

known writers helps the sale of other works by those authors.

Some of the cheap magazines are undoubtedly popular, and one or two are meritorious from the literary point of view. But some of them are mere trash and should be discouraged. The dealer may take it into his head that a complete range of cheap magazines on the counter looks enterprising. The sooner he gets rid of the notion the better. There is no money in this trade. The better magazines should be pushed with persistence and tact at the expense of the cheaper ones. That cannot be done, of course, when they are both cheap and good, but this only applies to a very few.

SPECIAL SALES.

Now that the daily press has made so much of Klondike, nearly everyone is interested and many will be going in the spring when the weather allows of travel. Dealers should see that they have a supply of literature and maps to meet the demand, which is sure to come. Several good guides have been prepared and are obtainable from any news company.

As elsewhere reported, the sales of Nansen's book are satisfactory. It is probable that Nansen will lecture in this country some time during the autumn or winter, and his presence on this continent will revive demand for his book. The dealer will do well to keep an eye on this and be ready for that demand. If Nansen's lecture is announced his book should be put in the window with a special card of inducement to buyers.

The new Canadian history by Mr. Clement is primarily for school use. From a perusal of it we are inclined to think that some judicious pushing will obtain for it a general circulation. The book certainly deserves it, and parents as well as pupils should read the only compact, comprehensive story of all the Canadian provinces which has yet appeared or is likely to appear for some time, anyway.

The war with the northern tribes of the Indian frontier should occasion some demand for maps, atlases or popular books about India. This can be met and fostered if the dealer will consult his catalogues and provide what he deems necessary for the occasion.

Everywhere the talk is of better times. The holiday and Christmas trade should be very good in books, stationery and fancy goods. If the dealer advertises in the local paper he should prepare a list of articles suitable for presents. A neat circular sent to all customers in the vicinity is also a means of stimulating trade. Unless we take every advantage of better times, we shall not reap much fruit from them. Trade does not come if we simply sit down and wait for it.

THE LATEST GERMAN NOVELTIES.

A NEW nib is the steel-rubber nib. It consists really of a very short steel nib, which is not, like in the ordinary way, inserted into a penholder, but is bent in such a manner that it can be fixed on a piece of flexible hard rubber tubing which resembles a quill, the elastic properties of which are thus secured for the modern writing utensil. To the already enormous number of paper fasteners a new one has been added and is called "Excelsior," a name which threatens to become as collective in meaning, in the case of industrial products, as Smith or Brown in that of human beings. Excelsior, the paper fastener, we are told, need not fear competition. It cannot very easily be described without a sketch, but one of its main advantages is that it does not necessitate the perforation of the papers it has to keep together. Consisting of an easily bending little metal plate with a tongue cut out in its centre, it is passed through this opening over the corners of the leaves it has to bind, and then narrowly bent over several times.

A very ingenious paste or gum-pot has just been put on the market, which will be found very useful where a great deal of pasting has to be done. It is best suited for gum or dextrine, and possesses three vertical sections. The middle one is connected with the one on the left by a little opening which can be closed from above by a bolt. This side compartment is the receptacle for the gumming matter, of which as much as is likely to be required every day is allowed to enter the central chamber. The third division on the right contains water in which the brush is to be kept while out of use, and will thus always remain clean and soft. If properly used this pot, made of tin plate, prevents waste, promotes cleanliness, and makes it possible to keep the gumming matter always in proper condition.

Among the new toys being sold by our stationers one called "Aquatic Sports" is very pretty, and has caused quite a sensation, as nobody has yet been able to explain

the secret of its nature. This toy is sold in three sizes, and consists of an enamelled basin or water receptacle, and a number of miniature steamers, yachts, rowing boats, fish, swans, etc. There is also a bottle containing some rapidly evaporating liquid and two tools. One consists of a piece of wire with which single drops of the liquid can be taken from the bottle, and the other is a wire fork for lifting the objects on the water. Each of the latter is supplied with a tiny piece of felt at its end, and on this a drop of the mysterious liquid is placed. As soon as they are then put in the water they begin rapidly to swim about for a good long while. The bigger ships move quite majestically round the basin, while the smaller ones race about like torpedo destroyers, and run against each other but only to separate again immediately. Their movements are at the same time most eccentric, and never continue long in the same direction, and the toy is therefore not a monotonous plaything, but will even attract more than the passing attention of grown up people. This novelty is being very well received by the trade.

Gelatine lanterns are likely to effectively compete now with such of paper or glass. A new kind consists of a frame work with interchangeable gelatine panes. These lanterns will not break like those of glass, and as any pane can immediately be replaced by a new one, rain will never do as much damage as in the case of Japanese lanterns, which cannot be repaired, but have to be thrown away if once injured. The interchangeable slides also make special color arrangements very easy.—Berlin corr. Stationery Trades Journal.

THE STORE STATIONERY.

The stationery of a store should have careful attention. All those articles of stationery which go into the hands of the public, such as letter paper, envelopes, bill-heads, etc., should be of a neat character and good quality. People quite frequently judge the business methods of a store by the stationery which it uses. If your stationery looks shoddy and conveys the appearance that it was carelessly gotten up, the person who receives it is very likely to think that it comes from a shoddy and carelessly conducted store. Again you cannot afford to throw away money on your stationery. All those articles of stationery which do not go out of the store, but which are used by yourself and by your clerks, need not be of as fine quality as you have for the stationery which goes to the customer. You can afford to economize in that better than you can in that which you present to the world.—Chas. F. Jones.