

## BOOKS AND NOTIONS

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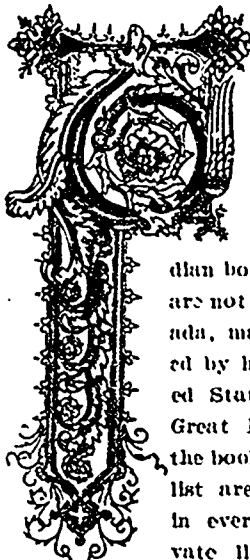
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## A BURST OF SPEED.



**H**IS month we present our readers with a valuable issue. It contains a catalogue of the most important Canadian books in print. These are not all printed in Canada, many being published by houses in the United States and some in Great Britain. But all the books contained in the list are worthy of being in every public and private library in Canada. Every volume is written by a Canadian author or is of especial interest to Canadian readers. We do not claim the list to be complete. It was impossible to make it entirely accurate on account of the variety of sources from which the information had to be gleaned, no such record having ever been published before. But in spite of the labor required to make this record, we feel that the appreciation of our readers will be a full recompense. We shall be glad to receive additions regularly from any publishing

house, and every new book will be recorded in these columns. We shall be pleased also to receive notice of omissions, and these shall be willingly published. In this way a fuller and more complete catalogue may be issued at some future day.

It was thought advisable to omit all minor educational works, music books, and law books. Some of the regular book houses, such as the Toronto News Co., and The Methodist Book and Publishing House, publish numerous music books of interest to the trade. Several firms in Toronto, Montreal, and elsewhere have large catalogues of purely educational works, but of these the bookseller can easily procure information. On this account they were omitted, and also because most of these works were of Provincial rather than Dominion interest. The Carswell Co. of this city publish a long list of books by eminent Canadian lawyers and jurists, and each province has a publisher of its law books, reports, etc. In some cases these are indicated, but all such lists were omitted because of their provincial character.

In the list we publish this month will be found a large number of books marked with an asterisk. These were taken from the extensive catalogue of American books issued by Robert Clarke & Co., Cincinnati, U.S.A. These by no means compose all the books concerning Canada procurable from this firm. They have a large number of books which are hard to procure, but only the latest publications have been mentioned. Their catalogue can be procured for fifty cents.

There is no reason for any Canadian to feel ashamed of the list of books which have been produced by our numerous writers of poetry, fiction, history, science and religion. The past has been worthy and there is no valid reason why the future of Canadian books should not be a brilliant one. But the bookseller should attempt to increase the demand for patriotic and national literature. The book reading public is much like an infant—it takes the food that others give it. If the booksellers offer the reading public Canadian books and point out their merit, the latter will be lought and read. Aided by numerous broad-minded men in this city and elsewhere we have done what we could to bring Canadian literature to the front—a place it has not occupied up to the present. We now leave the matter in the hands of the Canadian booksellers.

## ON THE LOOK OUT.

The successful merchant is always on the look-out for—for what? For everything. There are hundreds of chances for extending business and increasing sales which never come to the man who stands behind the counter with his arms folded waiting for customers. These only come to the live man who hustles for trade everywhere, anywhere, and at all times. As the sailor in the rigging, with his eyes looking far out over the sea, he watches for coming chances and opportunities which give advantages. A steady eye, a concentrated attention, a cool head—all these are necessary to discern the future and to profit by it.

Then when a storm is brewing, and the weather grows hard, the captain from a good position is on the look-out. He is watching the breakers, their direction and their force. He furls his sails, and he sees that his good ship goes slowly, and all risks are avoided. So with the merchant. When trade becomes depressed through no fault of his, he must slacken speed. He must retrench must slacken speed. He must retrench in various ways, avoid taking risks, and conserve his resources. When the storm strikes he must be prepared for it, and he will not then be thrown on his beam-ends.

Even on a smooth, glassy sea, the captain never ceases to watch for danger. The merchant who goes on expanding his trade and increasing his business in various ways should never cease to look for signs which warn of coming thunder clouds. He should take full advantage of present prosperity, but never be lulled to sleep by smooth gliding, surface-deep prosperity.

## THE MONTH OF MAY.

The merry month of May will be a quiet one in regard to school books, stationery, and fancy goods. But the live retailer will bring his fishing tackle well to the front, and the small boy and the big man will take due notice thereof. He will show a huge array of marbles, allies, tops, firecrackers, and miniature fireworks for the small boy's benefit, and the climax of the demand will be reached on the 24th of May. He will look well after his stock of summer novels, for the drowsy air will soon be having its effect, and the dog days, when hammocking, yachting, and skiff gliding will be indulged in, are not far distant.