

that the sixpenny novel in a paper cover has usurped the place of the six-shilling issues of fiction; but the book trade throughout the country could not live on the narrow discounts obtainable from such literature, and hence we may expect new agencies, such as the newspaper agencies, for their circulation.

The Illustrated London News and other papers published by the same house have passed into the hands of a limited company, with a capital of \$3,750,000. The company acquires freehold property in the Strand and elsewhere, and a large, fully paid share interest, representing half the capital, in the printing and lithographic business of Oxford Smith & Co., of St. Albans, and nearly the whole of the shares in the engraving business of Lascelles & Co. The profits for 1898 are certified at \$328,325. The purchase price has been fixed at the sum of \$5,212,500.

Some of the ladies' papers are waging a very pretty quarrel over the etiquette of the visiting card. Their name is legion nowadays. It is evident that the visiting card is a delicate affair, and that if we don't move with extreme circumspection it will betray us as hopelessly out of date. To show what a weathercock etiquette is in this particular, take that most useful of pasteboards inscribed "Mr. and Mrs. John Smith," or some other two names. Though this card, in provincial places, is still used, and is found most convenient by married couples, it has for some time been quite demode in aristocratic circles, but the Ladies' Field says that among old fashions which have been resurrected that of having the names of a husband and wife printed on the same card is coming in again. It used to be quite the fashion to leave a veritable sheaf of cards when a lady called upon a friend and found that she was out. She left two of her husband's at least, and perhaps more, and one of her own; also separate cards for her daughters. In these days the fewer cards left the better. A separate one for daughters is no longer necessary, since daughters are held to count in with their mothers. As it is a sign of old-maidism for an unmarried girl to possess cards of her own, she should take very good care not to clamor for them.

It is like skating on thin ice to venture upon the subject, so with one parting piece of information it shall be left. Visiting cards have always been, and are still, severely simple in design. Early English lettering is not permissible; neither is a glazed surface. The shape of the card is the old-fashioned large one for ladies and small for men. Upon this point etiquette is consistent.

The latest craze and the latest fad are both interesting and both literary. The new fad takes the form of collecting the wrappers of new books. The idea is said to

come from the States, and as one must collect something nowadays, it has caught on. The publishers therefore spend as much artistic taste over the wrapper, in view of this mania, as over the book-cover itself, which is good for the trade and good for the public. As for the craze, it takes the form of a literary tea, each guest impersonating a book in a simple and inexpensive way. Thus, on a recent occasion, one lady wore on her bodice the two vertically parallel lines of the Zodiac sign of Gemini, which was to be interpreted as "The Heavenly Twins." Another wore on her shoulder a pair of diminutive sabots, or "Two Little Wooden Shoes." A third carried somewhere a crumb of cheese; this was "The Mite-y Atom." A fourth wore the name of the hostess, which implied "Our Mutual Friend." These were easy ones. A weeping doll made out of a big lucifer match was supposed to be "The Sorrows of Satan," and a tangled skein was intended to suggest "Oliver Twist." A prize is given to the guest who guesses the greatest number of titles.

#### THE MARCH MAGAZINES.

"A Walrus Hunt in Greenland," "Samoan Sports," "Cycling in the Sandwich Islands" and "Water Bicycles" are attractive topics in Outing.

The complete novel in Lippincott's is "The Sport of Circumstances" by Clarinda Pendleton Lamar, a pretty love story with a glimpse of social conditions in the Southern States. Charles G. D. Roberts, the Canadian, contributes a poem.

The 8c. edition of Pearson's Magazine, referred to last month, is now an accomplished fact. The March number was the first to be issued at that price, and it has met with very gratifying success. It possesses a handsome cover in colors, some excellent short stories, and two or three clever articles. The illustrations are good, but the feature which endears it most to the Canadian reader is its lack of thrilling tales of the late "war."

The Canadian Magazine contains a remarkably good list of contributors, and the illustrations are decidedly superior. The most noteworthy features are: "The Clayton-Bulwer Treaty," by Prof. Adam Shortt; "St. John as a Winter Port," by A. W. Belding; "Michilimackinac," by Judge Ermatinger; "Early Railway History of Canada," by Prof. S. J. McLean. A short story by the talented W. A. Fraser whose stories are now sought by the leading periodicals on two continents, is an attraction in fiction. Charles Lewis Shaw con-

tributes a story of Lord Kitchener. An article on the Marquis of Salisbury, with a fine drawing by Mr. Kahrs from a photograph of the Prime Minister as a frontispiece, is timely. Mr. J. A. Ewan, the Globe's famous war correspondent, writes with his usual vigorous insight upon current affairs. Mr. Thos. E. Champion has a brief readable little paper on "Accuracy in Historical Work." Altogether the magazine seems to have reached the highest point of excellence any Canadian monthly has yet attained.

#### BOOKSELLER AND STATIONER WANT COLUMN.

##### ARTICLES WANTED.

WANTED—A COMPLETE SET OF BOOKSELLER AND STATIONER, for any or all of the following years: 1892, 1897 and 1898, state price. W. Tyrrell & Co., Toronto.

##### SITUATIONS VACANT.

WANTED—SALESMAN FOR THE CITY, wholesale paper and stationery house. Address by letter, E. 2881, Star Office, Montreal.

WANTED—DRUG APPRENTICE, WITH two years' experience. Apply to P. McOmack, corner McGill and Notre Dame, Montreal.

WANTED — SEVERAL EXPERIENCED canvassers, of good address, to handle some new publications. P. F. Collier 131 Prince William street, St. John, N. B.

DRUGGIST'S ASSISTANT - REQUIREMENTS: good salesman, good experience, temperate and single, state salary. send photo. Address W. W. H., Box 238, Portage la Poudre, Man.

##### CAPITAL WANTS INVESTMENT.

PARTNERSHIP DESIRED BY MERCHANT in established business in Canada, age 42, active, \$5,000 capital. Address Occupier, 10 Redcliffe street London, S.W., England.

DRUG BUSINESS—WANTED FOR CASH, a good paying drug business with telegraph and express office preferred. give full particulars. Apply to Box 153, Norwich, Ont.

##### BUSINESS FOR SALE.

DRUG AND BOOK BUSINESS FOR SALE, unimproved, good location. Box 424, Mail and Empire Office, Toronto.

DRUG AND STATIONERY BUSINESS FOR sale—in good town in Western Ontario, must be sold at once, at bargain. Apply box 401, Globe, Toronto.

WALL PAPER AND PRINTING BUSINESS —snap, must be sold at once, large western town. Box 333, Globe, Toronto.

In answering above, please mention the paper.

#### Fishing Tackle.



#### ALLCOCK'S STAG BRAND

goods are the best. When you buy from us you buy from the largest makers and oldest house in England. Established 1800.

TRADE MARK  
The Allcock, Laight & Westwood Co., Limited  
73 Bay Street, TORONTO and  
REDDITCH, ENGLAND

Exclusive Manufacturers of the Celebrated Registered Trade Mark Stag Brand Hammocks.