

will very likely place the trade generally in a healthier condition. Wm. Bryce is manufacturing a new playing card, of which the trade will hear more when ready. Watson, Young & Co., wholesale dry-goods and stationery, having retired from the business, their stock was sold by auction on the 4th to R. C. Struthers at 55 cts. on the dollar. J. T. Lively, books, stationery, and fancy goods, advertises selling off all his stock of "fancy goods" by auction. The daughter of Mrs Wyckoff, the well-known fancy goods dealer, was united in marriage on the 5th to Mr. Connor, of Summerville, Connor & Co., grocers. Long may her fancy remain good. The *Family Welcome*, a new story waper published in this city, and equal to the *Fireside Companion*, &c., is meeting with good success. It retails at 5 cts., and pays a good profit to dealers

Yours,  
LONDON.

## Trade Notices.

**A JOINT STOCK BOOK BUSINESS.**—A little over two years ago, the Willard Tract Society having been doing but a moderate retail business on Queen Street, Toronto, removed to the corner of Yonge and Temperance Streets. Since the removal the retail business has greatly increased, and this year their jobbing trade is assuming large proportions.

The Society, under the efficient management of Mr. S. R. Briggs, handle almost exclusively religious works—the only house in Toronto who deal entirely in this line—comprising mainly the publications of J. F. Shaw & Co., and Morgan & Scott, both of London. They are also agents for the National Temperance League publications. Not least is their large line of Bibles, making a specialty of the Bagster Bible in neat and cheap style. They do largely in Sunday school libraries, having one apartment used only for this branch of their business. Just now, and along during the summer, the demand for Spurgeon's and Moody's works has been very large, and with the charming annual "Our Darlings" (J. F. Shaw & Co.), are perhaps, with the exception of their Mildmay Cards, the best selling goods. The last mentioned have sold far beyond what was anticipated.

Smith & Fudger have within the last few days opened up a fine assortment of German leather goods for the holiday trade. Also a number of cases of musical instruments, violins, accordions, &c.

The Globe Bank Cheque File is, as they say, "a new invention designed to remedy an old evil," makes a handsome ornament as well as a necessary article for every bank. Hart & Co., of Toronto, are the manufacturers.

Another ink, Thaddens David's, is being placed in Canada. James Bain & Son, are the agents.

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