

THE TOY SEASON.

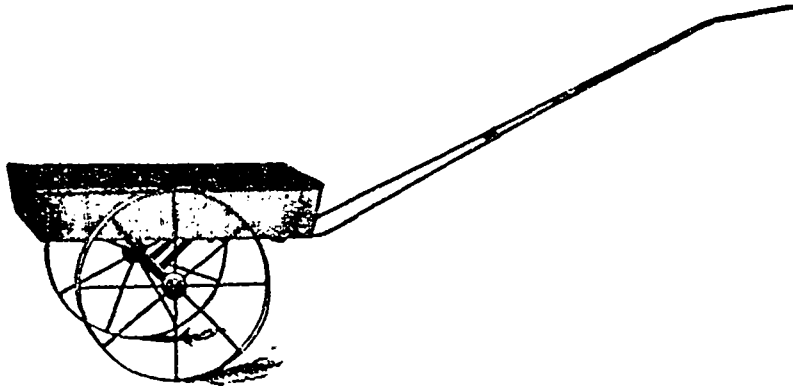
THE toy season has not been an extra heavy one in toys, although perhaps as much carved wooden animals, tin animals, Noah's arks, jumping jacks, etc., have gone entirely into disfavor. They cannot be sold now, and a dealer who is stuck with them should unload as quickly as possible. Their place has been taken by toy books, and mechanical and other substantial toys. People will buy only better and substantial toys, and they seem willing to pay more for them. The dealer must accordingly buy smaller quantities and better goods.

The change should be beneficial to all classes. From point of view of the public, it is more economical to buy less trash; from the retailers' point of view it ought to be beneficial in smaller stocks and less waste, and the same may be said of the wholesalers. Retailers should carefully think out and estimate the tendencies of the trade in their district, and allow those to govern their purchases during the present year. Toys are not going out of favor, but a different class of toys is demanded. In the cities the demand has left the small dealers, and now

they will have it. The stock carried by this firm is immense. They visit the leading markets of the world and ferret out the "best" of everything, pay spot cash, which in itself is a sure and certain sign of the low prices, and stock up for the coming season, relying on their many years' experience not to overload themselves on any one article, and so give their many friends—the trade—the benefit of having their orders filled completely as soon as placed. Some houses have been doing an import trade, carrying a full line of samples, and making up shipments from orders taken up to a certain date; and taking the risk of whether factories can fill orders promptly. Now this has been proved, time upon time, to be most unsatisfactory to the retailer, it being about one chance in fifty whether the goods arrive in time.

TOM THUMB CART.

The accompanying cut shows the Tom Thumb Dump Cart, one of the latest and best toys in the market. People are demanding durable and worthy toys, and the manufacturer who got out this toy has been carefully watching the tendency of his trade. It is large and imposing looking. The parts are separate, the double wire spearlike tongue can be re-



falls on the big store, with its huge and bewildering variety, its long ranges and its close prices.

THE TOY TRADE.

To cater for young Canada in this line of business must be an ingenious task. In going and coming among the toy trade one is much impressed with the immense quantity of toys passing through the wholesalers' hands to the retailer, and so on to the consumer, where they in the first place came from and, finally, where they all go to. One season follows another so rapidly these days, that in order to keep in the front rank or to cater successfully in this peculiar line of goods, the wholesale merchant and the retailer too must be a "live" man, ready to discern quickly and correctly what is going to take or be the "rage" among the children. After marbles and peg tops have had their run, what comes next?

Messrs. H. A. Nelson & Sons, the pioneers of the toy trade, seem to have this happy knack of hitting the correct "rage" every time. In going through their large and commodious warehouse this week it was really marvellous to see how rapidly they have changed their lines. Less than a month ago Christmas and holiday goods were in grand profusion. Now they are things of the past, and rubber balls, marbles, allies, skipping ropes, peg tops, fishing rods and tackle, air guns, hammocks, tennis, cricket, croquet, and dozens of different lines of spring and summer novelties too numerous to mention are in their places. They are evidently anticipating a good spring trade, and if a "good line" is any criterion to go by

moved by a spring from the box, the wheels can be removed from the axle by removing the nuts, and the axle can be removed from the box. This enables it to be packed in a small compass, and also makes it a more interesting toy. The materials used in its construction are strong wire and heavy sheet iron, thus it is almost indestructible, while at the same time it is attractive. It is sold on the Toronto market by Nerlich & Co., 35 Front street.

ADVERTISING ADVICE.

The following from the Petroleum Advertiser is peculiar, but worth considering. The editor says: "The Xmas trade of Petroleum has been very satisfactory all round, and more especially is this so with those who have freely used the columns of the newspapers to advertise their wares. Several of our most prominent advertisers have been good enough to express their satisfaction to us personally of the good results of advertising in the Advertiser. It is very gratifying to us, more especially as we have been the direct means of our patrons paying that strict attention to the wording, and the frequent changing of their advertisements, without which attention advertising is next to useless. Some merchants will decide to try advertising for a few months and in a hastily written copy leave it standing an age without change, and then come to the conclusion that advertising don't pay. Advertisements must be attractive, both in matter and typo-

graphical appearance, and should be changed at least twice a month to be successful in accomplishing the object for which they are intended. This takes a little time, but it is the best spent time a merchant employs. We take a special interest in our advertisers when we are permitted to do so. We write many an advertisement for our patrons free that merchants in other towns and cities pay big prices for, and it is only too seldom appreciated."

THE COPYRIGHT QUESTION.

The Ottawa correspondent of one of the Toronto dailies, writes under date of December 29 as follows: It is evident from a passage in one of the recent interviews given to the press by Gen. Foster, the United States Secretary of State, that a misunderstanding exists in the United States as to the recent action of Canada on the copyright question. An assurance was given on behalf of the Imperial Government to Mr. Lincoln, the American Minister in London, that if the United States Copyright Act were made available for British authors, United States authors would thereby become entitled to register for copyright in the colonies as well as in Great Britain. This statement of the law is not strictly correct, so far as the colonies are concerned. In Canada, for example, the Copyright Act only allows that privilege to citizens of foreign countries having a treaty on the subject of copyright with Great Britain, and it is therefore not in the power of the Canadian Government to allow registration to American authors, notwithstanding the assurance to the contrary given by the British Government. The Dominion Government did nothing more than state the condition of the Canadian law on the subject. That law has been in force for 17 years, not only with the express approval of the British Government, but by virtue of an Imperial statute, which was passed to give it effect. This view of the question was evidently overlooked by those who gave Mr. Lincoln an assurance on behalf of the British Government, but the blame in connection with the misunderstanding is certainly not to be attached to the Government of Canada. Even if the Canadian Government had issued a copyright in accordance with the assurances referred to, it would have been found to have been worthless, and the British authorities maintain that Canada has no power to amend her Copyright Act without the sanction of the British Parliament.

IN THE COMING SCHOOL.

Parent—My boy Sammy doesn't seem to be learning anything about figures. He can't do the simplest example in addition.

Teacher—Your boy Sammy is one of the brightest pupils I have, Mr. Wriggles. He can mend a hole in a tin pan as well as a regular tinner, go through the newly imported Danish exercises in callisthenics without a single mistake, put an invisible patch on an old shoe, take a watch to pieces and put it together again, tie a sailor's knot, do a chess problem, and putty a pane of glass in a window as neatly as a glazier can do it.

But he doesn't seem to know anything about reading, writing and spelling.

My dear sir, we don't teach those studies any more.—Chicago Tribune.