

other. The respectability of our subscription list brought us advertisers of the best class, and by introducing these to our subscribers, we promoted intimacies that have been useful and profitable to both parties. For, we are as happy in our advertisers as we are in our subscribers, and we have as liberal support from them. To get both, involved work, patience and perseverance, and we are satisfied that we were able to make the necessary outlay of these qualities.

We wish all our patrons a Merry Christmas and a very Happy New Year. The holiday trade, we hope, will be a harvest more than usually rich in the quantity and quality of the demand.

### REAPING WHERE THEY DO NOT SOW.

Those who control the distribution of periodicals—that is, the publishers or the concerns to which they turn over their issue—must not be trusted more than average human beings, to respect rights that they find exposed. Caution is better than faith in anybody's honor or reliance upon conventional usage. A matter in which some traders are unnecessarily frank with the houses which furnish magazines, etc., at first hand, is the disclosure of the names of subscribers. It seems convenient to send these names, that the periodicals may be labelled at the source of supply with the printed address of each subscriber upon them. It saves trouble to the local newsdealer to have this thing done at the publishers' house, and it is neat and orderly. But it is not discreet. The publishers or those to whom their issue is transferred require no further information for the supplying of an order, than the number of copies of each periodical that is wanted, and the name and address of the dealer who wants them. To name the subscribers is unnecessary. Many traders know why it is also indiscreet to do so, having learned by experience. They know that some publishers make use of the names so collected, to link subscribers directly to the house itself. Having these names, and thus being able to refer to readers of their publication, they can save the trade discount in every instance they attach one of these names to their own central subscription list. In so attaching a name they detach it from the local dealer's list. The retailer may beat the wood for the game, but once it is roused the publishers' house will look after it. The plea put forth for the defence of this abuse of confidence is, that the retailer neglects to cultivate subscriptions, allowing them to lapse too easily, and that the subscription is not so apt to be transient when it is booked at the head office, whence the periodical can be sent to any address to which the subscriber may shut, the removal from one place to another by a subscriber often cancelling his subscription altogether when it is held by a retailer. Whatever there is of truth or of mere speciousness in this matter of little concern to the retailer, who ought to know when he has a bird in the hand, which is also one in the hand for the head house, and worth more to the retailer than the two which that concern sees in the bush. The retailer may be slack or he may be diligent to keep subscriptions running, but so long as the list is known only to him-

self he is making something out of it. So soon as he sends a copy of it to the publishers' house of supply, he runs the risk of transferring a great part of his interest in it to that establishment. "Numbers, not names," is the safe policy.

### MUSIC NOTES.

1. Suckling & Sons' new pieces for this month are:

(1) The Haymakers. Dance. For the pianoforte. By Carl Weber. Price 40c.

(2) Valse Elegante. For piano. By G. H. Fairclough. Price 50c.

Both are favored by a strong demand, from quarters where selectness is valued.

The Anglo-Canadian Music Publishers' Association, (Limited), has added the following to its publications:

(1) Danse des Pierrots. For piano. By Emma Fraser Blackstock. Price 50c. This is the most recent of the well-known Toronto lady's compositions, and is in wide request.

(2) Twelfth Night. Old English dance, for the pianoforte. By Seymour Smith. Price 40c. There is a very good call for this for Christmas stocks.

Whaley, Royce & Co. have published the following new pieces, for which they report an unusual run:

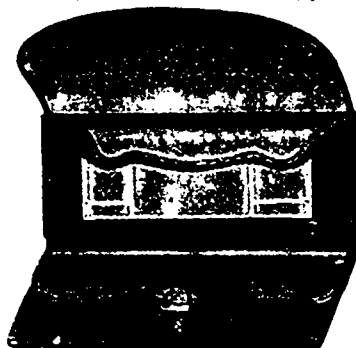
(1) The Dude's Galop. Jersey, for piano. By R. Gerdler. Price 40c.

(2) In the Autumn. Gavotte. For the piano. Price 50c. This is a very pretty piece.

(3) But I Loved Her. Comic Song. By W. J. Reid. Price 40c. Very popular.

### BROWN BROS.

Messrs. Brown Bros. have now got out their catalogue, and in it is to be found the counterpart of every beautiful line of leather goods manufactured by that firm. The purses, wallets, bill books, bankers' cases, portfolios, etc., etc., are illustrated and arranged in the order of class, size and material, each entry being accompanied by the price-quotations. An examination of the pamphlet unfolds a rich assortment of choice wares. But a more tangible evidence of the resources of the firm's stock just now is to be seen in its sample rooms, which we visited on Saturday, and found to be crowded with the most elegant articles. The tables bear a luxurious display of purses, wallets, diaries, portfolios,



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letter cases, card cases, music rolls, bags, etc. This is Brown Bros' 37th year in diary publication. Everything is in strict keeping with the latest laws of fashion in ladies' goods, notable among which are some chate laines hung in beautiful oxydized silver frames. The photograph albums are new and very recherche, in calf covers, some ingrained with attractive strawberry stamps are particularly captivating. The screen

photo panels are in many forms, all handsome. The leather writing desks are a very choice line of goods.

In inkstands Brown Bros. are stocked with many styles in extra Bohemian glass. There are several unique designs in these. There are also some very taking pocket cases of Vienna make for holding ink. A leading article just now is the Wirt fountain pen, for which the demand is exceedingly good. Besides the plain form of it there are several styles of it in stock now of fancy structure for gifts, and put up in plush lined cases. These have pearl, gold plated, silver or ebony holders and are well fitted for the season of gift making, for ladies or gentlemen. Gold pens and penholders are also in stock.

A line which is receiving a large amount of attention from the trade is the novelty called crepe and crinkled tissue paper, which is suitable to so many decorative applications in feminine hands. This paper is an exact imitation of crepe, and is in twenty distinct colors and seven striped combinations. It is used for lamp shades, fire stove ornaments, fans, hand screens, flower pot covers, fancy ball costumes, lining work baskets, etc., etc.

Commissioner Johnson confirms the despatch that Father Labelle had to pay duty on several hundred books that he brought with him from Europe. He says that in holding the books till the duty was paid the customs authorities were simply carrying out the regulations. The books may be for educational purposes, but that does not relieve them from the payment of duty. Even if they were for religious purposes, the case would be the same.

It is generally known that the lieutenants of Mr. H. M. Stanley were prohibited by their agreements from publishing any account of their travels until six months after the issue of their leader's book. The term has now almost expired, and it is therefore expected that several books by these companions will appear—some of a highly interesting nature, detailing various aspects of the expedition. Next to the account of Mr. Jephson, under the title of "Emin Pacha, and the Rebellion at the Equator," already announced, the most interest will attach to the Diary and Letters of the late Major Barttelot, which is being prepared for publication by R. Bentley & Son, London, and in which will be described one of the darkest episodes in connection with the expedition.

We have on several occasions mentioned in our columns The Winter Evening Games, published by The Copp Clark Co., Ltd. We would not like to say that the tremendous sales these lines have had is due entirely to the advertisements which have appeared in BOOKS AND NOTIONS, although the firm have expressed themselves well pleased with the results therefrom. It is a pleasure to advertise good lines, because of the perfect and unbounded satisfaction such commodities give to the buying public. These are good lines. Halma has had a phenomenal sale. *Parcheesi*, the old favorite of board games, seems if possible to have taken a firmer hold than ever on amusement loving people. Go-Bang, that marvel of simplicity, but varying chance, seems to grow more and more in favor, but still this enterprising firm are not satisfied, and have increased their line by adding improved men for Halma, *Parcheesi* for players, and Go-Bang with bone counters. They intend entering largely into the manufacture of games and have several in course of preparation (*Reversi* and *Periwinkle*). Other games will follow, and as fast as issued will be noticed in our advertising columns. Keep your eyes open for their new lines.