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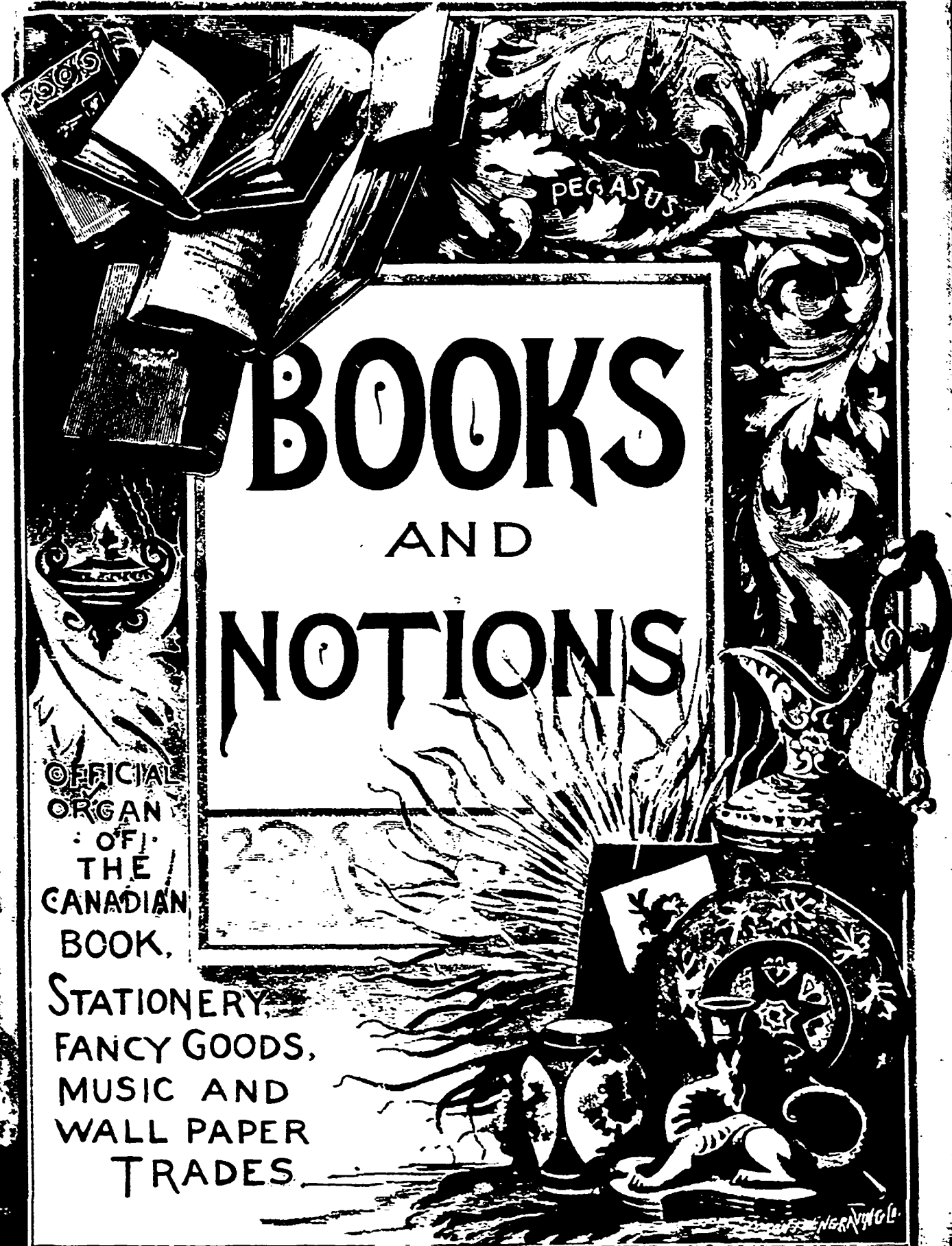
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Vol. 7

TORONTO, FEBRUARY, 1891.

No. 2

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TORONTO, FEB., 1891.

No. 2



HE productiveness of human industry has been greatly increased by the division of labor. The division of trade has benefited commerce equally, and is moreover a necessary adjustment of trade to the specialism that obtains in all sorts of production. It is a reactionary movement to make trade conglomerate, and one that can be successfully resisted by the efforts of special trades to make their stocks attract, by the reputation, condition and appearance of them.

In 1890, booksellers, stationers, fancy goods and notion dealers were undoubtedly more hardly beset by competition outside of

their own trades than they ever were before. Their holiday trade, particularly, was but a remnant of what it should have been. The universal stores made worse havoc than ever in that season's trade in books, fancy goods and notions. It is true that no line of such goods, particularly of books, is long in the hands of the big general stores before it becomes rubbish. An edition of a book soon loses caste after it gets into those slaughter-houses of prices. This ought to open the eyes of publishers. Everybody knows too, that these stores lack a prestige that is useful to the goods sold in them as a circulator of advertising. Who ever owns up to it that any article of his or hers of pretensions to elegance was bought in one of these stores? What gift maker ever tells the recipient of his present—books, stationery, etc.—that the present was bought in one of these stores? And the recipient, if he suspects such a store to be the source of his present, usually is mean enough to look the gift-horse in the mouth.

The retail trader in books, stationery, etc., must make a liberal profit. It does not suffice that he get as much only as the grocer. The grocer's goods are turned over in a very short time, as they are necessities, and every person is by nature a consumer; while in the case of books and allied stock, consumers are made mostly by education. Illiterate people and people devoid of taste are endowed with an appetite, but not equipped with the digestive apparatus for

which literature and art are suitable aliment. When we add to the number who are unfitted to appreciate books, etc., those who have not the means or the time, we have subtracted a big volume from the consumers who maintain the grocery trade. The bookseller has to carry his stock often a long time, he turns it very slowly, and must be tenacious of his profit. This profit he should not be tempted to sacrifice to the exigencies of the competition he is waging with either the local insider or the outsider. Let him make the most of his shop-keeping and his energy, before he begins to pare away his profits.

The competition of traders who carry books, stationery and fancy goods as mere subsidiary lines would no doubt be greatly diminished, and perhaps extinguished, if jobbers in these wares took a warmer interest in the men who ought to be their preferred customers. That interest practically shown would nourish a much sounder retail trade, and in that there is a better basis for the jobbers' own prosperity than in the affiliation of the book and connected trades with big dry-goods establishments and tea stores. By this alliance prices are forced down, and the solvency of the proper book and stationery trade as a whole is very much impaired. Hence the jobbers suffer loss that is the indirect effect of their countenancing the absorption of the distinct book and stationery trade, by concerns which keep such stock only to attract custom.

If more fraternal feeling existed between the wholesale and retail branches of the trade, a considerable volume of business would be done through the former, which is now done by retailers through direct importation. This we adverted to in a former number. Nothing could indicate the want of sympathetic cohesion between the two parts of the trade more clearly than these two facts: that the jobbers in many instances look to trades other than their own to take off a large part of their stock; and that the retailers, also in many instances, look to sources of supply other than their own wholesalers. There is an over-distant attitude on the part of the wholesalers, a lack of interest in the welfare of their correlative retailers, that affords a strong prop to both these anomalous facts.

A combined wholesale trade is generally thought to be odious to the corresponding retail trade, but a disunited wholesale trade is not apt to be much more popular with its customers if it shows itself indifferent to their interests, and studies to cultivate a substitute for their trade. One combining principle there ought to be, and that is the determination to protect legitimate customers. If the retail book trade in cities is drawn into the maelstrom of the bazaar, department or universal stores, as they are variously named, the jobbing book trade will be in danger of becoming a branch of the wholesale dry goods trade. This would make alien competition for the wholesale book men, an evil from which their customers are now suffering.

To whatever extent the encroachment of other trades is blameable for the fact, it is a fact at all events, that the stress of the conditions of last year's book, stationery and fancy goods trade was very severely felt by many who were engaged in it, and a large number of withdrawals are being reported, many of them owing to failure, others owing to voluntary retirement. This, although indicative of an unsatisfactory state of things, has its cheering side, as it shows that a thinning out process is at work, which may give a better chance to those who are left.

Manufacturers of nearly all other lines except those kept by booksellers, stationers and small and fancy goods dealers, protect the trade that engages in the sale of their and similar wares. Many of them have local resident agents at every large distributing centre, part of whose business it is to see that the regulations governing trade in their goods are strictly observed. The value of such a jealous maintenance of the rights of the manufacturer redounds to the advantage of the retailer, and at the same time upholds the reputation of the goods.

THE RETAILERS' GRIEVANCE.

The retail booksellers and stationers of the city have a grievance which ought to be remedied. Their complaint is that large houses, not bookselling firms, but houses like T. Eaton & Co., are undermining their trade in school books, novels, and such small articles as scribbling books, ink and pencils. These large firms, it is said buy the above commodities in extremely large quantities, and consequently for cash get them at a remarkably low figure. Now these firms are able by so doing to undersell the retailers in these branches, and put those articles on the market at cost price. The aforesaid firms do not handle these articles for the profit therein, but use them simply as a leader for some of their own particular stock--of course greatly to the detriment of the retail trade. For, as a rule it is the poorer and middle classes who deal so extensively in these articles, and naturally enough they go to the cheapest, not the nearest place. Two methods have been suggested for the correction of this evil. One is that all wholesale men throughout the city and province, but more particularly in the city should combine or come to a mutual understanding that they would not sell these articles of the book trade to one who is openly known to be in the dry goods trade. The same phase of this difficulty recently cropped up in New York, and this plan being adopted worked to perfection.

The second plan which has been proposed by many of the retailers, certainly seems more feasible, but we fear it will be far less effective. This one is, let a number of the retailers club together and pursue the same tactics as these large firms. This no doubt could easily be done, but still for the retailers this plan would result in their covering themselves with glory, but at the same time there is no money in it; for it is absurd to suppose a retailer can handle these goods at cost price. There is a remedy, but this remedy should come from the jobbers.

MR. EDWARD HICKSON.

A very worthy citizen and most capable business man was Mr. Edward Hickson, the news of whose unexpected death in the early part of last month was received with unfeigned and widespread sorrow. Mr. Hickson was the senior partner in the firm of Hickson, Duncan & Co., Toronto, importers of and wholesale dealers in fancy goods, notions, etc. He had left this city with his family to winter in North Carolina and to escape the cold part of the year here, which on account of chronic bronchitis had become very trying to his constitution during the last three or four years. On his way south he had stopped at Lynchburg, Va., where two of his brothers reside. He went on from there to select a home, and on that trip

he took cold, and returned to Lynchburg very sick. He got better, but again took cold while looking after some business in Lynchburg. This prostrated him, developed into pneumonia on the right lung, and after four or five days' illness caused his death.

Mr. Hickson was a Canadian, and was 52 years old at the time of his death. For two years he was a member of the house of Hickson, Duncan & Co., and for some years previous to the establishment of that firm he was in the firm of their predecessors, W. H. Bleasdel & Co. His connection with both firms is the bond of continuance between the two, and gives the business an unbroken life of twelve years. He was the founder of the business and was senior partner in both the firms under which it was carried on. He was a man without ostentation, content to remain in the background, and often preferring to do so. This is illustrated in the suppression of his name in a firm of which he was the principal, and of whose business he was the founder. In the last firm of which he was a member he would have kept himself equally unknown, but that his partner, Mr. Duncan, was a man of as much modesty as himself. Mr. Hickson came from Seaforth twelve years ago, where he had been in the drug trade. He leaves a wife and seven children in good circumstances.

GONE TO HIS LONG REST.

The Toronto press, and journalism generally, has lost one of its most able members in the person of Mr. James H. Maclean, who died on Jan. 27th. His death was as sudden as it was unexpected. For only three days had he been confined to his house, and no serious consequences were expected. On Tuesday morning, he was found dead in bed by his mother, a victim of that fell enemy, heart disease. The deceased was in the prime of life, being only 34 years of age at the time of his death, but 20 years of his life had been spent in journalism. Always a pushing, enterprising and genial man, he had few equals as a news-gatherer, while as a parliamentary reporter, he was one of the few who enjoyed the respect of both parties, and had advantage of a personal acquaintance with all the great men on both sides of the house. Many were his successes, and all of them were honestly earned. Perhaps the latest, and one of the greatest, was his great foresight in the Benwell murder, the able articles on which appeared in *The World*, and which did a great deal towards the solution of the tragedy being from his pen. Among his friends, many were the expressions of heartfelt regret and sorrow heard, and of sympathy for his wife, to whom he had been married but two years. The deceased was a brother of Mr. W. F. Maclean, proprietor of *The World*, of which the late James H. had been city editor for the past ten years.

To Stationers--

If in want of staples, wait for our travellers or write for samples of our special lines; we would call your attention particularly to the following:—

WINDSOR MILL NOTE (white).
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We make our own Paper, Envelopes, etc., and can quote close prices. Our Window Blind Pulp (green, drab, and buff) is extra strong, and as it runs five yards to the lb., it affords a good profit. Our stock of Playing Cards includes Russell & Morgan and other American makes, and several special lines of Canadian make cards, including our well-known WINDSOR, 25 cent card.

To Printers--

We have always a full stock of the following lines on hand and will be glad in any time to mail samples and give quotations.

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Printers,

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CANADA PAPER CO., LIMITED,

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TORONTO, - ONT.



G. F. Sproule, 134 Yonge street, says trade is dull, but better than in January, '90.

W. J. Hovenden, 536 Yonge street, who has only been in this line about four months, says that he has done very well and hopes to move into more commodious premises in the spring.

E. Potts, 402 Yonge street, reports a bad month's receipts, fancy glassware being the only article that sold really well. Mr. Potts intends going to England this summer for novelties, as English goods are the coming fad.

J. J. Hunt, 252 Yonge street, who used to own a large store on Queen street, and who has only been in his present quarters a little less than a year, reports that he is doing much better on Yonge street than on the former thoroughfare, but that the dry goods firms also mentioned in the book trade are taking a lot of business. He says oxidized silver picture frames are the latest. Gilt frames are fast fading away.

THE FRUITS OF LOCAL AGITATION.

The letter of Mr. A. Robinson, Belleville, which we republish from the daily Ontario of that city, was crowded out of our last issue. Since the time of its receipt by us the reform has been wrought for which the letter was written: a by-law has been passed by the Belleville city council prescribing license regulations and fees for transient and itinerant traders. If Mr. Robinson's procedure were more generally followed, the example of the Belleville council would be more widely imitated. The sense of injustice is not sufficiently brought home to the minds of municipal councils. To bring it sufficiently home those who feel the injustice should make a careful brief of their case, publish it in the local paper, and make a public question of the matter.

SCHOOL FINDINGS.

The combination of chalk U.S. crayon manufacturers went into effect January 1.

German slate pencils will be dearer. The mining of the raw material has been taken under the control of the German government, which has advanced the rate of wages paid by the private capitalists.

Copp, Clark & Co., have a school novelty that ought to sell well. It is a combination pencil, pen, compass, gauge, and parcel and letter postal reference. It is about 4½ inches long, and a little thicker than a lead pencil. It is of simple, durable.

In Copp, Clark & Co's. new exercise book for 1891, the pupil gets the value of his 5c. in book. No chromo is given along to eke out the worth of his money. There could be no neater, ampler repository for exercises that are to be kept, got at the same price.

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823
**CRAIG
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I am preparing to make my annual visit to Europe to select novelties for Fall trade.

J. S. RUSSELL,
IMPORTER OF

Fine Fancy Goods

Lacrosse, and Base Ball Goods. Rubber Balls. Express Wagons, and Baby Carriages. Hammocks. Chatelaine and Shopping Bags.

Walking Sticks of Every Description. Gold, Silver and Steel Laces, Fringes, etc., for Regalia and Dress Trimmings.

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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.

TWENTY-FIVE SERMONS ON THE HOLY LAND, by Rev. T. de Witt T. Image. New York: J. S. Ogilvie. A collection of the great Brooklyn preacher's sermons, held together as they are by the thread of a common objective reference, the Holy Land, must make a popular book.

A MORAL INHERITANCE, by Lydia Hoyt Farmer. N.Y. J. S. Ogilvie. In Sunnyside Series. This is a wholesome story, intended to exemplify the transmissibility of moral characteristics, to illustrate the strength of inherited moral or immoral propensities in even the most alien environment.

PHRA THE PHENICIAN, by Edwin L. Arnold. Toronto: The National Publishing Company, in its Red Letter Series. This is one of the most entertaining of novels. The daring imagination of the author takes him beyond the confines of human experience, into a mystic existence that serves as a medium to weld together several successive series of an earthly life that is supposed to have been lived by one spirit. He appropriates the Buddhist idea of transmigration, only he adds to it the idea of perpetual consciousness on the part of the many-times transmigrated hero, who lives his successive lives in different lands, social conditions, civilizations and periods, from the days when Phenicians were the great sea-going people to the days of Elizabeth. Sir Edwin Arnold, the author's father, writes an introduction.

THE FRUITS OF CULTURE, by Count Leo Tolstoi, translated by George Schumm. Boston, Mass.: Benj. R. Tucker. This the latest work of the great Russian social iconoclast, is a comedy in four acts. Nearly every one of a numerous array of dramatic personæ has some pet folly, amounting to a mania, that is supposed to be the outgrowth of culture. Spiritualism, however, is the chief humbug aimed at, and to deal it a blow the author cannot be said to have taken either an original attitude, or to show cause why he adopted the cumbrous machinery of the drama to say what he had to say against the foolish extravagances of modern culture. The book in binding, paper and printing is a credit to the publisher.

THE ORIGIN OF THE ARYANS. An account of the pre-historic ethnology and civilization of Europe. By Isaac Taylor, M.A., Litt. D. Two double numbers (130 and 131) of the Humboldt Library. Price 30 cents each. The Humboldt Publishing Co., 28 Lafayette Place, New York. The last ten years have seen a revolution in the opinion of scholars as to the region in which the

Aryan race originated, and theories which not long ago were universally accepted as the well-established conclusions of science, now hardly find a defender. The theory of migration from Asia has been displaced by a new theory of origin in Northern Europe. In Germany several works have been devoted to the subject, but this is the first English work which has yet appeared embodying the results recently arrived at by philologists, archaeologists, and anthropologists. This volume affords a fresh and highly interesting account of the present state of speculation on a highly interesting subject. The publishers are to be congratulated on the new cover, which is truly artistic and durable.

THE EVOLUTION OF SEX, by Prof. Geddes and J. Arthur Thompson. With 104 illustrations. Two double numbers (132 and 133) of the Humboldt Library. Price 30 cents each. The Humboldt Publishing Co., 28 Lafayette Place, New York. Such a work as this, written by Prof. Geddes, who has contributed many articles on the same and kindred subjects to the Encyclopædia Britannica, and by Mr. J. Arthur Thompson, is not for the specialist, though the specialist may find it good reading, nor for the reader of light literature, though the latter would do well to grapple with it. Those who have followed Darwin, Wallace, Huxley, and Haeckel in their various publications, and have heard of the later arguments against heredity brought forward by Prof. Weissmann, will not be likely to put it down unread. The authors have some extremely interesting ideas to state, particularly with regard to the great questions of sex and environment in their relation to the growth of life on earth. They are to be congratulated on the scholarly and clear way in which they have handled a difficult and delicate subject.

HYMNS NEW AND OLD, No. 2, by D. B. Towner. New York: Fleming H. Revell. This collection of 218 hymns is intended for use in gospel meetings, etc. It contains contributions from well known hymn writers, and the evangelical character of all the selections will make the book popular in these times. This edition contains both words and music, and retails at 35c. The Willard Tract Depository has the agency for this country.

THE CANADIAN SENATOR, by Christopher Oakes. Toronto: The National Publishing Company. This story aims to take the interest of the reader along the C.P.R. lake navigation and railway routes in the early summer, out into the agricultural life of the prairie, back to Toronto in the autumn, and to Ottawa during the session of parliament, to follow the checkered love of a young man for a young woman. The more thriving love of an elderly, inconsequential senator for a widow of some appearance, great ambition and social pretension, is another basis of interest for the reader, but is really a non-essential of the main current of the story, though the hero of this by-play gives the

title to the novel. The purely Canadian character of the story, drawing attention as it does to our institutions, scenery, resources and society, makes it deserving of, and guarantees it a favorable reception at the hands of the public.

THE ADVENTURES OF A BASHFUL BACHELOR, by Clara Augusta. New York: J. S. Ogilvie. This is a very diverting book, full of recitals of the funny experiences of a man who feared a woman more than a dragon.

A FORCED MARRIAGE, by Frederick W. Pearson. New York: J. S. Ogilvie. In the Sunnyside Series. The forced marriage, though one of the stock-in-trade wrongs of fiction, is in this book made an element of a story that is very original in its conception.

A DARK PLAT, by Sylvanus Cobb, jr. New York: J. S. Ogilvie. In Sunnyside Series. The title is a fitting one, as the story moves in well-knit continuity through the mazes of a plot that is dark and complicated. It will engross the attention of the reader.

LOOKING BEHIND, by Frederick Alva Dean. New York: J. S. Ogilvie. In Sunnyside series. Though this title is similar in form and apparently identical in meaning with Bellamy's "Looking Backward," it has no other points of resemblance. The writer's fancy draws a sketch from society as it is conceived by him to have been thirty centuries ago on this continent. His narrative moves evenly and consistently through purely imaginary, social, religious, and political conditions, constructing and involving with rare command of the intangible material.

PAX VOHSCUM, the latest work of Prof. Drummond, author of *The Greatest Thing in the World* and other books which had a strong run, is being accorded as much popularity as any of its forerunners from the same pen. The new book sells at 35c.

CANADIANS OF OLD, by Phillipe Aubert de Gaspé, translated by Prof. Chas. G. D. Roberts. Toronto: Hart & Company. This work about which there is so much of old time flavor, though it was first published in 1862, is a narrative from French Canadian life of somewhat earlier date, and is a very notable book. The present edition, which is in both paper and cloth, will no doubt command wide sale.

TEN YEARS OF UPPER CANADA IN PEACE AND WAR, by Mrs. Matilda Edgar. Toronto: William Briggs. The ten years are those between 1805 and 1815. No authentic record, however fragmentary or unpretentious, of Canadian social life and public doings in that particular span of years can fail to be of lasting national importance. The annals of that time are not yet full. Here and there are expanses of unfilled outline, in which the features of the period ought to be tried in ample and distinct relief. The general military, political and broad social aspects of the time are familiar to us, but in each there is room for detail and intimate acquaintance to

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A Liberal Trade Discount.

THE TORONTO NEWS CO.,
TORONTO.

The Montreal News Company,
MONTREAL.
Publishers' Agents.

be developed. For that rounding up of the history of our war, we must be indebted to the patriotism of those who can read the finer lineaments of the time in the family notes and correspondence of patriot forefathers, whose official position and experience give weight to their authority as contemporary observers. We are so indebted to Mrs. Edgar, who in the work named above has added a considerable mass of valuable material to the history of the war of 1812 and of the time immediately preceding it. This material is a collection of letters written by the author's grandfather, father and uncle, but chiefly by her father, Thomas G. Kidout. These letters mirror the times very clearly, and are wrought into a lucid narrative by careful editing and skillful bridging of the transitions from scenes, subjects and times to others more or less separated from them. The links supplied by the author are also a valuable contribution to the history of the early part of the century. The work will undoubtedly be in strong request in every community where there is a book store. The publishers have done their part well. The binding, paper and printing are a credit to Canadian book making.

THE SONG OF HIAWATHA. This great poem represents better perhaps than any other work the breaking away of the mist of primitive barbarism that enveloped the aborigines of this continent. Longfellow has very successfully made a poem in which was reflected the mythological beliefs and crude social ideas of the Indians of the pre-colonial time. Such a work lends itself admirably to the purposes of illustration, and in Houghton, Mifflin & Co.'s handsome edition of Hiawatha it has received this and the most artistic setting we have yet seen. This is a very beautiful edition, with an appendix of scholarly notes which must greatly enhance the value of the work.

THE LIGHT THAT FAILED, by Rudyard Kipling. Toronto: The National Publishing Company. In Red Letter series. The author is one whose popularity is evidently not of the glow worm sort. It is a popularity based on originality and strength. His stories are not like other stories, and they please immensely. The book named above is a characteristic one, and it is taking the reading public by storm. It is the most talked of piece of fiction of the day.

Among the new issues of the popular Red Letter Series we notice the following:

MY FIRST LOVE AND MY LAST LOVE, by Mrs. T. H. Kiddell.

FORSTALLED, by M. Betham Edwards.

THE LOVE OF COUNTESS ADRIAN, by Mrs. Campbell-Praed.

HOODWINKED, by T. W. Speight.

STAND FAST, CRAIG ROYSTON, by William Black.

All of these are by popular authors and should enjoy a good sale.

FORTHCOMING PUBLICATIONS.

The long--expected volume, *The New Empire*, by O. A. Howland, will appear this or early in the following month.

Another barrister has compiled a very useful comparison between the "English" and "American" systems of government, but of this more in our next issue.

The author of the popular translations from Plato, entitled "*Socrates*," "*A Day in Athens with Socrates*," etc., has just completed a new volume of a similar character—"Talks with Athenian Youths," now in press with the Scribners. It contains five dialogues translated from Plato, and selected for the purpose of illustrating the typical Athenian youth of the time.

Williamson & Co. have nearly ready a very important native work. It is entitled "*Canadians in the Imperial Naval and Military Service*," and gives short, graphic sketches of celebrated officers of the Army and Navy, who were and are Canadians. This work will, we feel, somewhat surprise and gratify our readers, as hitherto no attempt has been made to gather together the names and the noble doings, in many instances, of the sons of Canada. The work is embellished by several fine portraits, and is a creditable piece of work by a rising member of the legal profession.

Mr. Benj. R. Tucker, of Boston, will publish on Wednesday, Jan. 28, "*Church and State*," a new volume of essays on social problems, by Count Leo Tolstoy. "*Church and State*" is translated directly from Tolstoy's manuscript. It was written several years ago, but it being the author's boldest work, severely denunciatory of the powers that be, he has thus far kept it in manuscript in consequence of the arbitrary regime existing in Russia. Now, however, he has determined to publish it in the United States. It is an assault upon both Church and State from the standpoint of Christ's teachings.

THE CENTENNIAL VOLUME OF CANADIAN METHODISM is now in course of publication, and will be brought out by the Methodist Book and Publishing House before the month is out. The publishers aim to have it ready before the second of March, as that is the date of the hundredth anniversary of Wesley's death. The work is of composite authorship, thirteen of the leading clergy of the Methodist Church having been engaged in the preparation of the manuscript. Notable among these are the Reverend Doctors Douglas, Burwash, Carmen, Withrow, Sutherland and Dewart. The book will be sold at a very reasonable price.

Worthington Co., 747 Broadway, New York, announce for immediate publication *Was It Love?* By Paul Bourget. Translated by Camden Curwen. With Photo-gravures. 1 vol., 12mo., cloth, \$1.00. Is it possible for a lady to be sincerely in love with two suitors at once? Such is the deli-

cate and crucial problem that Bourget admitted by all who know him, the modern master of analysis) has set himself in "*Un Cœur Du Femme*," and in working it out he has produced a very delectable novel, not only of society but of permanent human interest. Here are no fine-spun fantasies, as in another "*Quick or the Dead*," the men are not only virile realities, but they concentrate their spite on each other in a duel, while the lady plays out the dangerous drama to the bitter end on the field of her "inner consciousness." As the inner history of a good and charming woman's heart, overtaken by one of those infatuations that will sometimes besiege the noblest, it may well rank in living interest with anything that has appeared in late years.

EMPLOYING PRINTERS DINE.

The annual banquet of the Toronto Employing Printers' Association was held in the Rossin House Saturday evening, January 17, in honor of the great printer, Ben. Franklin, that date being the anniversary of his birth.

About sixty sat round the well spread board, which was presided over by Mr. W. A. Shepard, of the Mail Job Department, who was ably assisted by Mr. C. Blakett Robinson as the vice-chairman. On either side of these could be seen such well-known faces as Mr. John I. Davidson, President of the Board of Trade; Messrs. G. Warwick and A. F. Rutter, of Warwick & Son; W. Creighton and E. N. Williams, of Buntin, Reid & Co.; Mr. F. J. Campbell, Canada Paper Co.; representatives from the Barber & Ellis Co.; and Messrs. H. B. Brough, T. R. Clougher, A. B. Croil, E. Farquhar, W. Davis, W. B. Prescott, President Toronto Typographical Union, G. M. Rose, and Hugh C. McLean, of *BOOKS AND NOTIONS*.

After the excellent menu had been thoroughly discussed, the Chairman called for order and stated that they had assembled that evening to do honor to the memory of the great printer and statesman, Ben. Franklin. He then proposed "Franklin," which was responded to by Mr. G. M. Rose, who spoke at some length on the life and doings of Franklin.

The other toasts were proposed and duly responded to as follows:—"The Mayor and Corporation," by Messrs. J. I. Davidson and E. Farquhar; "Our Guests," by Mr. Prescott, President of the Typographical Union; "Sister Crafts," by Messrs. Johnston, Davis, Wilson, Campbell, and Croil; "The Press," by Mr. Darby; "The Ladies," by Messrs. T. R. Clougher and Hugh C. McLean.

Numerous songs and recitations were contributed during the evening by Messrs. Brough and Alexander.

Master the whole business and the way to fortune has been mapped out.

A feather duster disperses but does not remove the dust from the store.

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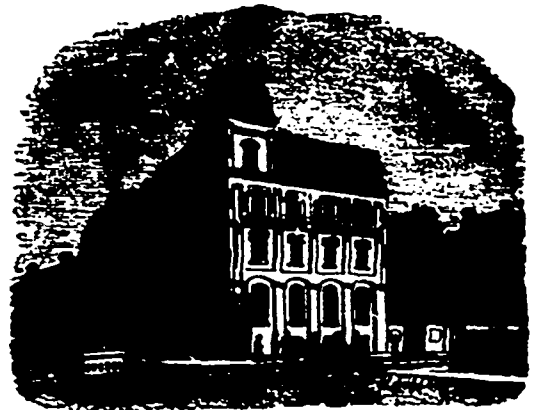
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NOTICE OF DISSOLUTION.

Notice is hereby given that the partnership heretofore existing between the undersigned trading under the firm name of SMITH & FUDGER as wholesale dealers in Fancy Goods, Etc., carrying on business at No. 50 Yonge Street, Toronto.—has this day been dissolved by mutual consent.

All debts due to the said firm are to be paid to, and all debts owing by the said firm will be paid by the undersigned H. H. Fudger at said place of business, 50 Yonge Street.

Dated, Toronto 26th January, 1891.

Witness,

JOHN F. LOGAN.

HENRY SMITH.
 H. H. FUDGER.

At the Old Stand.

Mr. Fudger of the above firm is continuing the business in his own name, and is showing for spring trade an

An Entirely New Stock

including a renewal of many desirable lines of Stationers' Sundries, Brushes, Combs, etc. The Agency for the celebrated Whitney Baby Carriages as well as for Spalding's Base Ball Goods, Ayre's Cricket and Tennis is continued here.

THE OLD CUSTOMERS

will find the goods new and well bought. Travellers now on the road.

HARRIS H. FUDGER, - 50 Yonge Street.



Rubber balls are so cut by the universal stores that they now pay nobody.

Easter cards are a line that might be advantageously pushed by the trade. There is money in them.

The January number of *Book News* contains an excellent portrait of William Black, the English novelist.

The Toronto News Company is now making preparations for its usual big run in baseballs and baseball goods.

Mr. Robt. C. Smith, Smith's Falls, Ont., report a good holiday trade. His circular, got out before Christmas, is a piece of good off handed special advertising.

The trade in playing cards keeps fairly good, but is not quite up to the activity of two winters ago when progressive euchre and whist were so much in favor.

The firm of C. C. Morton & Co., of the Provincial Book Store, Halifax, has dissolved, and the business is continued by the Rev. J. O. Ruggles, the junior partner in the dissolved firm.

Mr. C. B. Scantlebury, Belleville, writes with remittance for renewal of his subscription, "A very valuable journal to me is *BOOKS AND NOTIONS*. Trade was excellent during the holidays."

Frank O. Evans has been appointed manager of the American branch of Raphael Tuck & Sons, vice Samuel Gabriel, resigned. Mr. Evans has represented the house on the road for the past five years.

The time is at hand when stocks of marbles, alleys, peg-tops, balls, skipping ropes, etc., the staple spring sporting goods for boys and girls, will be in demand. Jobbers here are ready to fill orders now.

We have received from Mr. C. B. Scantlebury, Belleville, a very elegant little pocket calendar, that will fit into one of the compartments of a purse or pocketbook. It is sure to be kept carefully by everybody who receives it.

Mr. James M. Robertson has succeeded Mr. Archer Watson as manager of the *Wilt-laid Tract Depository*. Mr. Robertson has for some time been chief of the retail department of the same house, and is very well known to the trade.

The Post thinks the result of the passage of the American copyright bill will be the transfer of English printing and publishing to America, unless the Government pass a bill to prevent the transfer. This, the Post says, should be done.

When last down at the Copp, Clark Co.'s warehouse the firm took occasion to thank us for the notice we gave *The Pocket Printer* in our last issue. They stated that through

it a very large quantity of samples had been sent out, and these had been followed by repeat orders. Of course the article is a good one, but the results show that advertising in *BOOKS AND NOTIONS* pays, as it brings most thoroughly good lines to the notice of the trade.

The trade in masks and false faces has been much better this year than it was a year ago, the cause being harder weather, which favored the formation and continuance of ice, and thus made carnivals a rather common feature of the winter.

Mr. Robt. D. Richardson, manufacturing stationer, publisher, bookbinder, etc., Winnipeg, Man., issues a handsome calendar for the current year. It is a good sample itself of the work done by the enterprising Winnipeg publisher.

The valentine trade is beginning to open up as the fourteenth draws on apace. The stock is as attractive as ever, and the Toronto News Company has a very fine assortment. It is able to give some good bargains in sentimental, comic and fancy lines.

S. A. Maxwell & Co., Chicago, have sold out their wholesale book department to their former competitor A. C. McClurg & Co. S. A. Maxwell & Co will continue to carry on their large trade in wall paper, stationery, fancy goods and druggists' sundries.

The recent fire upon the premises of Mr. E. Auld, 759 *Craig street, Montreal*, does not prevent his filling orders. He has just received shipments of new gum from Cairo, Massowah and Aden, which proves to be of superior quality. He is in a position to manufacture mucilage equal to any on the market.

The Methodist Book Room reports its trade for January to be far ahead of that for the corresponding month of 1890. Its North West trade has been specially good. Another satisfactory experience of its latest trade has been the less frequent asking for extensions. Its buyer, Mr. Solomon, is now in England looking out for novelties for the spring trade.

Collectors of customs have been requested to examine their records and ascertain whether the copyright duty of 12½ per cent. has been duly collected on all entries of the *Encyclopedia Britannica* entered during the past year, complaints having been made that this is neglected in some ports. Collectors are also to bear in mind that one or more editions of this work contain matter copyrighted in Canada, and the importation is therefore prohibited under schedule D of the Tariff Act.

The firm of Bailey & Neelands, Victoria, B. C., has been succeeded in the book and stationery trade by Bailey Brothers. Mr. W. Bailey, who has joined with Mr. C. S. Bailey of the former firm, was nine years in the employ of R. D. Richardson, Winnipeg, and has been a subscriber for *BOOKS AND NOTIONS* since the issue of its first number. Both partners are men of youth, energy, and

liberal experience, and with these advantages they have assurance of success. The business of landscape photography will be carried on along with the book trade, Mr. C. S. Bailey being a practical landscape photographer himself.

Julian, Sale & Co., have removed their office and factory to more extensive premises, in the town of Oakville, Ont. They have associated themselves with Mr. W. T. Marlatt, tanner, of that town, and under the style of Sale & Marlatt, propose to carry on the business of tanners and dealers in fine leathers, used in bookbinding and other branches of light manufacture. They have added every appliance necessary to complete their plant, and are fully equipped for the successful manufacture of the lines of fancy leather goods, already so well known.

We are in receipt of another new volume of Peterson's popular 25c. series of choice fiction which is one of the cheapest collections of novels issued. A great deal of charming and excellent reading matter is given in sufficient variety to please young and old, grave and gay—in short, all classes of romance readers. The works are by some of the leading writers of this country and Europe, and not a single volume has been chosen that is not first class in every respect, and now number nearly one hundred. Everybody should read them and everybody can afford to have the entire series, thus securing for a moderate outlay sufficient good and entertaining literature to last them for months. 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.

Griffith, Farran, Okeden and Welsh have discontinued one branch of their business, the Bible and Prayer-book Department, with its annex of fine bindings. These lines are transferred to the Oxford University Press, and Mr. Frowde will dispose of all the bound stock thus taken over during the present month. This change has involved other changes; Mr. E. K. Hanscomb, who has for the last twenty years had charge of the Bibles, has commenced business on his own account, taking in as partner Mr. Thos. Yardley, who has bound the fine books for Mr. Hanscomb during his long connection with the firm. Their headquarters are at 511 Liverpool Road.

According to a writer in the *New York Sun* the large department stores and bazaars of that city have been the means of driving many long established small traders out of business by inaugurating special sales at ruinous prices of lines handled by the latter. Instances are recited where three retail dealers of twenty to twenty-five years' standing have been forced to the wall within a month by this disastrous competition, and it is further said that no matter how studious a man is in serving his customers, he cannot successfully compete with the large institutions after they have once commenced a cut-rate opposition, at prices five to fifty per cent. lower than he can offer goods without sacrifice. The article concludes with the very apt remark that "storekeeping is reduced to a science now in which sentiment has no part."

RETAILERS' NOTES.

"The Light that Failed," by Kipling, is a book in strong demand.

Risser, 248 Yonge, successor to R. W. Douglas, says he is doing well.

A. R. Lorimer says: "Good business, with a great demand for Kipling's novels."

R. M. McCrum & Co., the big stationery firm in Walkerton, report a good month's business, with a great run on small things.

Alex. Brown, stationer, 445 Yonge street, contemplates giving up business in the spring. Here is an opening for somebody.

The general expression of the various city dealers is that trade is much better this month than in the corresponding month of last year.

Barne's Ink, a new ink in all colors, is quite the thing just now. J. P. McKenna 50 Yonge street is the sole agent for Toronto and county.

S. A. McKellar, assistant editor of Saturday Night, intends giving up his position, and going to New York to study some branches of photo engraving.

J. P. McKenna, the Yonge street bookseller, says business has never been better in any former year at this period than at present. Mr. McKenna is an enterprising and pushing young man, and handles nearly every book, magazine, and periodical pub-

lished. He reports great sales in Rudyard Kipling's "The Light that Failed," and also in "Phra the Phœnician," by Arnold.

Yale, 564 Yonge street, says business is poor, owing to the loss of sale of a great many staples, which these large dry goods firms have taken away.

Sutherland, of 208 Yonge street, held a large auction sale for eight consecutive nights last week to reduce stock, and reports sales to have been good.

The Willard Tract Depository has cheap editions of those favorite books of Scotch stories, Dr. Norman McLeod's The Starling and The Old Lieutenant. They retail at 20c.

Vannevar, 440 Yonge street, whose store is one of the great book centres for 'Varsity men, reports a good month's business, chiefly through the sale of a great number of second-hand books.

Plaskett, 380 Yonge street, complains that such firms as Eaton & Co. take much of the stationery business away from the retailers by their ability to buy in such quantities, and consequently at such a low figure. This real grievance ought to be remedied.

The board of the Upper Canada Tract Society held its monthly meeting on Wednesday night last, with the Rev. John Burton, B.D., in the chair. Arrangements were made for the free distribution of \$597 worth of religious books among the Sabbath schools of all denominations of Protestants in Toronto.

WALL PAPER.

Elliott & Co., Bay street, report that lately trade has been rather dull, but that they expect some great sales in the coming styles in wall paper. The designs will all be in light and airy shades, the French designs of Louis Quatorze and Empire will be the rage.

Staunton, the well known King street decorator, has a neat line of rubber goods called "Weather Strips." These strips are made of rubber, bound with leather and intended for the bottoms of doors and other cold crevices. He reports business unusually dull, but expects great things during the coming month.

M:U:S:I:C

The ANGLIO-CANADIAN MUSIC PUBLISHERS' ASSOCIATION and EDWIN ASHDOWN'S businesses both being in the same premises, it pays dealers and others to order all Music of them direct. Address.

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MANAGER

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Send Ten Cents to the BOOKS AND NOTIONS PUBLISHING Co. for a copy of B. F. Cumming's Prize Essay on "How to Sell Goods."

Books and Notions Pub. Co.,
6 Wellington St. W., Toronto.

The Religious Tract Society

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THE SUNDAY AT HOME

THE GIRL'S OWN PAPER

THE BOY'S OWN PAPER

Each Sixpence Monthly,

AND OF SEVERAL THOUSANDS OF

Books for all Readers

AT ALL PRICES, FROM ONE PENNY TO ONE POUND.

EXPORT TERMS ON APPLICATION TO TRADE MANAGER

MUSIC.

E. Corlett, 340 Yonge street, says he is doing better at present than he ever did since he entered the business.

Gourley, Winter & Leeming, who but lately opened out in that commodious store, lately occupied by Mrs. Bilton, on Yonge st. report that the trade already done is far beyond their most sanguine expectations.

Whaley & Royce, 158 Yonge street, report a splendid month's trade, and money coming in nicely. Their latest publication is Canada, song and chorus by Joyce. This is a very pretty little piece, and much admired for its patriotic sentiments. This firm has also published a good comical song, brimming over with fun, called But I Loved Her, by W. T. Reid. The song is being sung with great success by Mr. James Fax, and there is a strong demand for it, and the price is low. 40c retail.

Butland's, (37 King st. W.) most recent importations in the musical line, and for which there is already a strong demand are:

LOVE COMES LIKE A SUMMER SIGHT, a waltz by Lawler and Thornton. Retails 35c.

OLD HOME DOWN ON THE FARM, ballad, is a reprint, but nevertheless most popular. Price 40c.

THE TRANSCRIPTION OF WHITE'S MARGUERITE, specially ordered for Butland, will be on the market by the 5th.

Mr. Butland reports trade good, and the most popular instruments at present are the guitar and mandolin

I. Suckling & Sons are finding a good sale for their most recent publications, as well as for all the older standards published and kept by them. The most recent issues of their press are:—

SWEET BABY MINE. Song, of which the music is by J. Edgar Birch, to the words of Edward Oxenford. Price 25c.

ROSA SILVANA. Melody for piano, by Theodore Martens. Price 60c

POLKA MUSICALE. —For piano, by Arthur E. Fisher. Price 50c.

The Anglo Canadian Music Publishers' Association has begun the year with an unusually large output of new and choice

music. The firm's trade for the past month has also been very extensive. Its latest pieces are:

LA CIGALE, Lancers, arranged by Chas. Coote. Price, 60c.

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ONE DAY MARGOT, (from opera La Cigale). Words by F. C. Burnand, music by E. A. Audran. Price, 50c.

TRIFLE NOT WITH LOVE, Song, introduced into the opera La Cigale. Words by F. C. Burnand, music by Ivan Caryll. Price, 50c.

GITANA, for pianoforte. Franz Behr. Price, 60c.

LAYS OF ALBION. Phantasy, by W. S. Rockstro. Price, 60c.

AFTERWARDS, Song, words by Mark Lemon, music by John W. Mullen. Price, 50c.

THE TROOPERS, March, by Fred'k W. Holland. Price, 40c.

YOLANDE, Waltz, by Walter A. Geddes. Price, 50c.

LEONORE, Song, words by Clifton Bingham, music by H. Trottere. Price, 50c.

FOREIGN NOTE-PAPERS.

Says the Papermakers' Circular:—We reproduce the following letter from a lady resident in Paris: "The Parisian women have returned to their senses in the selection of their note-paper. During the last few weeks nothing has been crazier than their taste in this regard. There was note-paper on which crawled all the monsters of animal life. There were envelopes in the form of turtles, of eggs, of cornucopias, of post packages, all in the most glaring colours and combination of colours. All this has just changed. Pure simplicity is the ideal now. The utmost elaborateness allowed is a light bluish or yellowish tint, with a modest little monogram. The envelope closes obliquely, and the part that laps over is rectangular, the old triangu-

lar form having been relegated to the counting room. It is also the mode just now for a young woman to write on both sides of the sheet, and ordinarily to send just four pages. The extravagance dropped from notepaper seems to have fallen upon the men's cards, which have become veritable hodge-podges of art."

It has been quite conclusively proved that amber is the fossil resin of an extinct cone bearing pine, large forests of which existed in the eocene age. It is said that a large portion of the sea bottom of the Baltic is a submerged amber pine forest which accounts for the quantities of amber washed up by the tide or buried in the sand. It is thought that the trees exude enormous quantities of the resin at certain times of the year, and whole trees have been found completely covered by it, so that the amber sheath formed a perfect model of the tree. —American Stationer.

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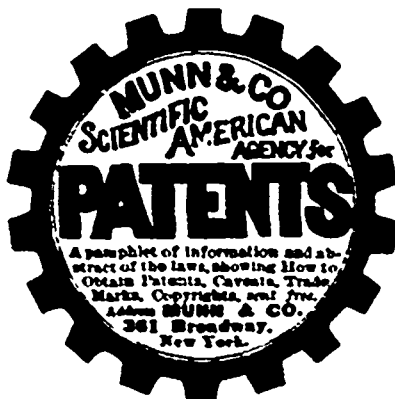
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EXTERMINATE THE FAKIRS.

To the Editor of BOOKS AND NOTIONS.

SIR,—Herewith I send you a letter which appeared in both our local daily papers, and which bore fruit, resulting in one of our most influential city aldermen introducing a by-law in our municipal council, worded in accordance with the sentiments expressed in the letter; and I have strong hopes of the by-law being adopted by the council and becoming law within a very short time.

By inserting this, and the letter referred to, in BOOKS AND NOTIONS, individuals in our trade in other places may be prompted to move in a similar way to their advantage.

A. ROBINSON.

Belleville, Nov. 20, '90.

EDITOR ONTARIO,—I would like to enquire, through the medium of your valuable journal, if there is a city by-law, or any other law in force in this city, for the protection of our merchants and citizens generally against hawkers and fakirs, who travel from place to place and make a prey of the people at large by selling goods of various kinds at prices much beyond their value, and thereby take away a considerable amount of trade belonging legitimately to the rent-paying and tax-paying merchants. If at present we have no law existing with sufficient scope to meet the requirements in such cases, why not have a by-law introduced at once such as is necessary to guard the interests of consumers as well as merchants within our corporation? If we have already a law for such a purpose, why is it not enforced? Let those in authority enlighten us on this subject.

But some one may remark that such a law if enforced would work disadvantageously to consumers although advantageously to merchants. Well, let us look into this briefly: It is a well-known fact that a great many of those who buy articles from peddlers and fakirs, afterwards become very much dissatisfied with their deal, for the reason that they find out that they have been duped and swindled in many cases, as the purchaser discovers later on that the article although apparently cheap at the time of purchase is not worth nearly what was paid for it. This is found out by the test of wear or comparison with goods of a similar nature bought from the local merchant, who can generally be held responsible for his dealings by his customers. And the merchant well knows that in order to do a successful business for a considerable length of time in one place, he must deal honestly with his patrons; but if it should happen that he does not deal honestly with customers they know where to find him, but not so the retail travelling agent, peddler, or fakir. These gentlemen

are here to-day and you know not where to-morrow. But some will say, "people buy from these individuals with their eyes open, and therefore no one is to blame 'ut the purchaser if too much is paid for an article." Not so, for in nine cases out of ten the eyes of buyers are not open to the quality of the goods offered for sale, they (the buyers) not being qualified to judge as to quality in a great many cases.

Now, it is an indisputable fact that a great many lines of merchandise of an inferior quality are made to imitate first class goods in the same lines. Take, for example, the covers and bindings of books. It is well known by bookbinders and booksellers that the most inferior leather is made to imitate the best morocco and Russia leathers, and cloth, and paper as well, are made into good imitations of the cheaper kinds of leather for the covers of many books, including bibles and albums. In such cases it is only those who are experienced who distinguish the imitation from the genuine. But any one can discover a great difference after using the various kinds of binding for a length of time. The proof of the pudding is in the eating of it in such cases. But by the time test of wear is made, the honey-tongued canvasser, or peddler of inferior bound books, or albums as the case may be, who has sold you one or more of these articles is in pastures new in other climes. Take as another example the hawking about of spectacles for sale, by one of these polished, wide-awake peddlers, whom you have never seen before and never will again, unless by accident. Now, I venture to say as regards spectacles that not more than one out of every hundred of those who require spectacles can discover the difference between a pair worth 50 cents and another worth \$2.50. The difference may be seen in a year or two if the wearer is in possession of a pair of each quality. Such being the case, how easy is it for a hawker of spectacles to get \$2.50 for a pair worth only 50 cents as far as the appearance of the articles goes; and this illustration applies to many lines of goods handled by hawkers and "cheap John" men; most of the goods they handle being made of an inferior quality especially for their trade. To show how some of our good people are swindled by hawkers of merchandise I will mention an instance to the point. Not many years ago a person came to this city and sold a bottle of ink to each of several of our citizens, and as an inducement to buy the ink he gave a good sized very common inkstand gratis with the ink, the price of the ink being, if I remember rightly, one dollar per bottle. Well, the ink did not improve with age, like new cheese, but became worthless after standing awhile, so several of the purchasers informed me. Notwithstanding the fact that many have been swindled from one to a dozen times by hawkers of various kinds of goods, a number of the same individuals and others are not proof against these travelling gentlemen, as the dose can be repeated in other forms several times in many cases. And as hardly any branch of mercantile business is exempt from the parasitic effects of peddlers, canvassers and Cheap Johns; and as the general public receive no actual benefit from dealing with them, why should our merchants who benefit our city by employing in the aggregate a large number of hands and contribute so largely to the funds of the treasury department of our city, not be protected by our representatives, the city council? Other cities

and towns in Ontario have not only adopted, but are enforcing measures to protect the people from being unmercifully beaten out of their just privileges and rights by foreigners who make a business of unloading the remains of bankrupt stocks and other rubbish in their midst by peddling and otherwise. These people do the city no good in any way. They pay no taxes, and many of them no rent; and sell us goods in most cases that we are better without. Besides this canvassers and peddlers have become so numerous that the nuisance has assumed a serious aspect with house-keepers who are pestered beyond endurance with them. So, gentlemen of the council, let us have fair play in this matter if there is any way of providing it. A. ROBINSON.

N.B.—The foregoing is not intended to apply to peddlers and agents who sell wholesale to merchants and manufacturers. A. R.

THE NEWS AND PERIODICAL TRADE.

EDITOR OF BOOKS AND NOTIONS.

SIR,—I wish to remark that "A Trader," in a letter in BOOKS AND NOTIONS for November, voices my sentiments as regards the news and periodical business. But I would like to mention another drawback to handling periodicals, viz, the fact that although we have scarcely any profit on periodicals, they injure the sale of paper covered novels and other books on which there is a very large margin of profit. As a class, we retail booksellers and stationers have to a very large extent become mere tools in the hands of publishers of papers and magazines. But for myself I will say that if the publishers of certain magazines imagine that I am going to push the sale of their publications at about one eighth the per cent. profit I can make on novels and other publications, which transient and other customers will frequently buy instead of these periodicals, when the last mentioned are not to be had, they are very much mistaken. The fact is, I am not built that way; and this accounts for my not being a success in the news and periodical branch of our trade, but at the same time it must be conceded that I have succeeded fairly well in the other departments. No, I do not handle many periodicals, and this accounts for my disinterestedness in the matter of postal rates on that class of merchandise. I have found that sometimes a customer will even go the length of buying a 25 or 35c. novel instead of a 3c. newspaper, if the latter is not to be had. And why should we be exceedingly anxious to push the sale of newspapers, seeing that the publishers of many of them are working directly against our interests in more ways than one? The impertinence of some of them is simply astounding. Judging from some of their communications and circulars, one would think that news dealers were created to be their slaves. And some of their travelling agents have the impertinence to ask dealers to give them a list of all our subscribers, not only for the paper they represent, but also the names of subscribers for other papers that we handle, as well, that

they may make use of them in their canvass. And after getting a list of our subscribers, they induce some to take their paper direct from the office of publication instead of from the news dealer. Only as long ago as last week, a traveller from one of the newspaper offices tried to get my list of subscribers, but it did not work. Moreover, I cannot say that I ever received any benefit from newspaper travelling agents. And I must say that if the publishers of newspapers knew what is best for them they would try to keep on the right side of the news dealers; for of all people the news-dealers are able to do the publishers most good, and all they ask for their favor is just fair play. If you don't feed a horse grain, he has no spirit to work for you, and likewise, if publishers do not treat the newsdealers fairly, they have no heart to say a word in favor of their papers. I have been in the business long enough to find out that some, at least, of the newspaper publishers, as well as publishers of magazines, are simply trying to mop the floor with newsdealers, figuratively speaking.

What we ought to do is to organize a purely retail booksellers' and stationers' association, excluding all publishers and all wholesalers, and then the retail trade in our line could combine and act in an effective manner, when necessary, against not only publishers of all kinds, but against wholesale booksellers and stationers as well; and until this is done we will not amount to much as a class, for our trade is becoming very much demoralized through bad treatment from different sources.

I would suggest that the annual meeting of the association be held some day during the time the Industrial Exhibition is in progress, in order to take advantage of the cheap excursion fares to Toronto, which are always in order some time during the holding of the exhibition. This would make the expenses much lighter for those who would wish to attend the annual meeting of the Retail Booksellers' and Stationers' Association, and there are very few retailers in our line who can afford to incur the expense necessary to go to Toronto, even if the distance should be not more than fifty miles, for no other purpose than to attend the meeting of the association. But many dealers, no doubt, go to Toronto every year at the time the exhibition is held, on account of the low excursion rates on the railways, who would not otherwise go; and these could easily make it convenient to attend the meeting of the association if it should be convened at that time.

There is usually one or two excursions during the time of the fair for which the tickets are little more than one-third the usual rate. And these excursions are usually advertised two or three weeks ahead, which would give ample time for notification of dealers of the day on which the association is to meet.

I think if these ideas were adopted and acted upon, dealers would take more interest in the keeping up of an association such as I have indicated. Yours truly, A. ROBINSON.
Belleville, Nov. 21, 1890.

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5733. British Columbia : Its Agricultural and Commercial Capabilities and the Advantages it offers for emigration Purposes, by Prof. Henry Tanner, M.R.A.C., F.C.S. Dawson Bros., Montreal, Que.

5734. George S. Ferguson's Savings and Benefit Chart. George S. Ferguson, Windsor, Ont.

5735. Carter's New Table of Calculations; Giving the waist widths and width of darts for any size bust and waist measure. James Carter, Toronto, Ont.

5736. The Western World. Vol. I. No. 8, Oct. 1890. Acton Burrows, Winnipeg, Man.

5737. Canadian Pen and Ink Sketches, by John Fraser, Montreal, Que.

5738. In Sylvan Glade. Song by Edward Oxenford, Music by Walter W. Hedgcock. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

5739. He's a good Old Has-Been. Words and Music by Harry Dacre, arranged by Henry E. Pether. The Anglo-Canadian Music Publishers' Association, (L'd.), London, England.

5740. Le Pays des Feves. Valse Chantee. Poesie de Armand Sylvestre, Musique de Ernest Lavigne. Ernest Lavigne, Montreal, Que.

5741. Serenade Melancolique. Paroles de Armand Sylvestre, Musique de Ernest Lavigne. Ernest Lavigne, Montreal, Que.

5742. The Stars of June. (River Song.) Words by Frederic E. Weatherly, Music by Frances B. Allitsen. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

5743. Thoughts and Tears. (Song.) Words by Clifton Bingham, Music by Hope Temp'e. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

5744. Guiding Light. (Song.) Words by G. Clifton Bingham, Music by John Henry. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

5755. The Light that Failed by Rudyard Kipling. The National Publishing Co., Toronto, Ont.

5746. Boeckh's Piano and Organ Chart. Charles Boeckh, Toronto, Ont.

5747. Jacques Cartier and His Four Voyages to Canada : An Essay with Historical, Explanatory and Philological Notes. By Hiram B. Stephens, B.C.L. W. Drysdale & Co., Montreal, Que.

5748. A Lay Sermon, by John Russell, the Excommunicated. John Russell, Goderich, Ont.

5749. Supplement No. 2, to Sharp's Civil Code of Lower Canada, from 1st October, 1889, to 1st October, 1890, by Wm. Prescott Sharp, B.C.L. W. P. Sharp and A. Periard, Montreal, Que.

5750. Song of the Butterfly, from the Opera Captain Therese. Words by F. C. Burnand, Music by R. Planquette. Hopwood & Crew, London, England.

5751. One Day Margot (or Three to One,) Song from the Opera La Cigale. Words by F. C. Burnand, Music by E. Audran. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

5752. Trifle Not with Love. (Song.) Introduced into the Opera of La Cigale. Words by F. C. Burnand, Music by Ivan Caryll. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

5753. Insurance Plan of Toronto, Ont., Vol. V. Charles Edward Goad, Montreal, Que.

5754. The Troopers' March, by Fred W. Holland. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.

5755. Queen Charity and Other Sermons, by Rev. J. Edgar Hill, Montreal, Que.

5756. Souvenir Album of Canadian Statesmen. The News Publishing Co. (Ltd.), Toronto, Ont.

5757. Selections from Sesame and Lilies, being portions of two lectures by John Ruskin, L.L.D. W. J. Gage & Co., Toronto, Ont.

5758. Royal Quilt Competition (Advertisement.) The Queen Publishing Co., Toronto, Ont.

5759. Mailing List for the Garden of Manitoba. Portage-la-Prairie and Surrounding Districts. Charles Samuel Birch Burley, Portage-la-Prairie, Man.

5760. The Canadian Queen, January No., 1891. The Queen Publishing Co., Toronto, Ont.

5761. Gitana (Spanisches Liedchen), by Franz Behr. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.

5762. Lays of Albion. Phantasy by W. S. Rockstro. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.

5763. Lays of Canada and other Poems, by Rev. Duncan Anderson, M. A., New Liverpool, Que.

5764. A Second Extract from the Technical Studies for the Pianoforte, by Louis Plaidy. Breitkopf & Hartel, of Leipzig, Germany.

5765. Morning Thoughts, by Rev. Geo. Bruce, B. A., St. John, N. B.,

5766. The Canadian Mining Manual, 1890-91, by Benjamin T. A. Bell, Ottawa, Ont.

5767. La Cigale Lancers. Arranged by Charles Coote. The Anglo-Canadian Music Publishers' Association (L'd.), London England.

5768. La Cigale Valse. Arranged by Charles Coote. The Anglo-Canadian Music Publishers' Association (L'd.), London England.

5769. The Protestantism of the Prayer Book, by the Rev. Dyson Hague. M. A. The J. E. Bryant Co. (L'd.), Toronto, Ont.

5770. The Law of Bills of Exchange and Promissory Notes, being an Annotation of The Bills of Exchange Act, 1890, by Edward H. Smythe, L.L.D. The J. E. Bryant Co. (L'd.), Toronto, Ont.

5771. Dominion Cities Street Post Boxes and Cab Stand Guide, (Advertising Card.) Edward A. Barton, Longueuil, Que.,

5772. The Western World, Vol. 2, No. 11, Jan., 1891. (Magazine.) Acton Burrows, Winnipeg Man.

5773. The Brooklet. Words by Alfred Tennyson, Music by Henry C. Grounds. J. L. Orme & Son, Ottawa, Ont.

5774. Evangel of Song. (Book.) J. H. Hathaway, Brantford, Ont.

5775. Third General Conference of the Methodist Church, held in St. James Church Montreal, September, 1890. (Photo.) Christopher Wells Coates, Montreal, Que.

5776. Gage's Standard and High School Book-keeping Blanks, W. J. Gage & Co., Toronto Ont.

5777. Only Waiting. Sacred Part Song for Mixed Voices, by Emma Fraser Blackstock, Toronto, Ont.

5778. Thompson's Church Envelope for Voluntary Contributions to Special Funds. Frederick Somerville Thompson, St. John, N. B.

5779. Thompson's Sunday School Record. (Forms). Frederick Somerville Thompson, St. John. N. B.

5780. Illustrated Montreal, The Metropolis of Canada. John McConniff, Montreal, Que.

INTERIM COPYRIGHTS.

5719. Hill's Wholesale Ledger. J. S. Hill, Windsor, Ont.

5720. Exercises in Arithmetic (with Answers), by William Nelson Cuthbert, Bright, Ont.

5721. Illustrated Halifax. (Book.) John McConniff, Montreal, Que.

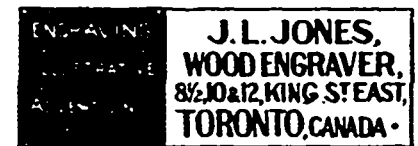
5722. Illustrated St. John. (Book.) John McConniff, Montreal Que.,

5723. Illustrated Toronto. (Book.) John McConniff, Montreal, Que.

5724. Illustrated Quebec, the Gibraltar of Canada. (Book.) John McConniff, Montreal, Que.

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DISSOLUTION.

The well-known firm of Smith & Fudger, wholesale dealers in fancy goods, has been dissolved by mutual consent; Mr. Harris H. Fudger continuing in the old stand. The record of these premises as head centre of fancy goods business for about 40 years has been one of remarkable success. Here, away back in the fifties, the late Robert Wilkes succeeded the Rossin Bros., and made the name and fame and fortune which numbered him among the merchant princes of the Dominion. For the past ten years Mr. Fudger, with his partner, has kept up the record of progress and success. His connection with the house began in 1871, and although not yet 40 years old he has had 20 years of most valuable experience. With an entirely new stock, such as he is now opening up, there is no room for doubt that he will maintain and increase the large patronage given to the house by the trade of the Dominion.

MAGAZINES.

The story of the rise and progress of "The Active Militia of Canada" in *Outing* for Feb., completes the history of the most notable of the Quebec regiments. National guardsmen will be anxious to read this and the promised series, which will embrace the record of their brothers-in-arms in the Canadian Northwest.

Everyone fond of hunting, fishing and canoeing, and those interested in natural history, fish culture, rifle and trap shooting, and owners of dogs, who like to read interesting, instructive and practical articles on these subjects, should read the *Amateur Sportsman*, a magazine published monthly at one dollar per year. Each number of the *Amateur Sportsman* contains numerous practical articles—many of them illustrated—that should be read by every lover of the gun, rod and dog. Send to The *Amateur Sportsman Co.*, 6 College Place, New York, for a free specimen copy.

The *Dominion Illustrated*, for the year 1891, offers a literary bill of fare that should make it as popular a journal as it is excellent. There are new and striking literary features. It is essentially a high-class journal and is rapidly growing in public favor. The publishers have decided to distribute during the next six months over \$3,000 in prizes for answers to questions, the material for which will be found in current numbers of the journal. The first prize is \$750 in gold, and there are 99 others. On receipt of 12 cents in stamps the publishers (The Sabiston Litho. & Pub. Co., Montreal) will send to any address a sample copy of the journal and all particulars.

The *Contemporary Review* for January abounds as usual in matter of strictly contemporary moment, contributed by some of the most able writers and eminent specialists in England. Frank H. Hill writes on Home

Rule and Home Rulers; Prof. James Bryce, M.P., on *The Age of Discontent*; Edwin A. Abbott, D.D., on *The Early Life of Cardinal Newman*; Louis J. Jennings, M.P., on *Behind the Scenes in Parliament*; R. Bosworth Smith on *Englishmen in Africa*; J. R. Anderson, LL.D., on *Morality by Act of Parliament*; Julia Wedgwood on *Euripides at Cambridge*; Rev. H. W. Clarke on *Public Landed Endowments of the Church*; Sir Morell Mackenzie on *Koch's Treatment of Tuberculosis*; Prof. J. Agar Beet on *The Certainties of Christianity*; Canon Maccoll on *Dean Church*. The *Toronto News Company* is prepared to supply the trade.

STATIONERY.

A very handsome ornament for a library table is a magazine-holder, now to be seen in the best stocks. It is made of brass and represents three stirrups, of which the footrests interlace.

Hart & Company have some choice lines of letter paper and envelopes very tastefully put up. Among these may be named *Grenadina*, *Paragon*, *Marine Cloth*, *Torchon*, *Ancient Handmade*, *Bluebeard*, *Rice Straw*.

There was a strong demand this year and in the holiday season for elegant stationery put up in fancy packages. The packages were imitations of deal, lizard skin, olive wood, etc., and in form represented various concerts.

Hart & Company have the market for a handy inkstand which is adjustable so that the ink it contains may be kept level with its mouth or deposited in the depths of the vessel at will. This is a useful means of avoiding ink stains on the fingers, which the plunging of a pen into the unknown fullness of an ordinary bottle is apt to cause.

Hart & Company have put on the market a handsome line of inkstands, made of heavy glass and mounted with nickel silver, the effect of the combination, make, and material being the production of a massive desk ornament. With a crest or monogram engraved in the boss which forms the top, nothing could make a more acceptable gift. The ink cistern is removable, thus protecting the glass from the blackening effect of the contents.

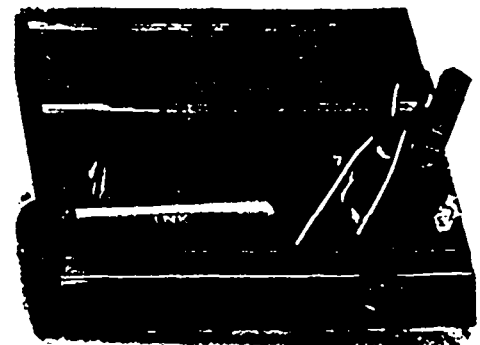
"The Scribe's" series of reporters' notebooks, to use an old stereotyped expression, fills a long-felt want. We have lots of phonographic teachers, readers, and text-books, but this is the first time that books with suitable paper and ruling, for practice and reporters' use, have been issued. The *Recorder* and the *Reporters' Notebooks* of this series are both well known to most of the trade. Nos. 2 and 3 are, however, entirely new lines, with special ruling, paper, and size. The pattern is supplied by the principal of one of the leading schools of phonography. No. 4 is a cloth-covered book with renewable insert and of a very convenient size for the pocket. No. 5 is the same as above, only leather inserts can be had separate. The *Copp, Clark Co. (Ltd.)* are the publishers of the above, and expect to issue in a few days, but too late to appear in our advertising columns this month, but will do so next. In the meantime write for samples.

IMPROVEMENT IN THE TASTE FOR GOOD BOOKS.

One of the encouraging signs of the times is the growing taste among the book-buying public for better-made books, and, above all, for better books. This public seems to have broken away from old traditions, or at least traditions of ten years' standing, and is calling, not for what has been lauded in threadbare phrase as "the books no self-respecting person can very well be without," but for the best in literature, and that in the best shape obtainable. The day of "cheap and nasty" books has passed, and now the day of the poor grade of books, even in substantial form, seems to be waning. The sale of standard books—of works in the departments of philosophy, poetry and good literature generally—during the past three months at least, has been encouragingly good, and promises to continue.

The publishers who have been in touch with the public seem to have taken their cue and are making every effort to supply this demand for better books. The season just drawing to a close has brought out better books in more appropriate forms than ever before. There have been fewer books of elephantine or microscopic form, and the edition de luxe seems more and more to become a realization of the true meaning of the term. It was once thought that an unwieldy book with a profusion of ill-adjusted margin, a smattering of blurred daubs designated as etchings, a hideous binding, and a limited number of copies, made up an edition de luxe. The public for awhile accepted this form because it was the "fad." But that has passed away, and what is now called for are books, printed in legible type on paper of the best quality and put up in exquisite and appropriate shape, regardless of the number printed. For this class of books enough buyers can be found willing to pay any price within reasonable bounds; and on this line the publisher can and will make money. It has taken the trade years to learn this lesson. We trust its experience will be used to lasting profit.—The *Publishers' Weekly*.

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