

are sole agents for Canada. The great point viewed by Christmas Card manufacturers is novelty, and this firm's success is in a great measure the result of their new ideas introduced to the market just at the proper time. They were among the first to introduce frosting, and in their new cards frosting plays an important part. This year, one of their improvements, viz., the substitution of heavy silk cord for fringe, will no doubt be a good success. Silk fringe has now done duty for four years and the public want a change. Their line of plain frosted cards is over 150. These again may be had, fringed or double fringed, corded or double corded, or mounted. The mounts this year are unique. They are shaped in frames, panels and banners and scented satchets. The materials used in the mounts are satin, silk, chenille, plush and swansdown, and as a further enrichment, a special line is manufactured with sprays of holly, ivy, or mistletoe attached to the mount. The designs of the pictures are all seasonable, being entirely winter scenery. The best selling lines will probably be the perfumed satchets in silk and satin, and the satin mounts with silk cord binding. Altogether the assortment is a very fine one, and Messrs. Warwick should secure heavy orders.

"BRANDON" writes us, in answer to a query, that his figures as to expenses of a book store in Manitoba are based on the same sales as those named by "Old Bookseller" namely about \$20 a day.

No. 1 of the *Illustrated War News* published by the Grip Publishing Co., has had an enormous sale. With the exception of the imaginary picture of the battle of Duck Lake, it is a very creditable production.

A NEW DODGE is being perpetrated by a man in Toronto, who, having got hold of empty ink bottles, having held Stephens' ink, has filled them with some vile stuff, and is selling them as the genuine Stephens'.

SELBY & Co., Toronto, who have been doing their wholesale business at a disadvantage, owing to their distance from the centre of the city, intend moving into new premises, No. 28 Wellington St. East, on the first of May. They offer their retail business for sale, now being carried on at 344 Yonge St. It is a good opening for a thoroughly practical man.

STILL GROWING.—The manufacturers of the Shannon Letter and Bill Files, finding that they cannot give proper attention to the numerous retail dealers, have made arrangements with The Barber & Ellis Co., Brown Bros., W. Warwick & Son, and Buntin, Reid & Co., of Toronto, and Buntin, Gillies & Co., of Hamilton, to handle the greater part of the goods they manufacture. The first years business of the present manager, Mr. Lash, has just closed and has been very satisfactory. The demand for their Cabinets has exceeded their expectations.

CHOICE.—We are in receipt, through the Toronto News Co., of L. Prang & Co.'s handsome circular announcing their Christmas and New Years cards, &c. They have excelled themselves in the production of this elaborate bit of hand-made velum paper, rough edged, and printed in red and black. A handsome picture of the "Babe in the Manger" adorns the artistic announcement. It is certainly the handsomest trade circular we have seen.

J. S. Robertson & Bros., Whitby and Toronto have sold out their retail store at Whitby to Messrs. Stafford & Willcox, the former an employe of the firm for the last six years. They retain the Toronto business as it was and will develop more fully their publishing and subscription book departments, retaining their headquarters at Whitby.

A PEN PICTURE OF EDWARD EVERETT HALE.—
"A tall, trapper-like man, with a swinging gait, dressed in plain clothes, and wearing a soft slouch hat; a canny face, bearded and tanned, and plowed into deep wrinkles and furrows; shoulders slightly stooping, as if supporting some great burden; eyes that see everything around them, and yet seem to be gazing inward or far away; voice sonorous on the rostrum, yet gentle in conversation; and the whole manner of the man breathing a compassionate helpfulness which both inspires affection and invites confidence,—such, in outward savour and effluence, is that hard-toiling preacher and author, Edward Everett Hale; a genuine democrat and typical American, if there ever were such."—*The Century*.

BUSINESS FOR SALE.

That well known and long established Book and Stationery business, 344 Yonge Street, Toronto.

Owing to the subscribers retiring from the retail trade, they are prepared to receive offers for the purchase of stock. Stock about \$4,000, which can be considerably reduced. Store can be leased at a low rental.

SELBY & CO.,
344 Yonge Street, Toronto.

TO THE BOOK TRADE.

A FULL SUPPLY OF THE FOLLOWING BOOKS:—

MOIRS' BRITISH HISTORY NOTES Price, 15c., over 70,000 sold.
MOIR'S MAP GEOGRAPHY—Price 25c.
MOIR'S CANADIAN HISTORY NOTES Price, 10c.
EXAMINATION PAPERS IN ARITHMETIC By McNABHARTON & MANN.
(Price 15c.)

At Messrs. Wm. Warwick & Son and Copp, Clark & Co, Toronto.

H. Fred. SHARP, Publisher, St. Marys.

WM. BARBER & BRO'S, PAPER MAKERS, GEORGETOWN, ONTARIO.

BOOK, NEWS AND COLORED PAPERS.

JOHN R. BARBER.

JULIAN SALE & CO.,

MANUFACTURERS OF

Ladies' Satchels, Purses, Pocket Books, &c.

To the Wholesale Trade only,

169 BLEEKER STREET, TORONTO.