

and a few pencils. There are many arguments which might be adduced against such a system, chief among them being the positive danger of spreading contagion among the children.

Mr. Robertson said "free books" was a very popular cry in Toronto just at present. It would be well to bring all the pressure they could bring to bear on the Government in the matter.

NEWSPAPER DEVICES.

The clause in the report referring to the practice of newspapers going into the retail business called forth some very decisive sarcasm, aimed at the journals which go in for this class of "fak." One member declared that his customers invariably refused to take the book premiums offered, so wretched were they.

Mr. Day—The only way to put a stop to that is to refuse to sell the paper that goes in for that class of thing.

Chairman—I think they all do it.

Mr. Day—I notice that the Mail offers wall-paper as an inducement to people to subscribe.

Mr. Wallace said that there was a religious paper in the city offering a book at less than wholesale price. The book was represented as value for \$5, whereas it was bought wholesale at 90c.

Mr. Cormack—Another thing is that the daily papers are sending their agents through the country canvassing for subscribers instead of allowing the orders to come through the news agent. By this means they draw the subscribers away from our stores.

Chairman—But they turn them over to us. I have always found the Toronto dealers most willing to treat us properly.

TOO AVARICIOUS.

The practice of foreign travellers selling outside the legitimate trade and manufacturers and wholesalers canvassing or selling to retailers was next discussed.

A case was instanced in which an American traveller sold stationery to a jeweller. Also an instance in which goods had been offered to a private consumer at a less cost than was paid for the same articles by a wholesaler.

The meeting considered this a grievance, and undertook to make individual efforts to suppress it.

DECEASED MEMBERS.

On the motion of Mr. Nelles it was decided to have notes of condolence sent to the representatives of the four members who had passed away during the year, and to have same recorded on the minutes.

POSTAGE RATES.

A short discussion ensued on the paragraph in the Executive Committee's report referring to the postage rates. The general consensus of opinion was that the present rates are too high, and that every effort should be made to have them reduced. The

advantages which the trade in the United States possesses over their Canadian brethren were pointed out by the chairman, and the committee requested to continue their exertions in the matter.

On the motion of Mr. Wallace, seconded by Mr. Wilson, the report of the executive committee was adopted.

ELECTION OF OFFICERS.

The following officers were unanimously elected for the year.

President—H. F. Sharp.

First Vice-President—J. A. Nelles.

Second Vice-President—R. S. Cormack.

Sec-Treas.—J. B. McLean.

Executive Committee—S. Wallace, A. S. Irving, N. T. Wilson, Donald Bain, and H. Dickinson.

HECK'S COLUMN.

To the book and stationery trade I have nothing to say, because in that branch of trade I have lots to learn. Visiting, as I do, the different stores through the country, one gets a good idea of the successful business man of to-day and his way of doing business. The question of the fall trade is: Are you ready for it? The debts the farmers owe you, it is now timely to collect when they are receiving cash for their grain, and before the implement notes come due. Are you going to carry last year accounts over another year when this has been a good one? I sometimes smile when thinking of the way it is done, you by faith, the implement man by note. Then as to your stock, is complete for the amount of trade that is to be done? In towns where the examinations of public and other schools are held, lots of paper, pens and pencils are used. Keep this stock up. Many business men will be opening new ledgers, cash books and journals at the beginning of the year. Have you these ordered? The wholesale man is usually busy about Xmas time, and there are always orders coming in (marked at once) that could have been had earlier, that you knew, or ought to have known, you would want, and which is the case when you have them not. Go through your stock and order at once what is deficient in making it complete for fall trade. It is impossible to suggest what you want for your trade. Each man's trade generally differs from another's, thus showing you the necessity of buying just such goods that a careful study of your customers will show that you require. Some always have something new, with a few taking articles that no other in the town carry. That draws irregular customers to your store, and usually leads to the selling of other goods at the same time. Pay the same respectful attention to the large and small purchasers, leaving it to be said that the public would rather deal with you personally than any other.

Master the whole business and the way to fortune has been mapped out.

Work can always be found in a store without double-million microscope.

RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 25th of each month to ensure insertion in the current month's issue.

OUR DARLINGS, edited by Dr. Bernardo, and published by John F. Shaw & Co., London, is one of the most attractive and wholesome of children's annuals. It is filled with short stories, of which the nature and matter are carefully adapted to juvenile taste and to the instilling in children the love of what is morally beautiful. It is richly illustrated. The Willard Tract Depository is the agency for the sale of the volume here.

LIFE IN UTOPIA. By John Petzler, London: Authors' Co-operative Publishing Co. (Limited). In this book is presented a picture of an ideal social system, a vision of the perfect functional action of society in which community of property is the bond of union. The subject matter is treated in dialogue throughout, and deals with the absence of money, national store-houses, associated homes, the distribution of work, industrial training, education, marriage and divorce customs, the religion of humanity, etc., etc.

THE WORLD'S DESIRE, by J. Rider Haggard and Andrew Lang. The second edition has just come from the press of William Bryce, Toronto. In this novel are exemplified the waywardness of Mr. Haggard's genius towards remoteness and eccentricity as sources of originality, and the strong predilection of Mr. Lang's culture for classical subjects. The story is of an imaginary second wandering of Ulysses after his return from Troy, and begins where Homer left off. It has a peculiar interest, as much for non-classical readers as for those acquainted with the *Odyssey* and the *Iliad*.

HUMAN MAGNETISM, by H. S. Drayton, L. L. B., M. D. New York: Fowler & Wells Company. The curiosity which has been aroused within the last year as to the nature of hypnotism is now general enough to give wide reception to such a book as this. The work may be said to treat the subject in a popularized form, the use of technical scientific terms being avoided as much as possible. Hypnotic power or susceptibility is examined so as to give a physiological psychological and pathological account of its nature, and is considered in the aspect of an agency for moral and intellectual improvement. The book is well written, and is issued in a saleable form.

THE CENTURY ATLAS AND GAZETTEER is a book of reference upon every question of physical and political geography. It contains 52 fine new maps and a geographical dictionary, while its letter-press is a store of valuable modern information. The binding is strong and elegant, the paper fine, the type and maps are bold and distinct. The volume is 15 by 12 inches in size. It is the latest work of that eminent geographer, J. G. Bartholomew, F.R.G.S., and will be in very general demand. It sells at \$1.50. The publishers are John Walker & Co., London, England, and Hart & Company are the Canadian agents.