

ing eastern trade. Xmas Cards have been bought very freely here this year, and the dealers seem to expect as large if not larger trade in cards than ever. The people seem to have become more familiar with the uses of Xmas cards and demand a better class of workmanship each year. The school-book trade, this term, has been somewhat slower than usual, this term, the dealers and public both buying close, on account of the expected changes to be made by the new Minister of Education. From what I hear of the changes contemplated they will prove very acceptable to trade and public.

Yours,
LONDON.

Grade Notices.

BOOKS FOR NEW ZEALAND.—ON passing along Wellington street the other day our attention was drawn to ten large cases being loaded into railway lorries, addressed to Port Lyttleton, New Zealand; by a little enquiry we found they were books being shipped by Warwick & Son. We had before seen packages from the same firm to Europe and the West Indies, but a whole car load of cases for such a distant spot somewhat surprised us. It shows, however, how Canadian business connections are extending.

NEW PUBLISHING COMPANY.—Application has been made for a new charter of incorporation of "Budget Printing and Publishing Company" of Toronto, for the carrying on of printing, publishing, electrotyping, stereotyping, book-binding, &c., with a capital of \$8,000 by Wm. Campbell, Editor; William Brough Campbell, Publisher; Walter Sutherland Lee, Manager; Alex. Colin Campbell, Journalist, of Toronto, and Frank Warren, M.D., of the village of Brooklin.

HOW THE FANCY GOODS TRADE IS RUINED.—What the sale of small articles has to do with an Industrial Exhibition is a matter of debate, but the leasing of space in the main building of that held in Toronto last month to adventurers who palm off on the unwary trashy jewellery at a fabulous price is unquestionably wrong. The reputation—the once Fair—now Exhibition receives will be most unsavoury. To such a plain and palpable extent was this carried out that a respectable merchant who had space in the immediate neighbourhood fearing that the unsavoury reputation might extend to him pulled down his shutters. Outside the building, outside the fence, would have been the proper place for such "exhibitors". We trust that this is a case of innocence on the part of the management in leasing to irresponsible parties, and not simply a hungry greed for the few dollars received.

THE TORONTO INDUSTRIAL EXHIBITION.—An immense concourse during its second week, made a financial success for Toronto's Show, exceeding any former year.

From the great variety of articles exhibited we select those most likely to interest our readers.

The exhibitors of blank books and general binding at the Exhibition last month were Brown Bros., the Barber & Ellis Co. and Davis & Henderson.

No prizes were awarded in this class and had there

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SWIFT RESERVOIR PENHOLDERS, for ordinary pens.
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FANCY PAPER, ENVELOPES, CARDS, &c

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