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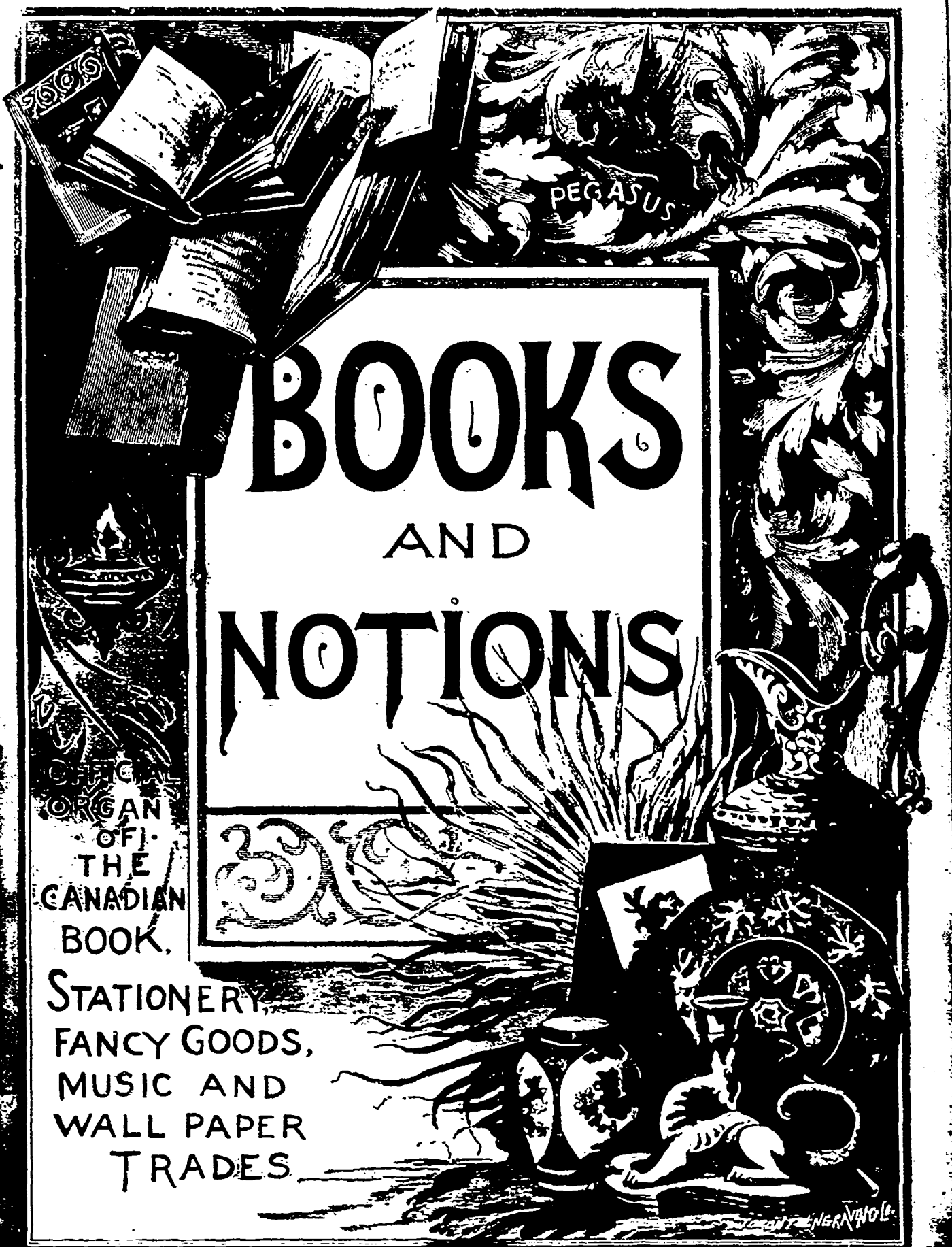
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Vol. 7

TORONTO, APRIL, 1891.

No. 4

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Vol. VII. TORONTO, APRIL., 1891. No. 4



LONG-LOOKED for and hanging for years in doubtful suspense, the boon of international copyright has at last been won in the United States. A few days after I had written in the last number that there were good grounds for hoping it would be won, the measure in which it was formulated was carried. It will come into

operation on the first of July next. A drawback which the Act has in the eyes of English publishers, is that it requires the deposit at the office of the Librarian of Congress of two copies of the book to be copyrighted, the said two copies to be printed from type set in the United States. These copies are to be delivered not later than the day of publication in the United States or any other country. This clause is in the interest of United States publishers and printers, as, if the author goes to the expense of having type set in that country to print two copies, he will of course have at least a full edition run off there. And since he has to do this as soon as he

publishes in any country, the probability is that he will do it first in the United States, and print his English editions from plates sent from the United States.

The virtual effect of this is to give the United States the monopoly of publishing works written in the English tongue. It seems impossible, if England does not legislate correspondingly, that it should fail to give the United States one supremacy in the English-speaking world, namely, that of publishing books written in the English language. Thus the act is not friendly to the English publisher. If the English Parliament should further modify the Act of 1842 by requiring as a preliminary from both subjects and aliens that two copies of any work sought to be copyrighted should be printed from type set in England, then the author would be unable to use the United States plates, and his work would have to start from initial publication in each country. The English law already requires the publication of a few copies as a condition of copyright, but publication has been practically taken in a broad sense that did not include printing. If England should so reciprocally legislate, books would be made dearer thereby.

One thing is clear, and that is that the Canadian book trade will gain by the passage of the United States Act. Every English book published in that country, will, except through default of its author to take out copyright, be the legitimate property of the concern whose imprint it bears. It will not be a pirated work, got up in feverish haste to anticipate the arrival of a shipment from England, or the output of some other United States house. The competition of pirates is like any other excessive competition, it degrades the wares it touches, for to make them cheap it has to make them nasty. Now that book piracy is illegal, we may look for a great improvement in the books and an attendant improvement in prices. The booksellers are apt to follow pretty closely the bookmakers. If the latter make for the destruction of profits, the former are forced to sell in the same way. If the latter make books that are a credit to publishers they will want to get the value for them, and so will booksellers. We shall have a better class of books, better made books, and better prices.

A local movement which had about culminated in union among the jobbers to maintain prices when BOOKS AND NOTIONS went to press last month, has, I regret to say, not issued as hopefully as it seemed to promise. An association was not formed, but two other outgrowths of the movement, each in its way and degree beneficial, did come to something. In the first place, an agreement was signed as to what rate on the shilling English volumes should be sold at, and in the second, the wholesale booksellers and stationers of this city become a section of the Toronto Board of Trade.

The first matter, that of agreement as to the prices of English volumes, is simply this year's renewal of an old attempt that has been annually made for a long time. Jobbers have signed this agreement every spring, but as they were never all in it at once, what was sought to be done was never perfectly done by the agreement. Some would always refuse to sign because they held that others who signed would evade the provisions of the contract. This year the contract has been made more binding by the insertion in it of a penalty clause, whereby an infraction of any of the rules agreed upon can be punished. Yet that did not assure everybody that the thing would hold, and again some of the jobbers stand outside of the agreement. Those who signed are determined they say to carry out what they engage, no matter if the recalcitrant ones do undersell them.

When agreement as to prices subsists among jobbers, there is a better feeling of security among retailers. There is less mistrust, and consequently less hammering at quotations to get them lower. The trader feels that the prices will not vary for one customer from those offered another, and he supposes they do not vary among the jobbers. In these circumstances there is not so general an on-

slaught on prices, and jobbers can do business with more ease. Mistrust that some other retailer can do better than himself is at the bottom of half the haggling that delays business. If a solid agreement, comprehending all the jobbers, were once set up, there would be more dispatch and less rasping at prices.

The Wholesale Stationers' and Booksellers' section of the Toronto Board of Trade will probably have little direct bearing upon the prosperity of the retail trade. In the first place it will not include all the wholesale stationers and booksellers, as the advantages are not obvious that would repay the outlay of the \$200 fee which it costs to become a member of the Board of Trade. There ought to be such a section of the Board of Trade, but the considerations that would lead to its formation are not chiefly those that would lead to an Association being formed. The council of the Board of Trade is an excellent medium for the settlement of differences, and it may give more steadfastness to the agreement that exists among the jobbers.

Of two tendencies, therefore, which were apparently on the threshold of fact when I wrote last, one—the United States International Copyright Act—is now a reality, the other—union among the wholesalers—is less embryonic than it was then, and may result in more genuine benefit to the trade before long. As to our own Copyright Act of 1889, it is yet in suspense, but the royal assent to it may be accelerated by the passage of the Act in the United States. Since the effect of that Act is to shift to the United States the centre of gravity of the publishing interest of the English speaking part of the world, the United States editions of English works are about certain to be the only ones sold here. Therefore, the only income the author can look for from Canadian readers must be through our Customs department, by which the royalty of 12½ per cent. in favor of the author is collected. But English authors say the Customs department never collects this, or, collecting it, never pays them. Hence their interest is manifestly best served by supporting the Canadian Act whose allowance is now pending. The authors, indeed, are coming to see the matter in this light, but of course the English publishers do not.

THE TRADE IN FIELD SPORT GOODS.

This year there will undoubtedly be the usual volume of demand for field sport goods. Base balls, gloves, masks, bats, etc., will not likely be in nearly so strong request as they were a year ago or two years ago. The failure to form an international league will tell adversely on the trade in base ball supplies. The league formerly gave quite an impulse to the news trade, as nearly every boy who could read would buy or urge his parent to buy a daily paper that he might note how the struggle went among the teams. The same cause also made the playing of the game universal wherever enough boys could get together to make a match. It was not specially their fondness for base ball, but their admiration for the heroes of the game, and the highest form of admiration is imitation. The young fellows played base ball as they would play any game over whose votaries they had become so enthusiastic. But the withdrawal of the

nourishing example which the League kept every day before the eyes of the juveniles will probably be followed by a general decline in school boy base ball.

Lacrosse goods will probably be wanted more than they were. The game is being put on a better footing by the Association, and much of the roughness that estranged public patronage has been condemned and penalties have been made for the restraint of brutal tendencies. There is quite a boom in lacrosse circles at present, new clubs and new leagues being formed. In Hamilton, Toronto and Montreal there is a big lacrosse revival. The famous lacrosse player will now become the youngsters' hero, and the schoolboy will be forlorn who has no lacrosse stick. The substitution of lacrosse for base ball ought to be satisfactory to the trader, as everybody who plays must have a stick, while a few pieces—a ball, a bat, a mask, a glove—would suffice for a whole club of base ball players.

Cricket is growing in favor. A team cannot be made in a year, hence the game is apt to be resumed every season for some time after any body of players starts it. As it suits middle-aged men very well, and as the fondness for outside sports is gaining ground, cricket may be expected to become a stronger favorite. Clubs are forming now, and already a good many newcomers have been heard from.

Football is a staple game, and as it has not been dragged in the mud by any "managers," it will be as popular as ever. It comes in later than the other games, though the tendency has been in late years to practise it in early summer.

THE EASTER CARD TRADE.

The trade in Easter cards and booklets becomes smaller every year. This year it was of little account. The vague reason that the custom of sending such missives is "going out" hardly suffices to explain this, because it is a reason that dissolves into other causes. Why is it going out? Customs go out from sheer caprice on the part of those who set the mode, or they go out for some other reason. The usage of sending Easter cards was probably based less than most formal usages on respect for authority in the fashionable world. Therefore, caprice is not likely to have issued the decree which banished Easter cards. Other guesses might be made which bring us closer to the true reason. The custom may be considered too expensive, the nearness of Christmas and New Year's day may have thrown a chilling shadow over it, or dealers may be lukewarm in the matter of working up trade. The influence of what is generally referred to as evangelism may be at the root of the matter, as Easter cards may savor too much of High Church notions. Still, the custom of decking churches with flowers at Easter seems to be growing, and that some time ago was popularly more objectionable from the same standpoint.

The Willard Tract Depository has received the second volume of Isaiah, by Geo. Adam Smith, M.A.; The Book of Proverbs, by R. F. Horton, M.A.; St. James and St. Jude, by Alfred Plummer, D.D.; the Book of Ecclesiastes, by Samuel Cox, D.D. The first volume of Isaiah had gone through five editions before the second had left the hands of the author. The first edition was taken up entirely by the London trade. The Depository has the agency for the series for Canada, and has found it the most successful one it has ever handled.

STAPLES.

SCRIBBLERS, ETC. We have just brought out another New Scribbling Book, which is unexcelled for quality and appearance, and which we call the "Maple Leaf Practice Book," as many teachers object to the term "Scribbling Book." We have also a new Exercise in course of preparation, which will contain extra good paper in a new and attractive cover.

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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, 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.

Prof. Drummond's latest book, "The Changed Life" came out on the 2nd inst. It retails at 35c.

GASPARD DESMOND'S PASSION, by Pauline Grayson. New York: J. S. Ogilvie. This story has for the idea of its groundwork a love that is stronger than the instinct of close kindred. The author makes a great deal out of this elementary possibility and tells a good story.

MARRIED TO MONEY, by Mrs. May Agnes Fleming. New York: J. S. Ogilvie. This story gives the title to a volume made up of interesting short stories, of which the last, A Modern Hebe, might more fitly have given the book its name. The stories have the pathetic interest this writer usually succeeds in imparting to her fiction.

MRS. MAYBURN'S TWINS, by John Haberton, author of "Helen's Babies, etc., has just been published by T. B. Peterson & Brothers, Philadelphia, Pa., in paper cover for twenty-five cents. The book is dedicated to "Mamma, my heroine, who may be found in nearly every home in the world, in heartiest sympathy." It is replete with humor and life and every mother should have a copy.

BYRON'S MODERN BARTENDER'S GUIDE, or, HOW TO MIX DRINKS. New York: The Excelsior Publishing House. Judged by the number of preparations which are analyzed in this book, the bartender's art must be a very complex one. Every sort of beverage has its prescription in the "Guide," and the book cannot but sell wherever there is an inn. The Toronto News Company controls the sale here.

Mr. Benj. R. Tucker, of Boston, published March 26, Emile Zola's new novel, "MONEY." It is a very dramatic study of the world of finance, centring at the Paris Bourse. The author describes the rise and fall of a huge bank, which, after speedily winning control of the market through public infatuation, suddenly tumbles, crushing a multitude of stockholders in the mud and the blood. The romance interweaves love and socialism with finance.

The Series "GEMS OF THOUGHT AND HELPFULNESS," of which Prof. Drummond's tractlets were the first; published by Fleming H. Revell Company, New York and Chicago, is enriched by two new publications, which for originality of thought, beauty of expression, and emphatic enunciation of "the truth as it is in Jesus," have not probably been surpassed by any pamphlet pro-

ductions of the present day. "The Message of Jesus to Men of Wealth," by Rev. George D. Herron, is not only brilliant as an intellectual effort, but is pregnant with the solution of a problem which is of intense interest to men of affluence.

"THE FIRST THING IN THE WORLD; OR, THE PRIMACY OF FAITH," by Rev. A. J. Gordon, D.D. Published by Fleming H. Revell Co., N. Y. and Chicago. What need is there to recommend this? The name of one of the foremost of America's teachers, whose genius, eloquence, and spiritual-mindedness are almost universally recognized, is sufficient to ensure a large circulation for this publication among the refined, cultured and earnest seekers after truth.

One of Walter Besant's best and most interesting stories, "THE CHAPLAIN'S SECRET" comprises the first number of "Frank Leslie's Illustrated Library of Choice Literature" (F. T. Neely Publishing Co., New York and Chicago). The story is written in Besant's most pleasing style and is thoroughly interesting from beginning to end. It is illustrated with eleven full-page pictures. Other numbers of this new library will quickly follow, each containing a popular story by a popular author, and all will be fully illustrated.

THE CRIME OF PAUL SACRISTAN, by Arthur Campbell. Montreal: John Lovell & Son. The crime was the murder of his bride, who was a beautiful swindler, and whose guilt he never suspected until the hour of his marriage. He then murdered her in an extremely inartistic and cold-blooded fashion. The presence of spectators, in possession of all their senses, seems to make it difficult for the author to get the murderer acquitted, but he manages to do so, and the reader is asked to credit the acquittal to the stupidity of a Canadian jury.

FROM OCEAN TO OCEAN, is the title of a neatly printed book just received which gives in narrative form the story of the March of the Salvation Army from the Atlantic to the Pacific. It is written by Commissioner Ballington Booth and gives very much valuable information in reference not only to what the Salvation Army have done but what they propose to do for the elevation of humanity. It deserves and will no doubt have a very wide circulation. 192 pages. Paper cover, 25 cents; cloth bound, \$1.00. J. S. Ogilvie, publisher, 57 Rose street, New York, who will mail it to any address on receipt of price.

"THE JOYS OF LIFE" is Emile Zola's last novel, and by all odds the best, greatest and most absorbing love romance of the day. It is a genuine phenomenon, making an entire new departure, and dealing with matters hitherto untouched in fiction. A family drama of wonderful power and exquisite pathos, it has a perfectly irresistible charm, arising as much from its intense naturalism as its rare strength. The heroine is a young

girl struggling in the whirl of life, and suffering mingles with enjoyment in her strange and startling career. The other characters are strongly depicted types of humanity, while the plot is fascination itself and the incidents rivet attention. "The Joys of Life" is a book to make a decided sensation. It is now all the rage in Paris. Everybody should read it, and everybody will.—T. B. Peterson & Bros., Philadelphia, publishers

PETERSON'S NATIONAL COOK BOOK, contains nearly six hundred cooking receipts, purely American in their treatment of dishes used throughout the United States—in the north, south, east and west—for cooking and preparing in all the various ways, and in the very best as well as the cheapest methods, soups, fish, oysters, meats, poultry, birds, venison, game, salads, vegetables, sauces, pickles, catsups, pastries, puddings, pot-pie, sweet dishes, tea and sweet cakes, preserves, marmalades, dishes for the sick and convalescent, and miscellaneous receipts of use to every housewife, making this the best and most practical cook book for general use issued in the United States or elsewhere. Peterson's New 25 Cent Series now numbers nearly one hundred different volumes, and a complete list of them will be sent to any address, and copies will be sent by mail on receipt of price by the publishers, T. B. Peterson & Brothers, Philadelphia, Pa.

THE CANADIANS OF OLD, by Phillippe Aubert de Gaspé. Toronto: Hart & Company. The fragrance of the eighteenth century seems to hang about this book. The quaintness of the old world and the crudeness of the new blend in it, as the customs and manners transplanted from the former adjust themselves to the physical framework of the latter. It brings up a picture of New France in its last days, with the domestic life, songs, sports, folk lore and superstitions of its habitants; the paternal rule of its seigneurs, their royal hospitality, their steadfast allegiance; its priests, hunters, warriors, aboriginals. All these bear the impress of a stamp which is now worn out, and they had the interest of disappeared things when the author wrote of them nearly thirty years ago. In the boyhood of his own long life he had come in contact with them as realities, in old age he preserved them as memories, and in this book he has probably perpetuated them. The structure on which he has hung so many interesting social relics is the story, deservedly named a romance, of a friendship begun at school between a young Frenchman and a young Highland Scot, a man, a friendship sorely tried by accidents of the war which made Canada a British possession. The present edition is a translation by that eminent Canadian writer, Prof. Charles G. D. Roberts. The book mechanically is a fine specimen of what our publishers can do.

Messrs. Selby & Co., Toronto, are the agents here for Miller, Bradley & Co., Springfield, Mass., whose games, toys, kindergarten material school aids, etc., will always be kept in full stock by Selby & Co., who are noted for their trade in school accessories.

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THE MAGAZINES.

The Nicaragua Canal is described and illustrated by Harvey, and the Japanese theatre by Miss Scidmore. Samples are given of the best work of Meissonier, and Frederick Villiers tells the curious story of a war correspondent's life.

The frontispiece is a portrait of General Sherman, drawn by Gribayedoff, and Sherman and Bismarck come in for the major part of Murat Halstead's Review of Current Events. (Price 25 cents, Cosmopolitan Publishing Company, Madison Square, New York.)

Sir Charles Tupper has written an article for The North American Review in answer to Mr. Erastus Wiman's article which appeared in the March number of that periodical. It is entitled "The Wiman Conspiracy Unmasked," and will appear in the May number of the Review.

In this number The Century's Mountain Climbing series, appropriate to the summer season, is begun, with papers on two separate expeditions to Mount St. Elias, one expedition being that of Lieutenant Schwatka, and the other that of the National Geographical Society and the U. S. Geological Survey. A number of illustrations accompany these papers of mountain climbing in America.

The March number of Our Homes maintains the high standard of excellence which has characterized this publication since its inception, and easily keeps it in the front rank of Canadian magazines. It contains an abundant supply of fiction, pure and healthy in tone, while the departments of Interior decoration, Home Furnishing, Fashions, etc., contain much that will prove exceedingly interesting to the lady readers. The young folks are not forgotten; and their department contains an excellent story, recounting the heroic deed of a little colored boy. In connection with the Young Folk's Department we notice that the publishers announce a bible competition, for the young readers, for which they offer liberal cash rewards. The magazine is issued by Our Homes Publishing Co., Brockville, Ont.

"A Son of Old Harry," is the unique title of a story by Judge Tourgee, which is soon to appear in the New York Ledger. It is one of those surprises which this indefatigable writer is always springing on the literary world, to the confusion of the critics, who have no sooner got him fitted to a niche than he jumps down and clamors into another. Utterly defiant of ironical rules, by which under the claim of art they attempt to chain fiction to insignificance and rapidness, he chooses his characters wherever he sees fit and portrays them with a vivid lifelikeness, which compels recognition and stamps each one indelibly upon the reader's memory. "A Son of Old Harry" is emphatically a horse story, concerned in part with the evolution of the trotter—and is most appropriately published by the sons of Robert Honner, the veteran patron on the trotter, whose stable is the haven to which the finest of this equine type is sure to tend.

No more completely illustrated copy of the Cosmopolitan has ever gone out than that of April. Miss Elizabeth Bisland, always a bright and attractive writer, is fairly fascinating in her description of dancing, the eldest of the arts, and the illustrations charmingly interpret the article itself. The executive mansion, the "White House," always an object of interest to the people of United States and one of the first points to

be visited by those who go to Washington, is described by Mr. George Grantham Bain, the Washington correspondent, while the interior is illustrated with many views taken specially for the Cosmopolitan by permission of the President. Perhaps the feature which will appeal most strongly to literary people is Brander Matthews' article on the Women Writers of America, Mr. Matthews' criticism should be read by every American woman who writes for the press, for magazine or for book publisher. Mrs. Cruger, Amelie Rives, and all the best known modern writers, come in for a touch of criticism.

Outing will have to change its name and print on the covers, "Enquire within for everything." Where to find the best "records" in every department of athletic contests and pastimes is often just what one does not know, and now Outing comes to the rescue with the first instalment of this information. Its April number will be inestimably valuable to every athlete, canoeist and cyclist in the country who desires to know where to lay his hand on authoritative and reliable data. Following are contents:

With Rod and Gun in the Northwestern Woods and Streams.—John Talman.

Whaling Among the Esquimaux.—H. L. Aldrich.

The National Guard of Wisconsin.—Capt Charles King, U. S. A.

The Athletics of Ancient Greece.—Dr. Harold Williams.

Evolution in Yacht Building.—Capt. M. Roosevelt Schuyler.

An Angler's Outing.—Edward E. Millard. How We Canoeed the Chambley Rapids.—W. S. Smith.

Composite Photography. (Illustrated.)—W. I. Lincoln Adams.

An American Rosalind. (Duck Shooting.)—Wenona Gilman.

Cricket in the Metropolis.—Henry Chadwick.

Herring and Heart Fishing at Scarborough.—Robert F. Walsh.

Mademoiselle: A Cycling Adventure.—Wm. Atkinson.

My Dog Toss.—Major Sargeant.

BOOK NOTES.

The demand for cheap libraries is reviving. A considerable movement of stock is reported by the jobbers.

Professor Drummond's books are received with as much favor as ever, and the sale of The Greatest Thing in the World, The Best Thing in the World is well kept up.

Rev. Mr. Cleland's History of Presbyterianism in Ireland has sold well from the outset. Recently the book was the subject of a complimentary letter from Rev. Dr. Burns, Principal of the Hamilton Ladies' College. The compliment was the more valuable because of the fact that it was paid by a former opponent of Mr. Cleland's in a controversy on Christian Union.

The aim of The New Empire, which Hart & Company will shortly issue, is to show that the Empire actually possesses a federal constitution, requiring rather to be declared than created, and easily susceptible of such amendments as seem to be required. The author suggests what these amendments are. He also traces the growth of the spirit, upon which the modern constitution rests, to its beginnings in the struggle with the old colonies, and shows how the modern empire realizes the dreams not only of the U. E. Loyalists, but of the best of the American Revolutionists.

STATIONERY.

Hart & Company have got out a book of samples, in which each page in texture, tint and finish represents a line of paper manufactured by the firm.

Society mourning stationery is the latest novelty offered by Hart & Company. It is in two sizes, and very fine. The paper is of white, ivory and Silurian tint, and has mourning signified by a narrow triangular band in the upper right hand corner.

The Anglo-Canadian Music Publishers' Association new pieces are:

KING OF CLUBS, polka, by Alex. Toski. Price, 50c.

GUIDING LIGHT, song. Words by G. Clifton Bingham, music by John Henry. 50c.

I. Suckling & Sons find a strong demand for their last piece, LA ROSEE DU NOIR, by W. Kuhe. Price, 60c.

THE SHIP WITH THE FLAG OF BLUE. A. & S. Nordheimer's latest. Mary Frances Boylan is the composer. Price, 40c.

A very ingenious novelty is offered for the first time in this country by H. A. Nelson & Sons, who are the Canadian agents for it. It is called The Little Joker Bank, and is intended to protect the youthful capitalist from being plundered by those of his own household. The little bank is cylindrical in shape and the tube in it is just of the circumference to hold a ten-cent piece neatly. No money can be abstracted until 50 ten-cent pieces (\$5) have been deposited, when the bottom can be removed, and the owner can float over his accumulated hoardings. The little bank will be in demand. The retail price is 25c.

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A complete list of them will be sent to any address, by the Publishers, T. B. Peterson & Brothers, Philadelphia, Pa.

The latest issues are as follows:
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THE MYSTERIES OF MARSEILLES. By Zola.
FANCHON THE CRICKET. By George Sand.
BERTHA'S BABY. Equal to Helen's Babies.
PETERSON'S NATIONAL COOK BOOK.
THE JOYS OF LIFE; or, Jolly Life. By Zola.
GEMMA-T-A Trollope's Charming Italian story.
BROKEN FIELDS. By Mrs. Southworth.
MRS. MAYBURN'S TWINS. By author "Helen's Babies."

HELEN AND ARTHUR. By Mrs. Leo Hentz.
SAVELL'S EXPIATION. By H. Greville.
MY LADY'S MASTER. By Marie Rutledge.
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The Newmarket Novelty Works at present employ 17 hands, and expect to have a larger force at work shortly.

The Toronto News Company has issued to the trade its list of standard base ball goods for the season.

The travellers of C. M. Taylor & Co., Toronto, report trade in good condition. The booksellers are evidently preparing for a good fall business.

The Copp, Clark Co., have a new slate cleaner ready for the trade. It has a sponge, a small supply cistern, a reversible pad, all snugly fitted in a tin-plate frame.

The Copp, Clark Co. report trade good, the demand for base balls from the Maritime Provinces being now specially active. Their games are going off in large bills.

The news and periodical trade is brisk just now and is continuing to grow. The retailers throughout the country took off a heavy volume of stock during the past month.

James Bain & Son have the sale here for a new plaster cast of Sir John Macdonald, which will retail at \$12.50. It gives a counterfeit presentment of the aged statesman that is very life-like. The color is blue grey, which is about the best that could be chosen. The bust makes an excellent window-piece for any trader who wants to draw attention to the other wares he has exhibited.

Mr. F. T. Verral of the Oshawa postoffice book store, Oshawa, has sold out his business to Mr. Edward Rogers. Mr. Verral will enter into business with Mr. John M. Bean of Toronto. He will be much missed in musical circles, being possessed of an excellent baritone voice. He holds the position of organist in the Baptist Church.—Oshawa Vindicator.

It is with much pleasure we learn that Mr. E. W. Attwood will, in a few days, re-open in his old store in "Lancey's Folly." Mr. Attwood is a gentleman for whom, we, with many of our townsmen have the greatest respect, as a straight forward honest business man; he is obliging and persevering as well as thoroughly practical in his business, and we feel sure that we only echo the general sentiment when we welcome him back again to the first rank of our business men.—Petrolea Advertiser.

Mr. H. M. Blight has leased a portion of the building lately remodeled by the Commercial Travellers' Association, No. 51 Yonge Street, Toronto and has stocked the same with a full line of commercial stationery and office supplies. Having been connected with this line of business in Toronto for the past fifteen years, he is in a position to know the wants of the trade, and to cater

for the same. Any orders he may be favored with will receive prompt and careful attention.

Mr. Will Cunningham of Buntin, Gillies & Co., will leave shortly on an initial trip to the Maritime Provinces. Heretofore the firm's business there, has been conducted solely by letter. The sending of a traveller of Mr. Cunningham's experience should secure for his house a good portion of trade wherever he goes.

FANCY GOODS.

C. M. Taylor & Co., control in Canada the sale of Hildesheimer & Faulkner's booklets and art books. They are a very choice line of goods, the samples comparing favorably with the best of former years' goods.

Brown Bros.' new albums illustrate everything that makes this season's stock different from last season's. Their samples betoken a particularly varied stock. Plush bound albums predominate in this year's styles. They are in all hues and sizes, with the lettering impressed on the plush or upon an oxidized metallic band. The designs on the back are also various. Leather albums are also of diverse fashions. Leatherette ones are evidently not made in anything like the proportion they were, a reason being the cheapness of styles of leather albums. The new portfolios and wallets carried this year by Brown Bros.' travellers differ but little from those they showed last year. They have some elegant new inkstands and paper weights in brass.

The Reinhardt Manufacturing Company, Montreal, are bringing out several new ideas for this season. Apart from their very large line of plush goods, they will place on the market a choice line of silver cases in raised floral designs on a delicate tinted ground. Among this line will be toilet cases wall racks, music stands easels and whisk holders. For delicacy of design in artistic decorations and dainty coloring, their goods will no doubt be in great demand, as they have never been manufactured in Canada before. They are also making a fine line of cases in colored leather and antique woods. The furnishings are of the latest and best patterns. The line is a complete one, and the trade will find this a choice exhibit from which to select. Their illustrated catalogue and price list is a good idea. It is in the shape of a map with brass rods at each end whereby it can be hung up in the store. Dealers will be able to take orders from this for the most expensive goods. Every one in the trade will get one, as they are busy mailing them all over Canada. Subscribers who have not yet received a copy should send them a postal card for one.

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A deputation of paper manufacturers from different parts of the country waited upon the Ministers of Customs and Finance and asked that an export duty be placed on pulp wood. It appears that by the McKinley tariff pulp wood is on the free list, while pulp has to pay a very heavy duty on entering the States, so much so that our pulp makers cannot place it on the market there at remunerative prices. Meanwhile Americans are buying thousands of acres of pulp wood in Canada and shipping it into the States, where it is converted into pulp. The Canadian pulp and paper manufacturers think this is a grievance deserving a drastic remedy.

The travellers of the Methodist Book and Publishing House report trade good. A book that sells well is the edition, controlled by the House, of Samantha Allen Among the Brethren. The book has had a big run in the United States, where it sells for \$2.50. The House's edition is 70c.

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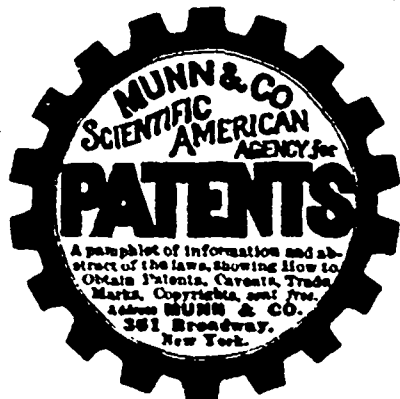
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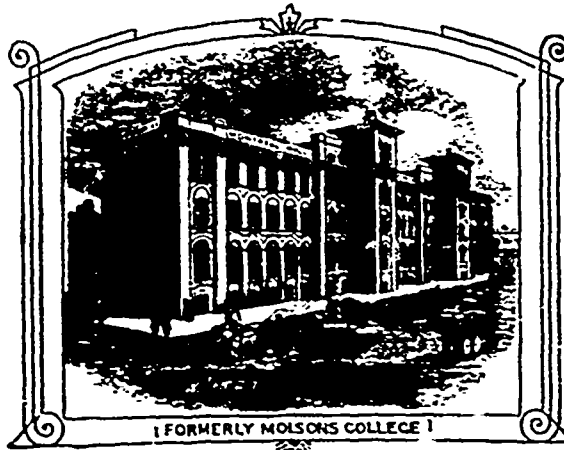
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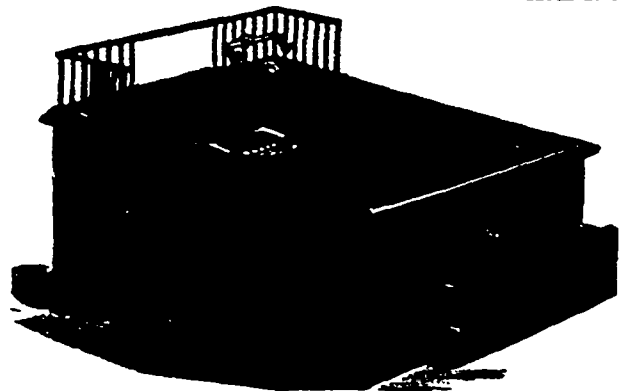
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Great efforts are made by us to get out new pictures which would be at once popular in subject, and artistic in composition and execution. Among others, we show several new ones by IDA WAUGH, and another chicken picture by A. F. TAIT, called "TAKE CARE."

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5834. Bell Telephone Company of Canada, London Exchange, Subscribers' Directory, Ontario Department, February, 1891. The Bell Telephone Company of Montreal, Que.

5835. The Story of the Rear Column of the Emin Pasha Relief Expedition, by the late James S. Jameson, Naturalist to the Expedition. Edited by Mrs. J. S. Jameson. The National Publishing Company, Toronto, Ont.

5836. Pine, Rose and Fleur de Lis, by Frances S. Harrison (Seranus). Hart & Co., Toronto, Ont.

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5849. The Young Canadian. Vol. 1, No. 2, February 4, 1891. Margaret Polson Murray, Montreal, Que.

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COMMERCIAL TRAVELLER.

So many things have been written about the Commercial Traveller, some true to life, some unreal and impossible of occurrence, and some tinted with all the varied shades of the prismatic brain of the penny-a-liners, that the really true knight of the road feels his soul shrinking at the bare idea of reading an article headed by the subject of his avocation.

Those who have read the works of that great and wonderful genius, Balzac, whose scalpel laid bare the deepest and most repulsive wounds of the social world, high and low, and whose writings display such a profound knowledge of the human heart and an extraordinary range of knowledge, and who painted life far deeper and more true to nature than even George Sand or Rousseau, will pleasantly recall the scene from his "Provincial Life," and see in the "Illustrious Gaudissart" such a picture of a commercial traveller of his day as to make one marvel at the writer's erudition and prescience. In order to give those of our readers who have not read the works of the great French novelist a glance at the commercial traveller as portrayed by him, we think it pardonable to reprint such of his opinions as can be clipped from the story and still prove interesting, instructive and reflective reading, and we feel sure our readers will admit that Balzac's description, though written over fifty years ago when the commercial traveller, as an indispensable part and parcel of the commercial world, was still an infant, though happily out of his long clothes, shows a wonderful pre-knowledge of his subject, and most of his observations are applicable to the traveller of our day. In reading "The Illustrious Gaudissart" one feels as if Balzac were still in the flesh and a regular reporter on one of our progressive dailies, so familiar is his picture to us.

Waiving any further remarks on this subject on our part, for time and space would be inadequate to exhaust it were we inclined to enter upon the task of adding to the literature of the "road." Let us see what Balzac writes:

"The Commercial Traveller, a personage unknown to antiquity, is one of the striking figures created by the manners and customs of our present epoch."

How familiar and commonplace this sounds to us, as if clipped from last evening's paper.

"The Commercial Traveller! Is he not to the realm of ideas what our stage-coaches are to men and things? He is their vehicle, he sets them going, carries them along, rubs them up with one another. He takes from a luminous centre a handful of light, and scatters it broadcast among the drowsy populations of the duller regions. This human pyrotechnic is a scholar without learning, a juggler hoaxed by himself, an unbelieving priest of mysteries and dogmas, which he expounds all the better for his want of faith.

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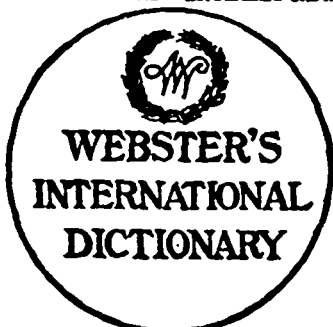
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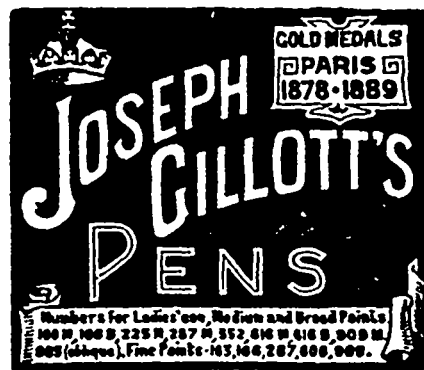


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Curious being. He has seen everything, known everything, and is up in all the ways of the world."

How true this is of some of the newlings who start out with a head full of knowledge and ideas, and come in at the end of the trip with a dearth of orders and much smaller opinion of himself and his abilities and a far greater respect for the knowledge of "Old Smith" up North.

"Jester and jolly fellow, he keeps on good terms with all political opinions, and is patriotic to the bottom of his soul. A capital mimic, he knows how to put on, turn and turn about, the smiles of persuasion, satisfaction and good nature, or drop them for the normal expression of his natural man. He is compelled to be an observer of a certain sort in the interests of his trade. He must probe men with a glance and guess their habits, wants, and above all their solvency. To economize time he must come to quick decisions as to his chances of success—a practice that makes him more or less a man of judgment. Blessed with the eloquence of a hot-water spigot turned on at will, he can check or let run, without floundering, the collection of phrases which he keeps on tap, and which produce upon his victims the effect of a moral shower-bath." (Called by us in the vernacular "the gift of the gab.") "Loquacious as a cricket, he smokes, drinks, wears a profusion of trinkets, and never permits himself to be 'stumped'—a slang expression all his own. Activity is not the least surprising quality of this human machine. Not the hawk swooping upon its prey, not the stag doubling before the huntsman and the hounds, nor the hounds themselves catching scent of the game, can be compared with him for the rapidity of his dart when he spies a 'commission,' for the agility with which he trips up a rival and gets ahead of him, for the keenness of his scent as he noses a customer and discovers the spot where he can get off his wares."

"How many great qualities must such a man possess. You will find in all countries many such diplomats of low degree—consummate negotiators arguing in the interests of calico, jewels, frippery, wines, and often displaying more true diplomacy than ambassadors themselves, who for the most part, know only the forms of it. No one in France can doubt the powers of the commercial traveller, that intrepid soul who dares all, and boldly brings the genius of civilization and the modern inventions into a struggle with the plain common sense of remote villages, and the ignorant and boorish treadmill of provincial ways. Can we ever forget the skilful manoeuvres by which he worms himself into the minds of the populace, bringing a volume of words to bear upon the refractory, reminding us of the indefatigable worker in marble whose file eats slowly into a block of porphyry? Would you seek to know the utmost power of language, or the strongest pressure that a phrase can bring to bear against rebellious lucre, against the miserly proprietor squatting in the recesses of his country lair? Listen to one of these great ambassadors of industry as he revolves and works and sucks like an intelligent piston of the steam engine called speculation."

"Let us walk around the Commercial traveller, and look at him well. In the first place, what an acrobat, what a circus, what a battery, all in one, is the man himself, his vocation, and his tongue! Intrepid mariner, he plunges in, armed with a few phrases, to catch five or six hundred thousand francs in the frozen seas, in the domain of the red Indians who inhabit the interior of France.

The provincial fish will not rise to harpoons and torches; it can only be taken with seines and nets and gentlest persuasions. The traveller's business is to extract the gold in the country "catches," by a purely intellectual operation, and to extract it pleasantly and without pain. Can you think without a shudder of the flood of phrases which, day by day, renewed each dawn, leaps in cascades the length and breadth of sunny France?"

"You know the species; let us now look at the individual."

Balzac then goes on to describe the "Illustrious Gaudissart." Lack of space and time prevents our describing in detail all the qualities of this famous traveller, and we must ask our readers to look up the works of this renowned Frenchman and revel in the grand portrayal for themselves, but we might cursorily glance at "this incomparable commercial traveller," the paragon of his race, a man who possesses in the highest degree all the qualifications necessary to the nature of his success, and hold the mirror up to the faces of our own "knights of the grip."

"His speech" says Balzac "is vitriol and likewise glue to catch and entangle his victim and make him sticky and easy to grip, vitriol to dissolve hard heads, close fists, and closer calculations. His line was once 'the hat,' but his talents and the art with which he snared the wariest provincial had brought him such commercial celebrity that all vendors of the 'article Paris' (small wares of all kinds) paid court to him, and humbly begged that he would deign to undertake their commissions."

A description then follows of how he was wine and dined on his return home trips, and how his renown, his vogue, and the flatteries showered upon him gained him the name of "Illustrious."

"All things smiled upon our traveller, and the traveller smiled back in return. Similia similibus—he believed in homœopathy. Puns, horse-laugh, clothing, body, mind and features, all pulled together to put a devil-may-care jollity into every inch of his person. Free-handed and easy going, the man who jumps lightly to the top of a stage-coach, gives a hand to the timid lady who fears to step down, jokes with the postilion about his neckerchief and contrives to sell him a cap, smiles at the maids, gurgles at dinner like a bottle of wine and pretends to draw the cork by sounding a fillip on his distended cheek; plays a tune with his knife on the champagne glasses without breaking them, chaffs the timid traveller, contradicts the knowing one, lords it over a dinner-table and manages to get the titbits for himself. A strong fellow, nevertheless, he can throw aside all nonsense and mean business when he flings away the stump of his cigar and says with a glance at some town, 'I'll see what these people have got in their pockets. All things to all men, he knew how to accost a banker like a capitalist, a magistrate like a functionary, a royalist with pious and monarchical sentiments, a 'bourgeois' as one of themselves. In short, wherever he was, he was just what he ought to be, he left Gaudissart at the door when he went in, and picked him up again when he went out."

"In his close relation to the caprices of humanity the varied paths of commerce had enabled him to observe the windings of the heart of man. He has learned the secret of persuasive eloquence, the knack of loosening the tightest purse strings, the art of arousing desire in the souls of husbands, wives, children and servants, and what is more he knew how to satisfy it. No one had greater faculty

than he for inveigling a merchant by the charms of a bargain, and disappearing at the instant when desire had reached a crisis. Full of gratitude to the hat making trade, he always declared that it was his efforts in behalf of the exterior of the human head which had enabled him to understand its interior, he had capped and crowned so many people, he was always flinging himself at their heads, etc. His jokes about hats and heads were irrepressible, though perhaps not dazzling."

Who of our readers that has had any extended experience with commercial travellers will not catch in the graphic description of the great French philosopher a living echo of the "Illustrious Gaudissart" in the person of our own travellers. True, the Gaudissart of the latter end of the nineteenth century has become more settled, stable and less flighty and more given to solid business, while horse-play and kindred amusements of Balzac's hero have been relegated to the shelf of forgetfulness. There is not wanting, however, that perfect and intuitive knowledge of human nature without which no traveller can be said to be successful. He may possess geniality, dress well, deport himself becomingly, but unless he has the faculty of worming himself into the inner-self of his customers and creating in them the desire to buy where no desire exists, or at best is but weak, in other words, unless he can hypnotize his subject he will not be "on the road" long. One might travesty Horace and say "Venditor nascitur, non fit" THE SALESMAN IS BORN NOT MADE.

We hope the few extracts taken from Balzac will be of interest to our readers and to commercial men generally, and though some of the characteristics of Gaudissart may not be adaptable to our time, still we think a good deal of pleasurable enjoyment can be obtained by reflecting that "the Commercial Traveller" has been considered worthy of portrayal by a man so great, so eminently wise, learned, erudite and immortal as Balzac. One word more to our readers. Buy Balzac's works and see yourselves.—WM. H. SEYLER.

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T. B. Peterson & Bros., Philadelphia, have in press The Lawrence Reciter, by Edwin G. Lawrence; and The Last Colony, by James F. Raymond. The prices are to be \$1 and \$1.50 respectively.

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