Banff.

The Pettingell Stationery Co. will open business in Regina about October 1.

Harold Copp, of Copp, Clark Co., has returned to Toronto after a pleasant trip to the Old Country.

W. W. Burland, director of the Consolidated Litho. & Mfg. Co., Montreal, was a visitor in Toronto recently.

A. F. Rutter, of Warwick Bros. & Rutter, Toronto, has returned home from a two months' trip to England and the Continent.

J. F. McMurray, proprietor of the McMurray Book & Stationery Co., Fredericton, N.B., has been on a business trip to Toronto.

Lisgar Lang, of Russell, Lang & Co., Winnipeg is back at business after a lengthy holiday spent in the lake region of Minnesota.

E. W. Walker, of the Methodist Book & Publishing House, Toronto, is at present absent on his regular fall trip to the Coast.

J. T. Laycock, representing Stephens' Inks, is at present in Toronto, inaugurating a campaign for the sale of his firm's product.

J. E. Secord, of E. G. Nelson Co., St. John, N.B., accompanied by Mrs. Secord and family, is at present visiting in Toronto and London.

Thomas Allen, of McLeod & Allen, has just returned to Toronto from his autumn trip to the Coast. He was accompanied this time by Mrs. Allen.

A prominent Winnipeg bookseller reports that prospects in the West are extremely bright. The crops are fine and fall business is going to be a record-breaker.

Mr. Kobas, of A. W. Faber, pencil manufacturer, Newark, N.J., is expected to visit Canadian centres shortly, in order to introduce the new "Castell" pencil.

F. E. Osborne, Calgary, has moved into his new store across the street from his old premises. The business is now to be known as F. E. Osborne, in succession to Osborne Bros.

John Henry, who covers Western Canada for the Copp, Clark Company, is back in Toronto from a month's trip to the Coast. He reports trade in the West to be in much better shape now than it was in the spring.

Chas. Goodall, of Chas. Goodall & Sons, Co., London, the playing card manufacturers, is expected to visit Canada in about a month. He is not in the best of health, and he is coming out in the hope of deriving benefit from the change.

That books can be sold if they are only properly pushed is evidenced by the remark of a Toronto bookseller, who said: "I got my supply of 'Firing Line' on a Thursday evening and put it on sale on Friday morning. Between then and the next Monday night I sold 32 copies." This bookseller's store is not on Yonge Street, nor is it on a particularly important thoroughfare.

The sympathy of the trade is extended to Mr. Wineil, of the Amalgamated Press, who was stricken down in Toronto a short time ago with typhoid fever. He is now lying in Grace Hospital, Toronto, and is reported to be



FLETCHER B. GIBBS

Prominent Chicago Stationer who Speaks at the Stationers' Convention in Toronto.

doing well. Mr. Wineil is foreign manager for Lord Northcliffe, the head of the Amalgamated Press, and travels all over the world in this connection.

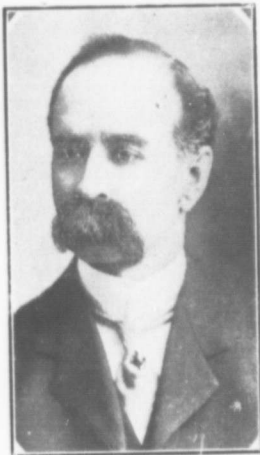
A. H. Jarvis, of Ottawa, celebrated the twentieth anniversary of his entry into the business world on August 28. The most interesting feature of this event is the fact that Mr. Jarvis was the pioneer business man on what is now one of the most important thoroughfares in Ottawa—Bank Street. He had the courage of his convictions and established himself in the year 1888 on what was then one of the least likely looking streets in the city. Since then the commercial life of Bank Street has witnessed a steady growth and Mr. Jarvis' business has gone ahead in proportion. Enlargements had to be made periodically in the store, which is now one of the best-equipped in the Dominion, including a branch post office.

## Maritime Merchants Recognize Importance of Good Roads

At Board of Trade Meeting Held at Halifax Resolution Asking That More Consideration be Given This Question — A Prosperous Body of Business Men Gather to Discuss Questions of Interest.

The annual meeting of the Maritime Board of Trade, one of the most important factors in the development of the general commercial activity of the Maritime Provinces, was held in Halifax on Wednesday, Thursday and Friday of last week, August 19, 20 and 21. A fine attendance of delegates, eloquent speeches and the evidences of a keen interest in the progress of the Provinces, in St. Paul's Hall, one of the finest to be found anywhere in Canada, marked this, the 14th convention of the organization.

The convention opened on Wednesday morning with President A. M. Bell in the chair. On the platform were Vice-President Hon. Geo. E. Hughes and W. B. Snowball, Mayor Crosby, of Halifax and Geo. E. Faulkner, President of the Halifax Board of Trade. Most notable was the presence of Lieut. Governor D. C. Fraser, who delivered an address of welcome. It was stirring and



HON. GEORGE E. HUGHES  
Of Charlottetown, P.E.I., the Board's New President.

cordial, referring at length to the anniversary and unveiling of a tablet in commemoration of the establishment of responsible government in Nova Scotia. It was, he said, the meeting of the Maritime Board which had really caused the choosing of the date for the celebration. He credited the board with being an important factor in upbuilding the industries and commerce of the Maritime Provinces.

Mayor Crosby, of Halifax, extended the civic welcome and this was supplemented by G. E. Faulkner, of the Halifax Board of Trade. Reports indicating a prosperous year for the interests represented by the organization were presented by the various officers, and the President, A. M. Bell, delivered a comprehensive address, dealing fully with questions of interest to the Maritime business men.

Transportation problems were given consideration in the deliberations of the gathering, and one important matter, the improvement of the highways of the country, was made the subject of a resolution. The Review has urged the vital importance of this question upon Canadian retailers who are evidently becoming alive to the situation.

A resolution bearing on this subject was adopted, as follows:

"Recognizing the vital relation which facilities for transportation bear to the development of trade and commerce, and believing that during the era of railway construction the value and importance of the common highways as feeders to the railways has been overlooked, and their improvement neglected, so that in respect to the character and condition of these necessary means of transportation our country is now far behind the age; it is, therefore resolved, that in the opinion of this board the time has now arrived when a portion at least of the heavy expenditure made for the extension of the railway systems might, with advantage, be diverted to the improvement of the principal highways of the country, according to the most approved methods, under the supervision of competent engineers. And, while noting with satisfaction the steps which have already been taken in this direction by our Provincial Governments, it is the desire of this board to urge upon them the importance of the highway problem, and to suggest that an earnest enquiry be made into the working of our present highway laws, the expenditure of available funds in highway construction and repair, the methods in use, and results obtained; also, that information be obtained with regard to recent legislation and methods in use in other countries where the best results have been obtained, with a view of ascertaining whether and in what manner any improvement may be effected in the system of expenditure and control, and methods of work now in use in the Maritime Provinces.

"Also, resolved, that in the opinion of this board, any expenditure of provincial revenue upon highways, should, so far as possible, be devoted to work of a permanent character in the improvement, more especially, of the main avenues of travel and the approaches to the principal commercial centres. That such public improvements should preferably be undertaken by the municipalities, aided by the Government, the work being carried on according to the advice and specifications of a trained highway engineer employed by the Government. And, further, resolved that the secretary of this board be instructed to forward a copy of this resolution to the Provincial Secretary (or the chief of the Department of Public Works) of each Province.

The new officers as elected at the closing session are: President—Hon. Geo. E. Hughes, Charlottetown. 1st Vice-President—W. B. Snowball, Charlottetown. 2nd Vice-President—F. C. Whitman, Annapolis. Secretary-Treasurer—C. M. Creed, Halifax. Corresponding Secretary—L. B. Miller, Charlottetown. Auditor—M. G. DeWolfe, Kentville.

A vote of thanks to the press was moved by M. G. DeWolfe, of Kentville, who made special reference to the MacLean Publishing Company, of Toronto and Montreal.

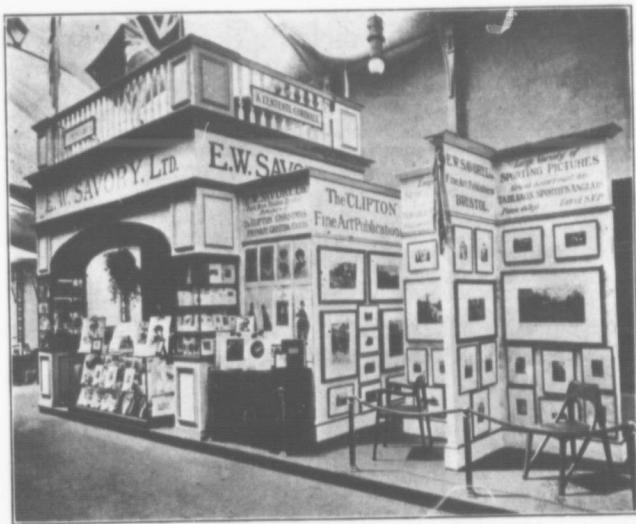


Exhibit of E. W. Savory, Ltd., at the Franco-British Exhibition.

## A Stationery Store Should Not be a Departmental One

J. W. London, of Belleville, Believes in Handling Staple Lines Only, and Conducting Business on a High Plan.—One Stationer who Does Not Sell Postage Stamps.

"Yes, I was thirty-five years in the printing trade, and I have been ten years in the stationery line. I like this business first-rate and believe strictly in running a stationery store, when you are supposed to conduct one. This does not include tinware, toys, crockery, woodenware, or what is known as variety goods. I think I can say without egotism that I have made a success of my undertaking."

So spoke Mr. J. W. London, of Belleville, Ont., to a representative of Bookseller and Stationer a few days ago. He is an enthusiastic Englishman, and, though small of stature, is strong in achievement. A Past Grand President of the Supreme Lodge of the S.O.E., B.A., he has attended nearly every meeting for the last forty years. He served with a bookseller and stationer in the Old Country for some time and, on coming to Canada at an early age, after a brief acquaintance with farming, decided to learn the printing business. He became a few years later mechanical superintendent of the Belleville Intelligencer, and, after thirty-five years connection with that paper, resigned to enter the stationery business. He has a large, well-lighted store and carries a complete and representative stock in all staple lines.

### Few Departments.

"No, I do not handle toys or fancy goods. They take up too much room and occupy too much time and labor. There is also too much breakage, which takes off the profit. Running a few regular departments and having

them well stocked is my motto. A stationery store should not be a general or a departmental one."

"Do you run a circulating library?" was asked.

"No, not now. There are too many free reading rooms and circulating libraries in the city to make such a department in a bookstore profitable. For two years I had charge of the Booklovers' Library and found that it brought a good class of people to the store. Looking after the books took up but very little time. However, two years ago the Booklovers' Library closed up all branches in the smaller cities and towns."

### Good Window Dressing.

"I am of the opinion," continued Mr. London, "that a great deal of business may be drawn through proper and attractive window dressing. I consider it a great advantage, and believe in decorating windows according to the seasons. Now, at the end of this month, I will put in school books and school supplies. Windows should be changed frequently. As to stock-taking, I began business in July, and I take stock once a year—on each anniversary. I do not know that I have any particular method which I follow, but it so happens, owing to the period when we take stock, it is quiet and affords plenty of time. No, I have never had a bargain day, and yet I do not get loaded up with a lot of old, out-of-date or unsaleable stock. I buy carefully, and endeavor to keep my eyes open."

(Continued on Page 49.)



## Editorial Chronicle and Comment

### HUMANIZING INFLUENCES OF THE BOOK STORE.

If only on the ground of their humanizing influences the book stores of this country ought to be maintained and encouraged. A well-stocked and intelligently managed book-shop may be regarded as an important public institution, and the leading men and women of the community should see to it that their personal support and encouragement are extended to these institutions.

It is a shame to see the way in which Provincial Governments are treating our booksellers. There can be no doubt that political demagogues are ruining the book-selling trade, in their efforts to secure popular support. Free school books are their goal, and the intermediate step is to reduce discounts. Being deprived of the trade in school books, there is little left for the booksellers, and the result will be that the already diminished ranks of the booksellers will be still further reduced.

It is a queer policy to educate children and send them from our schools supposedly equipped for the enjoyment of a higher manhood and womanhood, and at the same time kill off the bookstores which are calculated to preserve and strengthen the desire for better things.

The department store way of selling books can never take the place of the genuine bookseller. In the department store books are treated exactly as if they were calico, breakfast food or wash-tubs. They are bought in vast quantities at the lowest possible cost, and are indiscriminately sold at bargain prices. The brisk young woman who sells them, whose ignorance of literature is usually so abysmal, cannot take the place of the well-read bookman who is glad to have you sample his wares and who can, if asked, give you judicious advice as to the flavor of almost any volume on his shelves.

### THE GOVERNOR-GENERAL AND CO-OPERATION.

It has been reported in business circles recently that Earl Grey has identified himself with and is to accept the presidency of one of the large co-operative companies now being organized. This is something we regret to hear. As Governor-General Earl Grey has shown himself to be a shrewd, keen business man, with an evident appreciation of the practical side of the affairs with which he has had to do. He has shown, too, his appreciation of the benefits of good advertising in his vigorous support of the recent Tercentenary celebration at Quebec. From the standpoint of an advertisement, as well as in other ways, this was one of the greatest events in Canada's history. While the cost of the celebration was perhaps half a million, it undoubtedly will be worth ten millions in its general effect. The Governor-General deserves a good deal of credit for his connection with this.

In the matter mentioned above, however, if the report is true, His Excellency shows much less business foresight. The business situation in Canada is entirely dif-

ferent from conditions in Great Britain and Europe, and this is something the Governor-General should realize. Canada is a new country, and one in which the smaller merchants and retailers, the corner stores and the country traders, have played and are playing a great part in the country's development. These have done and will continue to do a work which the co-operative societies it is proposed to organize would not undertake. This is one of Canada's strong business features, and is something which is not evident in Great Britain and the European countries.

The Governor-General of Canada should not permit himself to be drawn into any connection such as is suggested above. Even as Earl Grey he should have the foresight to see the injustice and unwise features of taking any such action.

### INJURIOUS WORK OF TRAVELERS.

There are certain book travelers on the road who ought to be lectured severely for their share in bringing about price-cutting. The insidious suggestions of these over-zealous ambassadors of trade have led on more than one occasion to this injurious result. Anxious to have a certain book or a certain series of books lead the market, they have stooped to persuade the booksellers to cut the price and offer the books at a low figure. This is poor policy, and, while the bookseller is himself largely to blame if he does cut, yet the traveler is the guilty party.

We are making no personal charges this time, but wish only to refer to a particular case, brought to our attention recently where a series was cut from 25 cents to 18 cents in a Canadian city, at the suggestion of a traveler. The series, we are assured, had done well at the previous price, and there was no necessity whatever for the cut, except to gratify the ambition of the traveler, who was after a big sale.

It should be the aim of all book travelers to preach price maintenance, not to suggest price-cutting. There is too much of the latter evil without the help of the travelers. The prosperity of the book business will depend on the keeping up of the levels of trade and the traveler has a glorious chance to help on this good work. He goes in and out among the trade and he can act as a peacemaker between those booksellers who are trying to undersell each other.

### PROMOTING HOME PATRONAGE.

The merchants of Shenandoah, Iowa, recently offered a handsome prize to the person writing the best short essay on the subject, "How to Promote Home Patronage." The following extract from the prize-winning essay contains some very sound advice to merchants.

Be honest, earnest and accommodating. The most powerful factor in business is the personal element, and



right there is where the home merchant has the advantage of the mail order man. The farmer knows his home merchant, knows him to be honest, obliging and straightforward. If he can get anywhere near as good prices at home he will not send away. Let the farmer know that you have his interest at heart and would not knowingly sell him anything of poor quality. Educate him to the use of the best qualities and show him the differences in the grades. Make it an open deal all the way through, straight and above board. The farmer does not object to a fair profit, but the mail order men have constantly impressed on his mind that the home merchant is a robber, till sometimes the farmer almost believes it.

#### HALF-HOLIDAYS AND TRAVELERS.

Something that has caused more kicking among wholesale men and travelers in general than even bad railway facilities and local option boarding houses, this summer, has been the interruption of business through the frequency of the mid-week civic and other local holidays. To say that such have caused a lot of inconvenience is putting the case mildly. It would be hard to figure out in money just how much local holidays have cost as a result of useless trips and enforced lay-overs. There is great big room for some enterprising publisher to get out a list of all the cities and towns observing the half-holiday either on Wednesday, Thursday or as the case may be. The half-holiday pretty well carves up the five-day business week of the commercial man with headquarters in Montreal or Toronto. Moreover, the civic holiday dates ought to be known. It would mean a big saving in real money.

#### FALL PROSPECTS.

At the present time the state of trade in Canada may be said to be colorless. It is neither despondently dark nor brilliantly light. But the signs of the times are hopeful and while here and there, we hear complaints, the general impression seems to be that fall trade is going to be good.

One Winnipeg stationer writes with enthusiasm that the West is on the eve of a great trade revival. The crops, he claims, are even better than the most optimistic of Eastern papers would have us believe. A traveler home from the Coast reports that he secured a splendid lot of orders from the West. Taking everything into consideration and balancing one thing with another, the outlook is undoubtedly good.

#### REDUCING DISCOUNTS.

The recent authorization of two new text-books in Ontario discloses the Government's policy for the time being in regard to school books. The time is not yet ripe for free books, but, meantime, prices are to be forced

down by means of reducing discounts. On the new books the discount will be cut to twenty per cent. This will be a blow to the booksellers, which should make them wake up to the fact that if the school book business is to be retained, they had better take immediate steps to strengthen their position.

Opportunity is to be afforded at the approaching meeting of the Ontario Association to take up this question seriously. The indifference of the bulk of the trade may prevent anything being done, but surely the booksellers must realize the gravity of the situation. Now is the time to show interest in the Association.

#### THE FALL LISTS.

Looking over the announcements made in this issue by the book publishers, one must be struck by the number of excellent titles to be issued this season. Nearly all the popular authors of the day are represented, and, if their previous work can be taken as any criterion of what their new books will be like, there can be no doubt but that the public are to be treated to a splendid literary bill-of-fare.

Each publisher seems to have shown fine discrimination in his selections. The lists are all compact, and not one is too long. This concentration on a few good books is to be commended.

#### THE BOOKSELLERS' CONVENTION.

The meeting of the Booksellers' and Stationers' Association of Ontario in Toronto this week, is being looked forward to with much interest. This is the second annual meeting of the Association, and it will be in a measure experimental. In spite of all that was done to boom the 1907 meeting, that gathering was by no means the great success it should have been. Probably a great many of the trade held aloof just to wait and see what the outcome would be. Let them now take notice that the Association is still very much alive, and that the present meeting is going to take place just as arranged. From early indications the attendance is going to be well ahead of last year. It is too late to make any appeal in this issue of Bookseller and Stationer for support for the 1908 convention. But we can put in a word for the Association itself. More paid-up members are wanted. Surely there is no bookseller in the Province who cannot afford the small fee required to join. Let us put the membership up into the hundreds.

The presence of Mr. Fletcher B. Gibbs, of Chicago, at the convention will be a notable event. The knowledge which Mr. Gibbs possesses on trade questions is extensive and the Canadian trade should benefit exceedingly from his visit. At stationers' gatherings in his own country he is always a welcome guest, and we feel sure that those who hear him in Toronto will be most anxious to have him return at the first possible opportunity. If it were only to hear Mr. Gibbs speak it would be worth while for every stationer in the Province to come to Toronto.

## A Selection of Our FALL FICTION

**THE GHOST KINGS.** By Rider Haggard.

**SIR RICHARD ESCOMBE.** By Max Pemberton.

**MISS FALLOWFIELD'S FORTUNE.** By Ellen Thorneycroft Fowler.

**THE GOLDEN PRECIPICE.** By H. B. Marriott Watson.

**THE HATE OF MAN.** By Headon Hill.

**A LIFE'S ARREARS.** By Florence Warden. All attractively bound.

### FOR XMAS

The best selling annual in Canada to-day.

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Order now as well as "The Quiver," "Cassell's Magazine," "Girls' Realm," "Little Folks," "Tiny Tots," "Bo-Peep," "Storyteller," etc. There will be no risk in carrying a good stock of these.

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**Send for lists of our Picture Books and Cloth Bound Juveniles.**

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40 volume "Century Shakespeare" now ready. Individual volumes supplied, Cloth 25 cents, Leather 50 cents. For further particulars address the publishers

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## CASSELL & CO., Limited

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# Latest News of the Month in the Publishing World

Reports of Best Selling Books — New and Forthcoming Books  
Announced—What Canadian Authors are Doing—Short Book Reviews

In August the sales of popular fiction were such as to maintain the three July leaders in the same positions. "Mr. Crewe's Career" was a popular book in almost every centre, standing well ahead of "The Lure of the Mask," which takes second place. "The Heart of a Child" and "Jack Spurlock" replace "The Barrier" and "The Shuttle" in this month's list.

## Canadian Summary.

1. Mr. Crewe's Career. By Winston Churchill.
2. Lure of the Mask. By Harold MacGrath.
3. Prima Donna. By F. M. Crawford.
4. Somehow Good. By Wm. de Morgan.
5. Heart of a Child. By Frank Danby.
6. Jack Spurlock. By G. H. Lorimer.

## United States Summary.

1. Mr. Crewe's Career. By Winston Churchill.
2. Lure of the Mask. By Harold MacGrath.
3. Barrier. By Rex Beach.
4. Coast of Chance. By E. and L. Chamberlain.
5. Wayfarers. By Cutting.
6. Halfway House. By Maurice Hewlett.

## News From the Publishers.

October 15 is announced as the date of publication of John Fox's new novel, "The Trail of the Lonesome Pine." It will be published by McLeod & Allen.

F. Hopkinson Smith's new novel, "Peter," published by McLeod & Allen, is now on the market, and, judging by the sales, the first edition will soon be out of print.

"The Duke's Motto," by J. H. McCarthy, in the style of "If I Were King," is being issued in a second edition by the Musson Book Co., the first edition being already exhausted.

The Musson Book Co. will have ready on September 17, their leading fall book, "The Testing of Diana Mallory," by Mrs. Humphrey Ward, and also "The Riverman," by S. E. White.

"The Last of the Plainsmen," by Zane Grey, contains the remarkable story of a wonderful hunter, who used only a lasso in his hunting. It is illustrated with photographs. The Musson Book Co. are the publishers.

A renewed demand for "The Heart of a Child," by Frank Danby, is reported by the Copp, Clark Co., who say it was their leader during the month of August. It holds a place in the Canadian list of best sellers.

The Copp, Clark Co. inaugurate their fall fiction season with the publication on September 8 of "A Spirit in Prison," by Robert Hichens. This will be followed by "The Wild Geese," by Stanley J. Weyman, and "The Soul of Dominic Wildthorne," by Joseph Hoeking.

The American publishers of "Cy. Whitaker's Place," by Joseph C. Lincoln, believe that they have got another "David Harum" in this amusing book. They have pre-

pared a first edition of 50,000 copies. The Canadian edition will be ready this month, with the McLeod & Allen imprint.

McLeod & Allen issued "The Firing Line," by R. W. Chambers, late in August, and since its appearance on the book stalls it has undoubtedly been the leading seller. The first edition was exhausted within a week of publication.

The Musson Book Co. have secured the Canadian market for this year's Rackham book, "A Midsummer Night's Dream." This will be one of the leading art books of the season, beautifully produced in colors. They will also have the Canadian market for Dulac's "The Tempest," with colored illustrations. Both books sell at \$5.00 net.

## MONTREAL NOTES.

Montreal, Sept. 3.—Book stores are doing an active business with school supplies of all kinds. There has been no radical change in text-books with the exception of Gammell's History of Canada, which has been introduced into the schools, and is expected to take the place of other histories of Canada.

The tourist trade, though it has been fair, has not seemed to be quite equal to that of last year. Though the number of visitors may have nearly equalled former years, they do not seem to have spent the usual amount of money. All, however, speak favorably of Montreal, because of the number of excellent book stores in the city.

Books by Canadian authors, particularly those which are distinctly Canadian in character, have been in strong demand with the tourist trade. "Songs of a Sourdough," a book of poems of the Yukon, by Robert W. Service, has done very well, and Drummond's poems have been in strong request.

Tercentenary books and souvenirs are still selling, and at least one bookseller reports that his sales of this class were much heavier after the close of the great event to visitors returning from the celebration than they had been earlier.

Among the new books recently received, "The Firing Line," by R. W. Chambers, is the great seller. So far it has done exceptionally well. "Sowing Seeds in Danny," by Nellie L. McClung, is doing extremely well, as is also "Anne of Green Gables," by Miss L. M. Montgomery. This latter book is a story of Prince Edward Island, and is a remarkably interesting, sweet story. "The Flower of Destiny," by William Dana Orcutt, is new and seems likely to do well. "The Shoulders of Atlas," by Mary E. Wilkins Freeman, has just been received, and it is too soon to judge what success it will meet with here.

"The Golden Dog" has been selling steadily all summer, and as yet there is no falling off. There has seemed to be a renewed interest of late in "The Treasure of Heaven," by Corelli.

Souvenir stationery has been in good demand with the tourist trade during the summer.

## A Page About Books by Canadian Authors

## Some New Publications

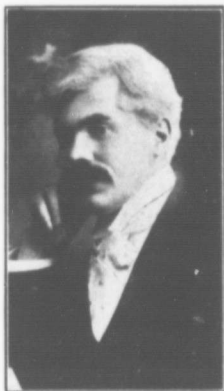
It is understood that the history of the Canadian Press, being published by the Canadian Press Association, will be ready towards the close of the present month.

The Musson Book Co., Toronto, report a heavy advance sale of Dr. W. H. Drummond's posthumous book, "The Great Fight," which will be ready very shortly.

The Musson Book Co. are bringing out a Canadian novel this fall entitled, "The Harvest of Moloch," the work of Mrs. J. K. Lawson. It will be ready about November 1.

Norman Duncan, whose Labrador stories have been so popular, has written another romance of that barren land, entitled, "Every Man for Himself," which will appear this fall.

William Briggs, Toronto, will publish in October a novel by a Canadian lady, entitled "My Lady of the



H. ADDINGTON BRUCE

A Torontonian in New York who has Attracted much Notice Recently in the Book World by his volume "The Riddle of Personality."

Shows," which is said to possess considerable merit. It is being published anonymously.

Rev. George Jackson, pastor of Sherbourne Street Methodist church, Toronto, has issued in book form the Gale lectures, which he delivered in the spring of this year at Vanderbilt University. The book is now ready, having been published by William Briggs, and sells at \$1 net.

A new history of Canada in two volumes is announced for fall publication by Henry Frowde. The first volume takes in the history of New France down to the present century and is the work of C. P. Lucas. The second volume continues the history to the present day and is by H. E. Egerton, M.A. The books are listed at \$1.25 each.

A new edition of "Comrades Two," a novel by Elizabeth Freemantle, an Englishwoman now resident in the

Qu'Appelle Valley, is being prepared by the Musson Book Co., Toronto. It will be illustrated in colors, with photographs specially taken for the publishers. The book is compared favorably with "The Lady of the Decoration." Its scene is laid in western Canada.

A unique Canadian publication this fall will be a book of rhymes for Canadian children, calculated to take the place of the old "Mother Goose Rhymes." It will be entitled, "Uncle Jim's Canadian Nursery Rhymes." The illustrations are by C. W. Jeffreys, the Toronto artist. A somewhat similar book to be issued by the same house will be "Young Canada Picture Book."

A Port Hope doctor, Geo. A. Dickinson, who has studied the boy problem all his life, has written a little volume of his impressions and observations, entitled, "Your Boy." A better book on the subject could not be put into the hands of parents, teachers, magistrates and ministers. It will contain half-tone reproductions of several striking photographs of boys at work and at play, and will be published in November by William Briggs, Toronto.

The publishing house of L. C. Page & Co., Boston, have made a notable name for themselves as patrons of Canadian literature. They are the publishers of all the books of Charles G. D. Roberts and his brother, Theodore Roberts, and recently have exploited a new Prince Edward Island writer, Miss L. M. Montgomery, whose charming story "Anne of Green Gables," has been so well received in many quarters. There is this to be said of the publications issued by this house, that they possess the merit of the very best taste and skill in book-making. The nature books of Mr. Roberts' are charming in every particular.

"The Tercentenary History of Canada" is the title of an important work by Frank Basil Tracy, a Boston journalist, which has come quietly on the market, but the sale of which is to be vigorously pushed by Colliers' Weekly in this country. It is a complete history of Canada in three volumes, and contains over 1,000 pages. From Jacques Cartier to Wilfrid Laurier, the tale of Canada's life is told in popular narrative form. The style is easy, familiar and entertaining, and the history is claimed to be the most convenient and compact in the field. Mr. Tracy, who is a leader writer on the Boston Transcript, spends his summers in Canada, mostly in Quebec, and has thus been inspired to write the country's history from an outsider's standpoint.

The Westminster Company, Toronto, who are the publishers of Ralph Connor's books, are devoting more and more attention to the publication of books by Canadian authors. This fall they will bring out a new story by Marian Keith, entitled, "Treasure Valley," which is said to be a very fine piece of work. They will also publish this fall a posthumous work by the late Principal Cayen, of Knox College, Toronto, entitled, "Christ's Teachings Concerning the Last Things." While they will not have a new novel by Ralph Connor this season, they will publish in book form a shorter composition from his pen called "The Angel and the Star." They are also arranging for special holiday editions of "The Sky Pilot," and "Black Rock," by the same author.

FOUR NOTABLE BOOKS BY CANADIAN AUTHORS

"THE BRIGHTEST BOOK OF THE YEAR."

ANNE OF GREEN GABLES

BY L. M. MONTGOMERY. Illustrated, \$1.50.

FROM  
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List

ANNE OF GREEN GABLES has won instant recognition as a book of unusual merit and charm. "Better than Rebecca of Sunnybrook Farm" say those who are not afraid to express an opinion. "ANNE OF GREEN GABLES should be a permanent figure in fiction."—*Boston Transcript*. "ANNE OF GREEN GABLES is worth a thousand of the problem stories with which the bookshelves are crowded to-day, and we venture the opinion that it will be read and re-read when many of the more pretentious stories are all forgotten. There is not a dull page in the whole volume."—*The Toronto Globe*.

A NEW BOOK, by CHARLES G. D. ROBERTS.

THE HOUSE IN THE WATER: A BOOK OF WILD LIFE.

Illustrated, - \$1.50.

Professor Roberts was one of the first writers to make popular the nature and animal story, and his popularity is to-day greater than ever. "He is the most literary as well as the most imaginative of all the nature writers," says the *Brooklyn Eagle*.

BLISS CARMAN'S

The Making of Personality

BOXED, - - - \$1.50.

It is seldom that a volume of essays has attracted such general attention as has Mr. Carman's new book, which is taking its place as a "seller" with the most popular fiction.

"A beautiful contribution to that oldest of all the arts, the art of living."—*Current Literature*.

A NEW ROMANCE, by THEODORE ROBERTS

Captain Love

ILLUSTRATED, - \$1.50

Theodore Roberts is one of the younger writers whom the critics are watching with interest. The scene of the present story is laid in England during the reign of George the First.

"The quickly moving narrative is full of flavor and spirit, redeemed from suspicion of mawkishness by a touch of tender tragedy, and practically warranted to hold the attention from first to last."

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# Fall Announcements for 1908

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By MARY JOHNSTON

Author of "To Have and To Hold"

**"Holy Orders"** The Tragedy of a Quiet Life  
Cloth, - \$1.25

By MARIE CORELLI

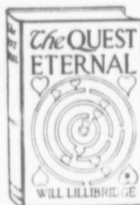
A very powerful novel, surpassing in interest any book penned in years.

**The Leaven of Love**

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By CLARA LOUISE BURNHAM

Promises to be one of the Successes of the Year.



**The Quest Eternal**

Cloth, - \$1.25

By WILL LILLIBRIDGE

Author of "Ben Blair"

**The Fly on the Wheel**

Cloth, - \$1.25

By KATHERINE THURSTON

Author of "The Masqueraders"

This book is sure to have a big sale.



**FICTION**

**The Last Voyage of the Donna Isabel**

Cloth, - \$1.25

By RANDALL PARRISH

We firmly believe this to be his masterpiece.



**The Strawberry Handkerchief**

Cloth, - \$1.25

By A. E. BARR

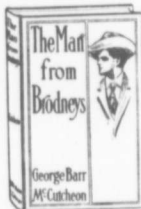
**The Man From Brodneys**

Cloth, - \$1.85

By GEORGE BARR McCUTCHEON

In this book the author returns to his earlier style of writing.

The book is much like "Granstark" only to our minds an improvement.



**Sowing Seeds in Danny**

Cloth, - - \$1.00

By NELLIE L. MCCLUNG

A Canadian Story by a Canadian who is sure to win success.



**A Pawn in the Game**

Cloth, - - \$1.25

By W. H. FITCHETT

Author of "Fights for the Flag," and "Deeds that won the Empire." This latest novel is a powerfully written historical romance, and will enjoy an enviable reputation.

**Hill Rise**

\$1.25

By W. B. MAXWELL  
Author of "Vivien."

**The Flower of the Dusk**

\$1.50

By MYRTLE REED

Author of "Lavender and Old Lace."

The equal of anything this charming author has yet written.

**The Third Floor Back**

\$1.00

By JEROME K. JEROME

Author of "Three Men in a Boat."

**The Great Fight**

Cloth, \$1.25 ; De Luxe, \$2.50

By DR. DRUMMOND

Author of "The Habitant."



**Through the Magic Door**

Cloth, \$1.25. By A. CONAN DOYLE

**The Old Loyalist**

Cloth, \$1.25. By A. R. DAVIS

**Songs and Sonnets**

\$1.25 net. By HELENA COLEMAN

**IMPORTANT BOOKS ON CANADA**



**A Woman's Way Through Unknown Labrador**

Cloth, illustrated, \$2.75 net.

By MRS. LEONIDAS HUBBARD, JR.

**Through the Mackenzie Basin**

With notes on the Mammals and Birds of Northern Canada. Cloth, \$2.00 net.

By CHAS. MAIR and RODERICK MACFARLANE.

**Canadian Types of the Old Regime**

Cloth, \$3.00 net.

By PROFESSOR C. W. COLBY,  
of McGill University.

**Across the Sub-Arctic of Canada**

Cloth, illustrated, \$2.00. By J. B. TYRRELL

With a special chapter dealing with the proposed Hudson's Bay short sea route to Europe.



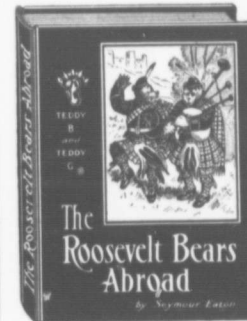
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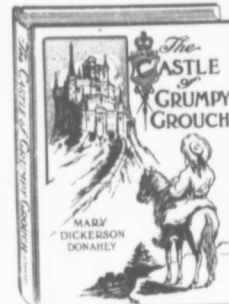
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**CASTLE**—Wroth, \$1.25. A Castle novel is always a good investment.

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# Autumn Announcement

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| THE ILLUSIVE PIMPERNELL.....        | Baroness Orczy .....       | 1.25   |
| THE WILD GEESE.....                 | Stanley Weyman .....       | 1.25   |
| THE RED CITY.....                   | Dr. S. Weir Mitchell ..... | 1.50   |
| THE SOUL OF DOMINIC WILDTHORNE..... | Jos. Hoeking .....         | 1.25   |
| KINCAIDE'S BATTERIES.....           | Geo. W. Cable .....        | 1.25   |
| THE WATCHERS OF THE PLAINS.....     | Ridgewell Cullum .....     | 1.25   |
| PURPLE LOVE.....                    | Moriee Gerard .....        | 1.25   |
| THE FIGHTING LINES.....             | David Lyall .....          | 1.25   |
| SALTHAVEN.....                      | W. W. Jacobs .....         | 1.25   |

## Miscellaneous

|  |                            |        |
|--|----------------------------|--------|
| OUT OF DOORS IN THE HOLY LAND.....                   | Henry Van Dyke .....       | \$1.50 |
| THE HOUSE OF RIMMON.....                             | Henry Van Dyke .....       | 1.00   |
| COUNSELS BY THE WAY.....                             | Henry Van Dyke .....       | 1.00   |
| THE MAKING OF PERSONALITY.....                       | Bliss Carman .....         | 1.50   |
| THE HOUSE IN THE WATER.....                          | Chas. G. D. Roberts .....  | 1.50   |
| BRAVES WHITE AND RED (Adventures in North-west)..... | C. S. Argyll Saxby .....   | .60    |
| HOW CANADA WAS WON.....                              | Capt. F. S. Brereton ..... | 1.50   |
| ROUGH RIDERS OF THE PAMPAS.....                      | Capt. F. S. Brereton ..... | 1.25   |
| PRACTICAL BRIDGE.....                                | J. B. Elwell .....         | 1.50   |

## Juvenile

|                                   |                        |        |
|-----------------------------------|------------------------|--------|
| DOROTHY AND THE WIZARD OF OZ..... | L. Frank Baum .....    | \$1.25 |
| TOODLES AND THE SNOW MAN.....     | Frederick Chapin ..... | 1.50   |
| BILLY WHISKERS AT THE CIRCUS..... | F. G. Wheller .....    | 1.00   |
| A LITTLE MAID IN TOY LAND.....    | Ada L. Sutton .....    | 1.00   |
| BROWNIE BOO.....                  | Florence Lapan .....   | 1.25   |
| BORDER LAND.....                  | Leigh Gross Day .....  | 2.00   |

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Publishers

Toronto



# Musson's Fall Fiction

|   |        |
|---|--------|
| <b>THE TESTING OF DIANA MALLORY.</b> By Mrs. Humphry Ward .....   | \$1 50 |
| <b>THE RIVERMAN.</b> By Stewart Edward White .....  | 1 25   |
| <b>THE GUEST OF QUESNAY.</b> By Booth Tarkington .....  | 1 25   |
| <b>"9009."</b> By James Hopper and F. R. Bechdolt .....   | 1 25   |
| (A Romance of Prison Life.)   |        |
| <b>KINGSMEAD.</b> By the Baroness Von Hutten .....  | 1 25   |
| <b>THE WORLD WELL LOST.</b> By S. R. Crockett .....   | 1 25   |
| <b>THE MASTER OF LIFE. A Romance of the Five Nations and Prehistoric Montreal.</b> By W. D. Lighthall ..... | 1 25   |
| <b>THE GENIAL IDIOT.</b> By John Kendrick Bangs .....   | 1 25   |
| <b>THE CRADLE AND THE ROSE.</b> By Author of "Martyrdom of An Empress" .....                                | 1 50   |
| <b>EVERY MAN FOR HIMSELF.</b> By Norman Duncan, Author of "Cruse of the Shining Light," etc .....           | 1 50   |
| <b>THE SHADOW WORLD.</b> By Hamlin Garland .....  | 1 35   |
| <b>DAVIE AND ELIZABETH.</b> By Muriel Campbell Dyar .....   | 1 00   |
| <b>THE BACHELOR AND THE BABY.</b> By Margaret Cameron .....   | 50     |
| <b>GILBERT NEAL.</b> By Will N. Harben .....  | 1 50   |
| <b>MANY KINGDOMS.</b> By Elizabeth Jordan .....   | 1 50   |
| <b>THE DUKE'S MOTTO.</b> By Justin Huntley McCarthy .....   | 1 50   |
| <b>AN IMMORTAL SOUL.</b> By W. H. Mallock .....   | 1 50   |
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| <b>THE WITCHING HOUR.</b> By Augustus Thomas .....  | 1 50   |
| <b>THE LAND OF THE LIVING.</b> By Maude Radford Warren .....  | 1 50   |
| <b>COMRADES TWO.</b> By Elizabeth Freeman. New edition with colored illustrations of western scenery .....  | 1 25   |
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 Toronto Limited

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The following are just a few of the leaders taken from our Fall list. Every one of the five is strong enough to be the leading book on any list. The whole list is perhaps the greatest ever sent out by a Canadian publishing house.

## **The Firing Line,** **Robert W. Chambers**

Without exception Mr. Chambers' admirers proclaim this better than even "The Fighting Chance" or "The Younger Set." The most talked-of book of the year.

## **The Trail of the Lonesome Pine,** **John Fox, Jr.**

The eagerly awaited long novel by the author of "The Little Shepherd of Kingdom Come" has at last been completed and will, we feel sure, have a wider circulation than even that magnificent success.

## **The Wheel o' Fortune,** **Louis Tracy**

Tracy at his best. For sustained interest it excels even "The Wings of the Morning."

## **The Little Brown Jug at Kildare,** **Meredith Nicholson**

A romance of pure joy; something new and different. The publication of this new novel by the author of "The House of a Thousand Candles" is the most cheerful thing that has happened in a month of Sundays.

## **Peter** **F. Hopkinson Smith**

A fine, wholesome, optimistic novel by the author of "The Tides of Barnegat." Mr. Smith has never written a poor story, but he has never written anything nearly so good as "Peter."

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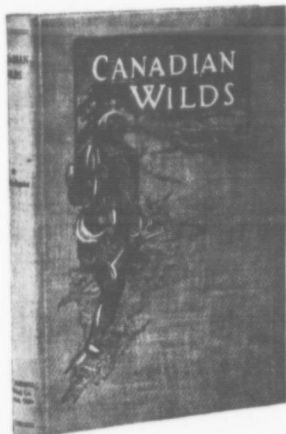
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**MR.  
FROWDE'S  
LIST**

lem of the city church to-day in its relation to the social and business world, are proving of practical value and are awakening the greatest interest of both pulpit and pen. In this new novel Dr. Dawson goes even more deeply into the dangers which threaten the church, and through his characters makes a tremendous plea for universal charity.

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## What the Publishers Offer for the Fall Season

Attractive Lists of Publications—Many Noted Authors Represented—  
Some of the Best Novels Described—Juveniles and Gift Books.

This season's list as furnished to Bookseller and Stationer by the publishers are characterized by the presence of quite a number of novels by noted authors. In fact, the general character of the fall books is of a high standard of merit and the trade should be relieved to find strong, compact lists to select from.

### Copp, Clark Co.

The fiction list of this house numbers about ten titles, all well selected, particulars of which follow.

Robert Hichens, whose "Garden of Allah" was so much discussed a few years ago, contributes a long novel entitled "A Spirit in Prison," the scene of which is laid in Italy. The local color and atmosphere reflect the subtle cleverness displayed in "The Garden of Allah." (Cloth, \$1.50.)

Baroness Oreyz, who wrote that charming romance, "The Scarlet Pimpernel," tells more about that dashing character in a sequel entitled "The Illusive Pimpernel," in which most of the characters in the former book reappear. (Cloth, \$1.25.)

What is announced to be Stanley Weyman's last novel is "The Wild Geese," which has its scene laid in Ireland in the reign of George I. Every scene, every character, every conversation is racy of the soil. (Cloth, \$1.25.)

"The Red City," by Dr. S. Weir Mitchell is in reality a sequel to that author's great historical novel, "Hugh Wynne." Some of the same characters are introduced at a later date. The hero is a young Frenchman who comes to America and settles in Philadelphia in 1792. (Cloth, \$1.50.)

That delightful depicter of sailor life on the coast of England, W. W. Jacobs, has written another clever story, called "Salthaven." A number of likable and distinctly original people appear in its pages. (Cloth, \$1.25.)

"The Soul of Dominic Wildthorne," by Joseph Hocking, is a story introducing some of the problems facing the established church in England to-day. The hero has to face and solve some of these problems. (Cloth, \$1.25.)

E. Phillips Oppenheim contributes "The Governors," a story in which the duplicity of an American multi-millionaire forms the basis of an exciting plot, in which his daughter and his niece take active parts.

The gay, romantic and picturesque life of New Orleans at the opening of the Civil War is the scene at the beginning of "Kincaid's Battery," by George W. Cable. The story deals with the war in much the same entertaining way as "The Cavalier." (Cloth, \$1.50.)

"The Watchers of the Plains," by Ridgwell Cullum, is a real picture of human life on out-of-the-way frontiers. (Cloth, \$1.25.)

"Purple Love," by Morice Gerard, is an historical novel, in which William of Orange plays an important part. (Cloth, \$1.25.)

Of books of general interest there appear on the Copp, Clark's list: "Out of Doors in the Holy Land," by Henry Van Dyke. Cloth, \$1.50. "The Henry Hutt Picture Book," Boxed, \$3.00 net. "Practical Bridge," by J. B. Ellwell. Cloth, \$1.50 net.

Of boy's books, there are two by Captain F. S. Brere-

ton, "How Canada was Won" and "Rough Riders of the Pampas." Of juveniles, "Toddles and the Snow Man," by Frederic Chopin and "Prince Babilon," by "Nella."

### William Briggs.

An exceptionally interesting list is provided by William Briggs. Each author represented is a master in his particular field.

The leading book on the list is by Mary Johnston, author of "To Have and to Hold." It is entitled "Lewis Rand," and is said to be a very strong piece of work. Next in interest is Marie Corelli's new novel "Holy Orders."

"The Last Voyage of the Donna Isabel," by Randall Parrish, is heralded as one of the great books of the season. It is the leading book on A. C. McClurg & Company's list this fall, which means a good deal.

Katherine Thurston, author of "The Masqueraders" and "The Gamblers," contributes "The Fly on the Wheel." Amelia E. Barr writes "The Strawberry Handkerchief."

George Barr McCutcheon reverts to the style of "Graustark" in his new novel, "The Man from Brogneys." W. B. Maxwell contributes "Hill Rise" and Will Lillibridge writes "The Quest Eternal." Jerome K. Jerome is author of "The Third Floor Back."

In gift books, William Briggs offers: "Bachelor Belles," by Harrison Fisher, boxed, \$3, and "The Roosevelt Bears Abroad," by Seymour Eaton, cloth, \$1.50.

In juveniles, there is "The Castle of Grumpy Grouch," by Mary Dickerson Donahy, cloth, \$1.25 net; "The Children's Longfellow," large quarto, \$3, and "The Diary of a Birthday Doll," by Ethel C. Dow, \$1.25.

### The Macmillan Company of Canada.

On the Macmillan Company's list appear half-a-dozen outstanding works of fiction. This house can always be relied on to supply the very best work of modern novelists and their fall selection is quite up to the ordinary standard.

F. Marian Crawford contributes the third novel in the trilogy of which "Fair Margaret" and "Prima Donna" were the first titles. It is to be called "The Diva's Ruby."

Sara Jeanette Duncan (Mrs. Cotes), who has not published anything for several years has a story that will appeal to Canadians. It is to be called "Cousin Cinderella," though a more appropriate title might be "A Canadian Girl in London."

Rosa Nouchette Carey writes "The Sunny Side of the Hill," another of her pleasant stories.

Agnes and Egerton Castle have in "Wroth," a powerful romance of England, France and Italy, containing a strong love story. H. G. Wells tells in "The War in the Air" of future methods of warfare with balloons and airships. "Helianthus," by "Ouida," is that writer's last novel, which has been so long expected.

### Musson Book Company.

The Musson Book Company, present quite a lengthy list of fiction for this fall. Their leading novel is no

doubt Mrs. Humphry Ward's "The Testing of Diana Malory," which is quite up to the standard of excellence of this writer's previous work.

Following it in interest is "The Riverman," by Stewart Edward White, another book after the style of his lumbering stories.

Booth Tarkington, who has not published anything for some time, writes "The Guest of Quesnay." S. R. Crockett is represented by "The World Well Lost." Norman Duncan, author of "The Cruise of the Shining Light," writes "Every Man for Himself."

John Kendrick Bangs, one of the greatest of living humorists, is author of "The Genial Idiot." "The Cradle and the Rose" is by the author of "Martyrdom of an Empress." The Baroness von Hulten contributes "Kingsmead."

**McLeod & Allen.**

McLeod & Allen's list is about the best they have ever offered, and that is saying a good deal. With "The Firing Line" as a leader already on the market, they expect to capture a big trade during the fall.

John Fox, jr., author of "The Little Shepherd of Kingdom Come," writes another fine story in "The Trail of the Lonesome Pine." Louis Tracy, who is one of the most popular authors of the day, is at his best in "The Wheel of Fortune." Meredith Nicholson, another popular novelist, writes something out of the ordinary in "The Little Brown Jug at Kildare." F. Hopkinson Smith is represented by "Peter," a fine wholesome optimistic novel.

**Henry Frowde.**

Henry Frowde, the Oxford University Press, has selected a few first-class novels for the fall, which, together with the books issued during the spring and summer, comprise a notable group.

First of all, there is the new Canadian story by R. E. Knowles, of Galt, entitled, "The Web of Time," in which Mr. Knowles pictures much the same scenes as in his earlier books. (Cloth, \$1.25).

Then there is a new novel by Rev. W. J. Dawson, which is called "A Soldier of the Future." In this new novel Dr. Dawson goes even more deeply into the dangers which threaten the Church, than he did in his previous novel, "A Prophet in Babylon."

Wm. de Morgan, author of "Joseph Vance," etc., is to have a new novel which Henry Frowde expects to issue in November. He will also publish shortly, "An Alabama Student," by Professor William Osler.

In juveniles there are three books by the boys' writer, Herbert Strang. "Humphrey Bold," "Barclay of the Guides," and "Queen of the Sea."

**A. C. McClurg & Co.**

This prominent Chicago house has arranged an interesting fall list in which many different kinds of books are represented.

In fiction they are publishing "The Last Voyage of the Donna Isabel," by Randall Parrish, a breezy sea story involving the search for a long lost treasure-laden Spanish galleon; "Ganton & Co.," by Arthur Jerome Eddy, a story of Chicago commercial and social life, and "Wulnoth, the Wanderer," by H. Escott-Luman, a story of King Alfred of England.

In general books they publish on October 10, "The Arts and Crafts of Older Spain," by Leonard Williams; on October 10, "Studies of the Eighteenth Century in

Italy," by Vernon Lee; on September 19, "Health and Happiness," by Rt. Rev. Samuel Fallows, D.D.; on October 23, "Musical Memories," by George P. Upton; on October 10, "Rugs: Oriental and Occidental, Antique and Modern," by Rosa Bell Holt; on September 26, "The Washington Year Book," by Wallace Rice; on the same date, "Catchwords of Patriotism," and "Catchwords of Friendship"; on October 3, "Clotilde," by Marguerite Bouvet; on October 10, "Little Books on Art," edited by Cyril Davenport, four volumes; on October 10, "Handbook to the Standard Galleries of Holland," by Esther Singleton; on October 3, "The Flaming Sword," by Edith Ogden Harrison.

**Westminster Co.**

The most important book on the Westminster Co.'s fall list is "Treasure Valley," by Marian Keith, a Canadian story, which is to be ready on October 1.

**W. A. Wilde Company.**

W. A. Wilde Company, Boston, are publishers of that in valuable guide for Sunday School teachers, Peloubet's "Select Notes," which will shortly be ready for the new year. (Cloth \$1.25, interleaved \$2.00, French morocco \$2.00).

They also published "The Trail of the Badger," a story of the Colorado border thirty years ago, by Sidford F. Hamp; "Six Girls Growing Older," by Marion Ames Taggart; "The Turn of the Tide," by Eleanor H. Porter; "New Little Americans," by Mary Hazelton Wade; "The Dolls' Story Book," edited by Mary I. Lovejoy; "How Richard Won Out," by Mary Knight Potter.

**Thomas Y. Crowell & Co.**

A strong general list of medium-priced books can always be counted upon from this house. Their 1908 list, as published in this number, will be found to be quite as acceptable and serviceable as any previous list.

In illustrated gift books they offer Thoreau's "Cape Cod," in special binding and with special photographic illustrations for \$2.00 net; Masterlinek's "Pellean and Melisande," illustrated with scenes from the opera and portraits of Miss Garden; and George Eliot's "Mill on the Floss," with 17 illustrations. (Cloth \$1.50).

In essays they show Henry Van Dyke's "Counsels by the Way," a new volume of collected papers and addresses (\$1.00 net); Orison Sweet Marden's "He Can Who Thinks He Can" (\$1.00 net); Ralph Waldo Trine's "On the Open Road" (50 cts. net), and Woodrow Wilson's "The Free Life," a message of the time. (75 cts. net.)

They have a strong list of juveniles, including "A Treasury of Verse for Little Children"; "Old Man Coyote," by Clara K. Bayliss; "Stories of Persian Heroes," by E. M. W. Buxton; "The Firefly's Lovers," by William E. Griffiths; "The Galleon Treasure," by Percy K. Fitzhugh, and "Two Stowaways," by James Otis.

Three new plays in the first folio edition of Shakespeare are announced, viz.: "Coriolanus," "Taming of the Shrew" and "Two Gentlemen of Verona."

Fletcher B. Gibbs, of Chicago, was the guest of honor at a luncheon tendered him by the officers of the Wholesale Stationers' Section of the Toronto Board of Trade at the National Club on September 8. Those present included S. R. Hart, J. F. Ellis, Richard Brown, H. L. Thompson, G. R. Warwick, Wm. Tyrrell and W. A. Craik.



## Announcement

## Autumn, 1908

Our list of New Publications for the season now ready and to be issued during the Fall, comprises thirty-five titles. There are a number of popular-selling books every Canadian bookseller should stock, and an interesting range of general subjects. We want every Canadian bookseller to have our announcements. If you are not receiving them let us put you on our mailing lists for regular distributions.

### A. C. McCLURG & CO., Publishers, CHICAGO

#### THE NEW TEXT BOOKS.

A circular has been issued by the Education Department of Ontario in reference to text-books for the coming year, the main provisions of which are as follows:

Until the midsummer vacation of 1909 the books authorized in 1907-1908 remain authorized, but only for the schools in which they are now in use. It is expected that text-books will be ready by next midsummer to replace those the authorization of which will cease as provided.

The Education Department is preparing a series of copybooks, which will be ready about the beginning of October, and the prices of which will be then announced. It is also preparing a set of exercises which may be used with blank paper in lieu of the copybooks.

#### RELIGIOUS ART OBJECTS.

Librairie Beauchemin, Montreal, who carry a complete line of stationery and books have issued a small book with numerous illustrations of a fine line of religious art objects. These consist of sacred pictures, medallions, crucifixes, prayer books, beads, crosses, first communion badges and statuettes.

This firm which does a wholesale stationery business are also manufacturers of loose leaf books and all office requisites in the way of stationery.

Among the ecclesiastical goods special mention might be made of the medallions, which are specially artistic and varied in subjects embracing many of the Saints in the Church calendar, the Saviour, Virgin Mary and Pope Pius X. In addition to the medallions illustrating these various subjects, this firm carries an exceptionally fine line of metal plaques with the subjects done in bas-relief and the whole mounted on leather and velvet foundations.

Many works of distinguished French Canadians have come from this press, including such famous names as F. X. Garneau, O. Cremazie, Judge Mathieu, and the great poet of the Canadian people, Louis Fréchette.

The house of Beauchemin which has been established since 1842 has had a long history of steady advancement in business and the best testimonial to this fact is the firm's association with such eminent works as the ones enumerated above.

#### TRADE NEWS.

Jesse H. Shaw, stationer, Lloydminster, Sask., has sold out to F. J. Colmer.

The National Association of Newsdealers, Booksellers and Stationers, in session at Philadelphia, passed a resolu-

tion condemning the tariff on wood pulp and other commodities entering into the manufacture of white paper.

Osborne Bros., dealers in books and stationery, of Calgary, have been succeeded by F. E. Osborne.

Newsome & Gilbert, dealers in typewriters and stationers, Winnipeg, have been succeeded by the Gordon, Radford Company.

A. R. Daniels and C. J. Loat, of Victoria, have opened a store in New Westminster which is known as "The Fair." The firm are dealing in stationery, chinaware and other lines.

Clark & Stuart Co., Ltd., Vancouver, disposed of their office furniture and typewriter departments to the former managers of the same, W. O. Webster and R. W. Hanna. This end of the Clarke & Stuart business is probably the largest in Western Canada as well as the oldest established, having been inaugurated by them some fifteen years ago. The sole agencies controlled are the Underwood visible typewriter and the Globe-Wernicke filing systems and sectional bookcases.

#### NEW PLAYING CARDS.

Warwick Bros. & Rutter, Toronto, are offering the trade two new packs of playing cards, "Woto" and "No Trump Whist," which will be welcomed by card players.



"Woto" is an ideal ordinary size pack to retail at 25 cents, with plain and gilt edges. It is made with an exquisite finish, admitting of rapid and correct shuffling. "No Trump Whist" has been produced especially on account of the great demand for bridge cards. It is the narrow shape with large size index.

A new line of desk baskets is being shown by Buntin, Gillies & Company, Limited, Hamilton. It is a strong, tight-woven wicker basket, 10 x 15 x 3 1/2 inches in size. Price \$6 per dozen.



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Such as Seals, Tags, Embossed Greeting Cards, in great variety.

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*Forwarded Free Upon Application*

## Important Investigation into the Question of Stationers' Profits

Samuel Ward, a Boston Stationer, Secures Data from Many United States Stationers, from which he makes a Report on Stationers' Profits that Ought to Interest the Canadian Trade.

Last July, Samuel Ward, of the Samuel Ward Company, Boston, a broad-minded stationer, sent out a circular to the United States trade asking for information as to the manner of estimating expenses and profits. To this circular a large number of replies were received and from the data thus secured Mr. Ward has prepared a statement which is of decided interest to every member of the trade. The questions asked were as follows:

### Questions Asked.

Do you take stock at least once a year? Answer "Yes" or "No".  
 Do you keep an expense account? Answer "Yes" or "No".

### Class.

Insert an X in the class or division to which you belong.

- A. My (or our) business is retail.
- B. My (or our) business is wholesale.
- C. My (or our) business is wholesale and retail.
- D. My (or our) business is that of a manufacturer.

### Division of Classes.

- M. My (or our) annual sales are less than \$25,000.
- N. My (or our) annual sales are \$25,000 or more, but less than \$50,000.
- O. My (or our) annual sales are \$50,000 or more, but less than \$150,000.
- P. My (or our) annual sales are over \$150,000.
- \*The per cent. of gross profits on last year's sales was ..... per cent.
- \*\*The percentage of expenses on these sales was..... per cent.

The difference was therefore..... per cent., which would have been the per cent. of net profits on sales if there had been no losses for bad debts or depreciation on fixtures or machinery, but taking these items into account reduces the above percentage of actual net profit on sales to..... per cent.

\*As the last year has been probably with most persons an exceptionally poor one, is it asking too much of you to give figures for the two years previous to the last also?

\*\*In order to have uniformity in the returns when figuring the percentage of expense on sales, please include in the expense account a fair salary for yourself and partners (if any) or if a corporation include the amounts paid to all salaried officials, but do not include interest on capital.

### The Results.

Here are extracts from some of the replies received: "I am at a loss to figure the gross profits on my sales, and shall be glad to have you show me how to do it."

"We think your scheme a very good one and that it stands on its merits."

"We do not know why you want this, but trust it is to further the dealers' interests. We have no association here, but neither have we any price cutting, in which we presume we are to be congratulated. We think a demand should be made for manufacturers of specialties to publish and establish selling prices, high enough to give dealers

larger profits on them, and to require them to demand that dealers maintain the published selling prices."

"We think the association should pass a resolution to instruct every member to tar and feather every salesman who submits a price of 30 per cent. off f.o.b. factory, and to crucify the salesman who insults you by offering you 25 per cent. off f.o.b. factory."

"While we could give the figures for total business, our books are not departmentized so that we can tell what portion is stationery, and if the current opinion as to the profit in the drug end is to be relied upon, we fear that our figures might unduly swell the net profits."

"We spoiled the form you sent us and would appreciate it if you could send us another. Complimenting you on your great forethought on this matter, we are, etc."

"Expense account kept, but never added."

"We prefer not to give any figures."

"Actual profit on investment 7 $\frac{3}{4}$  per cent."

"Stationery business only four months old."

"All expenses not charged to stationery department that properly belong to it."

One party claims that he made "a gross profit on sales of one year of 53 per cent. The year before of 57 per cent., but does not take stock, nor does he keep an expense account." His returns are very properly, therefore, not included in the list.

One party, as to profits, replies, "Two meals a day," and gives no further facts.

One of the largest, most able and businesslike concerns in the country writes, "Make them show up good expense accounts. None of them gets them big enough."

One man keeps an expense account, "nearly so," and claims a gross per cent. of profit on his sales of 50 per cent., which, of course, is 100 per cent. on his cost, but does not state his per cent. of expense on sales or his net per cent. of profit on sales. It is probable that he intended to state that he made 50 per cent. on cost, which, of course, is 33 $\frac{1}{3}$  per cent. on his sales, for it is very doubtful if there is any dealer in the United States whose sales for the year average twice what the goods cost him."

One of the largest dealers in the country writes: "Our method of inventorying many stocks is about as follows: We inventory at \$1 stock that costs \$1, that is new, fresh and salable, and has not been in stock over a previous inventory. If, on hand at time of second yearly inventory and still fresh and salable, it is taken at 25 per cent. discount, at third inventory 50 per cent. discount, at fourth 75 per cent. and at fifth taken at nothing. In this way the 'shopkeepers' get down to a low inventory valuation, whatever may be the actual selling value. This latter is determined according to the item and its salability."

Two parties report, "We do not take stock," and one adds, "Do not keep an expense account."

As to the returns received: We have divided them into (1) retailers, (2) wholesale and retail, (3) wholesale, (4) manufacturers. Many parties, however, in the first three divisions do more or less manufacturing.

The division of classes is as follows:

- M. Annual sales less than \$25,000.
- N. Annual sales \$25,000 or more, but less than \$50,000.
- O. Annual sales \$50,000 or more, but less than \$150,000.
- P. Annual sales over \$150,000.

## BOOKSELLER AND STATIONER

| Retailers in Class M.                              |                  |   |   |
|--|------------------|---|---|
| (Yearly sales less than \$25,000, four reporting): |                  |   |   |
|  | Per Cent. Net on | Sales After Deducting All Bad Debts and De- |   |
|  | Per cent. of     | Per cent. of                                | preciation for                            |
|  | Profit on Sales. | Expense on Sales.                           | of Gross Fixtures, Mdse., Machinery, etc. |
| No. 1  | .33 1-3          | .23   | .09                                       |
| No. 2  | .40              | .30   | .10                                       |
| No. 3  | .30              | .22   | .05                                       |
| No. 4  | .33 1-3          | .26 1-2                                     | .04 3-4                                   |
| Average of the 4                                   | .34 1-7          | .25 3-8                                     | .07                                       |

| Retailers in Class N.   |         |         |         |
|---|---------|---------|---------|
| (Yearly sales \$25,000 or more, but less than \$50,000, three reporting): |         |         |         |
| No. 5   | .40     | .25     | .12     |
| No. 6   | .25     | .23     | .02 1-2 |
| No. 7   | .30 1-5 | .20 1-2 | .08 1-5 |
| Average of the 3  | .32     | .22 7-8 | .07 1-2 |

| Retailers in Class O.   |          |         |         |
|---|----------|---------|---------|
| (Yearly sales \$50,000 or more, but less than \$150,000, eleven reporting): |          |         |         |
| No. 8   | .31 1-2  | .24 1-4 | .03 3-4 |
| No. 9   | .41 3-4  | .34 4-5 | .07     |
| No. 10  | .29      | .20     | .01     |
| No. 11  | .40      | .22     | .15     |
| No. 12  | .33      | .26     | .05     |
| No. 13  | .28 1-4  | .16 1-4 | .11 2-5 |
| No. 14  | .28      | .24     | .03 1-2 |
| No. 15  | .39 4-5  | .35 2-5 | .03 2-5 |
| No. 16  | .30 1-10 | .24 3-5 | .05 1-2 |
| No. 17  | .34      | .23 1-4 | .10 1-7 |
| No. 18  | .34 1-2  | .33 5-8 | .00 1-2 |
| Average of the 11   | .33 5-8  | .25 7-8 | .06     |

| Retailers in Class P.                              |         |         |         |
|--|---------|---------|---------|
| (Yearly sales \$150,000 or over, seven reporting): |         |         |         |
| No. 19   | .28     | .22 4-5 | .04 1-2 |
| No. 20   | .33 1-3 | .27 1-3 | .04     |

|  |         |         |            |
|--|---------|---------|------------|
| No. 21   | .29     | .14     | .15        |
| No. 22   | .29 1-2 | .22 1-2 | .05        |
| No. 23   | .31     | .23 1-3 | .07        |
| No. 24   | .31 7-8 | .21 3-4 | .10        |
| No. 25   | .37 1-4 | .30 1-2 | .06 3-4    |
| Average of the 7   | .31 2-5 | .23 1-6 | .07 47-100 |
| Average of the whole 25 retailers in the 4 classes above | .32 7-8 | .24 5-8 | .06 3-4    |

### Wholesale and Retail in Class N.

| (Yearly sales \$25,000 or more, but less than \$50,000, three reporting): |         |         |     |
|---|---------|---------|-----|
| No. 26  | .25     | .21     | .04 |
| No. 27  | .23 5-8 | .19 2-5 | .03 |
| No. 28  | .33 1-3 | .22 1-4 | .11 |
| Average of the 3  | .27 1-3 | .20 7-8 | .06 |

### Wholesale and Retail in Class O.

| (Yearly sales \$50,000 or more, but less than \$150,000, seven reporting): |          |          |          |
|--|----------|----------|----------|
| No. 29   | .35      | .30      | .04 1-2  |
| No. 30   | .33 1-3  | .21 3-8  | .11 3-8  |
| No. 31   | .30      | .27 1-4  | .02 3-4  |
| No. 32   | .36 2-3  | .27 1-3  | .09      |
| No. 33   | .31      | .20 1-5  | .09      |
| No. 34   | .26 7-10 | .22 9-10 | .03 3-5  |
| No. 35   | .29      | .26 1-2  | .02 1-4  |
| Average of the 7   | .31 5-8  | .25 1-12 | .06 1-10 |

### Wholesale and Retail in Class P.

| Yearly sales \$150,000 or more, four reporting): |         |         |          |
|--|---------|---------|----------|
| No. 36   | .33 1-3 | .25     | .08      |
| No. 37   | .31 4-5 | .29 1-4 | .01 2-5  |
| No. 38   | .22 1-3 | .18 1-2 | .03 7-8  |
| No. 39   | .30     | .25 1-5 | .04 3-4  |
| Average of the 4                                 | .29 3-8 | .24 1-2 | .04 1-2  |
| Aver. of 14 above: wholesale & retail            | .30     | .24 1-4 | .04 9-10 |

# ROYAL WHITE SUEDE WEDDING

stock is the pure white that so many fashionable dealers have adopted. A richer, higher quality, finer printing paper cannot be made. The shade is most pleasing and to those who desire a change from the fashion of the past few years Royal White will be most acceptable.

**We of course still have the Pearl Gray  
Suede Finish stock for those who prefer it.**

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

**Fine Paper Makers**

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



## BOOKSELLER AND STATIONER

### Wholesale Dealers.

(Sales \$150,000 or more, two only reporting):

|                  |       |         |         |         |
|------------------|-------|---------|---------|---------|
| No. 40           | ..... | .34 1-2 | .32 4-5 | .00     |
| No. 41           | ..... | .24     | .17 1-2 | .06 1-2 |
| Average of the 2 |       | .29 1-4 | .25 1-7 | .03 1-4 |

Per Cent. Net on  
Sales After-Deducting All Bad  
Debts and De-

Per cent. Per cent of  
of Gross Expense Fixtures, Mdse.,  
Profit on Sales. on Sales. Machinery, etc.

|   |       |         |         |      |
|---|-------|---------|---------|------|
| Average of the 41<br>above, viz.: 25 re-<br>tailers, 14 whole-<br>sale and retail, 2<br>wholesale | ..... | .31 1-6 | .24 1-2 | .06* |
|---|-------|---------|---------|------|

\*Or to be exact, .0597 per cent.

### Manufacturers.

(5 reporting, three whose annual sales are \$50,000 or more, but less than \$150,000; two whose sales are over \$150,000):

|        |       |     |         |         |
|--------|-------|-----|---------|---------|
| No. 42 | ..... | .32 | .27     | .04     |
| No. 43 | ..... | .40 | .25     | .13 1-2 |
| No. 44 | ..... | .75 | .59     | .16     |
| No. 45 | ..... | .51 | .31 1-2 | .19     |
| No. 46 | ..... | .40 | .22     | .18     |

Average of the 5 47 3-5 .329-10 .14 1-10

It is assumed that in the above figures all parties included in their expense account a fair salary for themselves and partners, if any, or if a corporation, salaries for their officers. No doubt this was done in most cases, for the fact was clearly stated, if there were those making the returns who did not do so, the percentage of net profit would be reduced still further.

It is to be remembered that in the net results above no interest on capital was included. It would be interesting to know what was left of profits if this should be done. Is the stationer always getting, in addition to his living, six per cent. on his capital? If more, how much more?

Again: Is the above showing better than would be the average if all the stationers of the country had responded? We are inclined to think it is and for several reasons, not the least of which is that the successful concerns, as a general rule, are naturally proud of being successful and

do not hesitate to let it be known, while the men who are struggling, making nothing or losing money do not care to respond even in an impersonal way.

Again. Is it not evident that a stationer, in view of his large percentage of expense, must of necessity sell his goods at a large percentage of profit if he is to pay his bills and is not the man who is forever "cutting" and meeting prices that his customer says are quoted (with a string attached, perhaps, that the stationer knows nothing about)—is not such a man pursuing a very dangerous course?

Does not the stationery business need revision when the net returns are so entirely out of proportion to the long hours, brains, careful attention to details, risks, capital, etc., that are absolutely necessary to success?

Is it not also clear that those of us who are engaged in the manufacturing of goods that are sold to dealers throughout the country must realize the necessity of the retailers making a large percentage of profit and establish prices accordingly? We ourselves realize this as never before, and we believe other manufacturers who study these figures will see the necessity of doing likewise.

### A PECULIAR MEASURE.

The druggists who sell stationery have decided to place themselves on the same footing as the stationers and refuse to sell stationery after six p.m., and not to go to the expense of standing a test law suit, says a Lethbridge, Alberta, paper. They have had printed a number of cards as follows, and have placed them in the windows and in the stores:

BY ORDER

—of—

THE CITY COUNCIL

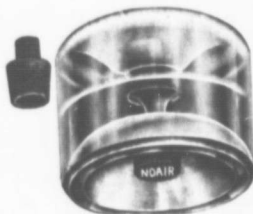
Sale of the following goods is  
PROHIBITED

After Six O'clock p.m. Please don't ask for Them.

STATIONERY.

Including  
Writing Paper,  
Envelopes,  
Books,  
Magazines,  
Local Newspapers,  
Postage Stamps,  
Fancy Goods.

### SOMETHING ALTOGETHER NEW IN SAFETY INK STANDS



## NUMAN'S "NOAIR"

If you sell the "Noair" safety you will not be bothered with complaints about corks falling out. The Noair cork is made of the finest acid proof rubber absolutely warranted to last for years.

It is constructed so there is a double clamp on the outside as well as on the inside making it impossible for the cork to fall out.

This is an absolutely new feature in Safety Inkstands.

Made in the finest fire polished Crystal Glass. Note the Squatty appearance.

No. 601 "Noair" size 2 1/2 inches . . . \$2.00 per doz.  
No. 603 " " " 3 " " . . . 3.00

Sold by all jobbers in Canada.

Be up-to-date. Order sample dozen from your jobber and watch them sell.

C. H. NUMAN CO.

Sole Manufacturers  
NEW YORK

**PEERLESS**  
BRAND

CARBON PAPER and RIBBONS are absolutely CLEAN and LONG-LASTING and PLEASANT to handle.

SOLE MANUFACTURERS FOR THE TRADE

**Peerless Carbon and Ribbon Mfg. Co.**  
Limited

Factory:  
**TORONTO, CANADA**


**Copying Presses** In All Sizes  
 ALSO SCHOOL FURNITURE



The James Smart Mfg. Co., Limited  
 Brockville, Ont.,  
 and  
 Winnipeg, Man.

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 Paper Fasteners



Superior Because They have two points which pierce the paper. The papers cannot pivot. They are inexpensive.

Samples and quotations furnished the trade upon request.

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Gums, Pastes, Endorsing and Showcard Inks.

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WE NEVER SELL THE CONSUMER DIRECT

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 in every respect

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SPECIAL !!

Have you sent for a Frey patent flat opening book, bound sheep, ends and bands with Byron Weston's Paper? If not, why not?

The most popular pens are

**ESTERBROOK'S**

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

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Completing a Special Interest Table. For daily balances, allowing interest for one thousand days at any amount, rates from 1/4 per cent. to 10 per cent. inclusive. Also a table showing interest for one thousand days at 5 per cent., by means of which (in connection with Comparative Tables) interest for one thousand days can be obtained at any rate from 1/4 per cent. to 10 per cent. inclusive, and COMPARATIVE INTEREST TABLES for obtaining interest on any rate from 1/4 per cent. to 10 per cent. inclusive, on the basis of 360 days in the year in 1/4 per cent. rates. By CHARLES M. C. HUGHES. Price, \$2.00

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

**Buchan's Sterling Exchange Tables**

Converting sterling into Canadian currency and vice versa, according to 84s and 84 1/2s, with other useful tables. By EDWIN BUCHAN. Second edition. Price, \$1.50

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Showing the relative value, according to the rate of discount in London, in Canadian and New York systems of quotations, of bills of exchange drawn at any rate, or having any number of days to run, etc. etc. By EDWIN BUCHAN. Price, \$1.50

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Giving sterling into dollars and cents and vice versa, from 21 upwards, also sterling equivalents, Canada into New York and vice versa. By EDWIN BUCHAN. Price in sheets, each, 25c; mounted (on boards), each, 35c

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Showing "land-draw costs" from one-eighth of a penny to one thousand pounds, with advance on sterling costs from five per cent. to fifty per cent. calculated at the Canadian par of Exchange, advancing by two and a half per cent. rates. A separate table for each rate. By H. C. MARVIN. Price, \$1.50. Full bound leather-imp. New

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Revised to date, containing lists of warehousing ports in the Dominion, the Franco-Canadian treaty, extracts of Canadian Customs Act, Sterling Exchange, France, various Remarks of Canadian Customs values, also a table of the value of francs to English money. Harbor dues, etc. etc. P. Cap. Rev. cloth. Price, 30c

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HAMILTON, BERMUDA  
This house is pleasant and conveniently located on the East side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiard and Pool Hall and cold water baths. A. McNEILL, Prop.

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

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

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QUEEN'S PARK HOTEL  
PORT OF SPAIN, TRINIDAD, B.W.I.  
JOHN McEWEEN, Manager. For rates, etc., apply Trinidad Shipping and Trading Co., 29 Broadway, New York.

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The most popular hotel in  
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As good as any at any price.  
Better than any at the same price.  
**H B -- H -- HH -- HHH -- B**  
— AND —  
**Indelible Copying.**  
Write for Samples to  
**Warwick Bros. & Rutter, Limited**  
Wholesale Stationers, TORONTO.

**PLASTIC TITLES OF FICTION.**

He was a stranger in the city, seeking amusement between trains. And so he wandered to the public library and after a few moments spent in the museum he entered the fiction room.

"I wonder what I'll read," he thought. A messenger boy entered and walked to the desk of Miss Minnie Neale, who has charge of the fiction room.

"Say," he said, "I want that book called 'The Wheel Goes 'Round.'"

"What?" asked Miss Neale. "Don't you mean, 'The Turn of the Balance,' by Brant Whitlock?" she asked.

"That's it," the messenger boy said.

This amused the stranger. But he was to hear more. Soon another person, after searching the shelves for about an hour, inquired what had become of that new book, "The Lady Decorator." He was given "The Lady of the Decoration" and went away satisfied. Then came a request for "Double Quick" and the person received "Double Trouble," by Herbert Quick.

"Say," said a girl as she approached the desk, "I've been looking for that 'Box of Oranges' all afternoon, but I can't find it anywhere."

"Sure it isn't 'A Bow of Orange Ribbon'?" Miss Neale asked.

"Of course it is," said the girl. "How foolish of me."

Some one called for "The Author's Handman" and got "The Literary Guillotine," while still another left the library with "The Beloved Vagabond" instead of "That Popular Tramp."

The stranger remained near Miss Neale's desk nearly an hour. When he went away he decided he had found the amusement he had sought. —Kansas City Star.

**THE TIME TO BUILD UP NEW BUSINESS.**

The time through which we are just passing is just the time to build up new and lasting business. When timid advertisers drop out of the papers it is the opportunity of the courageous business men to push the harder. The absence of competition in the advertising columns of the papers and magazines must give the advertisers greater prominence and a larger audience. The greatest permanent successes by advertising have started just in trying times, when others halt and hesitate, pull their horns in and leave to others the right of way.—Mail Order Journal.

## Commercial Stationery—Selling Files and Office Furniture

The Stationer is the Proper Medium for the Sale of These Devices—  
The Best Methods to Adopt in Handling the Various Lines.

Filing cabinets, card indexes, and office furniture are no longer considered by the progressive stationer as a side line or as necessary evils of the business. They have been steadily moved forward to the most prominent position on the floor from more or less obscure places. At first the space they occupied was grudgingly given to a few samples, which were neglected, and soon covered with dust and all sorts of miscellaneous articles. To-day the up-to-date stationer handling them considers them an advantage. This applies particularly to filing cabinets and card index systems. An outfit of either when properly installed makes the purchaser a friend of the firm making the sale.

A filing cabinet has been sold, but what about the interior? If a vertical file, has the proper method of indexing been suggested and the salesman studied the system which is best adapted to his customer's needs? We are aware that many times this is not attempted and the desired results not obtained. Too many filing outfits are like the clothing merchant's dummy—it shows off a beautiful suit of clothes, but is a wooden man just the same. A filing cabinet may be constructed of the finest material and be beautifully finished, yet of itself is of no value for the use intended, unless the interior, the vital part, is intelligently equipped.

We must remember that data is the foundation of every business, and its value is largely regulated by the ease and rapidity with which it can be handled, hence the necessity of giving the closest attention to each customer's needs.

The manufacturer of filing cabinets realizes he must look to the stationer for successful and intelligent handling of his product. While the average stationery salesman has much to learn along this line, he is far superior to his brother salesman in the furniture business.

The up-to-date stationery business is fast becoming the business man's department store, therefore he expects to purchase his filing cabinet, pens, card index cabinet, ink, also his desk and chairs with his pencils and paper. Thus the proper place for all lines of office furniture is with the stationer.

Great care should be exercised in selecting the filing cabinet and office furniture which you desire to carry. There are several lines of filing cabinets as standard, and nothing else should be handled, no matter how tempting the seemingly larger outfit may look, you cannot afford to touch them. They are usually of cheaper construction, limited as to variety, and soon become dead ones. The same care must be exercised in your selection of office furniture. There are many manufacturers who cater to the stationery trade. They invariably represent the best the market affords in construction, style and finish. Do not make the mistake of buying several makes of desks and chairs unless your stock is very large, running into the thousands, it is better to confine yourself to two lines. From one factory you can purchase your high and medium grades, the cheaper grades from another. By doing this you can satisfy the prospective customer who wishes to purchase an entire outfit. You will be able to group together high and medium grades that will vary in value and price, but still harmonize, and this is what any one purchasing a complete outfit would desire, not a collection of old pieces.

After finding what grade and finish your prospective customer is considering, it has been suggested as best to

assemble the pieces that interest him, shutting them off from the stock with screens. These should be at least seven feet high, covered with burlap. It is better to have three sets of screens of different colored burlap, one that will harmonize with antique oak, another for golden oak, and the third for mahogany. The expense of these screens is small in proportion to the advantage gained by their use.

Right here is another advantage in limiting your stock to one or two lines—the salesman can and should learn all about their construction and finish—it's an interesting story. Get your customer, when possible, comfortably seated, screened off from all the rest of the stock. Concentrate his mind on the goods before you by your interesting talk, and the sale is usually yours. Contrast this with the usual way of conducting your customer all over the showroom, accompanied by the running remarks: "Here is a fine Boston desk, this is a Buffalo, one of the best made. This is made by the Cincinnati people." Is it a wonder your customer goes out and places his order where he feels it will be handled intelligently? Yet every desk you showed him was a good one, and you have a lot of money tied up in them, but they don't sell because your shot is scattered—you pepper his side with a lot of small shot. Put the same amount of powder behind a single bullet, and you will bring down your game.

### Showing Metal Desk Sets.

The interest in metal novelties of a stationery type, such as desk sets, paper knives, files, memo, covers, etc., has so largely increased of late that some of the wholesalers of leather goods are now showing lines of such wares in conjunction with their regular merchandise.

In metal novelties there are so many stationery items that most of the large retailers, instead of combining them with the regular leather goods, have for some time shown this class of merchandise in connection with their stationery sundries.

In view of the greatly increased general interest in metal novelties, it is not at all surprising therefore that some of the leather goods houses are offering such items of the stationery class in conjunction with their other showings.

The fact that desk sets and individual ornamental and utility pieces, made either of solid brass or copper, or of china trimmed in metal, are being handled by wholesalers of leather novelties should be a suggestion to retailers that such wares be associated with the leather stationery items.



Ink Remover.

(Warwick Bros. & Rutter.)



**INVALUABLE TO THE AD. WRITER**

**THE CANADIAN PRINTER AND PUBLISHER** is the authority on typography in Canada. It will be found very helpful to the advertiser in giving him information on how to arrange ads. for the best advantage and showing him examples of fine work. A subscription costs \$2 per annum. Write for a sample copy and subscription blank.

**THE CANADIAN PRINTER AND PUBLISHER**  
 Montreal Toronto Winnipeg

**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.**

9278 TELEPHONE PEN. Reg. in Canada

**The TELEPHONE PEN**

REG. IN CANADA

**IMPORTANT**

Dear Mr. Stationer,

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

Faithfully yours,

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

**SPENCERIAN STEEL PENS.**

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

**THE BEST**

Works: **BIRMINGHAM, ENGLAND**

Imported by all the leading stationers in Canada.

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

**WHAT TUCK OFFERS.**

Raphael Tuck & Sons, Limited, report that they are doing a heavy business in all Christmas lines. Particularly in the West business is increasing, and they are looking forward to a record season. In view of the heavy trade, it is extremely important that orders should be given early, so that prompt and satisfactory deliveries may be assured. Orders for private greeting cards especially, should be given early, as a rush in the days just preceding Christmas means that publishers are apt to have more than they can cope with, and disappointments may result.

Tuck's Christmas and New Year cards comprise over a thousand entirely new sets, covering a great variety of subjects. Their new collection of fancy calendars and block calendars will surpass, if possible, their last year's showing of these lines. Toy books, Christmas and New Year post cards, and their many holly specialties, such as seals, tags, etc., are shown in an extensive range. Retailers will be wise to secure samples of all these lines before making purchases.

**BRIDGE SCORE PADS.**

The "Grand Slam" illustrated Bridge score pads shown by The Copp Clark Company, of Toronto, should find favor with lovers of the game. The pad, which is about 4½ x 7½ inches, is well gotten up and each of the 46 sheets nicely illustrated. It contains the rules for scoring in Bridge, giving the score of Rubbers, Honors and Tricks, and also contains a table of values. The price to the trade is \$2.00 per dozen pads.

**"ROB ROY" PENS**

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

**THE ROB ROY PEN HINKS, WELLS & CO. BIRMINGHAM**

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

HINKS, WELLS & CO., - - - BIRMINGHAM, ENGLAND

**Would You Know**

**DRY GOODS REVIEW**

More about general dry goods conditions; how to increase your net profits, by modern selling methods, effective store advertising and a thorough knowledge of the markets? The Dry Goods Review will tell you how. Published monthly. 130 to 230 pages.

10 Front St. East  
**TORONTO**

Subscription, \$2.00 a year.  
 Sample copies, 25 cents.



**CUT PRICES DON'T PAY.**

As a word to the small shopkeeper of whatever city environment, it is not too much to assume as a general principle that he must find his best and lasting patronage on the basis of a one-price house, in which "cut prices" are unknown.

It is granted that this is a time of the bargain house which subsists upon the cut price patronage which it attracts. But in the evolution of these houses it has been the saving grace of the one-line shopkeeper that his customers have cared for something more than the flattering suggestions of cut prices.

Scarcely the smallest city escapes one or more of these bargain houses, some of them extremely short lived, and there is scarcely a street in the metropolis which has not evolved the same seeming menace to the one-line tradesman who has been building up his business on quite the other hypothesis that the tradesman, too, is worthy of his hire.

Unquestionably the small shopkeeper must count upon a steady patronage that shall be within a certain reasonable radius of his house.

Bargain store methods on the day of opening might fill his store with buyers from light to dark. But he



Raphael Tuck & Sons Co.

can not hold these seekers for bargains by the mere reminiscences of this first successful opening—which by the way may have cost him several hundred dollars.

He must have satisfactory goods to deliver at satisfactory prices. Nothing else will satisfy. Shall he cut prices as a means to this end? He can get the satisfactory goods.

Shall he make the satisfactory prices by cutting?

Plainly this answer is "No."

Always and everywhere there are people who temperamentally do not take kindly to the bargain idea. These are the conservatives. They are willing to pay more money for a thing if it can be bought without crowding.

They are disposed to look into the personality of a dealer in the small store and if this is not all that it should be they go elsewhere. They want the best of everything, feeling that after all the best usually proves the cheapest.

Paying for the best at the prices of the best, naturally they are prepared to protest, if the best is not served them, and in this making of complaint they are expecting to find a capable, conscientious personality in the shopkeeper who will be ready to hear complaint and immediately make it good.

Considering the business of the small shopkeeper from this point of view, it must be conceded that he has little to do in a business way with that element of the public which seeks out the cut prices of the bargain stores.

He might under the best of conditions convert one such person in 100 to his own methods of doing business, but hardly in greater proportions. In his heart he does not care for the patronage of that element which in ever so little way is seeking something for nothing.

Just as surely, too, that element would have nothing in common with him. Once that this small shopkeeper's business is established honestly on a sound basis, the dealer has the pick of the trade in his field. Why should he cut prices when his trade doesn't demand it?

A one-price cash house where the personality of the proprietor is felt all through it has an advantage over the bargain house of the cut prices which is more often overlooked than otherwise.

For example, the customer going into the cash house of the one price says to himself that he will get there the thing he wants only by paying the fair value of the article.

The customer who goes habitually in search of bargains goes to the cut-price house in keen anticipation of how cheaply the desired thing possibly may be bought.

Thus we have at once the proposition of the one customer for whom nothing ever had been cut in price, going into the store where prices never were cut, and expecting to pay the fair cash value of the thing desired. This proposition in strong contrast with the other person, for whom prices always had been cut, going into the house which had been cutting prices deeper and deeper and yet never deeply enough.

**MISCELLANEOUS.**

**STOCK WANTED**—Advertiser wants full particulars of a good opening, or of a stock of Stationery, Books, Fancy Goods, etc., etc., in a good location western preferred. Must be able to stand close inspection. Stock not over \$7,500. Box 201, BOOKSELLER AND STATIONER

**WANTED**—Position by young man with six years' experience in the largest eastern wholesale houses and two years' experience in a large western retail store. Well posted in all branches of the stationery, book and fancy goods trade. Good references. Box 202, BOOKSELLER AND STATIONER.

**SIDE LINES WANTED**—Traveller leaving Vancouver about Oct. 5th for Montreal would like several good side lines,—office supplies preferred. Box 203, BOOKSELLER AND STATIONER.

**BOOKS.** Out-of-print books supplied. No matter what subject Can supply any book ever published. We have 50,000 rare books.  
**BAKER'S BOOKSHOP, John Bright St., Birmingham, Eng.**

**A Current English Book Catalogue with Canadian prices**


To meet the requirements of the book trade in Canada we are arranging to issue in the autumn a selected list of the season's

**NEW AND POPULAR BOOKS**  
(With Canadian prices affixed)

upon the same lines as our *General Book Catalogue*.

Particulars on application to

**Barnicott & Pearce, Catalogue Printers**  
**TAUNTON, ENGLAND**



## Just Write a Letter

and you will receive full information about one of the most profitable propositions ever offered the trade. Nothing mysterious about it, either. It's just to tell you what you can make by handling the famous "BERLINER" Gramophone and "VICTOR" Talking Machines, and the ever new records for these machines. Let us tell YOU about it.

Write to the agent nearest your locality :

|                                 |                   |
|---------------------------------|-------------------|
| J. & C. McMillan,               | St. John, N.B.    |
| Clark Bros. Co.,                | Winnipeg, Man.    |
| Dyke, Evans & Callaghan,        | Vancouver, B.C.   |
| R. S. Williams & Sons, Limited, | Toronto, Ont.     |
| R. S. Williams & Sons, Limited, | Winnipeg, Man.    |
| Western Talking Machine Co.,    | Winnipeg, Man.    |
| Eastern Talking Machine Co.,    | Halifax, N.S.     |
| Nordheimer Piano & Music Co.,   | Toronto, Ont.     |
| Royal Stores, Limited,          | St. John's, Nfld. |
| Cordagly Bros.                  | Brockville, Ont.  |

**The Berliner Gram-o-phone Co.  
of Canada, Limited, Montreal**

## The Art of Decorating Show Windows and Interiors

THIS is a complete and up-to-date treatise on dressing of windows and decoration of store interiors. It is the work of not one man but of HUNDREDS OF EXPERTS. Practically every prominent window dresser in America has contributed to it. The instruction may be followed readily—no matter how little experience the decorator may have had. It is absolutely necessary that every window dresser should have this information—especially for his XMAS DECORATION—There is only one way of getting it. GET A COPY. Send us

**\$3.50**

and we will mail you a copy postpaid by return.

410 pages                      618 illustrations

**MACLEAN PUBLISHING CO.**  
Technical Book Dept.  
10 Front Street East,                      TORONTO

# Card Party Accessories

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### BRIDGE SCORE SHEETS

"CHICANE." Printed and ruled; size 5in. x 8½in.; padded in 50s.....**\$1.25 per doz.**

"FINESSE." Ruled and printed in two colors, with scoring instructions at top of each sheet; size 3½in. x 7in.; padded in 40s.....**\$1.50 per doz.**

The "GRAND SLAM." Illustrated, humorous designs, printed in colors on each sheet. The best arranged Score Sheet on the market; by its use mistakes are minimized and disputes obviated. Rules for scoring are given. Size, 4½ in. x 7½ in.; padded in 50s.....**\$2.00 per doz.**

"500." Score Sheets for the game of "500," printed in colors, with scoring instructions at top of each sheet. Size 4½ in. x 6½ in., padded in 40s.....**\$1.50 per doz.**

C8348. Progressive Bridge Scoring Cards, with pencil, cord and tassel, two colors. 1 dozen in a neat cardboard box.....**\$3.60 per doz. boxes**

### TALLY CARDS

A large variety of designs, with or without tassels.

### PLAYING CARDS

Beautiful, new designs. All grades of quality.

Celluloid Game Counters, Euchre Seals, Game Punches, Wallace Whist Trays. Our travellers are showing samples of these lines. Order a good supply for season's trade. Mail orders solicited.

**The COPP, CLARK CO., Limited**

64-66 FRONT STREET WEST                      TORONTO

**AN ELECTRO FREE.**

The L. E. Waterman Company of Canada, believe in doing all they can to assist the trade to sell their goods. They are prepared to give to any dealer free a duplicate of the cut printed on this page, which can be used effectively in any stationery advertisement.

**When School Opens**

Your First Thought will be **GOOD, NEAT WORK**

Deserving the Praise of your Teacher—Hence A Term of Pleasure and Easy Work.

The one article that will aid you most to accomplish neat work and permit steady writing without disturbance of thought—making good work easy—is a

**Waterman's Ideal Fountain Pen**

The pen with the Clip-Cap

**HOW AN ELEVATOR INCREASES WAREHOUSE VALUES.**

The concern that is paying rent for more than one flat can more than double the value of the upper flats to them by putting in an elevator. It will save time, expense and labor, it will increase floor space and facilitate the handling of goods.

Such an elevator is not expensive, either. The Otis Fensom Elevator Company, Limited, Toronto, sell a first-class elevator at as low as \$100 on the cars at Hamilton. It has a good solid car, size 6 x 5 feet, will carry a load of 1,500 lbs., and will give good service for years and years.

It is an easily operated, hand-power elevator, that can be installed by anyone who will follow the plans and directions which the manufacturers give. Write in to the company for full information and state your requirements.

**A Money Maker**  
The  
**"Wellington"**  
**Photo Specialties**  
"The World's Standard"

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

For Price Lists and Particulars write  
**Ward & Co.,**  
13 St. John St., Montreal, P.Q.

**THE** strength of Staunton Wall Papers lies not in the high place they have been awarded but rather in those sterling qualities that have won them this regard.

Nothing is omitted that could add to their value as merchandise and everything is done to make them the most artistic of decorations.

The drawing of the patterns and the coloring of the printed goods are not like any other wall papers—and are not meant to be. They strike a distinctive note in modern home decoration and possess qualities quickly appreciated by people of taste.

If you are not personally familiar with profits in wall paper write us a postal card (or a letter to evidence your deeper interest) and we will lay before you data that we believe will interest any bookseller and stationer looking for healthy profits from his business.

And along with our acceptance of your order—should you place one—we will send you all the information regarding the retail sale of wall paper that we have had gathered for years by our experts.

The Staunton spirit of co-operation is not graded to the size of your order. With a factory equipment proven capable of handling the largest orders placed in Canada—we nevertheless have on our books many booksellers and stationers whose yearly requirements for their wall paper departments are still moderate, though growing.

An order for \$50 has the same degree of care and is just as acceptable as one for \$1,000.

**STAUNTONS**  
LIMITED

935 Yonge Street

TORONTO : : : ONTARIO

If you do not receive  
**Gilt and Glimmer**  
send us your name for  
addition to our mailing list.

# GET READY

for a Big Christmas business. Maybe the late uneasy feeling prevented you from ordering an adequate stock for the holiday trade. Write us about

## Holiday Sorting Orders

for

## Toys, Dolls, Games

and other

## Fancy Goods

Our stock is complete and our prices are very close.

**The Sutcliffe-Edmison Co.**  
LIMITED

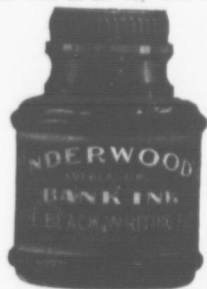
WHOLESALE FANCY GOODS

76 YORK STREET, TORONTO, ONT.

### MR. WELDON HONORED.

Geo. H. Weldon, head shipper in the warehouse of Warwick Bros. and Rutter, left Saturday for Ottawa, where he was married this week. Before leaving he was surrounded by the warehouse employes and presented with a purse of gold, the address being read by Henry Wilkinson. Mr. Weldon was quite overcome, but made a suitable reply. A few moments later he received another surprise in the shape of a handsome cheque from the firm.

J. Edmund Secord, of the firm of E. G. Nelson & Co., booksellers and stationers, of St. John, N.B., was in the city this week on his way home from a holiday



Bunth, Gillies & Co., Limited, Hamilton.

trip to various points in Western Ontario. He was accompanied by his wife and family. Mr. Secord reports that trade in the eastern city is good, and says that the returns for July in their business were ahead of the corresponding month last year.

## THE VERY LATEST IN FINE NOTE PAPER

# CLOVER LINEN

Clover Linen is made of light-weight, linen-finished stock of superior quality. Its distinctive feature is a striking watermark, showing a four-leaf clover, running through the entire sheet and imparting a dainty effect. The note paper is regent size and the envelope is the latest style with long-pointed flap. Tablets are made in three sizes.

A postcard brings our sample book showing complete line of fine note papers.

**WARWICK BROS. & RUTTER, Limited**  
Manufacturing Stationers - Toronto

## Second Annual Meeting Booksellers and Stationers Assn. of Ontario

Important Change in the Constitution—Visit of Fletcher B. Gibbs of Chicago  
—New Executive Elected and Action Taken on School Book Question.

The second annual meeting of the Booksellers' and Stationers' Association of Ontario was held in Toronto on Wednesday and Thursday, September 9 and 10. The attendance was slightly in excess of last year and several new faces were to be seen. The important decision was arrived at, to enlarge the scope of the association by taking in not only retail dealers, but publishers and wholesale booksellers and stationers as well, and also to cover the whole Dominion, instead of merely the Province of Ontario. In future the association will be known as the Canadian Book, Stationery and Publishing Trades Association.

President Tyrrell opened the meeting at 11 a.m. on Wednesday, and after the preliminary formalities, delivered the annual presidential address.

### President's Address.

In welcoming you to our second annual meeting, I do so gladly, heartily, sincerely. To see men of your standing and experience here to-day is one of the brightest omens as to the future of this organization, knowing that some of you have come long distances at much inconvenience to yourselves and not a little in the way of expense; realizing that you have done so, too, at a difficult and trying season of the year. All this, I say, is the best evidence that could be had of the interest you take in the work of our association. It also indicates the fact that you value and appreciate the advantages of an organized effort to improve the conditions of the business in which we are engaged. And I know that you will agree with me when I say that we ought to get together oftener; that we ought to meet and discuss the changes, expected and unforeseen, that present themselves and which affect our business. If we are going to make our business more successful, or improve our reputation, we must take a broader view of our work, we must realize more clearly as booksellers and stationers that we are an important factor in the business life of this province.

We are, as a matter of fact, really valuable agencies for the improvement and benefit of the communities in which we are established. Our places of business should be an attractive and welcome resort for every intelligent person in our locality, and this fact alone suggests many important possibilities to every thoughtful mind. In England and the United States, in France and in Germany, in fact, wherever any number of educated people live, the importance of good booksellers is becoming more understood and valued. Publishers are organizing at great expense to themselves, and are spending enormous sums of money to defend and protect the business of the bookseller from destruction, showing in no uncertain manner how vital they believe booksellers to be to the general welfare of the public and to them as publishers. If, then, our importance in the literary and commercial world is valued and understood by others, why should we not more clearly realize it ourselves, and by so doing have the worthy spirit to live up to our opportunities, and to face obstacles and opponents with confidence. Such an attitude of mind will enable us to show all concerned, whether it be the Government, publishers, or the general public, that we are the best equipped, the most valuable and necessary medium for the intelligent distribution of books.

In our hands, to no small extent, is placed the choosing of books for others. If we are wise we will not think carelessly of either our opportunities or responsibilities, but will apply ourselves thoroughly and intelligently to the services expected of us. I am firmly convinced that if a bookseller is ever to possess that reputation which is worth, not only dollars and cents, but self-respect as well, he must look upon his business as a profession on a par with that of the librarian showing himself ready to give disinterested advice; and on the whole to select the books which he offers for sale from a personal knowledge of them. As an illustration of this, permit me to say that at the present time this seems more than usually important, because during the past few years there has been a large increase in the number of objectionable publications, both written and pictorial. Of



J. G. CLOKE, HAMILTON.  
President 1908-1909.

these some are much worse than others, but all are permeated with an atmosphere of at least suggested sensuality well calculated to debase the thoughts of many whose minds might otherwise have remained clean and wholesome. Many of these publications yield a large and easily-gained profit to dealers who are not disposed to hinder their sale. But many booksellers will not lend themselves knowingly to the distribution of such publications and willingly incur the loss rather than handle them. The difficulty is how to deal with such matters wisely. To openly condemn a book or picture is a sure way of increasing the sale of it, so that in practice the best thing appears to be to ignore it, simply stating, when it is asked for, that it is out of stock.

In the course of time a bookseller who thus, and in other ways, protects his public, will gain their confidence and increase the value of his reputation. If he is a wise man he will avail himself of every opportunity which such a reputation brings. It goes without saying


(Continued on Page 56.)

**HAND POWER  
ELEVATOR**

LOAD,  
1 500 lbs.  
CAR, 6 x 5 FT.

\$ **100**<sup>00</sup>

F. O. B.  
HAMILTON  
ONTARIO



We supply  
drawings and  
instructions  
enabling any-  
one to install.

**SAVE  
TIME  
LABOR  
EXPENSE  
HANDLING  
GOODS  
FOR UPPER  
FLOORS**

Write our  
nearest office  
for full par-  
ticulars.

MONTREAL | WINNIPEG | VANCOUVER | OTTAWA  
St. James St. | McRea Block | Alexander St. | O'Connor St.

**Otis-Fensom Elevator Company, Limited**  
HEAD OFFICE - TORONTO, ONTARIO

**A STATIONERY STORE SHOULD NOT BE A  
DEPARTMENT ONE.**

(Continued From Page 17.)

**News End of Business.**

"To the news and magazine end of the business I devote considerable attention. I handle between 250 and 300 of the Toronto morning papers, and have to deliver about half of them. However, I restrict the delivery, and if any subscriber desires to be served out of the present area, I charge extra. I do not collect in advance if I know the subscriber, and yet on each year's business, so far as the news department is concerned, I lose only a few dollars—scarcely worth mentioning. When I send out the following account through the post office it is generally followed by a remittance from the recipient—

**J. W. LONDON,**

**Bookseller, Stationer and Newdealer, Wall Paper, Fancy Goods, Leather Goods, Fountain Pens, Etc.**

Magazines and Newspapers MUST be settled for when Accounts are rendered, otherwise they are subject to be discontinued.

To Belleville, Ont., ..... 190  
Subscription to .....  
from ..... 190 to ..... 190

Received Payment,

**Does Not Handle Stamps.**

There are very few stationers in Ontario who do not handle stamps, but among them is Mr. London. He used to sell them.

"Why not now?" was asked.

"In the first place, the post office is too near, in the

second, there is too little profit on them, and in the third place, they are an annoyance," was the decisive rejoinder.

**The Sale of Books.**

"I do not handle many of the new copyright novels, except at Christmas time, when they are given as gift books, and sell well. The paper-bound editions of the novels at 25 cents, after the publishers have disposed of all the cloth-bound volumes, have a good demand, although the books are not new then. We do not supply the public library or the different Sunday school libraries with books. They secure them generally from or through the various publishing houses."

"As to school books, if the Government decides to supply the school pupils with books free, it will not make any appreciable difference with me. We would then have no dead stock on our hands. The cause of this is one teacher recommending or using a certain text book, and another teacher coming along after the first one has left, saying that So-and-So's grammar or geography is no good; that the other kind must be used. Perhaps a bookseller has all the first-mentioned kind in stock; then when a change is ordered at the whim or caprice of an instructor, the pupil is not only money out of pocket, but the bookseller also, by reason of the different textbooks used. We have, therefore, to buy school books sparingly."

Like the major portion of the booksellers in the larger centres, it is apparently a matter of indifference to Mr. London whether he sells school books or not. He does a fine trade in blank books and supplies all the public offices in Belleville.

**Going Out of Wall Paper.**

Mr. London is not handling wall paper in any great quantities. He says that his opponents started cutting prices—even giving borders away—and the business has thus simmered down so that there is no money in it, "and I will not handle unprofitable lines if I can help myself," he added. "Besides, it takes up too much time. One or two women will come in, sit down for a rest, indulge in a social chat, occupy your time for, perhaps, a couple of hours, say they will call again, and then pass out without even a thank you."

**Local Views Are Popular.**

Leather goods, hymn books, Bibles, etc., are kept in stock, but not any fancy china or fancy goods. Mr. London makes a speciality of local view post cards. Recently he placed an order for 50,000 with a Toronto firm. He says that the picture post card market is decreasing, but that the demand for local views keeps up. He had pictures taken of all the principal points of interest in and around Belleville, then the plates were made for him in Toronto, and the order executed. Comic cards, caricatures, etc., are dying out, but it looks as if the local views had come to stay as long as civic pride and interest in our place of residence or birth remain strong attachments of our natures. The picture post card department is a good money-maker if properly handled and adequately advertised—particularly local pictures.

**TELEGRAPH CODES**

|  |            |
|--|------------|
| A B C Code, 5th Edition, English ..... | Net \$7.00 |
| A B C Code, 5th Edition, Spanish ..... | " 5.00     |
| A B C Code, 4th Edition .....          | " 5.00     |
| A I Code .....                         | " 7.50     |
| Morse's & Neal Code .....              | " 5.00     |
| Bedford-McNell Code .....              | " 6.00     |

Large and small codes of all kinds. Send for list.

Discount in the trade only.

AMERICAN CODE COMPANY, 83 Nassau St., N.Y. City

New Playing Cards

**"Woto" and "No Trump Whist"**

"Woto" is an ideal ordinary size pack to retail at 25 cents. It has plain and gilt edges. These cards might well be called the "Slip Ezee" as they are made with such an exquisite finish that they can be shuffled rapidly and without danger of misdeals.

"No Trump Whist" has been specially issued to meet the great demand for bridge cards. It is the narrow shape with large size index, made with either plain or gilt edges. It too retails at twenty - five cents.

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**Card Players' Scoring Supplies**

Dealers should not overlook the profit-bringing qualities of scoring supplies, which are always needed whenever a game of cards is played. We have a wide variety of all lines.

Talley Cards, Score Pads, Whist Markers,  
Poker Chips, Bridge Score Pads, "500" Scores,  
Individual Scores, Progressive Bridge,  
Duplicate Bridge.

**Warwick Bros. & Rutter, Limited**

KING AND SPADINA, TORONTO, CAN.



## Pictorial Post Cards

### VALENTINE SERIES

are Famous throughout the world

Extract from one of the leading London Newspapers with reference to the Valentine Cards at the Great

### Franco-British Exhibition

(at which the Olympic Games were held)

One dominant characteristic of this wonderful Exhibition has been the popularity of the Valentine postcards. The singular beauty of these has been a subject of common talk, and at the Valentine stands and kiosks one found visitors from all countries selecting and addressing specimens. Millions of these artistic souvenirs of the pictorial charms of the White City must have been despatched to all quarters of the world, and the other day the sons of the Prince of Wales were to be seen at a stand sending off Valentine cards to Royal friends.

Send us your orders for

**Local View Cards,  
Comic and Fancy  
Cards, Studies, etc.**

Satisfaction guaranteed.

**Xmas and New Year  
Post Cards**

**Xmas and New Year  
Folders**

now in stock.

*Immense variety at right prices.*

**The Valentine & Sons Pub. Co., Ltd.**

77 Bay St., TORONTO      Cristine Bldg., MONTREAL

## Keeping the P.C. Department Going

The Search for Novelties Should be Maintained at all Seasons—Give the Public Something to Interest Them.

The old way of selling post cards by merely showing them in the window or on a display rack was all right enough when the post card was a novelty. Now that it has become a staple commodity a little more skill is needed in keeping the department going profitably. The great thing to remember is that the public get tired very quickly of seeing the same cards day after day in your store. There are show windows even on Yonge Street, Toronto, where weather-worn cards, put there last Spring, are still to be seen. How can any reasonable merchant hope to keep up his trade at that rate?

### Look for New Lines.

The dealer who wants to make a success of his department should make it his first care to provide fresh goods at frequent intervals. If you are accustomed to use your show windows for the purpose, contrive to introduce new cards every day or every second day. Then



Raphael Tuck & Sons Co.

the passer-by, instead of being wearied by looking at fading colors, will pause to see what new designs are on the market. There are sufficient novelties being turned out by the manufacturers from day to day to make it possible to keep your stock fresh, and these manufacturers will co-operate with you in this object.

### The Fall Fairs.

The Fall Fairs, which will be held all over Eastern Canada during the next month, afford a splendid opportunity to do business. The post card dealer should either arrange for a booth from which to sell cards, or should employ boys to go around the grounds and dispose of the cards. During the Toronto Exhibition stores were opened at high rentals in the business centre of the city for the sole purpose of selling post cards. This plan on a smaller scale might well be copied by merchants in smaller places.

### Foreign Post Card Postage.

The Toronto Postoffice authorities draw attention to the abnormal quantities of short-paid post cards, both



mailed at Toronto for delivery in foreign countries and also received from foreign countries for delivery at Toronto. All post cards addressed for delivery outside of Canada, United States and Mexico should be prepaid by a two-cent postage stamp, while all post cards mailed in foreign countries except those noted, for delivery in Canada, should be prepaid two cents in postage of country of mailing. Persons mailing short-paid post cards, either in Canada or elsewhere, are reminded that the addressees are required to pay double the amount of the deficient postage on delivery.

Always to the fore when special occasion arises, the Valentine & Sons Publishing Co., Montreal and Toronto, have taken advantage of the Franco-British Exposition to prepare a series of handsome cards relating to this event. This is but one example of the up-to-dateness of this firm, and dealers who are inclined to say that new lines are scarce, should follow closely the publications of this house.

George Weldon, head shipper at Warwick Bros & Rutter, Toronto, who is about to be married to Miss Thomas, of Ottawa, was presented with a purse of gold by his fellow employes and a handsome cheque from the firm. Mr. Weldon has practically been brought up in the firm and is highly thought of by both employers and employes.

## POST CARDS

Brown, Black,  
Colored, Birth-  
day, Comic.

All the Latest German Finest Novelties at Wholesale Rates.  
Sole Collection \$5. Established 1895

VERLAG ANT. GERSTENKORN, Hamburg

**Picture**

Specialties:  
Federal Heliotype  
styles.  
stain and coloured.  
Well known for efficiency and  
high-class workmanship.

Made to order only  
according to instruc-  
tions supplied.

Very fine  
make. First  
class Goods  
only.

**Post**

**Cards**

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

QUALITY BETTER THAN ANY, DELIVERED QUICKER THAN MANY!

### Collotype

### POSTCARD

post cards of high-class finish **MADE TO ORDER**  
Hand colored collotype cards. Double tone collotype cards.  
Photocrom collotype cards.  
Glossy collotype cards and all kinds of view albums and sample sheets.  
Wholesale and export only.

ADDRESS FOR CABLEGRAMS: LICHTDRUCK, BERLIN

Write to  
**MESSRS. W. NEUMANN & CO.**  
42 Wasserthorstrasse

**Berlin S. 42**  
Germany

# M. T. SHEAHAN

## OF BOSTON

Wants a Man Located in Toronto

HAVING AN OFFICE TO HANDLE  
HIS GOODS FOR CANADA

Only a First-class Salesman, a man of solid character and  
some means would do to show the best and the original lines in

**PASSEPARTOUTS, MOUNTED GOODS,  
CALENDARS and POST CARDS.**

## Periodicals That Sell

A list of the leading periodical publications of the day with trade particulars about price, return privileges, etc. Readers are requested to give these periodicals a good show.

**Ainslee's Magazine** has always been on the side of the news-trade. It was the first magazine to successfully establish a fifteen cent retail price, for which newsdealers everywhere should be truly grateful. For stories that vibrate with life and vigor, AINSLEE'S has no equal. It is certainly the biggest fifteen cents' worth of entertaining fiction ever offered to the reading public. Trade price 1c. Fully returnable. Advertising matter sent free upon request. AINSLEE MAGAZINE COMPANY, 70 Seventh Ave., New York City.

**The Busy Man's Magazine** offers the dealer greater inducements than any other Canadian publication. It is the most popular magazine on the market, fully returnable, and allows the trade the widest margin. It has the bull dog grip; it holds its readers every month, thus enabling the bookseller to build up a substantial business. Price to trade 14 cents; retail 20 cents. Order from your news company. BUSY MAN'S MAGAZINE, Toronto.

**Electrician and Mechanic** There isn't a Canadian town without a student of electricity. He wants *Electrician and Mechanic*. There isn't a town without a tool user who wants to build a boat, or a mission chair, or a dynamo, or an engine, or a wireless set. He will buy *Electrician and Mechanic* at sight. Therefore, we want every newsdealer to handle it. Seven cents to the dealer, ten cents to the public. Returnable at any time, no matter how old. Order from your news company. SAMPSON PUBLISHING CO., 6 Beacon St., Boston, Mass.

**Canadian Machinery and Manufacturing News** — The only mechanical paper published in Canada. Of interest to heads of manufacturing concerns, superintendents, foremen, machinists, electricians, engineers, etc. Are there not a large number in your town who would become regular buyers or subscribers? Seven and a half cents to the dealer, ten cents retail. Yearly subscriptions 75 cents to the dealer, \$1.00 to subscriber. Returnable. CANADIAN MACHINERY, 10 Front St. East, Toronto.

*The Oldest, Best, Most Widely Circulated and Influential Mining Paper in the World*

### The Mining Journal

(ESTABLISHED 1835)

Annual Subscription, including postage, to Canada, \$6.50

46 Queen Victoria Street, London, E.C., England

### ABOUT INK.

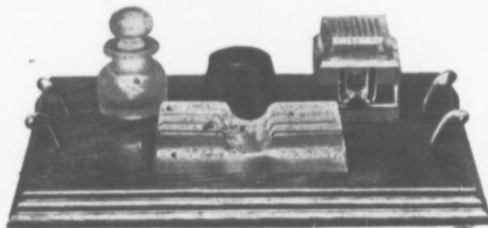
A timely advertisement appears on the back cover of this issue, a suggestion from Buntin, Gillies & Company, Limited, that dealers guard themselves against loss by breakage by having stock of inks on hand before the frost sets in.

They have ready for immediate shipment in Hamilton a complete stock of the following: Stafford's, Underwood's, Carters', Stephen's and other well-known ma'es in writing, copying, drawing and marking inks.

Recent additions to the line are Underwood's Egyptian black ink, an intensely black nut gall ink, in two and five ounce bottles, and Underwood's bank ink with patent screw top. This latter is a metal stopper that goes away with the breakable cork and the inky fingers which are inevitably associated with it.

### ERASERS AND BASKETS.

Buntin, Gillies & Company, Limited, Hamilton and Montreal, have added to their stock two new lines of erasers, both of which are sure to find favor with the trade. One is E. Faber's Cerise Eraser, a pliable red rubber of splendid erasive qualities. This comes in two sizes to retail at five and ten cents. The other line, No. 101y, meets the demand for a good two cent ink and pencil eraser and at the price, \$1.65 per gross, should prove a satisfactory line to handle.



Inkstand with Forest Green Finish.  
(Brown Bros.)

### 36 PATTERNS IN INK STANDS.

The Brown Brothers, Toronto, are now manufacturing their large range of wood base inkstands in 36 patterns, and in a variety of finishes, such as golden and antique oak, mahogany and bird's eye maple. They have recently put into stock eight of their best selling styles in the popular forest green finish. These should be very popular lines for the fall trade. One of the designs is shown herewith.

### If it's a British Publication We Have It.

Two popular publications that every newsdealer should have on his counter.

**The famous "Living Races of Mankind"**  
Issued Semi-monthly. Trade Price 15c.

Issue No. 2 Now on Sale

**Lloyd's Song Album**  
Trade Price \$1.70 per doz.

Sole Agents for Canada

## The Imperial News Co.

91 Church Street, Toronto

# Condensed or "Want" Advertisements

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

## RATES.

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

Five cents additional each insertion where box number is desired.

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

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

## PERIODICALS.

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

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

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

## BOOKS FOR SALE.

How to dispose of shop-wares 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.

**FIVE THOUSAND FACTS ABOUT CANADA**—A wonderful compendium of data and information. Fifty per cent. discount to newsmen. Send for sample to Canadian Facts Publishing Company, 667 Spadina Avenue, Toronto.

## BOOK PLATES (EX LIBRIS)

**ROBERT SNEIDER CO.**, 143-145 FULTON St., New York. Designers and engravers of book plates (ex libris) heraldic and monogram dies, pearl inlaid stamping, for stationery. (12)

## BOOKS ON HORSES, CATTLE, &c.

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

## DIARIES

**B. W. HUBSCH**, 225 FIFTH AVE., N.Y., annual and perpetual year books; a popular diary. (12)

## BOOKS WANTED.

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

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

**PACK NUMBERS OF BOOKSELLER AND STATIONER** published prior to 1908. Any parties possessing such and wishing to dispose of same are invited to correspond with the publishers, 10 Front St. East, Toronto.

## BUSINESSES FOR SALE

**FOR SALE**—Established business, stationery and small musical goods, about \$3,500, including handsome fittings; western Ontario city, population 14,000. Reasonable terms to reliable man. An opportunity to sub-let part of store for piano stock if willing and capable of assisting in management. Advertiser's time fully occupied. Responsible persons only considered. Address Box 48, care **BOOKSELLER AND STATIONER**. (12)

**STATIONERY AND FANCY GOODS** business for sale in a town of the Ottawa Valley. A thriving, growing business, with no opposition. Good reasons to give for selling. For particulars apply Box 165, **BOOKSELLER AND STATIONER**. (12)

**FOR SALE** Retail Book and Stationery business in one of best towns in Alberta. Stock about \$2000, in books, stationery and fancy goods. No dead stock. Expenses light and business growing rapidly. Good reasons for selling. This is a splendid opportunity for a man with good experience and small capital. Apply to Box 156, **BOOKSELLER AND STATIONER**. (12)

## ITALIAN BOOKS

**FRANCESCO TOCCI**, 820 BROADWAY, New York. Italian books—Printer and Publisher; importer and manufacturer of accordions, guitars, mandolins, etc. (12)

## 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.

## BOOKS IN FOREIGN LANGUAGES

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

**WILLIAM R. JENKINS CO.**, 851 and 853 Sixth Ave. (cor. 48th Street), New York. French and other foreign languages.

## KODAKS.

**I CARRY THE LARGEST STOCK OF KODAKS and Photographic Supplies in British Columbia.** Write for catalogue. Will Marsden, the Kodak Specialist, Vancouver, B.C. (13)

## LITHOGRAPHY.

**HIGH CLASS COLOR WORK**—Commercial stationery, posters, The Hough Lithographing Co., Limited, Office, No 3 Jarvis St., Toronto. Telephone, Main 1578. Art, good workmanship, business methods. (11)

## MISCELLANEOUS

**THE PERRY PICTURES**, EXTENSIVELY advertised. Millions sold. Very popular. Send 4 cents in stamps for illustrated catalogue and prices to the trade. Perry Pictures Co., Box 440, Malden, Mass. (12)

**ENGLISH AND UNITED STATES FIRMS** desiring Canadian representation should communicate with the editor of **BOOKSELLER AND STATIONER**, Toronto.

**ADDING TYPEWRITERS** write, add or subtract in one operation. Elliott-Fisher, Limited, 129 Bay Street, Toronto.

**650,000** Not one of the 850,000 retail merchandise who have bought a National Cash Register would think of doing business without it. The National Cash Register Co., F. E. Weston, Canadian Manager, 120 West King Street, Toronto, Ont. (8)

## SITUATIONS VACANT

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

**WANTED**—Experienced stationer to take charge of stationery and music store (including piano stock), with knowledge of music preferred. City 14,000. References. Address Box 46, **BOOKSELLER AND STATIONER**. (9)

**WANTED**—In every town and village, a representative to take charge of the circulation of our various publications: Hardware and Metal, Canadian Grocer, Financial Post, Plumber and Steamfitter, Dry Goods Review, Printer and Publisher, Bookseller and Stationer, Canadian Machinery, and Busy Man's Magazine. Good financial standing and business connection a strong recommendation. Just the position for a retired business man for his spare time. **THE MACLEAN PUBLISHING COMPANY Limited**, Toronto. (1,1)

## SITUATION WANTED

**WANTED**—As buyer for china toy or fancy goods house. Advertiser has ten (10) years experience in the business with foreign connections. Box 44, **BOOKSELLER AND STATIONER**. (8)

**WANTED**—Position as salesman or manager, in book and stationery business. Good references. Box 17, **BOOKSELLER AND STATIONER**. (9)

**WANTED**—POSITION as traveller for Stationery or Fancy Goods house. Advertiser has good connections in the West and 12 years experience in the trade. A. B. Box, **BOOKSELLER AND STATIONER**.

that such men are of great value to the community in which they live, and such men are wanted in every department of human activity.

Therefore, gentlemen, I say that if we perform valuable services to the public (and there is no reason for our existence if we do not) we should be adequately rewarded. That we do not get the reasonable profits which are our due is unfortunately too often the case, but the causes which prevent this are frequently beyond the control of a single individual, and can only be overcome by united and well-organized effort. At the present time changes are, I understand, contemplated by the Government of this province, which, if carried out as designed, will deprive many booksellers of an important part of their business. Here is an opportunity which, if properly seized and rightly followed up by a careful presentation of the case for the booksellers, would possibly result in such an alteration or modification of the Government's plans as would, without invading the rights of the public, include the booksellers as the best and most economical agency for the distribution of school books. But if anything can be done for the bookseller in this matter it will not be by the efforts or influence of a single individual, nor will it be accomplished by any other agency than that of a confident, influential and powerful organization of the ablest booksellers of this province. Such an organization should, I am convinced, maintain the closest and most friendly relations possible with publishers and wholesale dealers; indeed, the more I study this matter, the more certain I am that our association would be more vital, more useful, and more influential if it included publishers, jobbers, wholesale dealers and manufacturers. We are all intimately concerned with the same kind of business, and the injury of any part is the concern of the whole.

Such an organization would bring together and harmonize many interests which now seem divergent. Ignorance of each other is the greatest cause of jealousy, un-friendliness and antagonism. With a closer union would come a more intelligent appreciation of each other's difficulties, as well as opportunities. I am not sure that retailers are always fair to publishers, and trouble often arises from the indifference which booksellers show to the well-considered plans of publishers. These plans, if carried out in the spirit in which they are conceived, would often bring business to the mutual profit of both parties, but booksellers are often disinclined to make an effort and yet blame the publisher if in self-defence he tries to do without them.

Speaking for myself it affords me the greatest pleasure to say that during my business career I have found publishers ever ready to consider in the most friendly spirit proposals which have been made to them from time to time. And my firm opinion is that most difficulties are best overcome when reasonable men meet around a table and discuss the subject on its merits. Believing, as I do, that the possible achievements of our association are greatly underestimated, and believing also that they will grow in proportion to the active interest which its members take in the work, I would urge everyone to clear their minds of weakening distrust, to let confidence take the place of doubt and by sharing in the actual work of the association bring it to its rightful place as a most important agency for the advancement, protection and maintenance of the interests of the booksellers and stationers throughout this province.

The thanks of the association for this admirable address were tendered to Mr. Tyrrell by R. A. Robertson, of Hamilton, seconded by C. L. Nelles, of Guelph.

#### Report of Secretary.

W. A. Craik presented the report of the secretary-treasurer, as follows:

Since last the association met in this building on August 29, 1907, the work of the organization has gone ahead slowly but surely. We have been ready at any time to take up the problems facing the trade, and in this spirit of readiness one of the main objects of the association has been fulfilled.

During the year several projects have been taken up for the benefit of the trade. Some of these have been highly successful, while others have not met with that success which they seemed to merit.

At the suggestion of officers of the association your secretary approached the publishers in Toronto last November and secured subscriptions from them aggregating \$130 for the purpose of advertising books for Christmas. Space was contracted for in the Montreal Star, London Free Press, Hamilton Spectator, Ottawa Citizen, Toronto Globe, Toronto News and Toronto Mail and Empire, and a series of advertisements were prepared which were inserted in the Saturday issues of these papers for four weeks preceding Christmas. The tenor of the advertisements was to urge the public to purchase books for Christmas presents.

The papers were selected on the ground of circulation, particularly circulation throughout the towns and villages of the province. It would have been impossible with the limited fund at our disposal to have run the advertising in local papers throughout the country and that accounts for the exclusive use of city papers.

The advertisements contained no mention of any publisher. They were booksellers' advertisements pure and simple, and at the foot of each ad. appeared the important words, "Patronize Your Local Bookseller." It is hoped that the publishers will be found ready and willing to support a similar scheme this fall.

With the object of giving the booksellers an opportunity to secure a supply of attractively printed Christmas book lists, your secretary prepared a co-operative list, which was offered to the trade throughout Canada at cost price. The response was somewhat small, with the result that the booklets when printed cost almost three cents each. Had a circulation of say 25,000 copies been secured, the cost would have been very materially reduced.

Another project which failed to receive the support from the trade which apparently it merited was the collection blank scheme. These blanks were offered at cost price to any member of the association, who could use them in collecting bad debts. The experience of other retail organizations with similar blanks had been such as to commend them to our attention. Merchants had made most successful use of them and it was hoped that members of this association would find them equally efficacious. Applications for the blanks have not been numerous.

The membership of the association is by no means as large as it should be. The membership fee is so small that there should be no excuse on that score for lack of members. Since the last meeting ten names have been added, as follows: A. E. Benham, Parkhill; J. Taylor, Hanover; C. H. Thorburn, Ottawa; F. E. York, Aurora; Fotheringham & Popham, Ottawa; J. E. Mason, Sarnia; J. H. McClelland, Hastings; J. Johnson, Kenora; J. R. Wells, Hamilton; B. B. Baillie, Simcoe.

After this meeting it is to be hoped that members will take an active interest in increasing the membership. If each member would only bring in one new member and thus double the membership, we would have an organization more worthy of the name.

## BOOKSELLER AND STATIONER

On motion of C. L. Nelles, seconded by W. Tierney, the report was adopted.

### Fletcher B. Gibbs.

Fletcher B. Gibbs, who had come from Chicago to address the meeting, was next called upon for a few remarks. He read an instructive paper, which will find a place in the next number of *The Bookseller and Stationer*.

### The Dinner.

At 6.30 p.m. the annual trade dinner was held at the St. Charles Hotel, when a representative gathering of booksellers, stationers, publishers and travelers sat down to a fine repast. Special music was provided and after justice had been done to the good things a short toast list was carried through.

The health of the King was drunk to the strains of the National Anthem, and then in honor of the guests present from across the line, the health of President Roosevelt was heartily honored, the company singing "For he's a jolly good fellow."

In proposing the health of "Our Guest," Mr. Gibbs, J. G. Cloke, of Hamilton, referred to the splendid work that gentleman had done in the United States, and welcomed him cordially to Canada.

Mr. Gibbs responded in the speech of the evening, which lack of space alone prevents us from publishing in this issue. It will find a place in the next number of *Bookseller and Stationer*.

The health of the trade was proposed by C. L. Nelles, of Guelph, and responded to by W. P. Gundy, of Toronto.

Henry Button, Canadian manager of Cassell & Co., proposed the health of the association. M. G. Hay, of St. Thomas, replied in lively fashion. After that, votes of thanks to Mr. Gibbs and to the Toronto trade were tendered by Messrs. Nelles and Hay respectively.

### THURSDAY MORNING.

A second business session of the association was held on Thursday morning at 9.30. The following officers were elected for the ensuing year.

President—J. G. Cloke, Hamilton.

Vice-President—A. H. Jarvis, Ottawa.

Executive Committee—G. W. Sulman, Chatham; John F. Sifton, London; M. G. Hay, St. Thomas; C. L. Nelles, Guelph; Wm. Tyrrell, Toronto.

Representatives of some of the school-book publishing houses being present, a brief consultation was held as to the best means to adopt to retain this trade on a profitable basis. It was finally decided that the Executive Committee should arrange to meet all the publishers at an early date and come to some decision as to joint action.

The question of enlarging the association to take in the wholesale, manufacturing and publishing interests was next considered. All present seemed to be in favor of securing the co-operation of the publishers and jobbers, though there was some diversity of opinion as to how this should be accomplished.

Finally the following resolution, moved by Wm. Tyrrell, seconded by W. J. F. Mallagh, was adopted—"That the Executive be empowered to change the constitution so that the association may include in its membership members of the wholesale book, stationery and publishing interests of Canada."

The meeting adjourned at 11.30.

### Executive Meets.

At an executive meeting following the morning session, the Secretary was instructed to arrange for a meeting of the Executive with the school book publishers at an early date, when the best course of action would be decided upon. The meeting would also decide on the method of getting all the various interests,—publishing, wholesale and retail,—into the association.

It was decided to change the name of the association to the Canadian Book, Stationery and Publishing Trade Association.

### Those Present.

Among those present at the meetings and dinner were: Wm. Tyrrell, Toronto; J. G. Cloke, Hamilton; Fletcher B. Gibbs, Chicago; M. G. Hay, St. Thomas; R. A. Robertson, Hamilton; C. L. Nelles, Guelph; John F. Sifton, London; James I. Anderson, London; O. Garnet Smith, Orillia; W. Tierney, Guelph; A. H. Jarvis, Ottawa; J. R. Wells, Hamilton; F. H. Chapple, Galt; J. Taylor, Hanover; A. A. Anderson, Guelph; J. J. Redditt, Toronto; Thos. Wheatley, Sarnia; H. L. Thompson, Toronto; J. A. Gulbranson, Montreal; Ayotte Bros., Three Rivers; H. L. Holden, Toronto; J. G. Oliver, Toronto; O. B. Stanton, Toronto; W. J. Slater, Toronto; T. H. Durham, Toronto; Geo. Stewart, Toronto; E. G. Secord, St. John, N.B.; R. B. Bond, Toronto; P. Trebilcock, Toronto; J. B. Hay, Toronto; W. A. Craik, Toronto; S. G. Thompson, Toronto; F. I. Weaver, Berlin; H. C. Woods, Toronto; A. O. Hurst, Toronto; W. P. Gundy, Toronto; H. F. E. Kent, Toronto; N. A. Sineclair, Henry Button, G. B. VanBlaricom, W. F. Ralph, Charles E. Warwick, George R. Warwick, J. S. M. Ridley, Toronto; George Savoy, National Blank Book Co., Holyoke; Ernest Grand, Percy Grand, Geo. Dunham and Frank McKay, Toronto.

### PERSONAL NOTES.

Cassell & Co., Toronto, are in the van of the publishers this year, having taken space for a nice exhibit of their publications at the Toronto Exhibition. They are prepared to hand out information to any of the trade who may look them up, and would like to meet as many booksellers and newsdealers as possible.

Canadian visitors to New York City, who appreciate a modern business plant, should not fail to visit L. E. Waterman Co., who are near the magnificent Singer building, Cortlandt St. and Broadway. A representative of *The Bookseller and Stationer* was recently shown through the Waterman building and was much impressed with its completeness.

W. C. Cunningham has for many years visited the western provinces as representative of Buntin, Gillies & Co., Limited. In future his time will be fully occupied in the Province of Ontario, and George E. Peene will visit the west. The latter has been in the firm's employ for seventeen years and has a thorough knowledge of the business. He is well known in Ontario.

F. McMurray, buyer of stationery and fancy goods for Frederick Loeser & Co., Brooklyn, N.Y., one of the leading American departmental stores, was visiting in Montreal last month, and was shown around the city by friends in the L. E. Waterman Co., Limited. Mr. McMurray is one of the many Canadians who has made a decided success across the line, and is spending his vacation at his old home in Fredericton, N.B.

# BOOKSELLER & STATIONER OF CANADA

Published on the second Wednesday of every month.

The Maclean Publishing Co., Limited

President, John Bayne Maclean  
Vice-President, W. L. Edmonds  
Managing-Editor, W. A. Crack

Cable Address:  
Macpubco, Toronto. Atabek, London, Eng.

## OFFICES:

### CANADA—

MONTREAL (Telephone 1255)  
TORONTO (Telephone 2701)  
WINNIPEG (F. R. Munro)

22 McGill Street  
10 Front St., East  
Room 311 Union Bank Building  
Telephone 3726

### GREAT BRITAIN—

LONDON, ENG. J. Meredith McKim

88 Fleet St., E. C.  
Telephone, Central 12660

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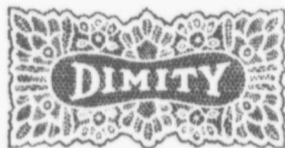
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