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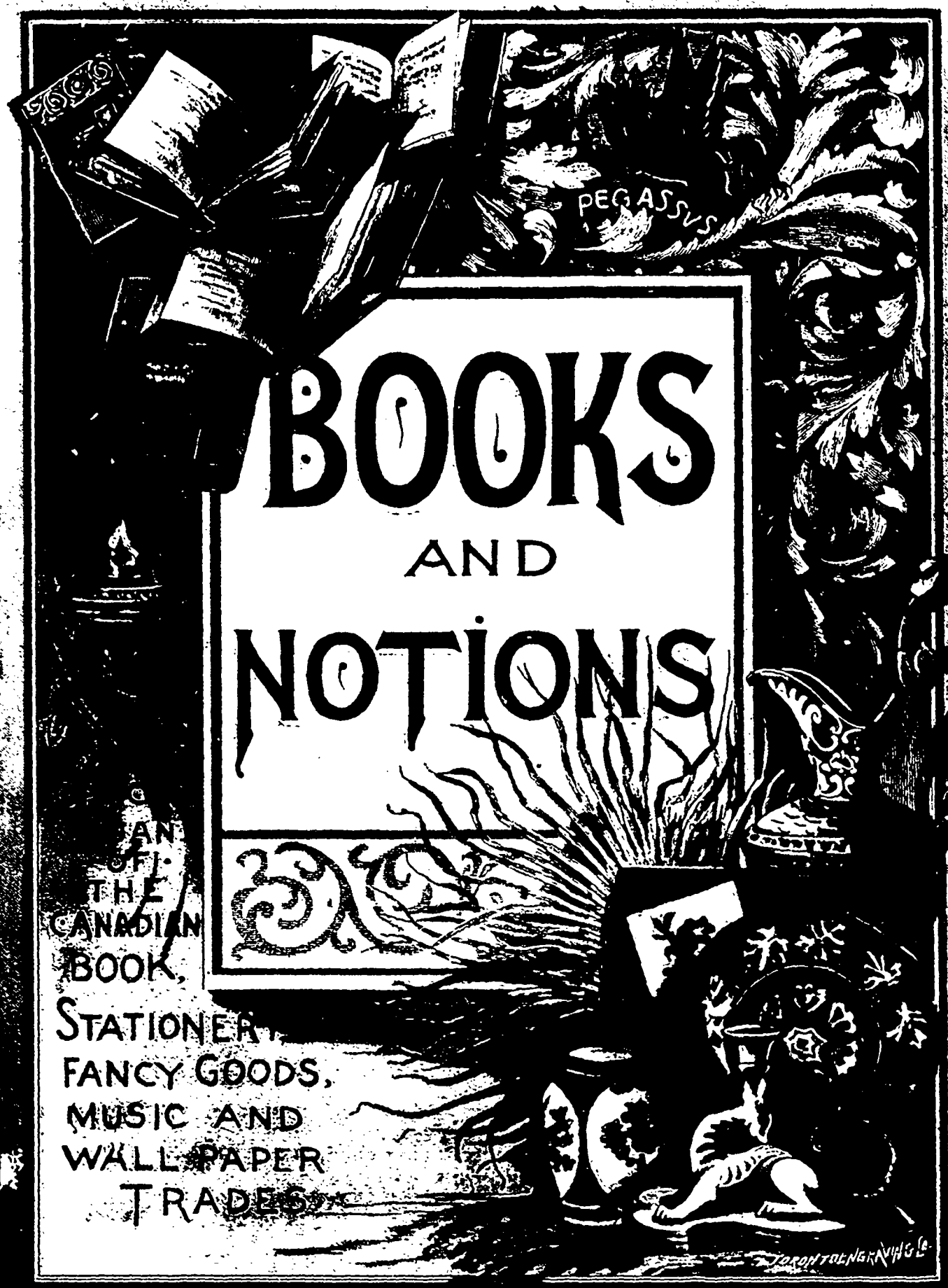
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- Vol. VIII

TORONTO; JANUARY, 1892.

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Vol. VIII. TORONTO, JANUARY, 1892. No 1.



THE overwhelming vote polled in favor of free text-books for the public schools of his city was surely a surprise to even the most sanguine of the triumphant party. The result was not allowed to go by default, as almost everybody voted at this election, but it was a stolen march all the same. There was little said about the text-book question before the election. Not that this was a particularly quiet campaign — on the contrary it was a very stirring one — but all

the interest was feverishly concentrated on two other matters, namely, the mayoralty and the question of Sunday street cars. A large number of ratepayers went to the polls in ignorance of the fact that

free school books was an issue. When the ballot stared them squarely in the face they had no time for reflection and usually voted for the idea, as it appeared to be on the side of enlightenment. There were a great many people who voted without really weighing the matter, though they knew beforehand that the question would be decided at this election. The great preponderance of interest upon the other two matters referred to attracted seemingly all the thinking of unbiased people away from the question of free books.

* * * * *

Just when they have secured the increase in discounts that they had struggled for years to get, it is a disappointment and a hardship that the Toronto booksellers should have to give up altogether the trade in public school text-books. This is an important part of their trade. In a city with a population of close upon 200,000 people, with so thorough a school system and so large a number of schools, the trade in school books could not but be large. It was not only what that trade was worth in itself, but also its value as a means of keeping up connections between the homes of pupils and the store, that must be considered to get a fair idea of what is lost to the booksellers through the adoption of free school books. The by-law is carried, however, and now it is for the city to provide that the loss is not made heavier to the retailer than there is any need for it to be. He has no right to be left with any stock of school books on his hands. All this should be taken by the city, which has taken away the dealer's school book trade. And it is as convenient as it is just to take over these stocks. The city has to buy a supply of books for the schools, and it might as well draw first upon all retail stocks for the purpose, placing no wholesale orders until all stocks in retail hands are exhausted. This the city will surely do. The next means of making partial compensation to the trader is to exempt him for two or three years from the rate that is levied for the purchase of school books. It is enough that he be plundered for the public benefit without being taxed as one of the public for the benefit the masses receive at his expense.

* * * * *

It is not likely that the movement in behalf of free text-books will end with the success realized in this city. At other large centres it is apt to be agitated and brought to the polls. But if it is, it ought not to be allowed to win through absence of mind on the part of opponents. An energetic campaign should be waged against it. The arguments are numerous and strong. While it is good public policy to make the educational system as free as is consistent with the self-respect of the people, it is undesirable to pauperize it. It is well to encourage the people to think enough of an education for their children to be willing to pay the price charged for the books involved in the acquirement of one. To further cheapen education to the masses is to degrade it and expose it to neglect. It is all well enough to say that education uplifts a man morally and socially, but there is danger that the degree of it sought to be made general by the free school-book advocates will cause discontent and unsettlement more than it will elevate. A point against the community in use that will be introduced by free text-books, is the liability to spread disease by their passage from hand to hand. This consideration will be likely to keep some customers for the retailer, as there will be people who do not care to expose their children to disease, and will provide them with books of their own.

* * * * *

It is probable too that more money will be spent over the retailer's counter for other school lines than has been in the past. The fact that there are free text-books will make a larger school attendance than there now is. It will also leave more money to be spent for paper, pencils, ink, scribbles, etc. This will make up in a slight degree for the loss of the trade in text-books. But it will be only in a slight degree. The most, however, will have to be made of it. The paternal measure that has been adopted by this city will be looked upon as an experiment, and will be imitated or not as the trial of it here will prove satisfactory or otherwise.

THE CHRISTMAS NUMBERS.

The Christmas numbers of Canadian papers cannot be congratulated on their progress. Compared with the standard reached by them in former years they must be said to have gone back. They had a very good run, however.

The English special holiday issues were quite up to the average. They were deserving of the immense demand they met with, which took off a larger number from distributors' hands than in any former year. They are popular with the trade, both because they are good sellers and because they yield a liberal profit. There was more room for their expansion this season than in that of any former recent year. A considerable extra margin was left for them by the shrinkage of the trade in expensive cards. The Christmas cards that found sale this year were for the most part low-priced ones, retailing at prices ranging from 25c. downward, with the majority not above 15c. The place of the higher valued cards went to the advantage of the special Christmas numbers. These had the further benefit of local canvassing on a considerable scale this year. Lads after school hours went from house to house in this city for advance orders throughout the month of December, and they booked a considerable demand that might not have been heard from voluntarily. Last year's practice in that respect will afford a hint to dealers who may not have tried it, and will be found useful. Two halves are equal only to a whole in everything but trade, where they are equal to more sometimes. It is more to the interest of the bookseller to give half his profit to a canvasser and sell twice as many papers, than to keep all the profit, employ no canvasser and sell only once as many. Every sale made is a connection established. One little newsboy in this city worked so diligently on special numbers between hours of business with the newspapers that he netted himself \$50. There are many such lines for the pushing of which one outside salesman is worth two or three inside ones. It is a case of Mahomet going to the mountain, rather than wait for the mountain to come to Mahomet.

There appears to be some danger that the profits on these numbers will be sacrificed in the competition that has to be met in the sale of them. It would not be surprising that they should share the fate of so many other lines of goods which should, but have long ceased to, render any remuneration to the trader for carrying them. There were flagrant instances of cutting in this season's trade in special numbers, which made them as unproductive to the cutters and their immediate competitors as the children's annuals have been made by the same people. We understand that persons who cut the price this year will not be stocked again unless they give satisfactory assurances that the price will be maintained. It seems that that is the only way to prevent some people from spoiling the trade in a good line.

JOHN HUNTER.

American Agent of Alex. Pirie & Sons.

A truly unselfish man is an exception, but the unselfish man generally finds himself successful, especially when he deals directly with men. This quality is especially necessary in a traveller, who hourly comes in contact with men and on whose individuality depends the amount of his sales. A traveller whose interest is in his work must acquire the habit of forgetting himself, to all appearance, and be thinking only of the interest of his customers. Such a truly unselfish man is Mr. John Hunter, American manager for the celebrated Scotch paper firm, Alex. Pirie & Sons, Aberdeen.

Mr. Hunter, who is now about forty-two years of age, was born in Aberdeen, and for some years was a village schoolmaster, but his vocation could not sour the genial temper



inherent in the man, but rather sharpened the keen intellect and probably gave him an insight into the working of the human mind. When Mr. Hunter entered the service of Pirie & Sons, he was not long in finding the road to promotion and success, and for eighteen years he has been their agent, first in England and now in America. He lives at present in New York, but has also a pretty residence in his native town, where his American friends always find a welcome when they visit Aberdeen. Occasionally Mr. Hunter visits Toronto and Montreal, and his countenance is well known to the leading stationers and bookmen of these two cities.

Messrs. Pirie & Sons have three large factories, the Stonewoody Works, the Woodside Works, and the Aberdeen Works. Their paper is unsurpassed in British markets in certain lines on which they specialize. Their name is a guarantee of true merit, wherever it is known.

THE NEW RATES OF TORONTO DAILIES.

The following letter speaks for itself, and opens up the subject as to whether the new rates of the three Toronto dailies—the Mail, Globe, and Empire—are as fair to the trade as before:—

WINDSOR, Ont., Dec. 30th, '91.

DEAR SIR,—I would like to enter a protest through your valuable journal against the new prices arranged by the Toronto dailies. We are now charged 2c. per copy, which amounts to six dollars and twenty-six cents per year, or just twenty-six cents more than the yearly subscription price. Why should the dealer, who takes anywhere from ten to one hundred copies, year in and year out, pay more than the man who takes only one copy? I find that several of my customers are going to take the paper by the year, through the mail, in preference to paying us the advance, and I won't even get the commission on their subscription, as they will almost invariably send direct to the publishers. I would like to see some action taken by the newsdealers against this arrangement, and would be obliged to you if you would give us your views in your next issue.

Yours, M. COPELAND.

The newspapers have been interviewed, and Mr. Dyas, of the Mail, spoke somewhat as follows:—"The dealers had formerly the privilege of paying yearly subscriptions in advance and making a full dollar. This remains at present. Further protection has been given to the dealer, as the half-yearly subscription is placed on the same basis as the yearly, and he can now pay six months in advance instead of a year in advance. If customers will not pay the dealer in advance the latter has no right to give them the advantage of this rate. Dealers should be just as independent as the publishers." Mr. Gledhill, of the Empire, remarked that the papers have great trouble in changing the number of copies each dealer takes, as the dealer varies his orders according to his sales, changing perhaps once a week, and that this new arrangement will tend to make the business of a more stable character.

Now Mr. Dyas points out the advantage of the new six months rate, but that does not meet the point raised by Mr. Copeland. Mr. Gledhill points out that the change is to benefit the publishers by making business more stable. But, while the dealer may pay many of his subscriptions six months in advance, there will still be the floating custom to be attended to, consisting of from 2 to 20 copies per day, and this will vary, and as it varies the dealer will still write his post card to have his order changed to suit the demand. It is scarcely to be expected that Mr. Gledhill's hopes will be realized.

The real point is that formerly the dealer, buying by the copy, paid \$4.68 per year or 32c. less than the general subscription price, while now he pays 26c. more, thus the price to the retailer has been advanced 58c. per year. The only advantage to offset this is the six months subscription. The tendency of these two changes is for subscribers to pay six months in advance, and compel the dealer to pay for all his subscriptions in the same way. If he goes on according to the old method of paying his account at the end of each month, he is going to lose

money. Consequently, to save himself he must urge his customers to pay three or six months in advance instead of by the month as formerly.

But just here enters the second objection raised by Mr. Copeland, that persons paying six or twelve months in advance prefer to receive their paper through the mail with their letters, and the dealer loses the advantage of having them call at his place of business. Another objection to the dealer's paying six months in advance is, that during the session of Parliament, many persons take a paper for two or three months, and here the six months rate cannot be taken advantage of by the dealer, nor even the three months' rate. And though he charge 65c. a month, he makes only 13c. a month for his trouble of delivering the paper. We will be glad to receive communications from any of the dealers, giving their opinions of the change in prices. Such communications should be sent by 20th inst.

The dealer should insist on subscribers paying in advance. If the latter wish to profit by the yearly or half yearly rate, he should not let them run three or four months. It will be necessary for the dealer to be very firm in this matter.

The evening rate has been doubled and the profit on an evening paper at 2c. is now as much as the dealer would make on a one-cent paper if he got it for nothing. Dealers have long complained that there was no money in handling one-cent papers, and now they have an opportunity to refuse to handle them at the one-cent rate. They should combine to sell all evening papers at a two-cent rate, and thus secure for themselves a small profit for their trouble.

In the new schedule of rates, no monthly rate is mentioned, this being left to the option of local dealers, who should combine to adopt a paying rate. Sixty-five cents per month is the price charged in Toronto. Another example comes from Guelph, where the 4 leading newsdealers—Messrs. Smith Day, Petrie and Nelles—have issued the following schedule of the prices they will charge :

Daily Weekly Monthly
Morning Edition, 3 cts. 15 cts. 65 cts.
Evening " 2 cts. 10 cts. 40 cts.

Also, that prepaid yearly subscriptions to the Morning Edition, be taken only when delivered by post from Toronto, and then at the following rates :—

One Year, Six Months, Three Months,
\$6.00 \$3.00 \$1.75

This is the plan which the dealers should adopt in order to protect themselves.

BOOK NOTES.

Messrs J. & A. McMillan St. John, N. B., will shortly publish the second edition of "A Word Book of English History" by Rev. J. DeSoyres M. A. It contains brief explanations of technical terms and phrases found in history, and will be of much assistance and interest to those who are giving attention to this subject.

Mr. Benj. R. Tucker, of Boston, will shortly publish a new novel "The Duchess of Powysland," by Grant Allen, the author of "What's Fred in the Bone," the \$5,000 prize novel that had a large sale last summer. The new story presents the career of an American girl who married into the first rank of the British peerage and was afterwards tried for the murder of her husband.

MAGAZINES.

Mr. Howells, who is recognized universally as the foremost American of letters, upon the expiration of his contract with Harper Brothers, on the first of March will take in hand the destinies of a magazine which promises to exercise a share of influence with the reading classes of the United States. His entire services will be given to the Cosmopolitan, and everything he writes will appear in that magazine during the continuance of his editorship.

A new magazine entitled "The Young Man" has come before the public and with the January number began a career which we hope will prove prosperous. "The Young Man" has been published for several years in London, under the able editorship of Mr Atkins and Rev. W. J. Dawson. An American edition will be edited on this side and will contain the best portions of the English edition. As there is no monthly in this country which has exactly the same objects in view, there can be no clash of interests, and with its wholesomeness and ideal, it should find a large patronage.

THE DE WITT CO.'S BOOKS.

The De Witt Publishing House announces No. 13, Choice School Dialogues, and No. 14, Advanced School Dialogues, the latest addition to their famous series. These two books have been written expressly for this series by H. Llewellyn Williams, and are not compilations of old material, but are fresh, brisk, clean cut and entertaining, and will be welcomed alike by teachers and scholars. The "De Witt Series" of Speakers and Dialogues is by far the best published, excelling all others both in appearance and quality of matter. The typography is excellent and the covers are most attractive, bearing a very handsome design printed in colors. The prices to the trade are exceedingly low, and they should be for sale in every well-ordered store. Newsdealers having stands near the schools should be able to derive quite a profit from a small stock of them. The same house also announces eight books in the new "De Witt Series" of 25 cent books. All the above books being entered at the New York Postoffice as second-class matter, can be mailed to any part of the country at the rate of one cent a pound.

The following is the "De Witt Series":
Price 25 cents each.

- No. 1. Ready Made Love Letters.
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- No. 8. Recitations For Christmas.
- No. 9. Dialogues For Christmas.

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Credit is often too cheap and overbuying far too common. Don't be guilty of the one, and don't abuse the other.

The trader who pays his way must sell at a profit, and cannot afford to cut below others in the same line.

BUSINESS CHANCES.

GOOD CHANCE—WELL-ESTABLISHED Stationery, fancy goods and picture frame business in Toronto for sale. Present stock valued at \$700. Reasons for selling poor health. Address, Leggott, 784 Yonge St.

AN OLD ESTABLISHED BOOK, STATIONERY, and Fancy Goods Business, (with Bludgery attached) situate in one of the cities of Ontario, is offered for sale, owing to the ill-health of the proprietor. Goodwill and lease of present commodious premises may be had, or stock would be sold at a per centage. Address "Stationery," care BOOKS AND NOTIONS, Toronto.

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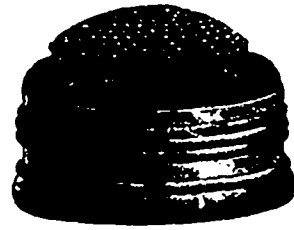
A MERRY game called "Pharaoh's Frogs" is a recent acquisition to the stock of the Ives, Blakeslee & Williams Co., 294 Broadway, New York. That it is amusing is evident upon removing the lid of the handsome box in which it is put up. It shows twelve frogs hanging by their hind legs to partitions which divide the box into five spaces. In the center of the box is a pool grown with weeds, cat-tails and pond-lilies—just the sort of place an ugly old frog loves to disport himself in, and give vent to dismal croakings. Each corner of the box is divided into a compartment. The frogs are

children greatly, and is interesting to grown people; for it requires some skill, and at the same time creates a laugh. Pharaoh's Frogs is another game that will add to the happiness of the home circle.

TYPEWRITER ERASERS.

THE continuous demand for and use of typewriters bring new lines of supplies which the stationer, if enterprising, will not fail to handle. The Typewriter Eraser is one of the new articles, made specially of a new compound suitable for the want which it is intended to relieve. The typewriter has come to stay, and erasers being a necessity dealers may with confidence buy this new line, which the Eagle Pencil Co. of New

A DESK PIN CUSHION.



SOMETHING really good, in a package of pins for the desk, has been brought out by the American Pin Co., Waterbury, Conn.

It is a handy and useful adjunct for every desk, and an improvement on its predecessors. A hard wood holder contains the pins, which are surrounded by a very pretty plush cushion for sticking in extra pins. The pins are of the finest quality, and the package is very attractive. They can be retailed for ten cents, and are packed one dozen in a carton. This firm have a very large line of novelties in metal, to which they are continually adding new things.

AN ADVERTISING PAPER WEIGHT.

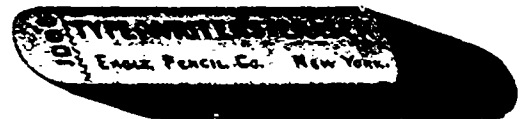
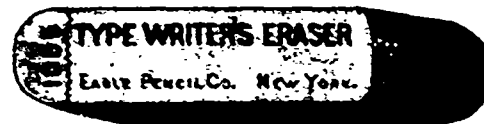


THIS cut represents a paper weight which can be used to great advantage for advertising purposes. It is oval in shape, and made entirely of glass. The bottom is depressed, and into the space thus made the advertisement may be pasted, and there it remains protected from wear and tear, and it cannot rub off. The glass magnifies it considerably, and it consequently stands out boldly and makes a good appearance. Being a very useful article, the merchant who receives it will not throw it away, but on the contrary, place it on his desk, where the advertiser's name will be always before him. It is made by A. A. Weeks, 11 Gold street, New York.



placed in this unnatural position merely to facilitate packing. When taken down it is seen that they are almost as lively upon the wire legs as a real live frog is upon his own toothsome extremities. Each player takes three frogs and places them in line, the forward one about six inches from the corner of the box. The player then selects the corner nearest him for a home, and then, by placing the index finger on the frog's metal body and drawing the finger back quickly, he is to try to make the frog jump into his home. If he accomplishes this the player tries again, and so on; but if the frog goes into the pool it remains there, or if it gets into the home of another, it belongs to the owner of that home, and if the frog leaps outside of the box it belongs to the player nearest whom it lands.

It is an easy matter to get the frogs to leap satisfactorily, and this is what makes so much fun. In attempting to get them in the right home they will aggravatingly take to the pool or agilely leap clean over the box and be lost to the player. It pleases the



York have added to their list. They are made in two sizes and of suitable shape.

Another novelty just introduced by this firm is a Tape Measure Pencil. It can be manipulated with ease and is simple in its construction, its usefulness is apparent. The



accompanying cuts of the erasers and pencil give an idea of their appearance, and other desired information can be obtained from the manufacturers.

A NEW FAN.

HERMAN SCHEUER, 540 Pearl street, New York, has just brought out a new folding opera fan that bids fair to have a boom. The sticks are solid and have a locking device of the greatest simplicity at each

end. It locks, when open—holding it in position and preventing it being opened too far and tearing it, and also locking when closed—forming a compact and handy thing to

Buntin, Reid & Co.

WHOLESALE STATIONERS,
Paper, Envelope and Blank Book
Manufacturers,

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The Oldest Established House
IN THE TRADE.

FULL LINES OF

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French and German
Writing and Colored Papers.

Straw Boards,
Pulp Boards
and
Mill Boards.

Fancy papers
in great variety
for Box Makers
and Printers.

Twines,
Card Boards,
Writing and
Printing Inks,
School Books,
etc., etc.

Printers, Stationers and Paper Box
Makers will do well to get our prices
before ordering elsewhere.

BUNTIN, REID & CO.,

Warehouse : 27 to 29 Wellington St. West,
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THE RISK IS OURS,
THE PROFIT IS YOURS
ON
THE FAMILY HERALD,

(The old and popular English Magazine)

BECAUSE IT IS ON SALE.

IT COSTS YOU 10½ CENTS.

IT SELLS FOR 15 CENTS.

Nearly 50 Per Cent Profit on Cost, and

remember--NO RISK.

KEEP A FULL SUPPLY ON YOUR COUNTER

AND

CALL SPECIAL ATTENTION TO IT.

IT WILL PAY YOU TO
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INCREASE LAST MONTH

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THE RESULT OF

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No. 124. IN THE HEART OF THE STORM. By Maxwell Gray, author of "The Silence of Dean Maitland".....	30c.
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No. 115. FORESTALLED. By M. Betham Edwards.....	30c.
No. 114. MY FIRST LOVE AND MY LAST LOVE. By Mrs. J. H. Riddell.....	30c.
No. 113. THE WAGES OF SIN. By Lucas Malet.....	40c.
No. 112. PHRA THE PHENICIAN. By Edwin Lester Arnold.....	30c.
No. 111. THE LIGHT THAT PALED. By Rudyard Kipling.....	30c.
No. 110. A MINT OF MONEY. By Geo. Manville Fenn.....	40c.

The Toronto News Company,
TORONTO.

The Montreal News Company,
MONTREAL.

Publishers' Agents.

carry. It is very nicely gotten up with solid sticks of celluloid, imitation ivory, wood and leather covered; the body being nicely decorated—many styles and patterns being shown. The line is very large and well worth seeing.

speech and tell the young hero many wise and wonderful things. R. H. Russell & Son, New York.

AN ADIRONDACK CABIN, by Margaret Sidney; a family story, telling of journeyings by lake and mountain and idyllic days in the

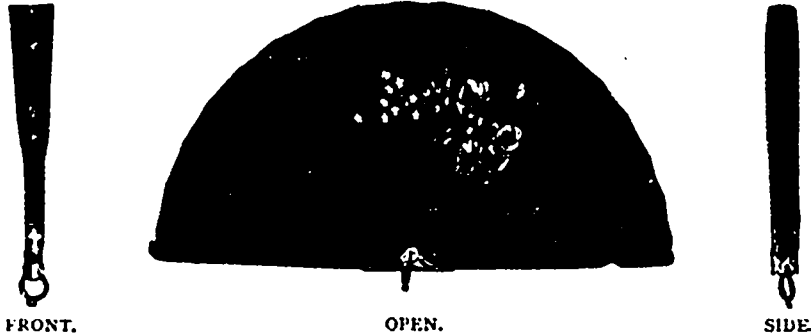
very desirable work of art. Such editions of our standard authors is deserving of great praise. The photogravures are by A. W. Elson & Co., and the edition, called the "Florentine Edition," is published by Porter & Coates, Philadelphia.

OCEAN STEAMSHIPS, an account of the great Atlantic steamers, their construction, development, management and appliances, written by three gentlemen of U. S. Navy and three English gentlemen. This beautiful volume, ornamented in blue and silver, is very entertaining reading, and the hundred illustrations are the product of great skill and accuracy. Charles Scribner's Sons, New York.

DARKNESS AND DAWN, or Scenes in the Days of Nero. By the Ven. Archdeacon Farrar. This is the latest production of the prolific and facile pen of Archdeacon Farrar, telling in an easy and delightful history, the story of the decaying paganism of Rome and the Dawn of Christianity. The letter press of the book is excellent and it is very suitable for a gift, being handsome in appearance. Longmans Green & Co., New York.

THE WONDERFUL PROGRESS OF THE PRESS.

Some exceedingly interesting and curious facts are made plain by a recent compilation of the statistics of American newspapers and other periodicals. The most striking point is the rapid growth of such publications, notwithstanding their previous enormous number and circulation. In the past year the increase in the United States and Canada, in the number of periodicals issued, was 1,613. This gain is more than nine per cent., or fully three times as high as the rate of increase in the population. And the tendency of the times, nevertheless, in the publication of newspapers and other periodicals, as in nearly every industry, is toward concentration in large concerns. What makes the addition of 1,613 publications to the 17,760 already established the more remarkable, is the fact that, at the lowest estimates of circulation, enough periodicals are published to furnish a monthly magazine to two families out of every three in the two countries, a daily paper to every second household, and two weeklies to almost as many families as there are in the United States and British North America. The total number of single copies of periodicals issued is large enough to give every man, woman and child from Mexico to the Arctic ocean, more than sixty papers or magazines in a year. The rapid swelling of such figures shows an insatiable demand for reading matter. The periodicals displace nothing. More books are made and sold than ever before, and more libraries exist to make one copy do the work of ten or a hundred. The age is hungry for information, and it will not be satisfied with any allowance of reading matter yet reached or even approached.—Cleveland Leader and Herald.



HOLIDAY PUBLICATIONS.

PSALM OF LIFE. This is an exceedingly fine holiday edition of this song. E. P. Dutton & Co., New York.

WIND AND TIDE, a beautifully illustrated book, very suitable for a Christmas gift, is published by Dewolfe, Fisher & Co., Boston.

THE LADDER OF JOURNALISM and BLUE PENCIL RULES, are two neat little books published by Allan Forman, 117 Nassau street, New York.

ADDRESSES, by Henry Drummond, is a well-known book by a noted author. Its success has been very marked. Clc. 75c., vellum \$1.25. Henry Altemus, Philadelphia.

LES MISERABLES,—Victor Hugo.—This is a beautiful edition in five volumes, bound in cloth, ornamented in blue and gold, and well printed on fine paper. William R. Jenkins, New York.

HIS ANGEL, a Romance of the Far West, by Henry Herman. This weird plot causes everything to be finished in New York under startling circumstances. Ward, Lock, Bowden & Co., New York.

DOCTOR LAMAR, a powerful work of fiction by a new author, has considerable originality in subject and treatment. It tends to awaken thought in the reader. Thomas Y. Crowell & Co., New York.

GRANDFATHER GREY, A companion to grandmother Grey, is a poem by Kate Tannatt Woods, descriptive of the good old times in New England. It is elegantly printed on fine cut paper, being the work of Lee & Shepard, Boston.

THE SQUIRREL INN, by Frank R. Stockton, illustrated by A. B. Frost. The author's peculiar style, as usual, invests this capital tale with an exceptional interest, while the numerous illustrations add to the merit of the book. Century Publishing Company New York.

TIDDLEY-WINK TALES, by J. K. Bangs, contains accounts of the adventures of a four-year-old boy and a company of tiddleywinks, which are endowed with the power of

heart of the great Adirondack wilderness. Nearly one hundred and fifty illustrations add to the beauty of the letter-press of the book. D. Lathrop Co., Boston.

SNOWBOUND, a beautiful edition of Whittier's famous poem, profusely illustrated. Its pure white cover is in full harmony with the season and its own contents. Published by Houghton, Mifflin & Co., Boston.

CAMP LIFE, a collection of photogravures, of which the originals were taken by S. R. Stoddard of Glen Falls, N.Y. Mr. Stoddard has travelled widely, especially among the Adirondacks. Nims & Knight, Troy, N.Y.

THRILLING TALES of Enterprise and Peril, Adventure and Heroism, by Dr. Macaulay, editor of The Leisure Hour. This historical collection comprises such as Conquest of Peru, Wat Tyler's Insurrection, and others more modern, written especially for young readers. James Pott & Co., New York.

THE PERIL OF OLIVER SARGENT, by Edgar James Bill, is a book which reminds one strongly of "Dr. Jekyll and Mr. Hyde." It is supposed to show that there is an element that not only holds the power to develop the baser nature of men, but that it is daily increasing this power. Chas. L. Webster & Co., New York.

THE LADY OF FORT ST. JOHN, by Mary Hartwell Catherwood. This is an Acadian story dedicated to two Acadians, Dr. Boninot and Dr. Stewart, a story which tells how the race which first trod down the wilderness on this continent, were continually and cruelly hampered by Louis XII, and his pet governor D'Aulnay. The interest this beautiful Acadian tale arouses, shows that there is, indeed, a romance in history. Houghton, Mifflin & Co., Boston and New York.

ROMULA, by George Eliot.—This is a handsome edition in two volumes, bound in blue and white cloth, and ornamented in gold. It is printed on heavy paper, and the numerous illustrations are of a superior quality. This Italian tale needs nothing to add interest to it, and yet, the superior quality of the work in this edition makes it, indeed, a



WARWICK & SONS,



MANUFACTURING
AND
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STATIONERS.



HEADQUARTERS
FOR
SCHOOL
SUPPLIES.



TORONTO.





The use of gas for illuminating libraries is found to destroy the leather bindings of books.

A dividend of three cents in the dollar has been paid to the creditors of M. Simpson, the insolvent toy dealer of Berlin, Ont.

Harry Stone, the absconding Montreal fancy goods dealer, succeeded in getting away with 4,000 belonging to his creditors.

The young Emperor of Germany is said to have learned in his youth the trade of a bookbinder. His father also knew how to work at the same calling.

The firm of S. Weaver, who has a large fancy goods store in Kingston and one in London, Ont., has made an assignment. Liabilities \$34,000, assets not yet known.

Mr. G. Jackson, stationery dealer, Leamington, was in the city for a few days in the early part of December. Mr. Jackson made some extensive purchases for the Christmas trade.

BOOKS AND NOTIONS, published by the J. B. McLean Publishing Co., of Toronto, is a journal that anyone interested in mercantile pursuits will derive benefit from reading.—Winchester Press.

We have received, and acknowledge with thanks, a copy of the handsome catalogue issued by Messrs. J. & A. McMillan, St. John, N.B. This firm do a large business in bookselling, publishing, printing, and bookbinding.

The Canada Paper Co. have got out the 1892 edition of their very useful combination calendar and diary, every leaf of which illustrates a tint of paper manufactured at the company's works. It is a most convenient tablet to have hanging in office, store or private room.

Louis H. Tache, Joseph O. C. Mignault, Edouard, Rodier, all of Montreal; Joseph De L. Tache, notary, of Quebec, and Arthur Clement, St. Hyacinthe, are seeking incorporation as "The National Publishing Company limited." Montreal is to be the headquarters of the concern, and the proposed capital is \$40,000.

Among the many Christmas editions that have found their way to our mail box is BOOKS AND NOTIONS, claiming to be the official organ of the Canadian Book Stationery, Fancy Goods, Music, and Wall Paper trades. The twenty-four pages of letter press, illustrations and advertisements are neatly printed and do credit to the publishers.—Petrolia Advertiser.

A good example of the system of some of the wholesale houses occurred this week. An Ottawa dealer ordered 2,000 exercise books from W. J. Gage & Co. The paper was in the pile and had to be ruled and cut, the covers printed and embossed, and all

this was done and the order filled inside of twenty-four hours from the receipt of the order.

Mr. J. D. Spence, very well known to the trade through his long connection with W. J. Gage & Co., a connection extending over ten years, has transferred his services to the Barber & Ellis Co., for whom he will continue to go over his old ground.

The lines of scaling way manufactured by Geo. Stewart & Co., Edinburgh, are brought before the attention of the Canadian trade by an advertisement in this issue. The Lion Brand will, we are assured, be in strong request here as it has wide sale in the United Kingdom. The trade should take a note of it for use when ordering.

On 8th Dec. Adair Bros., fancy goods dealers, of York street, Toronto, made an offer of 60 cents on the dollar to their creditors, which was accepted. James Adair has retired, and the business will be managed by John Pearce. The terms were one-fifth down and an equal amount every two months until the amount is paid.

Parsons, Bell & Co., wholesale booksellers, Winnipeg, are offering a number of school books for sale at low prices. Retailers who want a few books, by writing to Parsons, Bell & Co., will probably be able to buy at a figure that will give a good profit. The books in stock will be found in their advertisement in another column.

Lyon's blue-black writing and copying ink—for which R. Miller, Son & Co., Montreal, are the agents—is used exclusively by the following, viz: The Bank of England Midland Railway Co., London and North-Western Railway Co., and many other concerns. The advertisement of the ink appears in another page.

Brown Bros., are now in the very rush of their account book business. Their order list is a very large one, and the stock made up for trade is going off rapidly. The massive and beautiful ledgers and other office books that are now being forwarded by this house to the banking, insurance, railway and commercial offices of the country are more numerous than ever before.

The Literary Digest, published by Funk & Wagnalls is a well-named periodical. It contains the pith of all the most select matter

in current numbers of the leading magazines. For persons whose time is too limited—and this means nearly everybody—to read all the magazines, the Literary Digest is a boon. The ability with which the very marrow of the contents of the standard magazines is extracted and reproduced really makes the paper an interpreter of the thought of the authors. The art of compression is illustrated in this Digest as in no other periodical.

The Barber & Ellis Co. have got out a model Catalogue. They issued a very good one last year, but it suffers by comparison with this one, which comes up to the best that any stationery house has issued. The fulness, the classification, the orderly arrangement and convenience of reference make the book a remarkably authoritative one on all questions that concern dealers in stationery, etc.

There is nothing more uncertain than a parliamentary or municipal election. The contest just closed in Toronto was another proof of this. Voters do not consider the suitability of the candidate as much as his prejudices, either political or social. At the present moment the Toronto School Board needs above everything one or two men well up in school books and stationery. Two such candidates offered: Messrs. Gundy, of Gage & Co., and Rutter, of Warwick & Son. Unfortunately they were defeated, and their valuable services lost to the Board for this year. It is to be hoped that they will again offer themselves. For their consolation it may be added that it is very seldom that candidates are successful the first time they run.

CHALLEN'S BOOK SELLERS AND BOOK PUBLISHER'S LABOR SAVING RECORDS, viz: Record of Contracts, to keep 'ata of ads. they give papers; Record of Books sent to and noticed in papers; Correspondents' and Customers' Record, for inquiries and orders for books; Stock Account Record, to show sheet and bound stock in Bindery or Store; Publishers' Record of Manufacture of Books, giving all items of "make up" of Books.

Also for Publishers of Newspapers and Periodicals, Subscription Book, one entry good for four years; Advertising Record for data of "ads." received, etc., etc.

The Record of Contracts and of Correspondence, adapted for any business or calling. Prices, of each Record, 50 pages, flexible, \$1.00; 100 pages, half roan, \$2.00, each additional 100 pages, \$1.00. No discount. Order direct of HOWARD CHALLEN, 10 Spruce St., N. Y.

A NEW BOOK

By Annie S. Swan,

Who Shall Serve?

Dealing on the Labor Question, full of interest from beginning to end. Cloth, 408 pp., \$1.00.

TRADE SUPPLIED.

WILLIAM BRIGGS,

29--33 Richmond St., W.,
TORONTO.

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IMPORTER OF
FINE FANCY GOODS,
FRENCH,
ENGLISH,
GERMAN,
AMERICAN
and JAPANESE

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It is my aim to import principally such lines of goods as are not sold by everybody.
ORIGINALITY AND VARIETY are the chief characteristics of my stock.

Horrock's & Co'y

VANCOUVER, B.C.

Direct Importers of Every Description of

JAPANESE GOODS.

Wholesale Lowest Cash Prices.

Write us for anything in those lines that you want.

J. S. RUSSELL,

IMPORTER OF

Fine Fancy Goods

New, fresh and distinctive in all leading lines for Fall and Holiday Trade.

Full varieties of Plush, Oxidized and Leather goods, superior make and finish.

Extensive lines of Pocket Cutlery, Stereoscopes, Briar Pipes, Cigar and Cigarette Tubes, etc., etc.

Walking Sticks, an immense variety. Gold, Silver and Steel Corals, Laces, Fringes, Tassels, Sponges, etc. etc.

Native Indian Goods and Curios. Lake Superior Amethysts and Agates, etc., etc. Moccasins, Snowshoes, etc., etc.

114 BAY STREET, - TORONTO.



THE PREMIER WAX OF THE WORLD.

Waterston's

"BEE" BRAND Letter, Express,

BOTTLING, PACKING, AND ENGRAVER'S **WAX**



Eleven Prize Medals

FOR ALL PURPOSES, and GUARANTEED FOR EVERY CLIMATE.

"THE STANDARD OF EXCELLENCE IN THE WAX TRADE."

FOR SALE BY ALL WHOLESALE DEALERS.

LONDON, - EDINBURGH.

AN INCREASE OF 20%

We are proud to be able to announce to our customers and the trade generally, that the volume of business done by us during the year 1891, succeeds that of the preceding year by no less a figure than TWENTY PER CENT. This, in the face of the disturbances brought about by the General Elections early in the year, is to us A MOST GRATIFYING RESULT.

It is proof conclusive:

1. That our goods are the kind that are most saleable.
2. That our prices are right.
3. That our travellers are popular.
4. That our system of filling orders is satisfactory.
5. That we treat our Customers fairly in financial matters.

We would ask our friends to help us make an even greater increase during the coming season.

The Hemming Bros. Co., Ltd.

76 York Street, TORONTO.

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, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 25th of each month to ensure insertion in the current month's issue.

From J. S. Ogilvie, New York, we have received *THE MAN*, by Aspasia Hobbs, and *A LOVELESS MARRIAGE*, by Emma Howard Wright, both in the Sunnyside Series, and both good stories.

THE HEIRESS, by Mrs. Ann S. Stephens. Philadelphia: T. B. Peterson & Brothers. A very readable book is this, exhibiting the strong powers of the author that have made several of her former works successful.

FUNDAMENTAL PROBLEMS, by Dr. Carus. Chicago: The Open Court Publishing Co. This is the second edition of this book. The work is marked by the precision of thought that characterizes all the utterances of the well-known adherent of Monism.

THE QUINTESENCE OF IBSENISM, by G. Bernard Shaw. Boston: Benj. R. Tucker. The author aims to show the bearing of Ibsen's philosophy and to justify it against the savage criticisms of the press and of hostile public opinion.

A FRENCHMAN IN THE UNITED STATES AND CANADA, by Max O'Rell. Toronto: William Bryce. The subtle humor of this clever observer of the customs and social peculiarities of English speaking peoples is as marked in this book as in "Jonathan and His Continent," or "John Bull and His Island."

HOMILIES OF SCIENCE, by Dr. Paul Carus. Chicago: The Open Court Publishing Co. Like the contents of "Fundamental Problems," the matter of this volume appeared as editorials in Open Court, and is gathered from that source for publication in this volume. Many interesting subjects are discussed from the author's standpoint.

SIR ANTHONY'S SECRET, by Adeline Sargeant. New York, London and Toronto: John A. Taylor & Co. This is No. 6 of the Broadway Series, which has so far been characterized by excellence, both in the mechanical make-up and the character of the matter. Sir Anthony's Secret is a book that will engage the attention of the reader throughout the 511 pages.

Madame Henry Greville's novels hold a high rank. They possess extraordinary interest, while displaying great power, a thorough knowledge of human nature, rare descriptive ability and a vein of humor as keen as it is enjoyable. One of the best is *THE PRINCESS ROUBINE, OR, NAJIAS VOW OF LOVE AND HEROISM*, just published in "Peterson's New Twenty-five Cent Series" of choice fiction.

TANIA'S PERIL, a Russian story, by Henry Greville; translated by George D. Cox. Philadelphia: T. B. Peterson & Brothers. "Tania's Peril" is a brilliant and enthralling tale of love, seasoned with wit and sparkling humor. Its author has never surpassed it. It may be named with Bulwer's "Last Days of Pompeii" and Dickens' "Cricket on the Hearth," and will not suffer from a comparison with them. It is a bright and interesting society comedy. The scene is laid in Russia, where Henry Greville is most at home, and the characters move in a high social sphere, though glimpses are given of the peasants and their superstitions. The

incidents are as a rule quiet but intense. The plot is exceedingly neat and effective, while the characters are drawn with remarkable vividness and power.

NEWSPAPER GOSSIP.

Mr. T. J. Jewell has sold the Sun, and will start the Glengary Reformer at Alexandria.

J. M. Poole, printer, Perth, lost \$3,000 by fire on 8th Dec.

Mr. A. S. Thompson, an old and much respected employe of the Globe, died last month.

Mr. A. P. McRae has disposed of the Ayr Recorder to Mr. G. W. Dennis, who will run it in future.

The Orangeville Advertiser issued a daily sheet during a part of December. Orangeville must be a lively town.

Mr. C. B. Allerdice, of the Montreal Star editorial staff, was married on the 3rd December to Miss Elizabeth Cass, of that city.

Robert Renwick, of the Hamilton Herald, left on 7th Dec. for Vancouver, B.C., where he has accepted a position on the World.

The Montreal Herald was published for the last time on Christmas Day. The paper was established 84 years ago.

Mr. Louis P. Krebs, of the Empire, has had a very severe illness, but after rusticating for a time, he is able to be at his work again.

The Petrolea Advertiser now occupies new and enlarged offices, and with an outfit of new type and presses is going to make things hum in the oil capital.

J. H. Fitzgerald, of Hamilton, was presented with a purse of money on 18th by the Times Printing Company and employes. President R. A. Kennedy made the presentation.

Robert McConnell, formerly of the Montreal Herald, has assumed the managing editorship of the Halifax Chronicle. The Chronicle has been without a responsible editor since Mr. Fielding became Provincial Secretary.

The Pictou (N.S.) Standard, which was burned out last year and has since been issued under difficulties, has moved into its comfortable new home on Water street, and sends forth a pleasant Christmas greeting to its friends.

Morton Phillips & Co., stationers, blank bookmakers and printers, Montreal, send us a most creditable specimen of their work in the form of a calendar of 1892. The paper, ink and type combine to make a beautiful page for each month.

Col. David Wylie, the veteran newspaper man, and father of the Canadian press, died last month, aged 81 years. He arrived in Brockville in 1849 to take charge of the Recorder, of which he remained in charge until 1883, when failing health caused him to retire.

The Belleville Daily Intelligencer issues a fine piece of work in its New Year's Carrier's Address. The design of the cover is very handsome, and the burden of the address is well calculated to renew the memories of and awaken gratitude for services that the newsboy rendered throughout '91.

The Weekly Bulletin of Newspaper and Periodical Literature, published in Boston by Benj. R. Tucker, and which is the first index to the daily press ever issued, has just been enlarged from four to eight pages, and will hereafter catalogue 650 articles in each issue.



There will be some new varieties in three-sided mirrors

One of the really new things is a French fan box of plush or leather with gilt or oxidized silver ornaments and handles.

Wicker baskets, fitted up as work boxes in various styles, and neatly shaped, are lined in satin and Russian leather.

There will be some new designs in glove and handkerchief sets in plush and leather, with pretty ornamentation.

Hamburger & Co., the well known fancy goods house, have gone into new premises. Their place of business is now at 75 and 77 Spring St., New York.

New designs in ladies' companions, being combinations of jewel cases, glove-holders, and companions, with gilt and oxidized ornaments, promise to be an attractive feature in this year's fancy goods.

Among the many beautiful lines which Nerlich & Co. will place before the trade this year, a line of fancy fan-shaped photo-holders is extremely pretty and will no doubt sell well. The fan is made to stand on a table and the photos are slipped in corners into a sort of slot, while the front part is decorated with hand painted scenes, and the whole article is prettily designed in silk and satin.

The Brandon Mfg. Co., Strachan Ave., Toronto, are putting new lines of croquet-sets on the market. Samples are now ready. The styles are modern and the finish is much superior to anything yet offered. It is not likely that any American goods will be brought in this year. The new catalogue will be out this week and will be mailed free to any one in the trade.

The wholesale booksellers are busy just now with the book trade, and the stationers are also busy, but fancy goods houses are doing little selling. Their samples of import goods are coming in and travellers are busy sorting these and preparing for their spring tours. The trade in fancy goods has been very good, and the reports from retailers is encouraging, several having reported an increased amount of holiday sales over previous years. Albums and plush and leather goods have sold well, while the general trade in novelties has not been disappointing.

In albums there will be many new varieties. Plush seems to be still the favorite, but the noticeable feature is the new shades of plush introduced. The demand has been for cheap plush albums, and manufacturers are trying to supply this demand. There are very few new designs in linings, but many new ones in covers. Painted scenes on satin form a pretty front, and these are bordered by raised plush, or by gilt or oxidized silver frames. Ivornae ornaments are still seen, but are not so numerous as the designs in gilt and oxidized silver. A very nautical album with leaves sail-shaped and a pretty cover design composed of a mast and sail with rope attachments is one of the most striking of new albums. Shape albums have proved a failure on account of the weakness of the back, but this design allows the back to be of good length, and strength.

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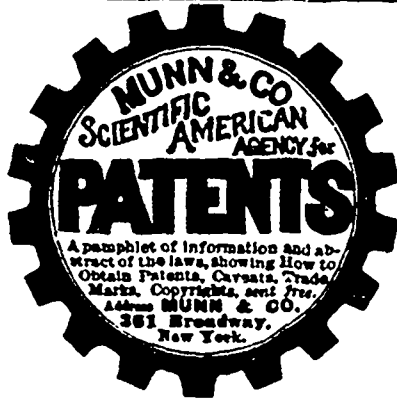
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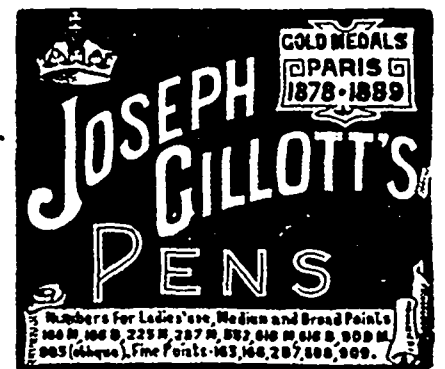
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In very wide measures, in leaded matter,
put an en quad (below long primer, an em)
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Liner—That man Spencer seems to de-
light to make changes in everything I write.

Editor—You'll get used to that; the editor
is yet to be born who wouldn't have blue-
pencilled the Lord's Prayer. —Brooklyn Lite.

It is a pleasure to look over and read the
trade publications issued by Messrs. Raithby,
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raphically they are unexcelled, editorially they
are invaluable. Anyone reading them care-
fully should get more than the yearly sub-

scription price out of a single issue. This
live firm publish The British Printer, The
British Lithographer, and The British Book-
maker.

If one printer cuts low, why should an-
other? They remind us of the cabman who
is said to have diminished his horses' allow-
ance of grain until he got down to one oat a
day, then the horse died. See the point?

The Toronto Typothetæ will soon be mak-
ing arrangements and appointing committees
for the convention of the United Typothetæ
of America, to be held in Toronto in August.
It should be made worthy of the high reput-
e in which Toronto's business men are held in
the United States.

"The Other Side" is the latest entry into
the field of Canadian journalism, of which
No. 1, vol. 1 is now to hand. It is published
at Tilsonburg, Ont., by J. C. Sheppard,
editor and proprietor, and will appear the
first week of every month, the subscription
price being 50 cents per annum. Its motto
is, "Severe diseases require severe treat-
ment," and claims to represent the "Fourth
Party" in Canadian politics.

The beautiful and durable work that is
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department is an excellent advertisement of
itself, the quality and the quantity of it al-
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mens of the art as they know it, puts their
claim as publishers and binders of law books
very clearly before everybody concerned.

Mr Andrew Pattullo, Woodstock, presi-
dent of the Canadian Press Association, was
in the city on Tuesday on his way home from
Montreal, where he has been making railway
arrangements for the annual meeting, which
will be held in Ottawa during the third or
fourth week of February. Circulars will be
issued to members this week. Publishers
who wish to join the association should
make application at once to the secretary-
treasurer, J. B. McLean, 6 Wellington street

west, Toronto. The entrance fee is now \$5,
which includes the annual fee for the first
year.

We recently heard of a printer who failed
in business and who could only pay a few
cents on the dollar to his creditors. On
making enquiry as to the cause of his failure
it came out that he had a habit when he saw
a press standing idle of going out to solicit
work for that press at any price he could get.
The result was that he took work at less than
cost and deserved to fail. It is folly for
printers to take presswork below a proper
price just to fill up time when the presses
should be otherwise idle. It is worse to have
them running at a loss than to have them
standing idle.—The Bookmaker.

There is probably more than a grain of
truth in the joke in a recent number of the
New York Life, as to the "glories of litera-
ture." A lean, seedy-looking individual ap-
plies to a portly, well-fed publisher for a po-
sition as canvasser for a new book just com-
ing out by subscription, and is met with an
enquiry whether he knows anything about
the book. "Yes," is the reply, "I'm the
author, and I thought if I could get a po-
sition as canvasser I might be able to make a
little money out of the book!"

The proceedings of the fifth annual meet-
ing of the United Typothetæ of America,
held in Cincinnati, October last, published
in full, is received. It contains several very
valuable reports and papers which were read
before the convention, viz.: How to Keep
Account of Time," "Code of Ethics," "The
Financial Element in the Printing Business,"
"Hours of Labor, Wages, and Trade
Usages," "Typesetting Machines," "Roller
Composition," "The Evils of Competitive
Bidding," etc. It should be in the hands of
every employing printer. Copies may be
had by applying to the secretary, Everett
Waddey, Richmond, Va.

We understand that the Toronto Typo-
graphical Union presented a new scale of
prices for the consideration of the employing
printers some time last summer, and the lat-
ter at once appointed a committee to confer
with a committee from the union. This joint
committee had eight different conferences in
which the whole matter was thoroughly dis-
cussed and some concessions were made.
The best of feelings prevailed always, show-
ing the cordial relations at present existing
between employers and employes in To-
ronto.

READ YOUR TRADE PAPER.

How many printers and publishers in Canada to-day are making money? We say very few. Of course, a lot are making a living, or existing. Then ask yourself, "How many of these same people read their trade papers carefully and profit thereby?" Still fewer. Take the most successful printer, publisher, lithographer, electrotyper or any other tradesman, and you will find that in nine cases out of ten he reads carefully one or all of the trade papers that represent his special line.

Would it not be absurd to imagine a lawyer not reading the legal publications, or a doctor all the latest medical books and papers? Teachers, clergymen, druggists, architects, all read the publications issued in the interests of their professions. Still, the poor disciple of Guttenberg, the father of the "art preservative of arts," is content to plod along like a common blacksmith's helper (who, by the way, in many cases has a better social position), with no ambition or determination to excel—except as failures.

Years ago, before trade papers were known, there might have been an excuse for printers and publishers doing business at a distance from the centre of trade, not being quite up to the times, but to-day there is no excuse. There are now no less than a dozen such papers, the subscription price of which does not exceed two dollars, published in the United States, and a few in England, from any one issue of which you can get more than the subscription price—not only from the articles, but also the advertisements. The latter we consider the most valuable fountain of information.

To those who are acquainted with the trade literature we would recommend the following:—The Bookmaker, New York; The Engraver and Printer, Boston, Mass.; The British Printer, London, Eng.; and The Inland Printer, Chicago. These are all without doubt the leading typographical papers. Going into other branches of trade, we would recommend to binders, besides the above, The British Bookmaker, London, Eng.; for lithographers, The British Lithographer, London, Eng.

In conclusion we would strongly urge upon those who wish, to excel to read one or all of the above named journals; the time reading them will be well and profitably spent.

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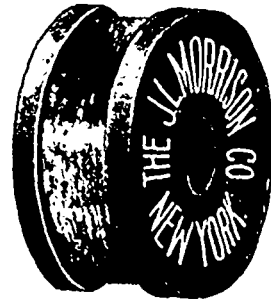
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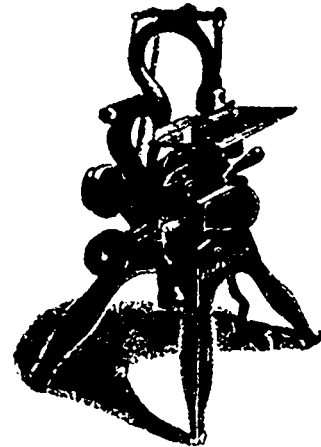


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