

From advertisement of Mrs. Frank Leslie: "All Subscription Agencies forbidden to advertise the Frank Leslie publications at less than regular prices, and notified that orders from then *will not be received unless they exact full rates from subscribers.*"

Would that all publishers would do likewise.

W. D. Taylor, of C. M. Taylor & Co., had, we regret to learn, been seriously ill early this month, but is now well again and able to attend to business.

J. I. ANDERSON, OF LONDON, and C. M. E. Ridge with Brown Bros., Toronto, start for a trip to Europe early in May.

The first Stratford District meeting of the Booksellers' and Stationers' Association will be held at the Windsor hotel, Stratford, on Tuesday, April 20th, at 2 p.m. We trust that all of our trade in the neighbouring towns will be present.

JOHN CONNOLLY, stationer, Halifax, has failed. There are very poor prospects of a dividend.

THE first and final dividend from the estate of W. T. Barker, Trenton, was 26 per cent.

IN Toronto, and called:—W. Middleton, Kingston; W. E. Wilson, on his way to his new home, Belleville, H. Dobson, Simcoe, and G. Stafford, Whitby.

As there is some question as to the proper price of two or three periodicals, the list cannot be printed until after the meeting of the Toronto dealers, the Association having agreed to adopt Toronto prices. Some orders have been received, but nothing like the number that was expected. Not more than the number ordered will be printed, so it will be necessary to send in orders without delay.

NOVELTY INDEED! says old Grumpington, the stationer. "There are enough things already in the shop. Shouldn't wonder if we had to supply coffins soon." "Well, you know, my dear sir," says the traveller, "a novelty does heaps of good; draws customers to the shop; keeps your name before the public; and so on." "Yes, it is so on, and so on," retorts Grumpington; "if one bought a tenth of what you fellows want us to buy there wouldn't be room in the place to swing a cat." "Then clear them out; push them; get rid of them; sell them; make money by them." Each novelty you get gives you something to talk about to your customers, and that's something; in fact it's a great thing; if they don't buy the new thing it will make them think of something else they want from your old stock, and so it helps to push trade." "Well, well, I'll take half a gross; there's no one like a traveller to talk a man out of his money." "Thank you, sir, for your order," says the commercial, "and, as to your last remark, take it to heart yourself; have a traveller of your own. Take my word for he won't despise novelties."

ADVICE TO STATIONERS.—Make the most of your orders. Say you have to supply ten thousand envelopes; when they come from the manufacturer, let

## The American Library!

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1. A Naughty Girl's Diary. By the Author of "A BAD BOY'S DIARY." Price 15 cents.
2. The Adopted Daughter. By ELIZA A. DUPUY. Price 25 cents.
3. His Sombre Rivals. By E. P. ROE. Price 25 cents.
4. From Jest to Earnest. By E. P. ROE. Price 25 cents.
5. A Haunted Life. By BERTHA M. CLAY. Price 25 cents.
6. Lost for a Woman. By MAY AGNES FLEMING. Price 25 cents.
7. An Ambitious Woman. By EDGAR FAWCETT. Price 25 cents.
8. Maude Percy's Secret. By MAY AGNES FLEMING. Price 25 cents.
10. The Actress' Daughter. By MAY AGNES FLEMING. Price 25 cents.
11. Passion and Pride. By ELIZA A. DUPUY. Price 25 cents.
12. The Earl's Atonement. By BERTHA M. CLAY. Price 25 cents.
13. A Young Girl's Wooing. By E. P. ROE. Price 25 cents.
14. 49 The Gold-Seeker of the Sierras. By JOAQUIN MILLER. Price 25 cents.
15. Sworn to Silence. By MRS. ALEX. McVEIGH MILLER. Price 25 cents.
16. A Good Boy's Diary. By the Author of "A BAD BOY'S DIARY." Price 15 cents.
17. Lady Isabel's Atonement. A Sequel to "EAST LYNNE." Price 25 cents.
18. The Queen of the Isles. By MAY AGNES FLEMING. Price 25 cents.
19. Put Asunder; or Lady Castlemaine's Divorce. By BERTHA M. CLAY. Price 25 cents.
20. Dick's Sweetheart. By the Author of "Mildred Trevanion." Price 30 cents.
21. A Vagrant Wife. By F. WARDEN. Price 30 cents.
22. Dora Thorne. By CHARLOTTE M. BRAME. Price 30 cents.
23. Her Martyrdom. By CHARLOTTE M. BRAME. Price 30 cents.
24. Tell Your Wife. Price 20 cents.
25. The House on the Marsh. By F. WARDEN. Price 25 cents.
26. Her Mother's Sin. By CHARLOTTE M. BRAME. Price 25 cents.
27. The Earl's Secret. By T. W. HANSHEW. Price 20 cents.
28. A Fair Mystery. By BERTHA M. CLAY. Price 30 cents.
29. Tempted by Gold. By MRS. ALEX. McVEIGH MILLER. Price 25 cents.
30. Ruby's Mad Marriage. By GERALDINE FLEMING. Price 15 cents.
31. Audrey's Recompense. By MRS. GEORGIE SHELTON. Price 25 cents.

## The Toronto News Co'y.

TORONTO & NIAGARA FALLS.

## The Montreal News Co'y.

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