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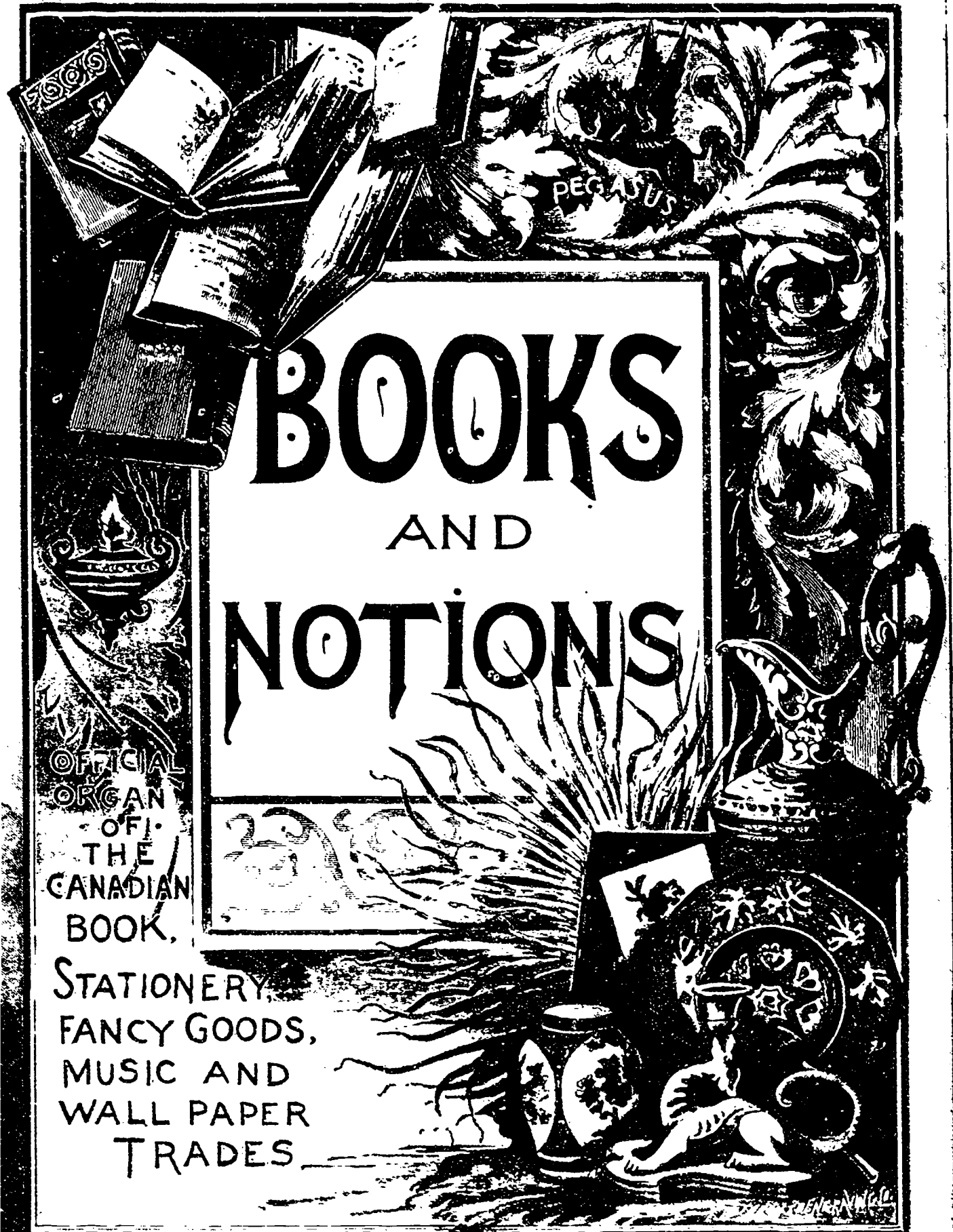
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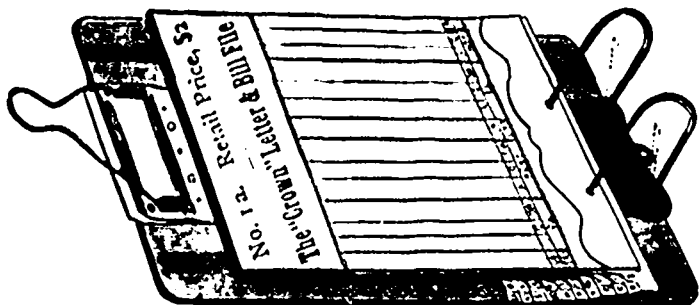
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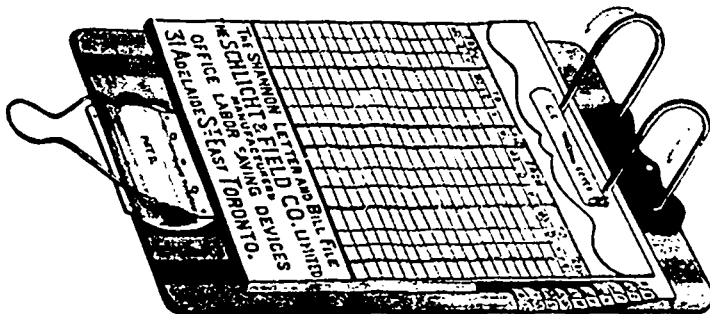
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OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE, MR. HUGH C. McLEAN, WILL BE PLEASSED TO HAVE SUBSCRIBERS AND ADVERTISERS CALL UPON HIM THERE. HE WILL ALSO PAY SPECIAL ATTENTION TO GATHERING BUSINESS ITEMS AND ATTENDING GENERALLY TO THE INTERESTS OF THIS PAPER.

Vol. VI. TORONTO, MARCH, 1890. No. 63



HERE is no question of more importance to the newsdealers of Canada at the present time than that of postage on periodicals. The trade in English Magazines and papers throughout this country is a large and important branch of a newsdealer's business, and the mail is the main avenue for reaching many of his subscribers.

There is "free trade" in periodicals between Great Britain, the United States and Canada, and English Magazines can be laid down in the States at the same price as in our own country. It is evident, therefore, that if an American dealer can mail these publications to subscribers at any of the 8,000 Post Offices in Canada at a cost of one cent per lb. for postage, and the Canadian dealer has to pay one cent per 4 oz. for the same service, the Canadian dealer is at a decided disadvantage. Such a state of things must be highly injurious to his business.

It is only necessary to compare the cost of mailing English periodicals from a point in the United States to Canada, with the cost of mailing from a point in Canada to any other place, either in Canada or the United States, to see how unjust the present law is, and how essential it is in the interest of the Canadian dealer that a change should be made. It must be borne in mind that the rate in the United States is one cent per lb. and that the packages are not weighed singly, but in bulk, while in Canada the rate is one cent per 4 oz. or fraction thereof, and each separate package has to be prepaid by stamp, a periodical may weigh 4 oz. and the postage

would be one cent or it may only weigh 1 oz. and the postage would still be one cent. In the first instance the postage is four cents per lb. and in the second sixteen cents per lb. The average is somewhere between the two. Many English 6d. Magazines, weigh from 5 to 6 oz. each, and in every case must be prepaid by a two cent stamp.

The cost of mailing one copy each of the following English periodicals for one year from Toronto and from Buffalo is as follows:--

	FROM TORONTO	FROM BUFFALO.
British Workman.....	12c.	1/2c.
Family Friend.....	12	1/2
Children's Friend.....	12	1/2
All rd. Monthly.....	12	1/2
Good Words.....	24	4
Sunday Magazine.....	24	4
Sunday At Home.....	24	4
Leisure Hour.....	24	4
Family Herald.....	24	4
Chambers' Journal.....	24	4

It will be seen from the above partial list, that the cost of mailing English Magazines from Toronto is just SIX TIMES AS MUCH AS THE COST OF MAILING FROM BUFFALO. The Canadian dealer must pay as much for mailing a magazine for TWO MONTHS, as the American dealer PAYS FOR A WHOLE YEAR. Is this not very unjust? Are we asking anything unreasonable when we seek to be placed in a position to compete in our own country for trade that rightly belongs to us? We certainly are entitled to at least as favorable facilities as are given to foreigners.

There is no prospect of the American Government increasing their postal rate to equal ours, which is an excessive rate on this class of matter. The only remedy is to reduce our rate to the same as theirs. Until this is done the American dealer practically enjoys what is equivalent to an export bounty of 15% on all English Magazines sent into Canada.

But when we consider the facility afforded Americans for mailing English newspapers into Canada as compared with our facility for mailing them into the United States, we find ourselves still more unfavorably situated. In Canada each weekly newspaper has to be prepaid by stamp. It may only weigh 1 or 2 oz., yet 52c. per year must be paid on it. A glance at the following comparison of the cost of mailing one copy of some of the leading English weekly newspapers for one year in the two countries, will convince anyone how utterly unfair the position of the Canadian newsdealer is:--

	Cost of mailing from Can. to U. S.	Cost of mailing from U. S. to Can.
Lloyd's Weekly.....	52	8
Reynold's Weekly.....	52	8
Despatch.....	52	8
All rd. weeklies.....	52	8
Illustrated London News.....	1 30	28
Graphic.....	1 30	28
Pictorial World.....	2 08	52
The Queen.....	2 60	65

While the American Government throws no obstacle in the way of our sending periodicals into the United States—all periodicals being admitted free of duty—the Canadian postal law practically prohibits it. The postage on 1d. English papers is 52c. per year—more than 50 per cent. of their retail value. An export duty of from 20% to 50% on all English newspapers sent into the United States would seem unreasonable, and yet the Canadian newsdealer has actually to pay this, in the shape of extra postage.

Another class of printed matter, for which the mail is the chief distributory medium, is the cheap paper covered book published periodically. Tons of this class of matter are brought to Canada through the mails, and distributed throughout all the provinces on

which our Government receive nothing for postage. Would it not be more satisfactory to have a large portion of these cheap books distributed through the Dominion from Toronto and Montreal instead of from New York and other American cities. But the tendency of the present system is to discourage this. The wholesale price may be the same in Toronto as in New York, yet so long as the postage from Toronto is 20 and the postage from New York is only 5 of the value of the goods, just so long will the retail dealers send their orders to New York instead of to Toronto.

I venture to say that there are a thousand pounds' weight of cheap books go into Winnipeg from American cities for every ten pounds that go from Toronto. Why? Simply because the retail bookseller there can save 15 in postage by not buying in Canada. The same thing may be said of all distant parts of the Dominion and of a great many places nearer home. The fact is retail book sellers are given a premium to send their orders out of the country.

The interest of the Canadian publisher of the same class of books is also seriously affected by the same cause. He is protected by a tariff of 15 on books, but he is charged 15 more for distributing his publication through the mails than his American competitor has to pay. The benefit of the duty is neutralized by the extra expense of mailing, while if he desires to send his publications into the United States, he is met by a duty of 25 and also an export charge in the shape of postage of 40 more. The American duty in itself is not prohibitory, but with the additional Canadian charge it is almost so.

There is only one remedy for this state of things, and that is to allow publishers, booksellers and newsdealers to mail all printed matter known as second class matter in the United States at 10 per lb. Such a law would not only benefit the dealer, but would benefit the revenue as well. The Canadian Government are carrying one hundred times as much of this class of matter for nothing as they are getting from Canadian dealers at 40 per lb. If the law were changed instead of carrying it free for the American trade, they would receive one cent per lb for a large portion of it from the Canadian trade. At the same time the profit on the business done would be earned in Canada.

No other business in Canada has been treated so unfairly as ours has been in this matter of postage. While other classes annually journey to Ottawa to seek for a little advantage over his foreign competitor, the bookseller only asks for equal privileges. Let us have postage at 10 per lb. If the

revenue suffer a little the country can stand it better than we can. A few dollars should not stand in the way of doing justice to an important branch of trade. However, I believe, as previously stated, that the revenue will be increased rather than diminished by the change.

Salesbury Bros., of Peterboro, send sample sheet of their news checking book. It is ruled as follows: First column, ledger folio, second, name, then fifty-two columns for the fifty-two weeks of the year. They say, "Of course you would have to use a book about the size of a sheet of cap. Either make it a thin book, good for three years, 12 leaves, then a full page and 12 leaves more, one for each paper, except when the list is small. In regard to the marking of papers for subscribers who call at the store, the simplest plan, and ours, is to write the names on a stiff piece of cardboard and number them consecutively, then we can mark them in two minutes. Your memory will tell you who have taken them before you get them marked."

One of the best of Western Ontario news men, who, unfortunately, will not let us mention his name, sends in another checking with these remarks: "The sample of book as sent, I have used for 15 years or more. The lists for newspapers mean transferring every six months, but as there are changes in newspapers almost daily, you get a correct list twice a month, and by the checking over, it is like taking stock, you can personally notice any delinquent, or any person who should have been charged up in his account and was not. I do not like the index style. Daily papers should be put down in separate routes, No. 1, etc., and listed as delivered, and for weekly or monthly you have no check as to whether you marked them off or not. The reason I send you this is that I think it is good. Mr. Kothwell's is very near like it, but he has no space for marking in each month to show if marked off or not."

His check sheet is ruled as follows: 1st column, "Call or deliver," 2nd column, "Home," 3rd, remarks such as "Where delivered," "Post Office," "Paid in advance," "Other account," etc. After that, 52 columns for the weeks, and at the end, one and one-half inch space for remarks.

He goes on to say: "For newspapers I prefer cap size opened at side, ruled for six months only, payments marked in same way. Weekly collections made by boy, in a book with weekly customers only, then transferred to large book, thus keeping a check on the boy. The names are placed in the book just as the boy delivers them. In case the boy should take sick, you thus have a list of his route handy for a substitute. For monthly

magazines I use the back half of the book, ruled the same, only 12 columns on the page."

HOW TO BUY OPERA GLASSES

Opera and field glasses, though generally classed with spectacles and other optical goods, are unlike them in many business respects. Spectacles, for instance, will find a demand in every settlement, no matter how small, being, as they are, actual necessities to those whose eyesight may be failing. They are not to be classed as luxuries, except perhaps in the finer grades of gold rims and pebbles. Opera glasses, on the other hand, meet with but little sale in any town in which there is no music hall, and field and marine glasses are sold almost exclusively at sea-ports and in the larger cities. From this, however, it must not be inferred that the trade is an undesirable one where it can be obtained. Unlike spectacles, very little skill is required to sell a pair of opera glasses and no sale need ever be effected without a good round profit. There is no special rule as to what trade should sell this class of goods, and being regarded largely as gift goods, they can be handled quite as advantageously by a fancy goods dealer or stationer, as by a jeweler or druggist, who keep other optical instruments in stock.

To buy opera glasses successfully, the dealer should treat them just as his customer will do. Each sample should be carefully focussed upon some object at a distance and tested as to its magnifying capacity and penetration or power of "bringing up" the object from its surroundings. Every glass, too, except the very cheapest—which are by no means the most salable lines—should be ACHROMATIC. The word ACHROMATIC is derived from two Greek words A, not and CHROMOS, color, and means, when applied to optical instruments, that the lens is so made as to prevent a ray of light passing through it from separating into a rainbow of color, and thus spreading a tinted halo around everything viewed through it. This serious imperfection is averted by making the lens of two pieces of glass of different substance, one being flint and the other crown. These are carefully ground to fit one another exactly and cemented together. The color of the two glasses being slightly different, there need be no trouble in satisfying oneself of the quality of the lens by unscrewing the bottom cap and examining the sides. As this is the most expensive part of the instrument, it is natural to suppose that cheap glasses will not be ACHROMATIC. Hence their slow sale.

The best opera glasses are made in Germany, although in Canada, Parisian goods meet with an exclusive sale, Lemain being the favorite manufacturer. It is a mistake, however, to suppose that Lemain's goods are so very far superior to those of other makers. In small points of finish he seems

to excel, but in optical excellence there are not a few other makers who are equally good, and not being so well known as Lemain, are compelled to sell their goods for less money. On buying, it is therefore well to have some of Lemain's goods, and if an equally good glass of other make can be had cheaper, a storekeeper can sell it at a better margin of profit by allowing his customer to compare the two makers, and by giving him a slight reduction in price.

It is not wise to stock very heavily in any one line of glass, but to have a variety and show the whole stock in the show case. When a glass is sold there is no difficulty in replacing it, if it has been bought in the regular way from a house making especially of the goods, and carrying them constantly in stock.

CORRESPONDENCE.

Galt, Feb. 27, 1890.

EDITOR OF BOOKS AND NOTIONS.

DEAR SIR,—I have much pleasure in enclosing \$1 to renew my subscription for another year, till March 1st, 1891, for your much valued paper, BOOKS AND NOTIONS. I have been more than pleased with our trade magazine since it has come under your able editorship. Indeed, from the first issue by Mr. Dyas, I have always welcomed BOOKS AND NOTIONS. February number contains very many practical and helpful suggestions, and I intend to benefit by the same wherever possible by adopting the suggestions given. The suggestions on page 7, anent book canvassers and personal canvass, are practical and from experience I know that a profitable trade can be established by undertaking to do a little work in the way suggested. Then, again, I think the suggestion of Mr. Board anent accumulation of stock on shelves, such as school books, etc., is a move in the right direction. I send you herewith a list of such books, etc., on hand which you can place in your lists as you have space for them. Your proposal to present all paid up subscribers to BOOKS AND NOTIONS with a copy of the new paper magazine book is indeed very liberal, and as you say deserves the thanks of the trade. I rather like Mr. Rothwell's plan for daily and weeklies best, and think the quarterly arrangement, as per Mr. Board's plan, should be added to it to make a complete book. Mr. Robinson's letter is very suggestive and would like to see the slate idea in the new system of checking papers. I would like also to get a book in which to enter orders for special books for customers as ordered so as to have a system of checking, when ordered, for whom, from whom ordered, when received and delivered, name or title of book, author, publisher and price or style of binding. Has any of the trade a book of this kind in use? if so, will be glad to get a

specimen of the arrangement of same. With your permission I would like to ask the trade if they find it pays to deliver newspapers or magazines at the homes of subscribers, or will it pay as well to have fewer subscribers and have your customers call at the store for the papers and have no regular delivery arrangements. I would like information as to which is considered the best system for keeping record of daily sales and purchases. Are the much advertised cash registers a success, or is there any other simple method of keeping a record? One benefit of keeping a detail record of sales I find is that of being posted each night on just what goods have been sold during the day, and one can thus know just what goods are having a run and keep stock up accordingly. I have not adopted any system, and am waiting for information. Has the trade found it profitable to place slow or dead heat accounts in the hands of collecting agencies, or what is found to be the most effective way of getting slow payers to pay up? Wouldn't it be well for newsdealers to supply each other in their respective towns with lists of all slow payers and dead beats that they have on their books? Much now lost would be saved by this means. Which pays best, regular newspaper advertisements, circular letter, hand bills, posters, advertising goods, etc., for sale in connection with a well kept and carefully selected stock, right prices and obliging and attentive clerks? About how much should be expended in advertising by the ordinary retailer? Does the trade find it profitable to deal direct with publishers for papers and magazines, or is it best to deal with the news companies? I should like some information from time to time on how best to make decorations, displays of goods in the store and window, that is in the way of new display stands or articles that make neat things to display goods on. Are tables preferable to counters for displaying goods? Who keeps or makes the best line of school globes, maps, desks, etc.? I would also like to see in an early issue a table giving sizes of the various papers and books, and the names usually given said sizes. Also a sample of each size of type, and the names of same in common use. Many of us are somewhat green about these things, and it should not be so. Which line of Bibles, pocket or family, are found to be the most saleable and profitable to handle? Does it pay to keep a stock of Bible Society bibles on which only 10 per cent. is made?

I noticed what you say anent the Toronto School Board applying to parliament for leave to supply free books to Toronto school children. The booksellers of Canada have cause for alarm in this matter and should send a united protest along with the Toronto deputation of booksellers. Should Toronto be granted the privilege it would only be a short time till all towns and villages would be asking the same privileges

and a valuable portion of our trade gone from us. Let us send a united protest.

Following is my list: 4 Huxley's Introductory, 30c. each, 25 and 10¢; 4 Principia Latina, Part I, \$1 each, 25 and 10¢; 4 Standard Latin Book, Harkness, \$1 each, 25 and 10¢; 1 Epoch History, Part I, 50c. each, 25 and 10¢; 3 Mason's Grammar, 75c. each, 25 and 10¢; 3 H. Smith's Geometry, 90c. each, 25 and 10¢; 1 H. Smith's Statics, 90c. each, 25 and 10¢; 1 Kirkland's Statics, \$1 each, 25 and 10¢; 1 Public School Word Book, 30c. each, 25 and 10¢; 5 Slips Pen and Tongue; 6 H. Smith's Arithmetic, 60c. each, 25 and 5 p.c.; 8 Strang's False Syntax, 35c. each, 25 and 10 p.c.; 8 Ayres' Orthoepist, 35c. each, 25 and 10 p.c.; 15 Campbell's seventeen language lessons, 25c. each, 25 and 10 p.c.; 2 Spaulding's English Literature, 90c. each, 25 and 10 p.c.; 3 Schmitz' History of Rome, 50c. each, 25 and 10 p.c.; 2 Gage's False Syntax, 30c. each, 25 and 10 p.c.; 2 Finlay's Chemistry, 50c. each, 25 and 10 p.c.; 2 Davies' Grammars, 25c. each, 25 and 10 p.c.; 4 Davies' Grammars, 15c. each, 25 and 10 p.c.; 2 Walter Smith's Drawing Introductory, 50c. each, 25 and 10 p.c.; 2 Harkness' Latin Reader, 85c. each, 25 and 10 p.c.; 1 Demosthenes, 90c. each, 25 and 10 p.c.; 2 Lazare Hoche, 75c. each, 25 and 10 p.c.; 2 Virgil's Æneid, book 5, 50c. each, 25 and 10 p.c.; 1 Cicero's Pro Archia Cuchio—McHenry, 50c. each, 25 and 10 p.c.; 2 Reynolds' Chemistry, 75c. each, 25 and 10 p.c.; 4 Payley's Physiology, 90c. each, 25 and 10 p.c.; 2 Health in the House, 70c. each, 25 and 10 p.c.; 24 Walter Smith's drawing cards, 15c. each, 50 p.c.; 24 Walter Smith's drawing books, 15c. each, 50 p.c.

All of above will be mailed free on receipt of price.

Yours truly,

JAMES K. CRANSTON

BOOKS AND NOTIONS, Toronto.

We notice in your number for February, a suggestion re the sale of unsaleable books, this we think ought to be productive of good results. We avail ourselves of your liberal and kind offer. The following are the books we would like to move. If you think the list too long, put as much as you can in:

8, Harkness' New Latin Reader; 10, Harkness' Introductory Latin; 3, Twisden's Theoretical Mechanics; 6, Abbott's How to Parse; 20, Huxley's Introductory Science Primer; 5, Collier's Outlines of General History; 10, Thompson's Seasons Notes by Armstrong & Strong; 10, Scott's Marmon Notes by Armstrong.

Any of the above we will exchange for other books or sell at job prices.

Yours truly,

J. EASTWOOD & Co.

Hamilton, Ont.

DEAR SIR,—Can you inform me where I may purchase a few gross of paper leaves for artificial flower work?

I have tried to purchase them from every fancy goods traveller who has called here for some time back, but they did not carry them, neither could they inform me where to get them.

Yours, etc.,

T. H. MCCALLUM.



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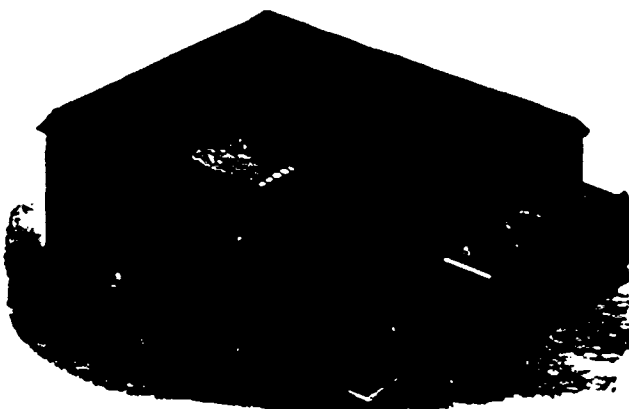
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BELLEVILLE, Feb. 11, 1890.

DEAR SIR,—In my letter, in last issue of BOOKS AND NOTIONS, you mis-printed one letter and thereby made one paragraph impossible to be understood by the reader, and has the effect of marring the sense of the letter in one particular at least. I have reference to the first letter ("B") in first line of second column, page 8, of BOOKS AND NOTIONS. It would then read (commencing with last line in first column containing my letter.) "All you have to do is to open index at letter "E" and look downwards in list of names commencing with "B", etc. According to my system, (see letter referred to), the index letters are to be used to locate or find the title of any magazine or newspaper, not for the purpose of finding any particular subscriber's name. Subscribers' names are entered alphabetically under the titles of papers and magazines for which they subscribe. Please make this correction in next issue of BOOKS AND NOTIONS and oblige.

I could not think of exchanging my plan for others of those presented in BOOKS AND NOTIONS. I think mine more simple, systematic and comprehensive, and it can be made to cover any good features contained in the others. The others cover not nearly so many necessary features as mine. I write this with all due deference to the authors of the other systems.

A. ROBINSON.

DEAR SIR,—I hope this will not be too late. I wanted to come down this morning myself and then it rained so I could not. I expect my list too long to insert all of it, but I thought if I gave you it all you could put in what you like. I have enclosed one dollar for one year's subscription for the BOOKS AND NOTIONS.

9, Chatter Box for 1881; 1 Chatter Box for 1886; 2, Little Wide Awake, 1888; 1 Frank Leslie's Xmas B. 1887 and 1888; 1 Family Friend, vol. xvii, 1887; 1 Friendly Visitor, vol 21; 1 Friendly Visitor, vol 20; 2 Play Days for 1888; 1 Scott's Poetical Works; 1 enameled bound; 1 Lily of Israel, cloth bound; 1 Gulliver's Travels, cloth bound; 1 Early Poems of J. G. Wittier, cloth bound; 1 Scottish Chieft, cloth bound; 1 Xmas Carol by Charles Dickens; 1 Selection of Poems from Wm. Wadsworth; 1 Selection of Poems from Lord Byron; 1 Selection of Poems from Sir Walter Scott; 1 Selection of Poems from Winthrop & Neworth; 1 Selection of Poems from Emma Lady Wood; 3 British Workman, Parts No. 33; 3 British Workman, Parts No. 22; 4 Band of Hope, Part No. 26; 3 Band of Hope, Part No. 27; 3 Young Men of Great Britain for July, 1889; 1 Young Men of Great Britain for December, 1889; 1 Leisure Hour for December, 1889; 3 Boys' Own for August, 1889; 1 Boys' Own for September, 1889; 2 Boys' Own for October, 1889; 1 Boys' Own for November, 1889; 2 Boys' Own for December, 1889; 1 Girls' Own for February, 1889; 1 Girls' Own for July, 1889; 1 Girls' Own for September, 1889; 1 Girls' Own for November, 1889; 2 Boys of Empire for September, 1889; 1 Boys of Empire

for October, 1889; 1 Boys of England for October, 1889; 2 Boys of England for November, 1889; 2 Boys of England for December, 1889; 1 Family Herald for June, 1889; 1 Family Herald for September, 1889; 1 Family Herald for December, 1889; 1 Queen for November, 1889; 1 Queen for December, 1889; 1 Xmas Queen for December, 1889; 5 Xmas Saturday Night for December, 1889; 1 Dominion Illustrated for June 5th, 1889; 1 Dominion Illustrated for August 30th, 1889; 4 Dominion Illustrated for September 7th, 24th, 21st, 1889; 2 Dominion Illustrated for October 5th, 1889; 2 Illustrated London News, October 5th and 19th, 1889; 3 Illustrated London News, November 9th, 23rd and 30th, 1889; 2 Illustrated London News, January 4th and 11th, 1890; 1 Lippincot for December, 1889; 1 St. Nicholas for November, 1889.

Yours truly,

A. G. MASON,

720 Queen St. West, City.

Brussels, Ont., Feb. 25th, 1890.

DEAR SIR,—In response to your liberal offer of special books for sale to be advertised in BOOKS AND NOTIONS I will send, postage prepaid, as follows:

New Testament Synonyms, \$1.50 each by French; Price's Common Sense Medical Adviser, 75c. each; Miller Swinton's Language Lessons, 1.80 per doz.; Creighton's Rome Primer, \$2.00 per doz.; English Grammar, Mason, \$4.00 per doz.; Europe by Freeman, \$2.00 per doz.

Possibly all the above will not come under your offer; it not kindly "throw them out." There may be some places, however, where the school books I have down may be in use. If you think not leave them out.

I am, yours truly,

G. A. DEADMAN.

DEAR SIR,—We herewith enclose you one dollar to pay our subscription to BOOKS AND NOTIONS for 1890. We are glad to see that your excellent publication is prospering, and most likely to continue so, valuable as it is to the trade. We note the offer in your last issue to make your journal a free medium for booksellers' advertisements for three months, and now avail ourselves of your liberal offer.

Per dozen—Chase's Readers, half roan, well bound, \$3; Smith & McMurphy's Elementary Arithmetic, \$1.25; Creighton's Epoch Primer of English History, \$1.50; Mason's Outlines of English Grammar, \$1.75; Chamber's Etymological Dictionary, 8 vo., cloth, \$7; Second Canadian Reader, 75c.; Third Canadian Reader, \$1; Fourth Canadian Reader, \$1.25; Fifth and Sixth Canadian Reader, \$1.50; Carleton's Tracts and Stories of the Irish Peasantry, 5 volumes in one, paper, fine, 50c., edition, \$2.40; Scottish Chivalry, being the history of all the Scottish wars, 450 pages, cloth, illustrated, \$6; Kinglake's Eothen, cloth, per copy, 25c.; Gine's Baby, cloth, per copy, 20c.

All the above stock is in good order.

McMULLEN & CO.,
Booksellers, Brockville, Ont.

The object of business is to make profitable sales. Dirt is destruction, a clean store is the customer's delight.



Mr. Oliver Peck, representing Byron Weston, ledger and record paper, Dalton, Mass., was in the city a few days ago.

It is estimated that fifteen million dollars is spent annually in calendars for advertising purposes.

The price of the Art Interchange has been reduced to 20 cents retail, 15 cents wholesale.

Galt is to have another newspaper. It will be published by James K. Cranston, bookseller, and will be called The Nutshell.

Mr. Reginald Christian, traveller for Struthers, Anderson & Co., dealers in small-wares, fancy goods, etc., London, left the other day on a visit to his mother in Ireland.

Henry M. Stanley writes to his London publisher that he believes his new work will be in two volumes of from 400 to 500 pages each.

Harry R. Williams has disposed of his interest in the Detroit Music Company, London; the business will hereafter be conducted by Charles Bobzin & Co.

On the 23rd inst., the branch book and stationery store of Mr. M. J. Bean, St. Mary's, was destroyed by fire. The exploding of a lamp was the cause of the fire.

Six years ago the entire publishing business of the United States turned out eight million books. In 1889 two New York publishers turned out more than that number.

Messrs. I. Suckling & Sons report a good February trade. The demand for music has been normally active, and shows no falling off from that of the corresponding month of last year.

Mr. Robertson closes a four years' connection with the Upper Canada Tract Society to re-enter, at the beginning of this month, the staff of the Willard Tract Depository. He will take charge of the retail department.

Mr. Watson, of the Willard Tract Depository, reports from the European markets, that he has been very successful in his search for specially good lines. His return and the arrival of his samples will be followed by the early issue of the Depository's catalogue.

The Map and School Supply Co. can fill the academic wants, all the way from the Kindergarten school to the college, in every thing but books. Maps, charts, books, numeral frames, laboratory apparatus, Indian clubs, etc., are kept in full stock all seasons.

The pens manufactured by the Messrs. McNiven & Cameron, Edinburgh, are find-

ing they way into the counting houses, sanctums, and libraries of this country. Their flying Dutchman is a pen of which the great advantage is that it does not need inking as often as other pens.

A book for which there is at present a strong demand is Stalker's *Imago Christi The Example of Christ*. It is a manual of which the purpose and method are much the same as those of the books of Thomas a Kempis and St. Augustine. The Willard Tract Depository has the sole right of sale in this country.

The travellers of Messrs. Whaley, Royce & Co., are now on the road, and send in very tangible evidences of the success of their tour, in the shape of liberal orders. The firm finds business very good, and notes an increase in the territory over which its lines formerly extended.

We are glad to hear of the good fortune of H. P. Chapman, the pioneer stationer of Ripley. We have it on record that he is one of a family of five who are legatees to an estate valued at \$50,000 in Denver, Colorado. All who know Harry will congratulate him, as he deserves a rest after up hill toiling, etc.

Music dealers, booksellers and stationers will do well to look over the list of Imrie & Graham's ten cent copyright sheet music. The words of the songs are by John Imrie, and the music by well known composers. Some of the songs are becoming popular favorites in our concert halls. See advertisement for trade prices.

The recent sale of books to a soap house in the United States is not turning out satisfactorily. Enoch Morgan paid George Munro thirty thousand dollars for his old Seaside. It is said there were three million of them. The soap advertisement is very catchy, and will consequently disappoint the buyer, as a much better book is expected.

The trade are advised by circular that the Toronto branch of the W. F. Shaw Co's publishing business has been bought by Mr. W. F. Shaw. Under his name the business will be continued upon the old lines. The catalogue, price list and terms of the company will remain unchanged. All Canadian accounts are to be settled with the Canadian house.

The notice by which Messrs. Warwick & Sons advise the trade that their samples were on the way is a very dainty, billet doux looking missive. Envelope and notice both bore the trade mark of the firm in the manner of the crest. Indeed that trade mark is nothing more than the main supporter of the ancient Warwick heraldic bearings, viz. a bear rampant.

Mr. Holland, of R. Henry, Holland & Co., fancy goods, Montreal, has just returned from an extended tour to the fancy goods markets of Europe. He says dealers may

look for higher prices in German goods, on account of the interest taken in the working classes by the new Emperor, who is doing all he can to have their wages increased.

We draw the attention of the trade to the advertisement in another column of the Rembart Manufacturing Co., Montreal, manufacturers of the new patent Izzano goods, a most beautiful novelty, all new designs this year. Plush goods in endless variety. They have also a fine line of walnut dressing cases. As their traveller is now on the road dealers should wait to see their goods.

Messrs. Underwood & Co's. inks are capturing, one after another, all the insurance, financial and railway offices throughout the country. The Dominion Government, the Provincial Governments, the Canadian Pacific Railway, the Grand Trunk Railway, and the leading banks, are institutions that this firm has to supply with ink. Their last year's trade is far in advance of any former year's.

The firm of Fraser & Porter, Goderich, Ont., report trade to be increasing with the more settled weather. Some years ago these young men started business for themselves, and, as travellers say, they frequently set up the oysters to the lonely boys of the road, it goes to show that they are doing a nice profitable business. Our reporter arrived in Goderich in time to be at one of these pleasant events, and will ever remember their generosity.

"Maple Leaves," a series in six numbers, is one of the earliest musical issues of Mr. W. F. Shaw's press, since that gentleman bought the Canadian branch of the W. F. Shaw Co's business. It is a collection of favorite pieces, and includes many popular songs. The selection of the contents shows an appreciation of the average musical taste of the people, which should ensure a large sale for the series. The numbers are sold at 25 cents each.

Mr. Solomon, the buyer for the Methodist Book-Room, is on his way home from the European market, where he has made a lengthy sojourn in the pursuit of samples. The samples have been secured, are now in transport, and will be shortly ready for the inspection of the trade. Mr. Solomon's advices show that he has gone into buying on a scale of magnitude, variety and quality more extensive than that of any former year in the history of the Book-room.

between the New York World giving away whole novels with its Sunday editions, and the ruinous rates at which books are sold in dry goods houses, the book dealer is having a very nice time in figuring out where he comes in. Perhaps the buyer of the stories in the World and in cheap dry goods houses want to know where they stand when they find they have only bought half the story. The custom has become general to

cut up a book into about half its original size, hence its cheapness.

A pleasant event took place in the counting-room of the Methodist Book and Publishing House on Saturday evening the 4th inst., the occasion being a presentation and address to Mr. E. T. Coates, who was severing his connection with the house after a service of some fifteen years. Many kind wishes were expressed by his fellow-employees for his future welfare, and the earnest hope that his new venture would prove a success in every respect. Mr. Coates it may be stated, launches out as the publisher of a new musical journal, to be published in this city.

Complaint is made at the unaccountable manner in which parcels of newspapers posted in New York to Toronto have been delivered by the American Express Company instead of by the usual manner. The transfer in the method of delivery is unauthorized, and in addition has caused extra delay in delivery. On representation of the existing state of affairs by Mr. A. S. Irving, of the Toronto News Company, Mr. Barwick, post office inspector, has promised to enquire into the case and have the matter remedied.

The suit of W. Bryce against Eaton & Co., of Toronto, came up for decision before Mr. Justice Falconbridge at Toronto on Friday. Judgment upon motion by plaintiff for injunction to restrain the defendant from infringing the plaintiff's Canadian copyright by selling and exposing for sale a work of fiction called "Cleopatra," and to dispose of the costs of the action, the defendant having submitted to the plaintiff's demand. The learned Judge holds that the plaintiff should not be driven to go on forever guarding his copyright at his own expense (he having on two former occasions stopped an infringement by the intervention of solicitors without the issue of a writ), and makes the injunction perpetual, with costs against the defendant.

Among the refining novelties which monthly find their way into trade through Messrs. Hart & Company's stock, the latest is their new paper for circular purposes. Three styles of this paper are "Elegante," "Signet" and "Sub-Rosa." In each, the face and reverse side are of different colors. Softened tints, sorted to secure harmony in contrast, give a very dainty effect to a circular, an effect which is brought out by turning a corner back. The surfaces of Elegante are respectively Caledonian-gray and delicate pink; those of "Signet" are a rich brown and azure; of "Sub-Rosa," are yellow and pink. Another of Hart & Company's new things is the finger prayer-book. This little volume can be carried in the vest pocket, being only 3½ in. long, and 1¼ in. wide. It contains 670 pages, and is perfectly legible. It is one of the latest achieve-

ments of the Clarendon Press, and is printed on Oxford India paper.

The Easter card trade is now to be looked after, and the Toronto News Company is abreast of the fashion, with its season's supplies. The most chaste specimens of Easter art are on exhibition in its sample department. Orders are flowing in, and those who do not want to be behindhand should take time by the forelock and get their stock ordered. Early in this month, the Company's travellers will start out with samples of the Christmas cards to have import orders in early. The "Standard," a line of base-balls the Toronto News Company has handled for some years, is now available to the trade for the spring demand. Sample lots of fifteen, in a handsome case, will be forwarded at a low figure to all dealers who want specimens to do an order trade from. These favorites will no doubt be in great demand this year, as the game itself is still advancing in sporting favor. The stock of rubber balls is also large and varied.

The directors of the Upper Canada Tract Society met on Thursday night, with Mr. James Brown in the chair. Considering the state of the roads, weather and sickness, satisfactory reports were given in from the colporteurs. During the past month Messrs. Huntsman, Irvine, and Miller, in Ontario, and Yule, in Manitoba, travelled 2,024 miles, visited 1,308 families, sold 185 bibles, and 547 of the best religious books. Mr. Bone is still busy as ever with the Welland canal work. The colportage work in Manitoba, by the kindly help of the Bible Society, is most heartily commended. Excellent reports were presented by Mr. Young, the depository manager, and by Dr. Moffat, the secretary, for the month. Notice was received of the very generous bequest of the late Mr. Wm. Gooderham for the much-needed work of the society. In very many ways in the city, and throughout Ontario and the North West, large numbers of the best tracts are being circulated, and many examples of genuine good being done are every month coming to light.

"The successful novel of to-day is that which contains some social problem woven into the narrative," says a writer in the Boston Journal. "This fact I learned in a recent conversation with a prominent publisher. Said he: 'There was a time, not long ago, when people wanted fiction pure and simple, and there are people of the same idea now, but novel reading has changed. Take Mrs. Ward's or Mr. Bellamy's novels, or Mr. Froude's latest, and each presents a social problem. Of course everything depends upon the topic woven into the narrative, and much upon the public's willingness to take it up. Let an author, however, take some problem which the public has had before it for some time, treat it well in narrative form

and the book is brought out just at the right time, and that author stands 100 per cent. better chance of success than if his story was pure fiction. It is like a sugar-coated pellet, you know, and the public taste in literature to-day has to be attracted by something novel or out of the common. If I were an author I would seek fame and fortune in this direction, wherein here may be a hint for ambitious writers."

The thirty-fifth birthday of that worthy firm, Brown Bros., fell on the first of this month. BOOKS AND NOTIONS called and paid its respects on the eve of that day, that is, on the last afternoon of their thirty-fourth year. The huge establishment was found in the throes of stock-taking. One has no idea of the extent of floor area covered by the manufactory and warehouse, until one has made an excursion of the building. The modest front over which the sign appears, makes no hint of the length and breadth of the four flats, or of the force of employe's which are behind it. There are never fewer than 150 people employed in the mechanical department alone. The members of the present firm are the sons and successors of Mr. Thomas Brown, who established the business in 1846, and ran it, until the present proprietors took possession, in the building next door to the one now occupied. On the third floor is an old-country press that has been three-quarters of a century in the family. Messrs. Brown Bros' stock was larger their last year than it ever was before. They have just waited for the turn of the year, the clearing up to be got over, before laying in their new spring stock. Their specialty continues to be the manufacture of account books, in which they long ago won continental fame.

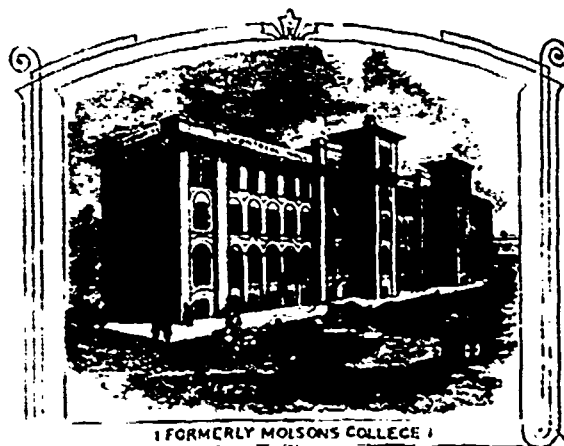
On eight long tables upon the second floor of Messrs. Warwick & Sons' warehouse, are exhibited samples of the newest albums that are this year within the reach of the trade. These samples are plainly the gathering of

a connoisseur. The special mission of Mr. Geo. R. Warick's last buying-trip to Germany, was to pick up the finest specimens of albums, that the rich market of the country afforded. He got them. The two hundred varieties that followed him from Europe represent two hundred separate acts of careful selection. The product of many manufactories was thoroughly sifted, and the result will be gratifying to the trade and to the public. The sample-room should be visited at the earliest convenience to buyers. It is a veritable museum of art. Some of the novelties in pattern are the palette, sea-shell, spring-leaf. All the standard shapes and sizes are also illustrated. There are some gems in plush and morocco with brass and bronze mountings, on easels to match. The Longfellow, the Shortfellow, and the Threedecker are exceptionally taking lines. The prices vary with the diversity of the goods, ranging all the way from fifteen cents to seventeen dollars. A detailed description, even a bare enumeration of the two hundred lines, is out of the question in the space at our disposal. Even a very full catalogue, could do but scant justice to this rare collection, and we recommend the dealer to try and see it.

Messrs. Warwick & Sons have also to be complimented on the choice lines of fancy goods with which their sample room is embellished. In all varieties of form and beauty, their assortment includes ladies' companions, perfume cases, glove and handkerchief boxes, travelling companions, combination collar, cuff and jewel case, mirrors, inkstands, etc., etc., ad infinitum. They are all superior goods, and being the product of cheap German labor, they can be sold at the lowest price.

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ASSOCIATION MEETINGS.

CITY RETAILERS.

A meeting of the Retail Booksellers and Stationers of the city was held in the office of BOOKS AND NOTIONS on Tuesday evening, Feb. 4. We regret the pressure of matter prevents us giving as full a report of the proceedings as we should have wished. There were present Messrs. Coleman, D. Sutherland, W. Sutherland, Evans, Plaskett, MacKay, Potter, Cook, Sullens, Mikel, Shaw and Newman. Mr. S. Wallace in the chair, reported that they had been unable to get any definite information as to whether the Government would introduce a bill permitting municipalities to supply free school books. It was decided to leave the matter in the hands of the same committee. The meeting then considered the organization of a Retail Booksellers' and Stationers' Association and came to the conclusion that it would be in the interests of the trade to do so. The following provisional officers were elected:

President S. Wallace;

Vice-President J. S. Coleman;

Sec. Treasurer Frank Potter.

Executive Committee Messrs. MacDonald, Plaskett, Evans, Cook and D. Sutherland.

During the month the executive committee has been hard at work preparing a constitution and by laws.

On Friday evening last the formation was completed. On that evening a meeting of retailers was held in the office of BOOKS AND NOTIONS, at which the report of the constitution committee was discussed and adopted with certain amendments. The executive committee will meet on the evening of Tuesday the 4th inst., to draw up a circular to be sent to the trade throughout the city. The members present were Messrs. Cook, W. Sutherland, Evans, Plaskett, Wallace, Mikel, Potter. The provisional officers: Mr. Wallace, chairman, and Mr. Potter, secretary, officiated.

THE EXECUTIVE COMMITTEE.

The monthly meeting of the Executive Committee of the Association was held in this office on Monday last. Mr. A. S. Irving was in the chair, and there were present Messrs. S. Wallace, Donald Bain, N. T. Wilson and I. B. McLean. The action of the Employing Printers in asking the Government to increase the import duty on books and other printed matter, plates, etc., was discussed and it was decided that the Secretary should write the Minister of Finance opposing any increase in the duty. A proof of the article on postage published on page 7 of this issue was read and the Secretary was instructed to send a copy to the Postmaster General and to each of the members of Parliament. Messrs. Wilson, Wallace and Bain were appointed a committee to wait upon the Minister of Education regarding the proposed free school book law.

At the next meeting an effort will be made to arrive at a uniform price list for periodicals which will ensure a fair margin of profit to the retail trade. The secretary will be glad to hear from the trade on the question.

A PUBLISHERS' COMBINATION IN NEW YORK.

A Publishers' Trust is the latest thing on the tapis in New York. It is a trust of the cheap library makers. All the publishers of English reprints with a capital less than a million are hesitating between fight and capitulation. The effort of the combination is to take hold of the George Munro business and secure his Seaside series. It is stated that he has agreed to let his plates for \$50,000 a year with the option of purchasing within three years for one million dollars. J. S. Ogilvy refuses to go in. The Lovell Company and the Trow Printing Company have gone in. J. S. Ogilvy, however, talks fight. The copyright publishers do not look with favor on a plan which will strengthen the hands of the non-copyright publishers. The Canadian copyright situation is being canvassed with much interest. Publishers here say that if Sir John Thompson's bill, now over in England, is carried out it will be a bonanza for every printing office in the Dominion, and enable the Canadians to print tons of books that they have been heretofore importing from the States. The American copyright publishers in buying books from England have resolved that Canada shall be included in their franchise, so that the printing houses of the Dominion may be shut out as much as possible from competition. Prominent American publishers admit that from a Canadian standpoint the Canadian Government are on the right track for the Canadians, and that it is understood that American influence has been used in England to prevent the consent of the English Government being given to the Canadian Copyright bill.

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Toronto, March 3, 1890.

A SUGGESTION.

EDITOR OF BOOKS AND NOTIONS.

SIR, - That we are passing through a period of commercial depression is, I believe, a fact admitted by all classes of traders. And whilst certain trades - dry goods for example - have not been slow to take up any outside lines which appeared to offer a reasonable margin of profit, it is to be feared stationers and booksellers have not generally been equally on the alert to their own interests in this respect. Indeed we might point out that in many cases they even neglect profitable lines which might easily form profitable adjuncts to their own business. As a suggestion let me direct attention to artists' materials, colors in oil and water, together with brushes, canvas, etc., would command a ready sale in any town where it might be properly introduced. It leaves a good margin of profit, is clean and easily handled, does not deteriorate if taken care of, and does not involve a large outlay. Moreover, it is an active trade in dull times, as many people resort to the brush as a means of improvement and remuneration when times are quiet.

Yours, etc.

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5227. Three Album Leaves, by F. Hiller.
5228. Suite. Op. 187 (Gavotte, Chorale & Gigue), by F. Hiller.

5229. Andantino and Capriccietto, by Stephen Hillier.

5230. Three Old French Melodies.

5231. Sonatina in F. Op. 196, by F. Hiller.

5232. Twelve Favorite Airs. Arranged by Charles Halle. Forsyth Brothers, London, England.

5233. Helps to Bible Study, with practical notes on the Books of Scripture, by Rev. A. Sims, Second Edition, revised and enlarged. Rev. Albert Sims, Otterville, Oxford Co., Ont.

5234. Accompagnement du Nouveau Manuel de Chants Liturgiques, de M. l'Abbe Bourduas, par R. Octave Pelletier. Eusebe Senecal et Fils, Montreal, Que.

5235. The Canadian Law List, 1890, edited by Henry Ryerson Hardy, barrister, Toronto, Ont.

5236. No Possible Doubt Whatever. Song from the Gondoliers. Words by W. S. Gilbert, Music by Arthur Sullivan. The Anglo-Canadian Music Publishers' Association (L'd.) London, England.

5237. Memory. Song by Homer Tourjee. Homer Tourjee, Belleville, Ont., and David F. Cordingley, Toronto, Ont.

5238. Blind Girl's Dream. Song written and composed by Louisa Gray. Chappell & Co., London, England.

5239. Kathie Schottische, by Arthur M. Cohen. Whaley, Royce & Co., Toronto, Ont.

5240. Geraldine Waltz. Introducing the popular melody by Boardman, Farewell Marguerite, composed by J. B. Hutchins.

5241. Kind Sir, You cannot have the Heart. Song from the Gondoliers. Words by W. S. Gilbert, music by Arthur Sullivan.

5242. Take a pair of Sparkling Eyes. Song from the Gondoliers. Words by W. S. Gilbert, music by Arthur Sullivan. The Anglo-Canadian Music Publishers' Association (L'd.) London, England.

5243. When a Merry Maiden Marries. Song from the Gondoliers. Words by W. S. Gilbert, music by Arthur Sullivan. The Anglo-Canadian Music Publishers' Association, (L'd.) London, England.

5244. Kindergarten Drawing Practice Book No. 1, Selby & Co., Toronto, Ont.

5245. Rosina. Military Schottische by Ben. Marcato. The Anglo-Canadian Music Publishers' Association (L'd.) London, England.

5246. The Natural History of Prince Edward Island, by Francis Bain. George Hubert Haszard, Charlottetown, P. E. I.

5247. There is Joy.

5248. The Power of Song.

5249. Seek Me Early.

5250. My Needs.

5251. Life of Christ.

5252. Jesus Change Not.

5253. I must Die.

5254. I love to Sing of Jesus.

5255. Help! Brothers, Help!

5256. Bright Morning Land. John M. Whyte, of Fenwick, County of Monck, Ont.

5257. A Starry Night. (Une Nuit Etoilee), Valse Revee, by Emma Fraser Blackstock. A. & S. Nordheimer, Toronto.

At the last meeting of the Council of the Toronto Board of Trade, it was moved by Mr D. R. Wilkie, seconded by Mr. D. W. Alexander, and resolved, "That this council desires to urge upon the Government the importance of taking immediate steps to secure the establishment of a two cent postage for the whole empire.

Notice of motion has been given in the Ontario Legislature by Mr. G. B. Smith that he will introduce a bill respecting assignments and preferences by insolvent persons.

At a meeting last week of the Wholesale Dry Goods Association the proposal of the Toronto Board of Trade to reduce the time of credit was thoroughly discussed, and the members expressed themselves in favor of restricting credits as much as possible. Doubts were expressed, however, as to whether the united action of the wholesale trade of the Dominion could be secured, and the following resolution was unanimously adopted:—

That while in thorough accord with the wholesale dry goods section of the Toronto Board of Trade in its efforts to procure a shortening of the terms of credit, this association is not prepared to settle the details of any proposed arrangement until assured that the general principle will be concurred in by the wholesale dry goods dealers in other trade centres in the country.

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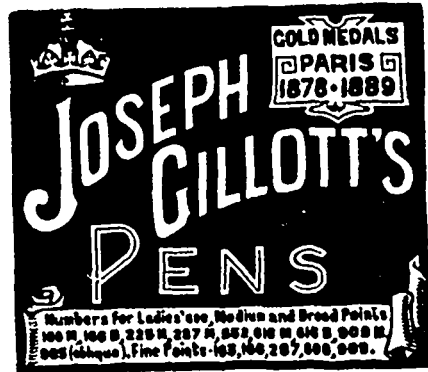
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5258. Bell Telephone Company of Canada, London and St. Thomas Exchanges, Subscribers' Directory, Ontario Department, February, 1890. The Bell Telephone Company of Canada, Montreal, Que.

5259. Weekly Collections. (Book.) The Presbyterian News Company, Toronto, Ont.

5260. Hero of Plevna. March for Cornet, by A. W. Hughes Whaley, Royce & Co., Toronto, Ont.

5261. Sounds of Toronto. Waltz by Charles Bohner. Whaley, Royce & Co., Toronto, Ont.

5261. A Digest of the Criminal Law of Canada, by George Wheelock Burbidge, A.B., D.C.L., Judge of the Exchequer Court of Canada, Ottawa, Ont.

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295. Brighter Spheres, by Spiritus. With an introduction by E. J. C. Ernest John Craigie, Montreal, Que.

296. The Rational Feeding and Care of Milch Cows. With plans for a model barn with Silo Manure cellar, thorough ventilation, etc., Edward A. Barnard, Quebec, Que.

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convent life, the confessional, will open the eyes of a large number of people. The anomalies of the moral teaching of the Church she traces to its artificial theology. Retailers' orders can now be filled at the Methodist Book-Room.

Week-day Religion; Practical Religion—By Rev. J. R. Miller, D.D. Phila. The first of these books consists of thirty two chapters, each in itself a complete essay. Although the essays treat of distinct topics, yet there is but one subject, of which a special application is discussed in each essay, and that is the philosophy of religion. That religion is for a man's every day needs, is the truth that is to be recognized by those who would find out its efficacy as a philosophy of conduct. The book deals with common experiences, for which the highest wisdom is needed, and it points to the sure source of that wisdom in the Christian religion. Important chapters in it are those on The Cure for Care, The Marriage Altar and After, The Beauty of Quiet Lives, Mutual Forbearance, Personal Beauty, The Choice of Friend. The second book, "Practical Religion," is full of valuable lessons. The abstract principles of religion, to which all believers assent, are sought to be kneaded into the habits of action and thought which made up a man's individuality. Such books as this one, if read and pondered, would greatly strengthen religion as the motive spring of all that we do. Self interest, pleasure, health, personal benefit, the approval of friends, etc., are influences that work amid the complexity of motives which control a man's actions in his social and business relations. But religion is not adopted as an hourly sustaining principle. The teaching of "Practical Religion" will do much to import into the routine life of its readers the essence of the Christian faith as an abiding and controlling influence.

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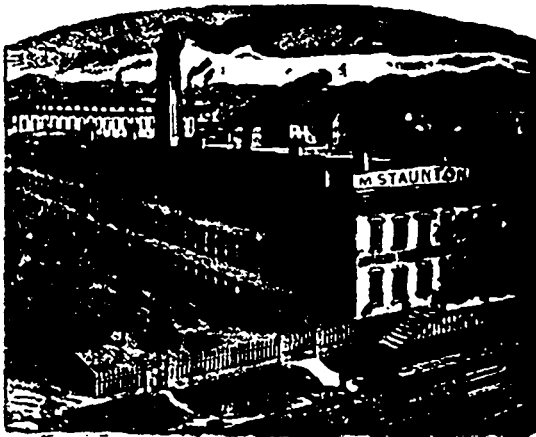
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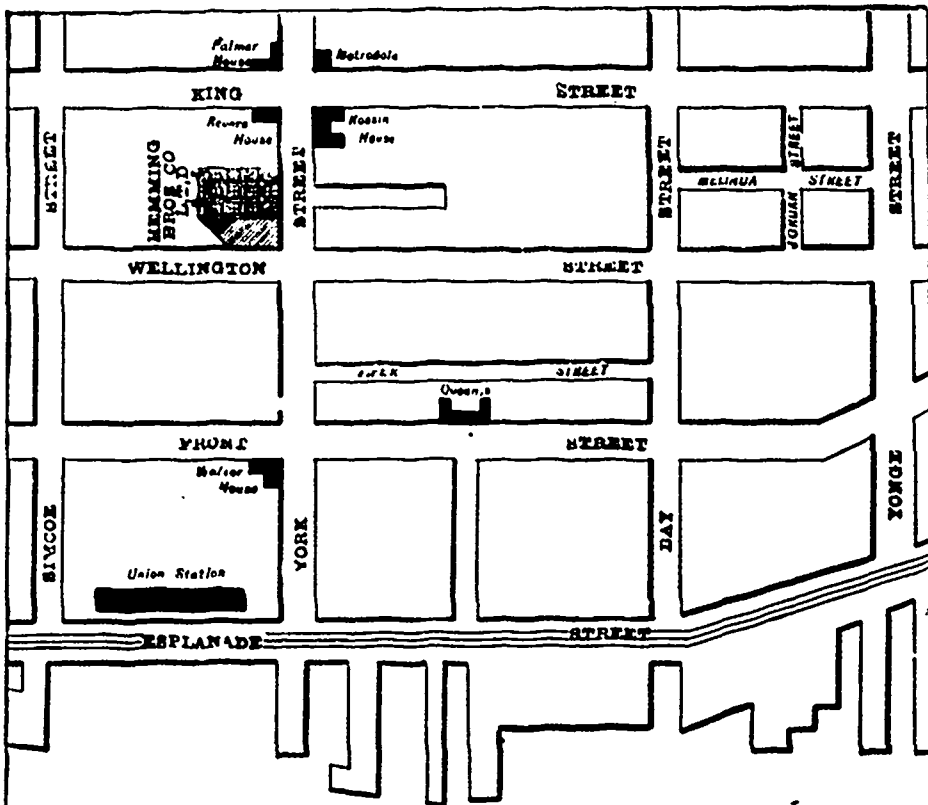
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