

### OFFICE DIARIES READY.

**T**HE Brown Bros.' line of office diaries is now ready and as complete as ever. All sizes and numerous varieties of these are shown. The number sold each year is steadily increasing, as people find them increasingly useful as business is run more and more on systematic principles.

In other office supplies, of which this firm carry the completest stock in Canada, some new arrivals are seen. "Clean and Ready" mucilage is having a great sale. A telephone pencil, with a ring in end to hang it up by, is Faber's latest novelty.

A letter press shown at the World's Fair is on exhibition. It is a handsome article and full manifest sure. It is drawing special attention to their line of letter presses which they have carried for years, and has always given satisfaction. They handle large quantities.

Esterbrook's pens, for which they are sole Canadian agents, are selling increasingly fast. A handsome sample card with eighteen of the leading lines on it has been issued. A cut of the most popular number, 048, is given herewith. Esterbrook's pens need no introduction to dealers.



### THE TRADE JOURNAL.

Like all other phases of the newspaper business, trade journalism is a growing institution. From being a mere advertising sheet, representing only special individual interests, the trade journal has become the great organ of communication between manufacturers and dealers and their customers, and has helped and is helping to bring them into closer relations with one another. It has become one of the best educators, and, since the general abrogation of trade mysteries—better known as secrets of the trade—it has done a good work in the spread of technical knowledge among all classes, to the benefit of the entire community. So well has this become recognized that a man is regarded as behind the times who does not take and read at least one journal devoted to his own trade or profession. There are many who say—and some who actually believe—that they cannot afford to take a trade paper, when the truth is that they cannot afford to do without one. If a man is content to follow in one beaten path all his life; if he is so wise in his own conceit that he thinks he knows it all, and that nobody can teach him anything; if he is content to remain in sullen ignorance because he cannot see that the knowledge offered him is going to bring him an immediate return in cash—then, and in all such cases, a man cannot afford to pay for a trade journal. But if he would keep abreast of the times in his own calling, if he would know what new inventions and

discoveries are being made that directly affect his own interests; if he would profit by the experience of others as told in print; if he would know everything possible connected with his own calling, so that he may be able to converse intelligently, not only with his co-workers, but with outsiders seeking information—then the trade journal is indispensable. It is a power in the land, and he who rejects its friendly aid will soon find himself at the rear end of the procession. He cannot know too much of his own calling.—The British Printer.

### FOR THE HOLIDAY TRADE.

**D**EALERS who expect to reap a harvest about the time of the midwinter holidays are now anxiously seeking pointers on the things that are new. With regard to the toys of the season, there is nothing startlingly new. Old things with prettier colorings, or with more handsome designs, are shown in abundance, and will have to perform the necessary work.



Toy suits, as shown in the accompanying cuts, are shown by Nerlich & Co. at prices ranging from \$7.20 per dozen to \$10.20. Firemen, Queen's Own, Royal Grenadier, policemen and sailor suits are in the range.

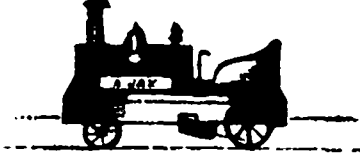
Dolls are shown in great range. It is difficult to imagine where 20 cases, of 30 dozen each, of one kind of doll, could be placed, but such a shipment has been seen this season. Nerlich & Co. have imported over 200 cases of dolls for this season's trade. They have an immense range. A walking doll is a novelty.

Eastern mechanical toys, of Japanese and Indian design, are shown. One is illustrated in the accompanying cut. Other similar



mechanical toys are electric car, steam engine, walking fly, swan, African mail, etc

In locomotives and steam engines the range increases year by year. The locomotives for this year's trade are splendidly finished with brass ornaments and brass-tired wheels. The accompanying cut shows an 8-inch locomotive at \$16.80 per dozen. Another 7-inch one of similar make is \$27. A beauty, with copper boiler and copper



finishings, is wholesaled at \$36. The best of the range sells for \$96 per dozen, is 14 inches in length, moves forward or backward, and is of superior material and finish.

Ice bottles, champagne coolers, biscuit and pickle jars, with nicked handles and rims, are among the latest importations.

### A NEW CATALOGUE.

About September 1st H. A. Nelson & Sons will issue their 94-95 catalogue. It will be as bulky and comprehensive as usual, and filled with a multitude of cuts. It is a useful compendium for the fancy goods dealer.

Perfection in a drawing board has, it is claimed, at last been obtained in the production of the Chautauqua kindergarten drawing board and writing desk. It is not only a complete writing desk and secretary for children, but for the grown people as well. It has receptacles for paper, envelopes, pen and ink, etc., and is strong and durable, being made of solid oak. It is an attractive, novel, useful and ornamental piece of furniture. Messrs. H. A. Nelson & Sons are selling it.

At present their warehouse is a mass of crowded shelves, unopened cases, and piles of goods. The fall importations of fancy goods are to hand, and hundreds of cases are being opened weekly. Everything is rush and hurry, and already shipments are being made. These are the beginning of what will take place continuously during the next three months.

### BOOKS WANTED.

*Get* Under this heading subscribers are entitled to five lines in each issue free of charge. Over five lines, to cents per extra line.

By HENRY & CO., 110 VICTORIA ST., TORONTO.  
Morgan's Parliamentary Companion. 1867, 1861, 1864, 1865, 1866.  
Canadian Pacific Railway Annual Reports. 1881, 1882, 1883, 1884, 1885.  
Reveries Law List. 4th edition.  
British Columbia Legislative Journals. 1871, 1874.  
British Columbia Sessional Papers. 1872, 1873, 1874, 1877, 1884.  
Canada House of Commons Debates. 1871, 1874.  
Toronto City Council Minutes. 1865, 78, 1885.

By J. P. STARNAMAN, BURLIN.

A book containing poem entitled "A Madman," of which the first lines are

Many a year has passed away.

Many a dark and dismal day.

By THE METHODIST BOOK ROOM, TORONTO.  
Roughing it in the Bush. Mrs. Susannah Mordue.  
The Kumseller's Daughter.