

considered, and where teachers' associations are consulted, but where the retail bookseller can never have a voice unless by co-operation and organization, as suggested in your article.

I would suggest that if the expression of opinion invited from the trade be general and unanimous on this matter, that a meeting be called at some convenient season, say by BOOKS AND NOTIONS.

A discussion of these questions from all sides by such a representative gathering as this ought to be, would certainly brighten the trader's intellect, and if it were made to appear that co-operation would materially advance the business interests of the retail trade, the formation of a powerful and representative organization would be a matter of easy accomplishment.

D. MURCHISON.

Lucknow, Ont., May 28th, 1894.

Editor BOOKS AND NOTIONS:

SIR,—In reply to your query to me the other day as to the sale of novels, I have much pleasure in stating that we find our customers are being educated to pay a good price, i.e., 50c. to \$1.25 for a good novel. This is instanced by the sale of Stanley J. Weyman's books, and also Conan Doyle's and others in Macmillan's and Longman's Colonial Libraries. We retail the above books at 75c. paper and \$1.25 cloth, and find a ready sale for them in both bindings.

This is due, I think, partly to pushing the sale of these better class of novels, and partly, of course, to the fact that many of the good books recently issued have not been published as yet in cheaper editions.

Then books by really popular writers, such as "Katharine Lauderdale" and "Marcella," even at \$2 per set, and Sarah J. Duncan's "Daughter of To-day" and Edna Lyall's "Doreen," at \$1.50 each, we find are readily picked up by our best customers.

With the cheaper editions of the first two named books, at 75c. and \$1.25 (Colonial Library), we have had and are still having a very large sale, as also the cheaper reprints of "The Raiders" and "Heavenly Twins," at 75c. and 50c. respectively.

We believe that the day of the 25c. novel in this country is over, and are glad of it.

We might add that the new tariff suits us down to the ground, as we have paid less duty with every entry since the new tariff came into force.

Yours truly,

A. E. HUESTIS,

For James Bain & Son.

Toronto, May 28, 1894.

**FOR SCHOOL OPENINGS.**

Buntin, Reid & Co. are preparing new lines of scribblers for the September school trade. A new line of 100 and 200 pp. scribblers in two qualities, one for lead pencil and one for ink, will be shown to retail at 5 cents. A

new ruled scribbler at the same price as an unruled scribbler will be offered with lead pencil paper, and neatly designed pressboard cover. Imprint of booksellers can be put on back of cover at a nominal charge.

In exercise books, six new 5 and 10-cent lines will be shown with covers that will make them fast sellers.

They will have shortly a natural mineral chalk which is absolutely dustless. It is taken direct from the rock, blocked and turned, and will not soil the fingers in use. It rubs out easily and leaves no mark. The price is very little more than the ordinary Sandusky chalk, and it will last 50 per cent. longer.

Buntin, Reid & Co. are agents for the Berlin School Supply Co.'s goods, such as blackboards, erasers, rubber-tipped pointers, which they supply at factory prices. In general stationery and fancy goods new lines are shown. Hard rubber goods, such as penholders, flat and round rulers, etc., are in full display. Flexible flat rulers for use with rounding ledgers are shown. Russian leather goods, including bill-books, card cases, ticket purses, pocketbooks, and purses, are shown in varied range and in excellent combination. One combination of card case, diary and street car purse should sell well.

**MAGAZINES.**

THE Art Interchange is keeping up its standard of excellence, and art amateurs must appreciate it. It offers 12 monthly numbers and 36 colored plates for \$4.

The Overland is to be a noteworthy number. The new editor, Rounseville Wildman, is to print another of the Malayan stories that have attracted much attention. This time it is to be called "Amok!" and it tells of the love affair of a young Malayan man and girl which ends tragically in the suicide of the man by the traditional method of his race, running amok. The word is familiar to everybody, and yet few people have understood how a Malay runs amok, and still less why. That is what this story will show in a striking manner.

The complete novel in the June number of Lippincott's is "The Wonder-Witch," by M. G. McLelland. It is a charming romance of Virginia, beginning in war times, and happily concluded long afterwards. The title refers to a ring, which had a strange story of its own, and the supposed power of keeping its wearer constant to its giver. Gilbert Parker's serial, "The Trespasser," reaches its close, after carrying the hero through queer adventures and dire social and moral dangers. In "The New Northwest Passage to the Orient," J. Macdonald Oxley writes of the Canadian Pacific Railway and its line of steamers to Japan.

The May Annals of the American Academy contains two papers by the late Dr. L.

S. Merriam, of Cornell, who, had he lived, would undoubtedly have occupied a position among the leading American economists. One of these, on "Money as a Measure of Value," is his last finished production. The other is an unfinished study on the subject of "Deferred Payments," which has been edited by Prof. J. B. Clark, of Amherst College.

Outing, the earnest advocate of healthful outdoor exercise for men and women, is full of good things this month. Canoeing, camping, fishing, shooting, fiction and travel, all have their place in a magazine which should be read by young and old, for none can find harm in its teachings. Prominent features of the June number are: "The Curse of the Winkleys"; "Hunting with Patagonia Welshmen"; "In the Land of the Bread-fruit"; "A Woman in Camp," and "Bird Loves"—the latter delightfully interesting and written by a close student of nature.

The Century for June contains two articles particularly appropriate to the current discussion of administrative reforms. The first is a symposium of eleven ex-ministers of the United States on "The Consular Service and the Spoils System," ten of the writers being strongly in favor of a radical change in the direction of the Merit System. The eleventh, Hon. T. W. Palmer, is alone in thinking that the present system has worked very well. The second—a paper by Dr. Albert Shaw, author of previous papers in the Century on the governments of Paris, of London, Glasgow, Budapesth, and other European cities—deals with "The Municipal Framework of German Cities," and is the forerunner of a second paper to appear in July on "What German Municipalities do for their Citizens."

Other topics of public interest treated in the magazine departments are "Bosses," "Hard Times and Business Methods," "The Reform of Secondary Education," "Military Drill in the Schools" (a reply by Benjamin F. Trueblood to Ex-President Harrison's letter to the Century), and "An Honest Election Machine," a description by Herbert Browne Ames of the way in which Montreal was rescued from a corrupt ring. The editor also advocates reform of the Consular service.

The Review of Reviews for June shows the usual flexibility of that keenly edited periodical in adapting itself to the topics of the month. In its department of Leading Articles it groups together a very remarkable series of digests of important recent essays on various topics pertaining to the political and social status of woman. Moreover, its always varied and curious collection of caricatures illustrating the history of the month is enlivened by a number of cartoons from New Zealand and Australia, some intended to eulogize and others to satirize the enfranchisement of women in the New Zealand colony and the unsuccessful woman suffrage campaign in New South Wales.