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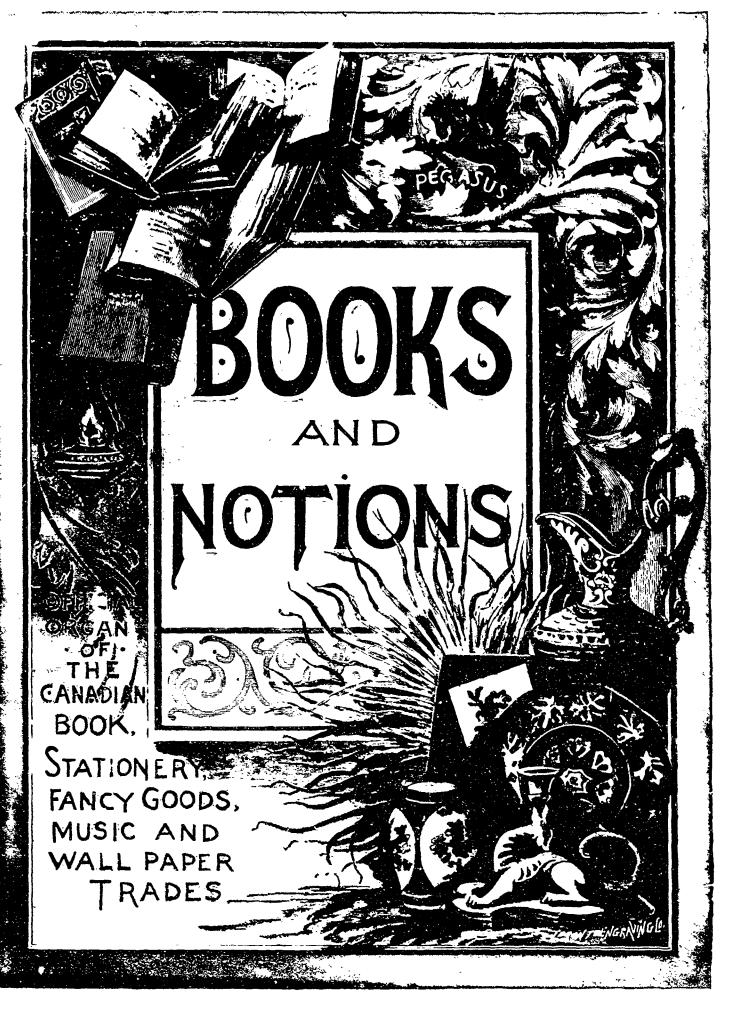
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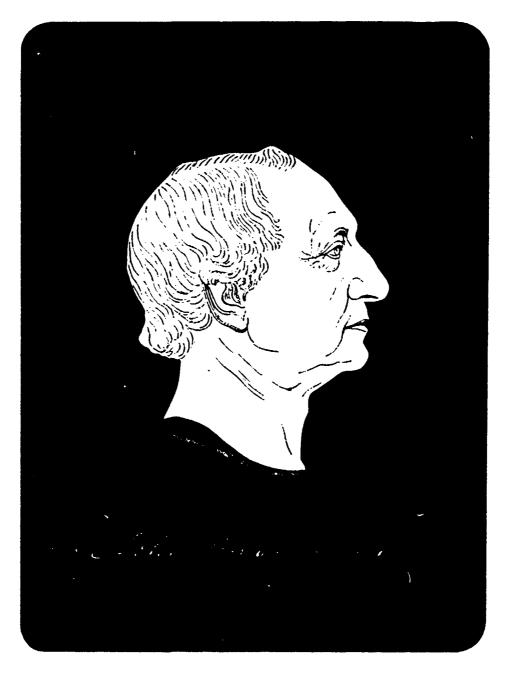
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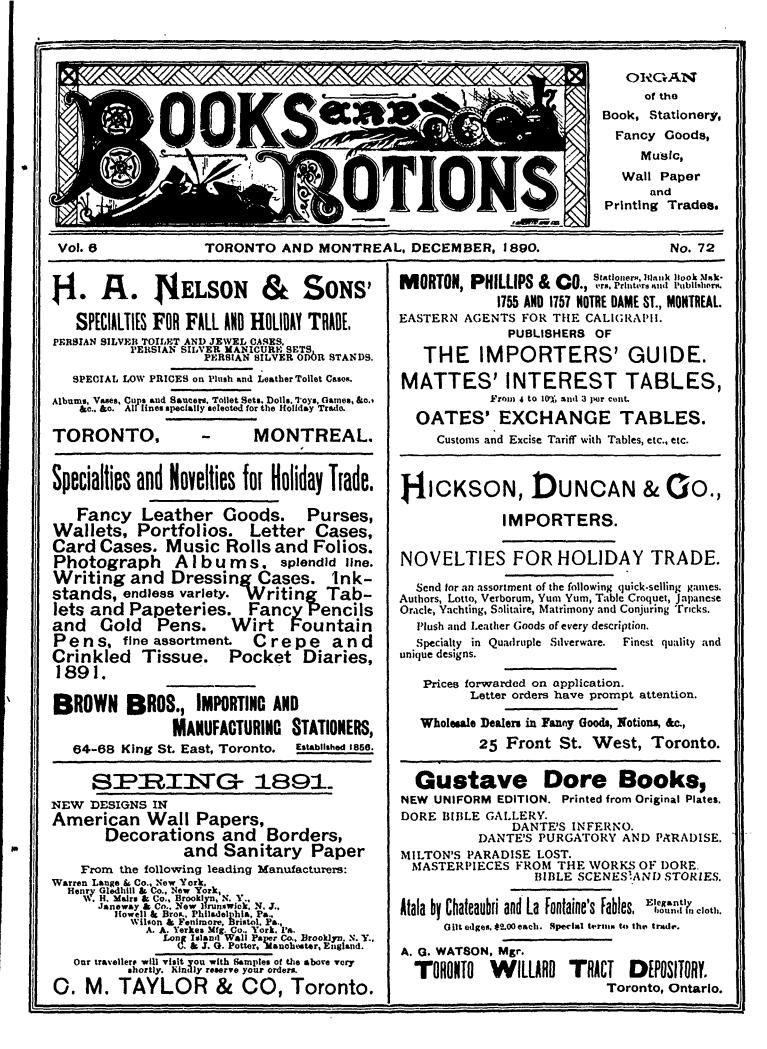
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Vol. VI. TORONTO and MONTREAL, DEC., 1890. No. 72



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ward, but also another upland higher. We can scan our path from its beginning. Our view is not broken by the interruption of any elevation so high as that on which our feet are now placed. The ups in our experience have run all the one way, the downs have run uniformly the other. It is against the direction of the latter we have steadily made progress, and we have acquired strength in the exercise.

The survey of the familiar ground we have trodden cannot but be attracted by triumphant interest more to the difficulties of the way than to its firm levels and gentler grades. Where the road was heavy, where the ascent was steep, where obstacles had to be surmounted, there are stakes set up in memory's plan of the route which locate each hard spot all the more vividly because each is the

A MERRY CHRISTMAS.

HIS number brings us to another milestone, under which we bury our sixth volume. We have fared one stage farther along the highway of journalistic existence. The feeling that the imprint of maturity is now become so clearly defined as to efface the featuremarks of our youth, makes us retrospective. And not only does the occasion naturally lure us into looking backward, but also the position we have arrived at lends itself temptingly to the same mood. For, we are now on higher ground than when we set out. The end of each year has found us not only one volume on. scene of a difficulty overcome. But the brighter experiences of our journey are not cast into the shade by the gloomier ones. They should not be, because theirs is the heavier side of the scale. If the road was often stiff, it was skirted by dwellers whose welcome was cordial and whose support was steadfast. BOOKS AND NOTIONS had to make head against a condition of things that is peculiar to the experience of a venturer along a road that is far from thickly populated, among constituents that are slow to recognize in community of interest and action a means of benefiting themselves individually.

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But if belief in community of interest and action were not a common trade creed when we began our quest for readers, it has by degrees been growing into a generally accepted one since. And we believe we have been a leading influence in the diffusion of the doctrine that in union is strength. We preached it when there were few embraced it, and its propagation has been coincident with the extension of this journal's circulation. The fusion of the trade into a homogeneous body of influence whose principle of cohesion shall be identity of interest, in whose concerted action for the welfare or defence of trade all individual or local means shall be assimilated. This may possibly never be perfectly effected, but it is a less utopian idea now than it was six years ago. Booksellers and fancy goods dealers are arrayed in a less open order now than they ever were before, and it is not too optimistic to hope that they will close up into a phalanx yet. The fluid atmosphere of opinion s yet a loose medium to hold together so large an aggregation, but things are happening all the time whose effect tends to coagulate opinion and fix into a solid mass, that trade in which the constituent members vet act rather freely and with some waste of friction upon each other.

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These things whose tendency is thus consolidating are the wrongs of the trade. Their solidifying action will be hastened by any agency that collects and marshals them with a view to this end. In other words, the more clearly the formidable nature of these grievances is exhibited, the more will the trade which is threatened or injured by them look to its own defence. We have been and shall continue to be an agency whose reports and warnings give the true position and strength of the menacing elements that are either within or outside the trade. By this means do we hope to promote and strengthen organization, and hence to further the dislodgment from their present strong position of many encroaching practices of these times.

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We have had liberal encouragement in our efforts to unite the trade against evils of whose significance and moment we have sought to spread a general appreciation. That encouragement stands at our back in the form of a long subscription list, and we have the satisfaction of feeling that if the trade is not yet completely united in a defensive league, it is at all events united in the support of a paper which maintains a mulitant attitude against all forms of infringement upon rights, that are the legitimate trader's. That fact is gratifying to ourselves and should be hopeful for the trade. It shows that the trade is alive to the importance of keeping itself informed upon the questions relating to its very existence. This itself is somewhat assuring, in view of the fact that some time ago it seemed as if certain rights would be allowed to go by default. But the present position of the trade on some of these matters, though it might be more earnest and concerted, confirms the significance of its unanimous support of BOOKS AND NOTIONS, which significance we have already interpreted as the endorsation of defensive senti-The trade has not been inactive upon the question of ment. encroachment on the part of department and tea stores, or upon that of school books. But we are sure there is a reserve of enthusiasm and force yet to be exerted.

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We have been the mutual friend to whom many wholesalers and many retailers are indebted for their present acquaintance with each other. The respectability of our subscription list brought us advertisers of the best class, and by introducing these to our subscribers, we promoted intimacies that have been use ful and profitable to both parties. For, we are as happy in our advertisers as we are in our subscribers, and we have as liberal support from them. Fe get both, involved work, patience and perseverance, and we are satisfied that we were able to make the necessary outlay of these qualities.

We wish all our patrons a Merry Christmas and a very Happy New Year. The holiday trade, we hope, will be a harvest more than usually rich in the quantity and quality of the demand.

REAPING WHERE THEY DO NOT SOW.

Those who control the distribution of periodicals- that is, the publishers or the concerns to which they turn over their issue--must not be trusted more than average human beings, to respect rights that they find exposed. Caution is better than faith in anybody's honor or reliance upon conventional usage. A matter in which some traders are unnecessarily frank with the houses which furnish magazines, etc., at first hand, is the disclosure of the names of subscribers. It seems convenient to send these names, that the periodicals may be labelled at the source of supply with the printed address of each subscriber upon them. It saves trouble to the local newsdealer to have this thing done at the publishers' house, and it is neat and orderly. But it is not discreet. The publishers or those to whom their issue is transferred require no further information for the supplying of an order, than the number of copies of each periodical that is wanted, and the name and address of the dealer who wants them. To name the subscribers is unnecessary Many traders know why it is also indiscreet to do so, having learned by experience. They know that learned by experience. some publishers make use of the names so collected, to link subscribers directly to the house itself. Having these names, and thus being able to refer to readers of their publication, they can save the trade discount in every instance they attach one of these names to their own central subscription list. In so attaching a name they detach it from the local dealer's list. The retailer may beat the wood for the game, but once it is roused the publishers' house will look after it. The plea put forth for the defence of this abuse of confidence is, that the retailer neglects to cultivate subscriptions, allowing them to lapse too easily, and that the subscription is not so apt to be transtent when it is booked at the head office, whence the periodical can be sent to any address to which the subscriber may shut, the removal from one place to another by a subscriber often cancelling his subscription altogether when it is held by a retailer. Whatever there is of truth or of mere speciousness in this is matter of little concern to the retailer, who ought to know when he has a bird in the hand, which is also one in the hand for the head house, and worth more to the retailer than the two which that concern sees in the bush. The retailer may be slack or he may be diligent to keep subscriptions running, but so long as the list is known only to himself he is making something out of it. So soon as he sends a copy of it to the publishers' house of supply, he runs the risk of transferring a great part of his interest in it to that establishment. "Numbers, not names," is the safe policy.

MUSIC NOTES.

L Suckling & Sons' now pieces for this month are :

(1) The Haymakers, Dance. For the pianoforte, By Carl Weber, Price 40c.

(2) Valse Elegante. For piano, By G. H. Fairclough. Price 50c.

Both are favored by a strong demand, from quarters where selectness is valued.

The Anglo-Canadian Music Publishers' Association, (Limited), has added the following to its publications :

(1) Danse des Pierrots. For piano. By Emma Fraser Blackstock. Price 50c. This is the most recent of the well-known Toronto lady's compositions, and is in wide request.

(2) Twelfth Night. Old English dance, for the pianoforte. By Seymour Smith. Price 40c. There is a very good call for this for Christmas stocks.

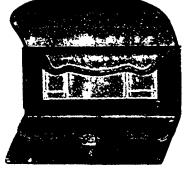
Whaley, Royce & Co. have published the following new pieces, for which they report an unusual run :

(1) The Dude's Galop. Jersey, for piano. By R. Gerdler. Price 40c. (2) In the Autumn. Gavotte, For the piano. Price 50c. This is a very pretty piece.

(3) But I Loved Her. Comic Song. By W. J. Reid. Price 40c. Very popular.

BROWN BROS.

Messrs, Brown Bros, have now got out their catalogue, and in it is to be found the counterpart of every beautiful line of leather goods manufactured by that firm, The purses, wallets, bill books, bankers' cases, portfolios, etc., etc., are illustrated and arranged in the order of class, size and material, each entry being accompanied by the pricequotation. An examination of the pamphlet unfolds a rich assortment of choice wares. But a more tangible evidence of the resources of the firm's stock just now is to be seen in its sample rooms, which we visited on Saturday, and found to be crowded with the most elegant articles. The tables bear a luxurious display of purses, wallets, diaries, portfolios,



456.

letter cases, card cases, music rolls, bags, This is Brown Bros', 37th year in diary etc. publication. Everything is in strict keeping with the latest laws of fashion in ladies' goods, notable among which are some chate laines hung in beautiful oxydized silver frames. The photograph albums are new and very techerche, in calf covers , some ingrained with attractive strawberry stamps are particularly captivating. The screen photo panels are in many forms, all handsome. The leather writing desks are a very choice line of goods.

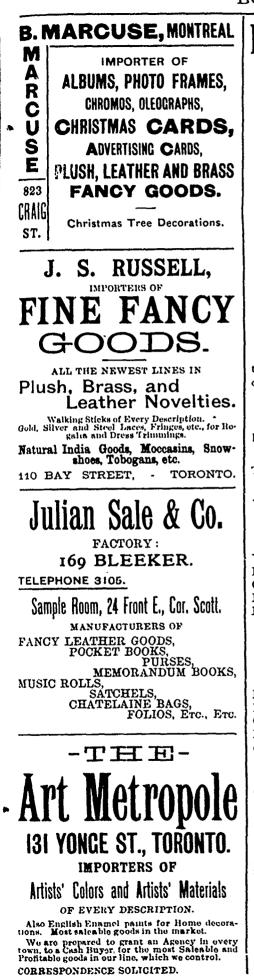
In inkstands Brown Bros. are stocked with many styles in extra Bohemian glass. There are several unique designs in these. There are also some very taking pocket cases of Vienna make for holding ink. A leading article just now is the Wirt fountain pen, for which the demand is exceedingly good. Besides the plain form of it there are several styles of it in stock now of fancy structure for gifts, and put up in plush lined cases, These have pearl, gold plated, silver or ebony holders and are well fitted for the season of gift making, for ladies or gentlemen. Gold pens and penholders are also in stock.

A line which is receiving a large amount of attention from the trade is the novelty called crepe and crinkled tissue paper, which is suitable to so many decorative applications in feminine hands. This paper is an exact imitation of crape, and is in twenty distinct colors and seven striped combinations. It is used for lamp shades, fire stove ornaments, fans, handscreens, flower pot covers, fancy ball costumes, lining work baskets, etc., etc.

Commissioner Johnson confirms the despatch that Father Labelle had to pay duty on several hundred books that he brought with him from Europe. He says that in holding the books till the duty was paid the customs authorities were simply carrying out the regulations The books may be for educational purposes, but that does not relieve them from the payment of duty. Even if they were for religious purposes, the case would be the same.

It is generally known that the lieurenants of Mr. H. M. Stanley were prohibited by their agreements from publishing any account of their travels until six months after the issue of their leader's book. The term has now almost expired, and it is therefore expected that several books by these companions will appear-some of a highly interesting nature, detailing various aspects of the expedition. Next to the account of Mr. Jephson, under the title of "Emin Pacha, and the Rebellion at the Equator," already announced, the most interest will attach to the Diary and Letters of the late Major Barttelot, which is being prepared for publication by R. Bentley & Son, London, and in which will be described one of the darkest episodes in connection with the expedition.

We have on several occasions mentioned in our columns The Winter Evening Games, published by The Copp Clark Co., Ltd. We would not like to say that the tremendous sales these lines have had is due entirely to the advertisements which have appeared in BOOKS AND NOTIONS, although the firm have expressed themselves well pleased with the results therefrom. It is a pleasure to advertise good lines, because of the perfect and unbounded satisfaction such commodities give to the buying public. These are good lines. Halma has had a phenomenal sale. Parcheesi, the old favorite of board games, seems if possible to have taken a firmer hold than ever on amusement loving people. Go Bang, that marvel of simplicity, but varying chance, seems to grow more and more in favor, but still this enterprising firm are not satisfied, and have increased their line by adding improved men for Halma, Parcheesi for players, and Go-Bang with bone counters. They intend entering largely into the manu facture of games and have several in course of preparation Reversi and Periwinkle', Other games will follow, and as fast as issued will be noticed in our advertising columns. Keep your eyes open for their new lines.





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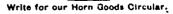


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RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, descring to draw the attention of the trade to any publication must mail copies so as to resch this office not later than the Xth of each month to ensure insertion in the current month's issue.

A MINT OF MONEY, (Red Letter Series), by G. Manville Fenn. Toronto : The National Publishing Company. A book of strong interest, and one in which the course of the story and almost the upshot of it, baffle the reader's anticipation. The writer reaches his end by a more devious way, and by rising superior to conventionalism in one important turn of the narrative. It is a book of 375 pages. The moving principle of the action of the story is indicated in the title. In the reading tastes of the times there is a large ready made demand for this book.

BIRCHALL, The Story of his Life, Trial and Imprisonment, as told by himself. Toronto. The National Publishing Cempany. Besides the murderer's autobiography, this book contains an account of the murder, a record of the trial, and a description of the execution. It is illustrated, and gives pictures of the leading dramatis persona. It retails at 50c.

We have received from John Lovell & Son, Montreal, the following of their recent novels : "Famous or Infamous," by Bertha Themas, 30c.; "Heart of Gold," by L. T. Meade, 30c.; "Ruffino," by Ouida, 30c.; "The Black Box Murder," by Maarten Maartens, all in the firm's Canadian Copyright Series,

FAMOUS FRONTIERSMEN, PIONEERS AND Scours, by E. G. Cattermole, A.B. Chicago: Donohue, Henneberry & to. This is an illustrated work, handsomely and strongly bound in stiff linen, the device on the scarlet cover being a frontier palisade, with the arms of pioneer defence slung upon one of its pales, the sheaf of weapons being partially covered by the stamp in gold of the head of a screaming eagle. The book is also bulky, containing 540 pages 10x16 inches each. The title indicates a subject of intense dramatic interest, as it rouses the expectation of stories of men of action, and action of the most exciting kind. Perhaps there is nowhere on the face of the earth a tract so fertile of true incidents of modern adventure as is the wide belt now loosely denominated the frontier of American settlement. That

frontier is wide, because it comprehends all the ground of the struggle that was involved in pushing the line of settlement from its first to its final position. All the space from the earliest to the latest line of demarcation between civilization and barbarism was simply a scale along which the frontier was from time to time shifted. Thus, therefore, the scene of action was an extensive one, the title to it was disputed with determined and ferocious aborigines, and the element that was fast disappearing from civilized warfare the distinctness and picturesqueness of the personal hero was conspicuous in it. The material, therefore, for such a book is abundant, and the author has used it well His book is not written for those solely who have an abnormal voracity for lurid delineation. It is written also for readers of historical inquisitiveness. The heroes are such men as Daniel Boone, Davy Crockett, General Custer, and other frontiersmen whose impress has been made upon the history of the United States.

MISS NONODY OF NOWHERE (Canadian copyright edition), by A. C. Gunter. Toronto: The National Publishing Company. Price 50c. A family quarrel furnishes the initial impulse to the movement of circumstances which constitute this story. The author has not followed the usual routine methods of arousing interest, but he arouses interest much more than if he did take to the threadbare artifices. The book immerses the reader in a social atmosphere that is peculiar to the South Western States. It is a very clever work.

THE "SONG OF THE EXILE," by Wilfrid S. Skeats, (Toronto: Hart & Company), is a Canadian epic in five cantos, and is descriptive of the wanderings of an Englishman, in Canada, from Quebec to the Pacific coast. After reciting the reason of his banishment, the exile apostrophizes his native land. On reaching Quebec, its foundation by Champlain and capture by Wolfe form the subject of his thought. Passing on, Montreal, Ottawa, Toronto, Niagara, the Prairie, the Rocky Mountains, Victoria, and other places are visited. Historical incidents connected with each place are recalled, the scenery is descanted upon, and the political questions of the day are discussed. The book is nicely printed, bound in vellum cloth, gilt top, with fine side and back dies. Crown 8vo, 160 pages.

PINE, ROSE AND FLEUR DE LIS, by Mrs. Harrison (Seranus). Toronto : Hart & Company. This volume of poetry whose appearance we have already heralded, is now ready for distribution to the trade. The sympathy of letters was the source of constant and increasing interest in the book from the tune of the first announcement of its contemplated publication, and that interest was signified in a subscribers' list of writers that had greatly grown since our last issue. In the book itself is realized the promise for which the reputation of its author was the pledge-Her literary sculpture is delicate and exact. and is in all cases informed with fine, poetic feeling. The old French rural ballad, the villanelle, of which the ease of effect is in inverse proportion to the ease of cause, is a form Mrs. Harrison handles with singular felicity, although it is one very hard to natur alize, and one whose difficulties few writers have overcome. Forty-four of these charming poems are in the "Fleur de Lis" section of the book, along with other poems in which the picturesqueness of early French Canadian society and scenery is gracefully por trayed. The other parts of the book are of equal merit with this one, and we are sorry that limited space at the last moment prevents extended notice of them. The book is tastefully bound in silk finished cloth, bearing a handsome gold stamp on a back of novel design, with gilt top It is choicely printed. Price \$1.25. Orders for the Christmas trade will receive prompt attention.

The Pocket Derby, manufactured by Cline & Regenstein, 67 W. Washington street, Chicago, is a minature race track about the size of a pocket compass. The players

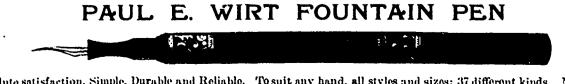


select horses, and find interest in the excitement the little mechanism creates as to which will win. The manufacturers want a general agent for this country.



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the first calendar of the season we have received from W. Cooper & Co., Clinton. It a is a beauty.

Messrs. James Bain & Son introduced to the Foronto trade the new court mourning stationery to which reference is inade in another paragraph.

The advertising cracker is a novel contrivance for amusing children and for diffusing advertisers' tidings of new goods, etc. Chas. S. Plummer, 299 Broadway, N. Y., is the manufacturers' agent.

In our last issue there was a printer's error escaped correction. It was in Mr. Micklethwaite's advertisement, wherein the phrase "\$24 for 100" should have been "24 for \$." It is corrected in this issue.

C. M. Taylor & Co. report a large trade in Hagelberg's and Dutton's Christmas cards, booklets and books. The firm's travellers are also pushing wall papers, for which they find the demand now very receptive.

Mr. Curry, bookseller, Cobourg, was in the city Tuesday last. He reports a good business and looks forward to a rushing Christmas trade. He combines the manufacturing of rubber stamps with his other business.

The Dewitt Publishing House, New York, issues a very full and circumstantial catalogue of its books. Those entries treating of books of the various arts of parlor diversion, fantastic, theatrical, elocutionary, etc., are also accompanied by illustrated cuts.

H. A. Nelson & Sons are specially stocked for a strong run in parlor evening games, having, as their catalogue shows, full lines of these. Among the games, all of which are of absorbing interest and none dependent upon chance, may be named Halma, Parchesi and Faba Baga.

At a recent meeting of the Legislative Council, held at Charlottetown, Prince Edward Island, the series of Canadian readers, and other books, published by Messrs. Gage & Co., of this city, were adopted for exclusive use in the schools of that province in lieu of the Royal readers, heretofore used.

Mr. Wm. Mann, of Barrie, has enlarged his store this month, to twice its former size. It is now the largest place of business of its kind in Barrie, and Mr. Mann has one of the finest stocks of Xmas goods to open up that he has ever shown. Mr. Mann is a small man (in height), but he is a pusher all the same.

Mr. J. P. Griffin, Halifax, N. S., has given his stock a thorough overhauling, and by changing show cases from old to new positions he has given his whole store a holiday appearance that does credit to himself as well as his lady clerks, and with an attractive store and a full stock we predict a heavy Christmas trade for Mr. Griffin.

New and exceedingly chaste is the binding of the little Havergal books issued by the Depository. The bindings, floral and landscape designs, are executed by the famous art printer "Nister" in board covers representing half bindings. There are seven different kinds of these little books selling at 25c. each. They ought to sell at sight.

The Depository also publishes, "Our Alliance Wall Roll," 12 sheets 10 x 13, printed in two colors in large type texts, and dates in very bold figures, contains also daily bible readings and weekly topics of the Prayer Alhance, the International S. S. Lessons, and Topics of the Young People's Society of Christian Endeavour. Price, 10c.

Ten Years in My First Charge, by Rev. A. H. Scott, M. A. Hart & Company, the Toronto publishers, will issue this new work in a few weeks. So much was the generosity aroused of a gentleman, who saw an advance specimen copy, and who learned, from a look at the manuscript, of the range of the work, that he sent the author a cheque for six hundred dollars to aid in its circulation

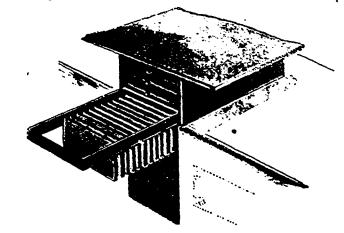
The sale of Christmas papers has been phenomenally large this season. The Toronto News Company has been obliged to repeat orders again and again to supply the demand. The French illustrated paper, Le Figaro, is now in, both the London and Paris edition, and with it the most magnificent supplements that have been got out for any paper this year. The price is \$1.00.

Messrs. Barber, Ellis & Co. have obtained the control in this country of a new specialty called "Court Mourning" stationery, an English line, on which fashion has set its seal. The margin is not disfigured by a deep black border to signify the nature of the missive, but instead, the upper left hand corner of paper and envelope is frilled by a black almost equilateral triangle.

Mr. Benj R. Tucker, of Boston, will publish on Saturday, November 29, the first English translation of Claude Tillier's humorous novel, "My Uncle Benjamin," which has won its author, by its realistic sature, the tutle of "the modern Rabelais." Of this romance it was said by Charles Monselet that "it has no equivalent in the literature

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An excellent device for fully displaying a large stock of tissue paper has been invented. and patented in Canada and the United States by Mr. Maurice M. Vardon, of Toronto, Ont., Canada. For various decorative purposes an immense amount of tissue paper is used, so that its convenient storage and handling is quite an object to attain. The device in question can be used either in the form of a cabinet of drawers or arranged in a stand rack. When used in drawers, the drawer is constructed of a frame with the bottom hinged to the rear portion in such manner that when the drawer is drawn out the bottom drops down and hangs nearly The drawer frame is provided pendant. with a number of parallel transverse rods, and the frame being drawn out, the bottom hanging pendant by its hinges, the paper sheets are placed over the rods, each rod having a supply of a different color, so that the frame is stocked with variegated colors. the sheets hanging by their folds, and a large quantity of tissue paper can thus be stored. In this position it will keep smooth and be convenient of access. When the drawer frame is pushed back the ledge causes the bottom to rise up, bringing the pendant paper to he upon it, so that the different sections lie inclined one upon the other



of this century, and by Ludwig Pfau that it "combines the spiritual freshness of Gallic presentation with that German humor that laughs through tears, and is in this respect unique in French literature."

The Baptist Book and Tract Society, No. 120 Granville street, Halifax, managed by Mr. Geo.A. McDonald, is one of the leading book stores of the town. Just eight years since they started doing business, and for their Christmas display are carrying leading lines of booklets from Germany, England and America. For children's juveniles they are bound to suit. Religous books, principally adorn their shelves, Spurgeon, Talmage, Cook, etc. In bibles they have from the smallest to the largest, both in type and bind. Oxford, Bagster, Collins, British and Foreign Bible Society, etc. We predict for them a large Xmas sale, their stock is complete, fresh and of saleable kinds. They are pub-lishers of "The Canadian Baptist Hynnal" which is finding rapid sale in all parts of the Dominion.

within the closed drawer. When the drawer is again drawn out, the bottom swings down, allowing the paper to again hang pendant for display. A series of these drawers can thus be stocked in a case and a great quantity of paper stored.

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Mr. G.E. Belott the pushing representative of the American Tablet Co., Dayton, Ohio, was in the city last week. He has been to Australia and New Zealand where they have made extensive sales. The heavy customs duty will prevent an extensive sale of his goods in Canada. A number of samples presented to BCOKS ANL NOTIONS were probably the most attractive line of tablets yet received from American manufacturers.

"The Slossons of Bangville," a Five-Hundred-Dollar Prize Story, by James T. McKay, is one of the admirable stories given in The Thanksgiving Double Number of "The Youth's Companion." Among the other sto-Youth's Companion." Among the other sto-ries are: "A Thanksgiving Guest," by Louise R. Baker; "Cy and the Bear," a humorous adventure, by John F. Barnes; "Chased by a shadow," by Warren L. Wattis, while a whole page of Thanksgiving fun is given for the weaper readers the younger readers.

Mr. A. M. Hoare, manager of the estate of C. W. Knowles, Halifax, has now received his English and German goods for the holidays, and notwithstanding the limited space for such a large stock the display is ex-cellent. Mr. Hoare thinks the prospects are bright for a large Christmas trade in Halifax this year. Christmas cards take the lead ; his sales of the Christmas number of leading papers have always been large, and present orders indicate an increased sale for the most popular issues.

Since the meeting of the General Conference in Montreal last September, the Methodist Book and Publishing House makes an-other stride forward in its popular periodicals. A new paper for young people, with the progressive name "ONWARD," an eightpage, well illustrated weekly, is issued at the low price of to cents a year, singly over 5 copies 50 cents a year. It is edited by the Rev. Dr. Withrow, whose management of the Methodisi Magazine and Sunday-school periodicals of the Methodist Church has been so successful. The popular Methodist Magazine S2 per annumb and the Sunday School Banner (60 cents per annum) will also be considerably enlarged and improved The Rev. William Briggs, Toronto, is the publisher of these periodicals.

Sir John Macdonald is to be congratulated upon having lived to see a popular likeness of himself fit to represent him among the lares et penates of the people. Numberless outrages upon his features have been perpetrated on prints and in terra cotta in the holy name of art. The pretensions of these caricatures are now cancelled, by a picture which not only does justice to the original, but also does it with surpassing elegance. It is an embossed profile a fine initiation of plaster or marble lying medallion like in relief on a black ground of card, about eight by five inches in area. It is got out by C. M. Taylor & Co., who obtained a special suring, and a grandly characteristic poise of the Frenner's head they got. The fac simile of Sir John's autograph, in gold ink, is at the bottom of the card. The pictures were made in Germany expressly for C. M. Taylor &

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Co., and are in the style of the same firm's Mr. Gladstone. Each picture is put up in a han isome box, and retails at 50c., sold only through the trade. There is a big demand already, which C. M. Taylor & Co. can give full attention to, having a large supply of the pictures in stock. Readers know our views upon modes of working up trade in certain special lines. We have before this given our approval to the practice of canvassing for jurchasers. That method is peculiarly ap-plicable to this picture. The proprietor can usually find time either for himself or his as-

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sistant to take a half hour in the fresh air now and then. This spell of exercise can be used as well to push the sale of Sir John's pature among the trader's equaintances.



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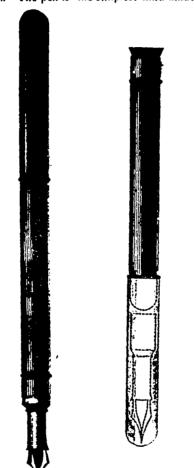
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containing no glass vial which will break, and being always ready for use. There have been very few articles which this energetic Company has placed on the market which have had such instantaneous success.

The Willard Tract Depository has brought out some new books. An edition of Matthew Henry's Commentary in six volumes, is a marvel of cheapness, retailing at \$7.50. This edition is claimed to be the largest in type, and free from typographical errors. The volumes are handy in size, and contain 7.100 pages. The best edition published for the money. Spurgeon's latest book, Sermons in Candles, with 66 illustrations, paper 35c., cloth, gilt edges, 70c., is being introduced by the Depository. Havergal's Poems, com-The editions have been much implete. proved in appearance over last year. The cloth edition being full gilt edges with auto-graph on the cover. They are also done in beautiful padded leather bindings, calf, seal, etc., etc. The Mildmay Stand Calendar is got up in its usual style, with landscape designs, 35c.; also, the Ruby Calendar, with

floral wreath, in chromo, 20c., by the Willard Tract Depository.

The Willard Tract Depository shows some elegant bindings in Presbyterian goods, the latest being Tapp Combination slip cases, containing bible, Presbyterian hymnal, and psalter. They are done in English calf, Gerpsalter. They are done in ringuish can, Ger-man calf, Morocco, and paste-grain leathers. They are certainly beautiful goods, and ought to go well at Christmas. The Depository's booklets are very chaste and attractive. Some of the most striking are Country Breezes, 35c.; Sea Breezes, 35c.; Trust in the Lord, zor.; Good Tidings, zor.; Cor-nish Coves and Corners, 90c.; Our Father, Thine Forever, Mizpah and Bells Across the Snow, 4 beautiful booklets with Havergal verses, 12c. each. Rejoice and be Glad, Thy Will be done, The Lord will Provide, His Mercy Endureth Forever, four at 10c. each. Sunbeams, a set of 12 tiny booklets, in a package, for 20c. Four novelties in shaped booklets are shown : Morning Bells, Evening Chimes, Moonbeams, and Old China, all executed in first class style, and very recherche. Notable too is a novelty in stand calendars called "The Old Times Calendar," printed in colours, and cut to the shape of an old man carrying a calendar board, with poem, "To-Day," printed thereon. Price, 20c.



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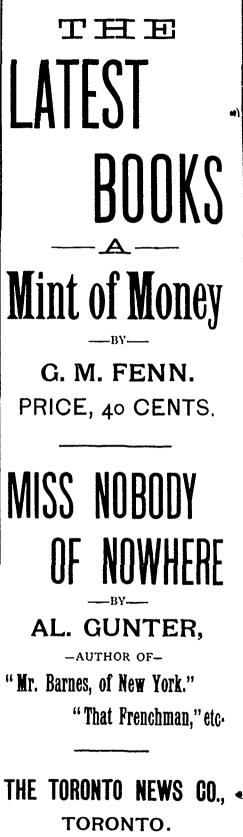
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