

lope is nicely finished in bright colors, and considering its superiority the price is low. For gun balls the Acme is attractive, with its stripes, and the World ball, with a map of the world on the outside in colors, is unique. These soft balls will retail easily at 25c. and 50c.

ST. VALENTINE AND EASTER.

In valentines and Easter specialties the Copp, Clark Co., Ltd. are not a whit behind hand. They are showing Dutton's Easter cards, Dutton's birthday cards and Dutton's valentine cards, all favorite lines with the trade. They have also McLoughlin's valentines, cards and comic and lace valentines, and the dealer can have his pick.

VALENTINES.

While the trade in valentines is not an expansive one, it did well last year, and the Toronto News Co. are prepared with a supply of the best selling lines, so that the dealer may keep what his customers are likely to enquire for. The cheaper valentines of the comic variety show a tendency to fall off in demand, but tasteful ones to retail from 5 to 25c. are safe goods, and the Toronto News Co. have made a careful selection of those most likely to suit this market.

UNBREAKABLE MIRRORS.

Unbreakable mirrors are the latest production of celluloid manufacturers. A process has recently been perfected by which thin sheets of absolutely transparent celluloid are silvered similar to the process formerly used on glass. Such a plate of celluloid is covered with quicksilver at the back, and another celluloid plate is then fastened upon the back of the mirror thus formed. This naturally forms another mirror, so that the value of the celluloid mirror is enhanced by being equally perfect on either side, making it a double looking glass.

TUCK'S CARDS A SUCCESS.

The reports from the trade show very satisfactory results with Tuck's cards this season. Most of the dealers heard from were entirely sold out, and have found this a good line to handle. There seems no doubt they have the call in this market this season.

A NEW GAME.

"Table Football" is a new game. Strong clips are fixed to the table and a field formed by the tape supplied, being carried around these. This prevents the ball from going out of bounds. Goals are formed, and the men, seven in each team, are represented

by small wooden cubes of two different colors. The men are played by flicking them against the ball, and a code of rules is provided which makes the game all the more interesting. Passing can be indulged in, and there is plenty of scope for individual judgment.

THE BIBLE AND PRAYER BOOK TRADE.

The travelers for Warwick Bros. & Rutter are now out with Eyre & Spottiswoode's Bibles, prayer books and poets, the firm having found it expedient this season, owing to the pressure, to carry these lines to the trade ahead of the regular import business, which might get congested.

CHEAP POKER CHIPS.

The latest in poker chips is a line made of papier mache. They are noiseless as rubber and much cheaper. Warwick Bros. & Rutter have a supply for the dealer.

NEW PLAYING CARDS.

A new edition in the playing card line is the Circus. The court cards are figures of circus characters, both sexes. The men who play cards will buy the circus without hesitation, and it is equally well adapted for family use. Warwick Bros. & Rutter are showing the cards.

SHOW CASE FOR STATIONERS.

A handsomely finished oak frame glass showcase for retail dealers to exhibit certain lines has been got out by Warwick Bros. & Rutter. It is adapted especially for showing pens, pencils and playing cards, and as it fits almost any counter is a very convenient article for a stationer's use.

A SALABLE LINE.

Two well-prepared pamphlets have been issued by the Joseph Dixon Crucible Co., Jersey City, N.J., giving the history and merits of their Silica Graphite paint which is manufactured only by them and has a record of unrivalled success extending over 25 years. It is a good, salable article, and dealers in Canada who wish to look into its possibilities here should write for these pamphlets.

LONGFELLOW'S DAUGHTER.

It is perhaps not very generally known that Miss Alice M. Longfellow, the eldest daughter of the poet Longfellow, is a writer of considerable power. It is to be regretted that she has not written more for publication. In the new edition of "Evangeline," issued for school use by Houghton, Mifflin & Co. in their Riverside Literature Series, may be found an interesting sketch by her entitled "Longfellow in Home Life." This edition

contains also a 40-page sketch of Longfellow, by Horace E. Scudder; an excellent portrait of Longfellow, which shows him seated in his chair; pictures of his birthplace at Portland; his dwelling at Cambridge, and his Cambridge study, with a very carefully prepared map showing the places referred to in the poem.—Publisher's Circular.

NEW BOOKS.

CANADIAN.

MITCHELL, J. A.—That First Affair. Copp, Clark Co., Ltd. Cloth, \$1.25.

HAYENS, HERBERT—Clevely Sahib; a Tale of the Khyber Pass. Copp, Clark Co., Ltd. Cloth, \$1.75.

STABLES, GORDON, M.D., C.M.—Every Inch a Sailor. Copp, Clark Co., Ltd. Cloth, \$1.75.

—Harold the Norseman; a Tale of Harold Haardraada, King of Norway. Copp, Clark Co., Ltd. Cloth, \$1.25.

THAYER, WILLIAM M.—Men Who Win, or Making Things Happen. Copp, Clark Co., Ltd. Cloth, \$1.25.

GREEN, E. EVERETT—Squib and His Friends; a Story for Children. Copp, Clark Co., Ltd. Cloth, 90c.

GREEN, E. EVERETT—The Young Pioneers, or With La Salle on the Mississippi. Copp, Clark Co., Ltd. Cloth, \$1.75.

THAYER, WILLIAM M.—Round the Hearthstone, or Hints for Home Builders. Copp, Clark Co., Ltd. Cloth, \$1.75.

GREEN, E. EVERETT—Dominique's Vengeance; a Story of France and Florida. Copp, Clark Co., Ltd. Cloth, \$1.75.

ONLEY, J. MACDONALD, LL.B., B.A.—The Romance of Commerce. Copp, Clark Co., Ltd. Cloth, 90c.

ONLEY, J. MACDONALD, LL.B., B.A.—Two Boy Tramps. Copp, Clark Co., Ltd. Cloth, \$1.25.

BOURINOT, J. G., C.M.G., LL.D., D.C.L.—The Story of Canada. The Story of the Nation. Copp, Clark Co., Ltd. Cloth, \$1.50.

LYALL, DAVID—The Land o' The Leal. Copp, Clark Co., Ltd. Cloth, \$1.

BARRIE, J. M.—Margaret Ogilvie. Copp, Clark Co., Ltd. Cloth, \$1.25.

BOLDREWOOD, ROLF—The Sealskin Cloak. Copp, Clark Co., Ltd. Paper, 75c.; cloth, \$1.25.

CRAWFORD, T. MARION—Taguesara. Copp, Clark Co., Ltd. Paper, 75c.; cloth, \$1.25.

BESANT, WALTER—The City of Refuge. Copp, Clark Co., Ltd. Paper, 75c.; cloth, \$1.25.

DOYLE, A. CONAN—Rodney Stone; A Tale of Lord Nelson. Copp, Clark Co., Ltd. Paper, 75c.; cloth, \$1.25.