



James Anderson, books and stationery dealer, Paisley, Ont., is dead.

Mr. Alex Weir, bookseller and stationer, Toronto, is removing to Stratford.

Mr. H. A. Hillcoat, music dealer, Amherst, N.B., is removing to Moncton, N.B.

Mr. W. P. Batterton, Ottawa, is about to start a new book and stationery store on the corner of Queen and Bank streets.

John Maclean & Co., wholesale fancy goods and milliner dealers, Montreal, have assigned with liabilities of \$281,322, 45.

The City Bookstore in Guelph has changed hands. Its old proprietor Mr. J. A. Nelles, has sold out to his son, Mr. Charles L. Nelles. It notes for being one of the most tasteful shops in the city, and its good name will no doubt be kept up in its decent from father to son.

Robert Carswell, A. Poole, Charles Brown, S. E. Hall, A. S. Bowers and John Carswell, all of Toronto, are seeking incorporation as the Carswell Company, Ltd., with head quarters at Toronto, and a capital stock of \$150,000. The company proposes to carry on business as a law publishing firm.

On another page in this issue will be found an advertisement offering for sale a book, stationary and fancy goods stock in a Northern Ontario town. Those contemplating a change ought to consider the advantages submitted in this chance to buy. It is a thriving business in a thriving town.

On the 21st ult. last Mrs. Swayze, who for some time past has carried on a book store in Thorold, left the town rather suddenly, leaving a number of creditors in the lurch. No cause is assigned for the act, as she was thought to be doing a paying business. Mr. C. M. Taylor was appointed assignee in the interest of the creditors.

SCHOOL NOTE BOOKS FOR THE NEW TERM.

What comes of the many exercise and note books that one will see in the windows and on the shelves of our book stores in the largest city or the smallest hamlet in the country? The question is a suggestive one to the ordinary layman, and when he considers the varieties and kinds, he may well calculate what proportion of the 5,000,000 people of this glorious Dominion are made up of lads and lasses going to school daily through a large section of the year. But we can only see the colossal magnitude of this suggestive side of the school question by a visit to some one or other of the large manu-

facturers of school supplies in the Dominion. And here methinks that astonishment will mark the features of the average man who buys a gross of five-cent or ten-cent exercise books to sell again, almost as much as it will the countenance of paterfamilias, who is told by John and Maggie that teacher says they must have a new exercise book to-day, sure, or they will lose their marks.

Bent on an investigating tour of this character a representative of BOOKS AND NOTIONS paid a visit to the establishment of W. J. Gage & Co. of this city. Taking in his hand a school practice book with a handsome design on cover, and bearing the mark of the Rosebud Practice Book, the manager of the house asked, how many of that book would one suppose were manufactured and sold last school session? 200,000 copies was his reply, and we have brought out this new one, The Sunflower, as a companion book to it. This we had to remember was the sale of one line only of a five-cent practice book.

The question was asked: Having made up so many varieties during the past season, we suppose the work of the firm this year will be simply one of keeping up sufficient stocks to meet the call of the trade? You will be saved the labor of preparing and making up fresh designs or varieties. Quite the contrary, was the rejoinder. "Though our lists last year embraced, it was generally admitted by the retail trade, the largest and freshest assortment of this class of school supplies placed on the market, yet this year we supplement the list by a new series in excess even of last year, so, putting the two together, we speak with a knowledge of the facts when we say that no school supply manufacturer in New York is showing an assortment of school exercise and practice books nearly as large in variety or kind, as those bearing our imprint. We have gone to great expense in preparing such an extensive line, but our order file shows that our effects have been appreciated.

"Let me show you some of our new lines. Here is the 'Challenge' exercise and dictation book, measuring $6\frac{1}{2} \times 8$ inches, in a pressed board cover, with the design of a stag, and lettered in gold and black. Within the cover are 48 pages of a nicely calendered paper, ruled, and the book is sold retail for three cents. We hardly think that the charge of dear school books would apply in this case." In five cent exercise books, all bound strongly in pressed board covers, we were shown the "Chromo" exercise book, 64 pages; "Toronto" exercise book, 64 pages, embellished with a speaking likeness of school inspector J. L. Hughes; the "Signal" exercise book, 64 pages, and the "Champion," bearing a design of a bicyclist, and numbering 92 pages, and it only five cents too. Value in size as well as quality is shown in the "Surprise" exercise and dictation book, made of large cap quarto, 68 pages, and price five cents; the "Banner," post quarto, 52 pages, five cents, the "On-

tario," with a capital picture of the Minister of Education, 68 pages and the "Enormous," also with 52 pages of post quarto paper, 5 cents—each ruled and bound in pressed boards, with handsome designs on cover in black and gold.

Coming to ten cent books, a superior line in large cap and post quarto are made up. At one side is seen the "Picturesque," with a truly picturesque design on cover, pressed boards and cloth back, 72 pages of superfine ruled paper; the "Standard," 88 pages, the "Ryerson," 80 pages, the "Gem," 100 page large cap 4to, and the "National," with 72 pages is in large page 4to.

The same excellent values that are noticeable in the exercise books are found in the note books and practice books. At five cents one gets the "Universal," an oblong note book, $4\frac{1}{2} \times 7\frac{1}{2}$, 100 pages; the "Magnol," $5\frac{1}{2} \times 8\frac{1}{2}$, 100 pages, and the "Buttercup," with cream-colored paper, 6×9 , 100 pages; for ten cents, the "Golden Magnet," $5\frac{1}{2} \times 8$, 144 pages; the "Buttercup," 6×9 , 200 pages, and the "Collegiate," $6 \times 9\frac{1}{2}$, 200 pages. These are all oblong in shape, and substantially bound with cloth back. At five cents one finds the "Golden Rod," 6×9 , opening the natural fold of the paper, and only five cents, and the same book with 200 pages for 10 cents. An artistically designed cover is found on each of these.

Specialties in practice or scribbling books, the former title certainly being the preferable and is adopted altogether in the books of Gage & Co., are the Sunflower, made of royal octavo, 100 pages, 3c., 152, 5c., 200, 5c., and 152 pages, ruled, 5c. The Rosebud, so popular last year, is made up in 100 pages, 3c., 152, 5c., 200, 5c., 152, ruled paper, 5c. Something decidedly wonderful is seen in a 30c page practice book of demy octavo, and actually sold for 5c. The Peerless practice book is bound in full cloth, either oblong in shape or not, demy octavo, 200 pages, and the price retail, 5c.

The Crusoe is a new design on a royal 8vo book in 100 and 200 pages, heavy paper cover.

Though it is yet in the dog days and business is generally considered dull, Gage & Co's. staff, in both the manufactory and warehouse department, find themselves unable to keep up with the orders pouring in on them from all parts of the Dominion, and are working at night to try and catch up with their work.

BOOKS AND NOTIONS left the warehouse of W. J. Gage & Co., contrasting in his mind the trade of to-day with that of fifteen years ago, when exercise books were unknown, except as ugly marble-covered affairs, and 20 and 25 cents the average retail price; when manufacturers were not so prolific in kindly and temptingly tasty suggestions to try both the dealer and consumer; and when an edition of 200,000 of a practice book for one season's trade, would have been considered the suggestion of one better fitted for a straight jacket, than to be engaged in the school book trade of this Dominion.