ments of the Clarendon Press, and is printed on Oxford India paper.

The Easter card trade is now to be looked after, and the Toronto News Company is abreast of the fashion, with its season's supplies. The most chaste specimens of Easter art are on exhibition in its sample department. Orders are flowing in, and those who do not want to be behindhand should take time by the forelock and get their stock ordered. Early in this month. the Company's travellers will start out with samples of the Christmas cards to have import orders in early. The "Standard," a line of base-balls the Toronto News Company has handled for some years, is now available to the trade for the spring demand. Sample lots of fifteen, in a handsome case, will be forwarded at a low figure to all dealers who want specimens to do an order trade from. These favorites will no doubt be in great demand this year, as the game itself is still advancing in sporting favor. The stock of rubber balls is also large and varied.

The directors of the Upper Canada Tract Society met on Thursday night, with Mr. James Brown in the chair. Considering the state of the roads, weather and sickness, satisfactory reports were given in from the colporteurs. During the past month Messrs. Huntsman, Irvine, and Miller, in Ontario. and Yule, in Manitoba, travelled 2,024 miles, visited 1,308 families, sold 185 bibles, and 547 of the best religious books. Mr. Bone is still busy as ever with the Welland canal work. The colportage work in Manitoba, by the kindly help of the Bible Society, is most heartily commended. Excellent reports were presented by Mr. Young, the depository manager, and by Dr. Moffat, the secretary, for the month. Notice was received of the very generous bequest of the late Mr. Wm. Gooderham for the muchneeded work of the society. In very many ways in the city, and throughout Ontario and the North West, large numbers of the best tracts are being circulated, and many examples of genuine good being done are every month coming to light.

"The successful novel of to-day is that which contains some social problem woven into the narrative," says a writer in the Boston Journal. "This fact I learned in a recent conversation with a prominent publisher. Said he: 'There was a time, not long ago, when people wanted fiction pure and simple, and there are people of the same idea now. But novel reading has changed. Take Mrs. Ward's or Mr. Bellamy's novels, or Mr. Froude's latest, and each presents a social problem. Of course everything depends upon the topic woven into the narrative, and much upon the public's willingness to take it up. Let an author, however, take some problem which the public has had before it for some time, treat it well in narrative form

and the book is brought out just at the right time, and that author stands 100 per cent. better chance of success than if his story was pure fiction. It is like a sugar-coated pellet, you know, and the public taste in literature to-day has to be attracted by something novel or out of the common. If I were an author I would seek fame and fortune in this direction, wherein here may be a hint for ambitious writers."

The thirty-fifth birthday of that worthy tirm, Brown Bros., fell on the first of this month. BOOKS AND NOTIONS called and paid its respects on the eye of that day, that is, on the last afternoon of their thirty-fourth year. The huge establishment was found in the throes of stock-taking. One has no idea of the extent of floor area covered by the manufactory and warehouse, until one has made an excursion of the building. The modest front over which the sign appears, makes no hint of the length and breadth of the four flats, or of the force of employe's which are There are never fewer than 150 behind it. people employed in the mechanical department alone. The members of the present firm are the sons and successors of Mr. Thomas Brown, who established the business in 1846, and ran it, until the present proprietors took possession, in the building next door to the one now occupied. On the third floor is an old-country press that has been three-quarters of a century in the family. Messrs, Brown Bros' stock was larger their last year than it ever was before. They have just waited for the turn of the year, the clearing up to be got over, before laying in their new spring stock. Their specialty continues to be the manufacture of account books, in which they long ago won continental fame.

On eight long tables upon the second floor of Messrs. Warwick & Sons' warehouse, are exhibited samples of the newest albums that are this year within the reach of the trade. These samples are plainly the gathering of

a connoisseur. The special mission of Mr Geo. R. Warick's last buying trip to Germany, was to pick up the finest specimens of albums, that the rich market of the country afforded. He got them. The two hundred varieties that followed him from Europe represent two hundred separate acts of careful selection. The product of many manufactories was thoroughly sifted, and the result will be gratifying to the trade and to the public. The sample-room should be visited at the earliest convenience to buyers. It is a ventable museum of art. Some of the novelties in pattern are the palette, sea-shell. spring-leaf. All the standard shapes and sizes are also illustrated. There are some gems in plush and morocco with brass and bronze mountings, on easels to match. The Longfellow, the Shortfellow, and the Threedecker are exceptionally taking lines. The prices vary with the diversity of the goods. ranging all the way from fifteen cents to seventeen dollars. A detailed description, even a bare enumeration of the two hundred lines, is out of the question in the space at our disposal. Even a very full catalogue, could do but scant justice to this rare collection, and we recommend the dealer to try and see it.

Messrs. Warwick & Sons have also to be complimented on the choice lines of fancy goods with which their sample room is embellished. In all varieties of form and beauty, their assortment includes ladies' companions, perfume cases, glove and hand-kerchief boxes, travelling companions, combination collar, cuff and jewel case, mirrors, inkstands, etc., etc., ad infinitum. They are all superior goods, and being the product of cheap German labor, they can be sold at the lowest price.

In using new steel pens the ink sometimes will not flow readily. This can be avoided by sticking the pen into a potato. Try it the first Esterbrook's Pen you use.

## - MONTREAL - WALL - PAPER - FACTORY. -



## COLIN MCARTHUR

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MONTREAL.

Travelers now on the road. Any of the trade not called on, please send for samples