

*Popular Science Monthly.* It seems to every one of the list obtained by a leading Toronto house, they, not content with simply notifying them of the expiration of their subscription, sent each a bill for the present year, thus practically claiming them as subscribers direct to the publisher. The same house complains that a Philadelphian obtained, in some way, presumably from the publisher, W. Wood, his list of subscribers to the *American Journal of Obstetrics*. These two cases are even more glaring than any hitherto made known. It is singular that publishing houses should descend to so paltry a business as to try to deprive the agent of his rightful commission.

THE estate of W. T. Barker, drugs, books, &c. Toronto, has been sold to A. W. Hawley, of the same place, at 55 cents on the dollar. The purchaser will carry on the drug business in his old stand, and the book in that formerly occupied by Barker.

THE stock of Isaac Huber, Berlin, has been sold to Thos. Board of Windsor, at 70 cents on the dollar. The purchaser now carries on three stores—Hamilton, Windsor, and Berlin.

BIRTHDAY CARDS have now become a staple portion of every stationer's stock. The publishers of this line are constantly bringing out new designs to cater to the growing artistic taste. The leading firms are Raphael Tuck, Hildesheimer & Faulkner, L. Prang & Co., also Thos. Stevens. Enquiry shows that the class of birthday cards sold in Toronto varies with the locality. King street dealers sell a plain, bevelled card or a costly mounted one. Queen street people want fringed cards, whilst Yonge street stationers say their customers fancy the plush or satin mounts in boxes. Some stationers appear to have neither an adequate pride in their business nor a determined resolve to keep the bright side of matters uppermost. Frequently a dealer will declare, grumblingly, that Christmas cards, or some such holiday goods, are dying out, with little or no data for his assertion. Question him closely, and probably he hasn't three dollars worth of cards remaining after the Christmas trade is over. Let your customers do all the pessimistic talking. No florist proclaims from the house-tops that the custom of floral remembrances at funerals is languishing. The photographer doesn't acknowledge that the people are tired of preserving their features in pictures. If there is a lull in trade, he introduces new processes of light, scenery, and materials. Why, then, should the stationer lose heart, and state that the Christmas trade is lessening? His own sales may fall away somewhat through neglect to buy goods that are in demand, through incivility, intense competition, or other troubles, but it does not follow that the aggregate sale of any article is decreasing.

TORONTO.

One year, not long ago, a Bowmanville bookseller took particular pains to add to his periodical lists, particularly Harper's Bazaar, and was enabled to send a list much in excess of what he had formerly had—it was a new experiment with him to remit direct. He was warned of the consequences, but heeded not, and the result was that his list dwindled down to less than former years.

## STRANGE & CO., Music Publishers and Printers TO THE TRADE.

120 KING STREET WEST, TORONTO.

## Full Size Sheet Music & Music Books

AT POPULAR PRICES.

Liberal Discount to the Trade.

Send for a Complete Catalogue of our Publications and Discount Slip to Dealers.

## MAMMOTH BOOK EMPORIUM. TO THE BOOK TRADE!

We are appointed Wholesale Agents for the Sale in Canada of the

## POPULAR LOVELL LIBRARY.

All orders to the Trade supplied at 30% Discount.  
UNSALEABLE COPIES EXCHANGED.

Send in your orders at once to

**R. W. DOUGLAS & Co.**

Dealers in Rare Books.

250 YONGE STREET, TORONTO.

(Successors to A. Piddington.)

