

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

Coloured covers/
Couverture de couleur

Covers damaged/
Couverture endommagée

Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée

Cover title missing/
Le titre de couverture manque

Coloured maps/
Cartes géographiques en couleur

Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)

Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur

Bound with other material/
Relié avec d'autres documents

Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure

Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.

Additional comments: /
Commentaires supplémentaires:

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured pages/
Pages de couleur

Pages damaged/
Pages endommagées

Pages restored and/or laminated/
Pages restaurées et/ou pelliculées

Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées

Pages detached/
Pages détachées

Showthrough/
Transparence

Quality of print varies/
Qualité inégale de l'impression

Continuous pagination/
Pagination continue

Includes index(es)/
Comprend un (des) index

Title on header taken from: /
Le titre de l'en-tête provient:

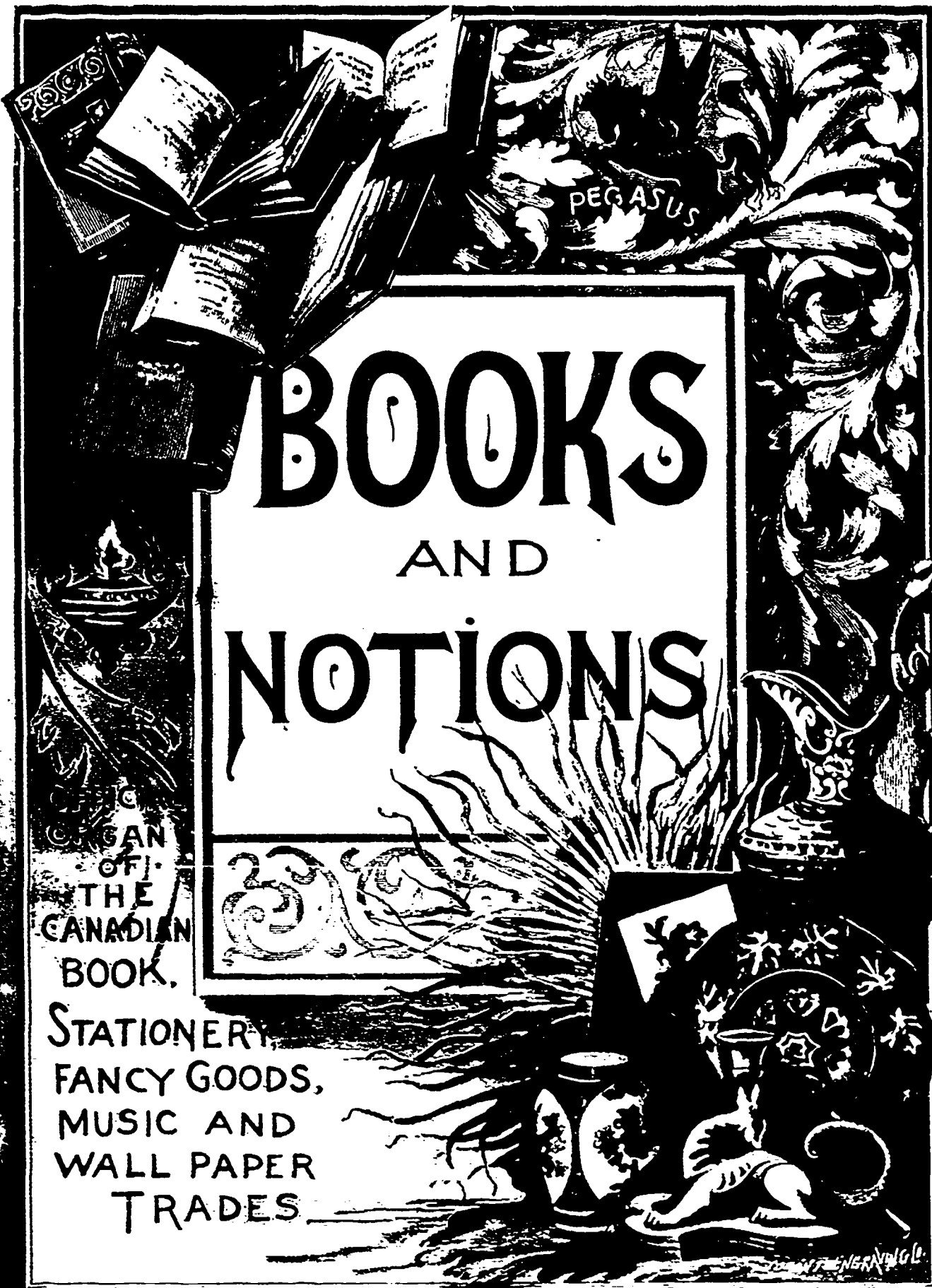
Title page of issue/
Page de titre de la livraison

Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below /
Ce document est filmé au taux de réduction indiqué ci-dessous.

| | | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| 10X | 12X | 14X | 16X | 18X | 20X | 22X | 24X | 26X | 28X | 30X | 32X |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



PEGASUS

BOOKS
 AND
NOTIONS

OFFICE
 ORGAN
 OF
 THE
 CANADIAN
 BOOK.

STATIONERY,
 FANCY GOODS,
 MUSIC AND
 WALL PAPER
 TRADES.

W. F. BERNARD

IMPORTANT TO THE BOOK TRADE !

MARCH 9. PUBLICATION DAY. MARCH 9.

“An American Girl in London.”

By Sara Joannette Duncan (Garth Grafton)

Uniform with her other brilliant book, “A Social Departure.” Cr. 8vo., with 84 illustrations, by F. H. Townsend, extra cloth, \$.

A Marked Event in the History of Canadian Authorship.

THE HITTITES--Their Inscriptions and their History.

BY JOHN CAMPBELL, M.A.,

Mem. Soc'y Biblical Archaeology, London; Canadian Institute, Toronto; Celtic Soc'y, Montreal; Amer. Ass. Adv. Science; Hon. Cor. Historical Soc'y, Quebec; Lega Fillemica, Turin; Anjuman-i Punjab, Lahore; Hon. Loc. Sec. Victoria Inst., London; Mem. titulaire Societe Americaine de France; Delegee General and grande medaille d'honneur Alliance Scientifique Universelle, Paris; Knt. Order of Merit of Roumania (first class), etc.; Professor in the Presbyterian College, Montreal.

A monument of patient and profound scholarship, such as it requires the best part of a student's life, even under the most favorable circumstances to erect. Professor Campbell has already a well-earned reputation, especially amongst archaeologists and students of ancient and sacred history, as a scholar of no mean attainments.

2 Handsome 8vo. Vols., Profusely Illustrated, \$5.

ANOTHER IMPORTANT NATIVE BOOK.

Canadians in the Imperial Service,
ARMY AND NAVY.

A series of Biographical Sketches of distinguished Canadian Officers: GENERAL WILLIAMS, ADMIRAL WALLIS, COLS. DUNN, ROBERTSON, ETC., MAJOR CAMERON, SERG. GEN. READE, and many others—over 150 in all.

By J. HAMPDEN BURNHAM, M.A., of Osgoode Hall, Barrister-at-Law.

Crown 8vo., Extra Cloth, Illustrated, \$1.50.

PERSPICUOUS.

LOGICAL.

CONCISE.

“Worthy of a place in every household in the land.”

CHRISTIANITY and some of its Evidences,

A Lecture by the HON. OLIVER MOWAT, Premier of Ontario.

Crown 8vo., Seal Paper, Gilt Top, 50c

A cheaper edition in preparation

OF PECULIAR INTEREST AT PRESENT.

The British vs. the American System of National Government.

By A. H. F. LEROY, M.A.—Oxon. Neat Seal Paper, Cr. 8vo., 25c.

The above books all worthy the attention of the Canadian Book Trade.

WILLIAMSON & CO.,

Publishers and Booksellers, TORONTO.

BOOKS and NOTIONS

ORGAN
of the
Book, Stationery,
Fancy Goods,
Music,
Wall Paper
and
Printing Trades.

Vol. 7

TORONTO, MARCH, 1891.

No. 3

H. A. NELSON & SONS'

SPRING TRADE.

SPORTING GOODS. - CRICKETING GOODS.

Base Ball Supplies. La Crosse and Tennis
Goods. Croquet, &c., &c. Express
Wagons. Velocipedes. Tri-
cycles. Baby Carriages.

CATALOGUES WILL BE READY IN A FEW DAYS.

TORONTO, - MONTREAL.

Just Opening out our New Samples of

Photograph Albums.

Direct from the Leading Makers of Europe combining the latest
and newest Designs and Patterns also

Fancy Leather Goods,
Stationers' Novelties and Specialties.

We also keep a full line of our own manufacture of
ACCOUNT BOOKS, MEMORANDUM BOOKS,
WALLETS, LETTER AND CARD CASES,
PORTFOLIOS, BANKERS' CASES, &c.

STOCKS IN EVERY DEPARTMENT FULLY ASSORTED.

BROWN BROS.,

Importing and
Manufacturing Stationers,

64-68 King St. East, Toronto. Established 1858

IMPORT 1891.

Our Travellers are now on the Road with the following lines :
Miscellaneous Books, Bibles, Prayer Books, Prayer Books
with Hymns in Fine Binding and Cases.

Also a Special Line of Roman Catholic Prayer Books,
Bound expressly for us in Morocco, Calf, Russia and Seal Skin,
with Gold and Silver Clasps and Monograms, also in cases with
Morning and Evening Services separate.

C. M. TAYLOR & CO.

52 FRONT ST. WEST,
TORONTO.

MORTON, PHILLIPS & CO., Stationery, Blank Book Mak-
ers, Printers and Publishers.

1755 AND 1757 NOTRE DAME ST., MONTREAL.

EASTERN AGENTS FOR THE CALIGRAPH.

PUBLISHERS OF

THE IMPORTERS' GUIDE.
MATTES' INTEREST TABLES,

From 4 to 10% and 3 per cent.

OATES' EXCHANGE TABLES.

Customs and Excise Tariff with Tables, etc., etc.

HICKSON, DUNCAN & CO.,

IMPORTERS.

SPRING TRADE.

| | |
|---------------------|-----------------|
| Baby Carriages. | Summer Sports. |
| Druggist Sundries. | Hammocks. |
| Optical Goods. | Fishing Tackle. |
| Boys' Wagons. | Base Balls. |
| Croquet. | Flags. |
| Lawn Tennis. | Paper Lanterns. |
| Tops. | Toy Pistols. |
| Marbles, etc., etc. | |

Travellers are now on road, carrying a magnificent line of
samples. You should see them.
Prompt attention to letter orders.

25 Front St. West, Toronto.

- Bagster Bibles -

EIGHT EDITIONS--From 75c. upward.

BETTER THAN EVER.

The New Series for 1891 will be found much superior to any
line of Bibles on the market.

Our Travellers will wait upon you with a full line of samples
early in the Spring and solicit your import orders.

Do not order any Bibles until you have seen the latest
BAGSTER COMPREHENSIVE TEACHERS' BIBLE.

Sole Agents in Canada :

TORONTO WILLARD TRACT DEPOSITORY, Ltd.,

Cor. Yonge and Temperance Sts.,
Toronto, Ontario.

THE
: Barber & Ellis :
COMPANY,
 Nos. 43, 45, 47 and 49 Bay St., Toronto.
 AND
 823 Craig St., Montreal.

Manufacturers of
THE STANDARD SERIES OF ACCOUNT BOOKS,
 ALSO
THE MERCANTILE SERIES.

SOLE AGENTS FOR THE CELEBRATED ST. NEOTS PAPERS,
 The Best and Cheapest on the Market.

FULL ASSORTMENT OF JOHANN FABER'S PENCILS, ERASERS, ETC.

SOLE AGENTS IN CANADA FOR THE NEW FASHIONABLE COURT MOURNING STATIONERY. "Chaste in design, and ought to supersede the hideous black-edged border now so prevalent in mourning stationery. The new paper has an artistic black triangle edge at the left-hand corner of the note paper and envelopes, quite sufficient to denote mourning without dishguring the entire sheet." Court Journal.

Also for the Toy Note Paper and Envelopes to match. This is the newest paper on the markets.

Importers of
Wedding Stationery, Programmes,
Announcement Folders and Fancy Cards.

NEW LINE OF PAPETERIES.

A large and complete line of Inkstands and Office Requisites.

The Envelope Department
 Is Complete and several New Lines on the Market.

BOOKS AND NOTIONS.

ORGAN OF THE

BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year, in Advance.

OFFICE, No. 6 WELLINGTON ST. WEST, TORONTO, ONT.

RATES OF ADVERTISING:

| | | | |
|---------------------------|---------|-----------------------------|----------|
| One Page.....1 Month..... | \$25 00 | One Page.....12 Months..... | \$250 00 |
| One Column....."..... | 10 00 | One Column....."..... | 100 00 |
| Half Column....."..... | 6 00 | Half Column....."..... | 60 00 |
| Quarter Column....."..... | 3 50 | Quarter Column....."..... | 35 00 |
| Eighth Column....."..... | 2 00 | Eighth Column....."..... | 15 00 |

All communications intended for publication must be sent in not later than the 22nd of the month.

ADDRESS BOOKS AND NOTIONS, TORONTO.

Booksellers' and Stationers' Association of Ontario.

PRESIDENT

H. FRED. SHARP, *St. Marys.*

VICE-PRESIDENTS:

J. A. NELLES, *Guelph.*

R. S. CORMACK, *Whitby.*

SECRETARY-TREASURER:

J. B. MCLEAN, *Toronto.*

EXECUTIVE COMMITTEE:

H. DICKENSON, *Woodstock.* DONALL

BAIN, *N.T. Wilson.* A.S. IRVING

and S. WALLACE, *Toronto.*

Official Organ: BOOKS AND NOTIONS, Toronto.

OUR MONTREAL OFFICE.

OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE MR. G. HECTOR CLEAVER, 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 PAIR.

Vol. VII.

TORONTO, MAR., 1891.

No. 3



AKING into consideration the actual and prospective position of the Canadian book trade, I feel that it has begun the curve of that turn which the longest lane must finally take. One gleam of improvement, already meekly hailed by BOOKS AND NOTIONS, is the outlook for better profits. A sign and a reasonably good surety of this was the merging last summer of the leading United States publishing concerns into a syndicate, of which the ostensible purpose—and so far the effect—is the raising up of prices. The consolidation of these houses has not put an end to cheap books, but it has made the sale of most of them profitable to the retailer. Truly some

improvement was called for, when 12 mos. that were sold some years ago for \$1, had come to be valued at only 19c. retail.

But I am convinced that the booksellers have much more to hope for from copyright legislation than they have gained from union among United States publishers. If the Canadian Copyright Act of 1889 be allowed—and the chances are strong that it will be—the trade will have in it a lever for the lifting of prices to a profitable level. That measure would put it out of the power of the English author to prevent the publication of his book here, as it gives him the option of taking out copyright and publishing one month after publication elsewhere, or allowing the government to issue license to any applicant to publish it subject to a royalty in the author's behalf. Publication, therefore, would take place here either under copyright or license. The question then is, would American reprints

be allowed to come in as they have been, upon their paying a duty assessed for the English author? Another form of the same question is, would the Foreign Reprints Act of 1847 be repealed? Of course that is an Imperial Statute, and Canadian legislation has not yet been admitted as paramount here. But the Canadian Copyright Act makes provision for the suspension of the Foreign Reprints Act by prescribing that when a Canadian license has been granted, and the Canadian demand for the work seems to the Government to be satisfied thereby, the Governor General may by proclamation prohibit the importation of copies of the work from any country excepting alone the United Kingdom. This provides for the exclusion of United States reprints. This, I consider, augurs well for fair profits, The Canadian publishers would not be likely to slaughter prices, as the conditions are not here as they are in the United States to urge publishers into such a course. Publishing would not be on so gigantic a scale, it would not be among so many competitors, and it would have a restricted field to take its matter from. Prices would therefore be almost certain to be adequate.

But if the Canadian Act should not be allowed, there are good grounds for hoping that the United States measure for the securing to authors of international copyright will become law. If it should, the book trade would be greatly benefited. A book copyrighted in Great Britain and also copyrighted in the United States, would not then circulate freely between the latter country and a part of the British Empire. It would sell only where its publisher had the right of trade. This would keep out that influx of rubbishy reprint, which was legalized by the Imperial Act of 1847, and the Canadian trade would be the better of the exclusion.

I recognize that one of the greatest evils of the trade has long been low profit on books, and the remedy repeatedly urged—concerted action on the part of booksellers—has not been applied. It is well that other influences are at work to do what lack of unanimity prevented the trade itself from doing. Combination of publishers in the United States, the possible allowance of the Canadian Copyright Act of 1889, and the chance of the United States Act passing are likely to work out the emancipation of the bookseller from the yoke of low-priced literature.

Nor is the influence of jobbers and publishing wholesalers an entirely negative quantity in the cause of stable profits. Though I regret that these distributors cannot come to any understanding for the exclusion of interlopers from the retail trade that indeed they vie with each other for the big orders such interlopers bring—yet I observe with satisfaction that there is a clearly defined line drawn, within which encroaching traders have no special privileges. I think that with nearly every house it is a rule to give no favors to the big department stores in lines which the house has the sole publication or control of. In these specialties a big order has not usually the talismanic effect that it has in lines there is local competition in. This preserves a profit to the retailer in some of his wares at all events, and though it does not hinder the department store from selling at or below cost, yet it makes such lines less desirable as stock in such a store. It is in goods that are common to the stock of several wholesalers that the cutting is done for the benefit of the big department store. Even in these lines there are jobbers who undertook to stand by the trade and to keep their prices intact in the face of strong temptation. They claim that they were not more dissuaded from continuing to do this by the opposite example of competitors, than they were by the ingratitude of the trade for whom they made the sacrifice.

The fact that jobbers and publishers usually uphold prices in lines that are controlled by individual houses, seems to me to bear out the view that copyright legislation would be good for the retailer. If the holders of an exclusive right or sole agency in the present circumstances of book supply are tenacious of profits, it is fair to assume that they would be equally so at least, when their copyright or license was backed by a proclamation shutting out foreign copies,

or supported by a treaty making the importation of such copies unlawful. Take any United States reprint of an English book. Every jobber in the city is free to import as many copies as he pleases on payment of the customs duty which is levied as the author's royalty. Substitute for this means of getting such a book the publication of it by one Canadian house, and the probability that prices would be kept up is strong. The distribution of copies of that book from one centre instead of from many, would bring the trade in it from under the sway of the department stores and would make publishers independent. Of course the publisher could produce cheap editions for those who wanted low priced books, but these would be as available to the retail bookseller as to the department storekeeper.

An uplifting of prices by any means whatever, whether by combination among present publishers, agreement among jobbers, or copyright legislation, would do incalculable good to the retail trade proper. There might perhaps be a perceptible decrease in book buying, but there would be more than a perceptible decrease in book-dealing on the part of the traders whose proper business lies in other lines. The bazaar, tea and other large stores that keep a stock of books, do so not to make money out of that stock, but to stimulate trade in the other goods. They therefore buy their books at easy prices and sell them without profit, merely for the sake of trade in their staples. But if a time should come when books could not be had below a regular price, there would not be the same utility in them as leaders, and the keeping of them as a side stock might be expected to become less common than it is to-day.

EDITIONS OF PRESCRIBED TEXTS.

The editions of selections from English, French, German and classical literature, which are prescribed for matriculation and teachers examinations from time to time, are not always sold within the period that the work is studied. Many dealers have annotated editions of Milton's *Paradise Lost*, of Burke's *French Revolution*, of Cowper's *Task*, of Lamartine's *Christophe Colomb*, of Cicero's *Orations Against Catiline*, etc., that are now mere lumber, having outlived the demand that official sanction created for them. Those who hold such relics of a by-gone curriculum or departmental order may look for these books to come in again as abandoned styles do, but there is little hope that they will so come in. The editor of a modern or classical work is usually ready when such work is again prescribed, to modify, supplement or entirely overhaul his edition. His former study of the work puts him in a position to start ahead of new editors, and the development in the meantime of literary criticism and the teaching art, as well as of the editor's own views, will necessitate changes in the first edition which no one

else will recognise so clearly as the editor himself. Consequently the old edition will not be wanted when the work comes on again, for the editor will in most cases supersede that edition. If he does not, some other competent man will. Even if the first edition would sell five years after the time it was formerly in demand, it would not pay the retailer to carry it so long, as interest on its cost would eat far below the point where profit begins.

Dealers must be careful not to buy editions of prescribed texts beyond the needs of the students within the time such texts are prescribed. They should know long beforehand what works are to be read within the academic year, should consult the headmaster to know how many students will be in the classes to study the work, and should learn what is likely to be the edition in favor with the classical, modern language or English master. They can do this if they are on the lookout, as the work is usually announced a year at least before it comes up for study, to give time to editors and publishers to prepare editions. The dealer should know that a work ceases to be in demand, not when it ceases to be authorized for study, but months, generally half a year, before that time. There should be few or no volumes in stock when the second term has been opened. The work that comes on a year and a half afterwards should then be thought of, as it may be needed to start junior classes.

The dealer ought to cultivate the headmaster's acquaintance, and get as much advance local knowledge as possible, using the curriculum and departmental orders to keep himself informed on what works will be read, and learning as early as possible from the teacher what editions will be preferred. If dealers did more of this they would not have so many remnants of past years, and their advance knowledge would assist the publishers. These could then regulate their output by previous reports from travellers, in the same way as importers now regulate their supply, by first in getting orders for the wants of the trade.

SCOTT REDIVIVUS.

A Scott 'revival' seems to have set in. There are various factors which may be involved in the cause. Nausea of the realistic fiction that has lately been so much run after by readers and affected by writers may have caused a reaction, or the place of Scott at present on University curricula may have something to do with restoring that author to his old place in popular favor; or, more probably, the appearance of Scott's *Diary* may have awakened an interest in his writings. Whatever the cause, there is no doubt quite a drift in this city, at all events, of literary interest in the works of the greatest of romantic novelists. In the past few weeks several costly editions, running from \$60 to \$120 have been sold. The call for ordinary editions has also been good.

CHURCH AND CHARITY BAZAARS.

The discussion of church shop keeping in other words, bazaars—is spreading. The *Montreal Witness* now takes up the question on a hot letter from a trader and advertiser who seems to have suffered severely in his business. The merchant says, referring to the large sums withheld from regular trading by the sales at church and charity bazaars—“All through the dark, damp spring, the hot, dry summer (and railway excursions taking every one that can go to United States summer resorts and bringing scarcely anyone in) and cold, bleak fall, the dealers have been patiently waiting for the holiday trade to help them take up a note, reduce a heavy stock, or cover the losses of dull times, but just as their hopes are getting ripe the bazaar vulture sweeps down on them and all their hopes are swallowed up.” On the methods of carrying on the business traffic undertaken by churches, he adds: “There are no taxes, no wages, no rent, often no cost, but all profit. To whom does this amount rightfully belong? From whom is it stolen? How much will Christ accept, bless and use for his own glory? A few dealers may close their doors or be sold out; no one cares.” The writer it appears resented the course of the *Witness* in countenancing church trading and withdrew his advertisement, whereupon the *Witness* goes for him, feeling nevertheless constrained to admit that the bazaar system is “a very uneconomical way of raising money, and that direct gifts where possible are far better,” and the writer's “criticisms upon the ordinary public bazaar are as a rule thoroughly deserved.” The subject no doubt is well worth discussing, and the churches themselves will be all the better for a frank disclosure of opinion therein. Some churches have decided against business enterprises of all kinds. We fancy they have not suffered if the girls instead of consecrating their energies to successful competition with dealers who depend on their business for their living have devoted themselves instead to the alleviation of the miseries of the poor, the suffering and the helpless, their churches cannot have suffered. Our own impression is that the average girl of the period is considerably more of an angel without wings in the latter character than in the former. But we are open to argument. All we want to say in conclusion for the present is, that the evil, if it be an evil, is growing, and that dissatisfaction with its spread is considerable. It might be well under the circumstances for pastors, church-wardens, elders and leading members of congregations to give this matter, as Sir John and his colleagues would say, their most serious consideration. We admit it is a difficult matter to deal with. Every one realizes that enterprises of some kind are useful to maintain the activity and interest of young people in churches and charity, and even worse than the bazaar system is the plan of bringing outside attractions to the city and selling tickets for them in the hope of making a profit. The outside attraction waltzes off with several hundred dollars of city money, and that is the end of it to far as local business is concerned.—*Ottawa Journal*

FANCY GOODS.

Hickson, Duncan & Co. are offering some very fine Worcester china vases.

The trade in china figures and those made of lava and bronzed is very good just now. Smoking sets are also going fairly into trade.

The English style of baskets in willow and straw are coming in, and some fine samples are shown by Nerlich & Co. They have also some handsome baskets in palm, with leather binding.

Mr. J. S. Russell, Bay street, is getting in supplies of spring and summer fancy goods, and of the other lines that he carries. His stock of walking-sticks is not excelled in Canada.

Hickson, Duncan & Co. have just received their samples of albums from Germany. The longfellows are yet in favor, in plush and leather. In fact plush seems to be increasing its hold in the domain of fancy goods. Among the shapes Hickson, Duncan & Co. are showing are the Castle, Mikado, Sail, Anchor and Spring Leaf. Stand Albums are likewise in the season's varieties. Very choice and elegant are the specimens Hickson, Duncan & Co. have opened. Their travellers will shortly exhibit them to the trade.

Brown Bros. have just taken stock to make way for their new goods. Samples of these are in. Among them is an unusually big assortment of photograph albums, the varieties taking up several large cases to hold samples merely. They are in leather, leatherette and plush. The stock is also reinforced with portfolios, papeteries, fancy inkstands, card-cases, purses, etc. The card cases are in many styles and lines, all of leather, some with oxidized silver corners, others with oxidized silver frames. In chatelaine bags the varieties are numerous and the stock elegant.

The Christmas trade of 1891 is heralded by two superb specimens of Hagelburg's work in the sample room of C. M. Taylor & Co., Toronto. One is a colossal Santa Claus, ruddy, bright-eyed, and glistening with frost from head to foot, carrying a basket laden with toys. The other is a little girl on an equally large scale, whose burden, also in a basket, is a fine assortment of flowers, as realistic in appearance as the toys. A special machine costing \$5,000 had to be made to print work of the size represented in these advance guards of the Christmas trade. These sizes are for sale by C. M. Taylor & Co. The purpose of them is to advertise the Christmas trade. Retailers would find them grand selling articles to grocers and fancy goods people to put in window or shop front.

A CREDIT TO THE CRAFT.

BOOKS AND NOTIONS, the official organ of the book and fancy goods trade of Canada, came to us last month (January) with a new and elegantly engraved cover, which is a masterpiece of its kind, and many internal improvements which will make it better able to serve the trade than ever before. It is a credit to the craft and we wish it the continued prosperity it so thoroughly deserves. —The Trader.

NOVELTIES.

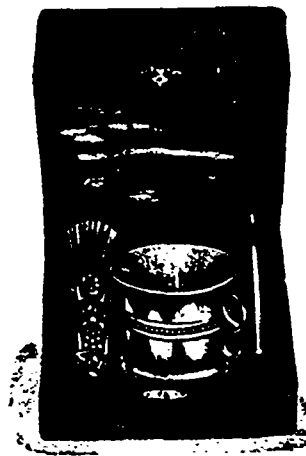
Political Puzzle, Who Wins? Tories vs. Grits. This is the label on the box which contains a novelty lately got up by William Bryce. It is an interesting little puzzle. Directions go with it.

Bushnell's Perfect Letter Copying Books are evidently a good selling specialty. They do not require a special ink, and they copy as well as press. They are in the form of a roll. The ease with which a duplicate can be got by the use of these books causes them to sell readily. Brown Bros. are handling them.

The Symphonion is the name of a German music box handled by Hickson, Duncan & Co. It is a very sweet toned instrument. The music to be played is supplied in a series of plates perforated with the notation. It is just the thing to have in a fancy goods store, where its tinkling strains, the instrument itself hidden from sight, will be sure to make a demand for it.

The Surprise Easter Egg is a novelty that will undoubtedly create demand. In shape and size it is the counterpart of a natural hen's egg. By blowing in the side of it a cock's crow is produced. By pressing a spring the cock himself is made to appear. The plaything will be irresistible as a selling line wherever it is exhibited or illustrated. Nelson & Sons bring this article on the market.

**Reinhardt Mfg Co'y
MONTREAL**



Our New Oxidize Silver Cases.

We have made prices at very much lower than the American Metal, and are all our own make. We guarantee them for strength.

IT WILL PAY YOU TO GIVE US A CALL.

HEAD OFFICE FACTORY,
Head of Cote St., Montreal.
TORONTO SAMPLE ROOM,
67 Yonge St., Room 8.

B. MARCUSE, MONTREAL

**M
A
R
C
U
S
E**

NEW

EASTER CARDS,

CHROMOS, OLEOGRAPHS,
SCRAP PICTURES,
PHOTO FRAMES, ALBUMS,
FANS, etc., etc., etc.

823

**CRAIG
ST.**

A MAGNIFICENT LINE

Of Christmas Cards and Booklets is getting ready. Wait for them!

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.

Native Indian Goods, Moccasins, Snowshoes, Tobogans, etc.

114 BAY STREET. - TORONTO.

Sale & Marlatt,

OAKVILLE, ONT.

Sample Room, 24 Front E., Cor. Scott.

MANUFACTURERS OF
FANCY LEATHER GOODS,
POCKET BOOKS,
PURSES,
MEMORANDUM BOOKS,
MUSIC ROLLS,
SATSCHELS,
CHATELAINE BAGS,
FOLIOS, ETC., ETC.

- THE -

Art Metropole

131 YONGE ST., TORONTO.

IMPORTERS OF

Artists' Colors and Artists' Materials
OF EVERY DESCRIPTION.

Also English Enamel paints for Home decorations. Most saleable goods in the market.

We are prepared to grant an Agency in every town, to a Cash Buyer, for the most Saleable and Profitable goods in our line, which we control

CORRESPONDENCE SOLICITED.

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.

THE CANADIANS OF OLD has just been issued by Hart & Company.

FAMOUS OR INFAMOUS by Bertha Thomas. Montreal. John Lovell & Son.

FUN ON DRAUGHT is the title of a small book got out by J. S. Ogilvie, New York. There is an abundance of explosive matter in it.

THE BRITISH VS. THE AMERICAN SYSTEM OF NATIONAL GOVERNMENT, by A. H. F. Lefroy, M. A., (Oxon), is an able comparison of the two systems. Williamson & Co., Toronto, are the publishers.

"The Old Homestead," by Mrs. Ann S. Stephens, has just been published by T. B. Peterson & Brothers, Philadelphia, to sell at twenty-five cents a copy. It is a superb story of quaint New England farm life in the vein now so popular both in fiction and on the stage.

CÆSAR'S COLUMN, by Edmund Boisgibert, M. D., is published in William Bryce's Home Series, being No. 246 therein. It is a powerful novel of the propagandist type, of which the theme is the suffering of the poor, and the aim the redressing of hardships that are begotten of social inequalities. It is a large volume, and one that will be read by lovers of thoughtful fiction.

CANADIANS IN THE IMPERIAL SERVICE, by J. Hampton Burnham, M. A., Osgoode Hall, published by Williamson & Co., Toronto, came out on the 16th inst. It requires a fair sized volume to take note of all the eminent Canadians who have served the Empire in one branch or other of the service. The book is well got up, and its matter will be of interest to a very large class of readers.

Mrs. Southworth's New Book, "LOVE'S LABOR WON," is issued by her publishers, T. B. Peterson & Brothers, Philadelphia, in uniform shape, style and price with her works already published by them. At the low price at which "Love's Labor Won," is now published, it should have a very large sale, as it no doubt will, for all will want it, it having never before being published to sell under \$1.50 a copy, but now, to place it in the "million," it has been published to sell at the low price of twenty-five cents a copy.

THE MATCHMAKER, a society novel by Beatrice Reynolds, is published by T. B. Peterson & Brothers, Philadelphia, price twenty-five cents a copy. The Author opens in "The Matchmaker" a rich vein of inward life, while her pictures with which the story is blended have the freshness and vitality of truth. "The Matchmaker" will be found

for sale by all news agents, and all news stands everywhere, or copies will be sent, per mail, to any one, to any place, on remitting price to her Publishers, T. B. Peterson & Brothers, Philadelphia, Pa.

AN AMERICAN GIRL IN LONDON, by Sara Jeanette Duncan, is published by Williamson & Co. This sprightly writer, already well known as the author of "A Social Departure," has not merely held her own by the publication of her latest book, but has added to her reputation by it. The illustrations are a fit accompaniment of the brilliant matter. National pride in the world-wide fame of a young Canadian writer, who, by the way, has recently married a gentleman in the Indian civil service, may lead people to buy, but the intrinsic merits of the book will command interest independently of the fame of its author.

Worthington Co., 747 Broadway, New York, announce for immediate publication, ADVENTURES ON THE MOSQUITO SHORE. By E. G. Squier. With 70 spirited wood and photogravure illustrations. 1 vol., half Rox., \$1.25; or in paper, 75 cents. A book of travels, written by the daring American explorer and naturalist, E. G. Squier, at one time U. S. Minister to the Central American States, the author of "Nicaragua," "Peru," and other renowned books. The London Times, in speaking of this work, pronounced it to be "unusually amusing," called attention to the wonderful adventures that befell the author among wonderful scenery and curious people, praised the truly artistic illustrations, and finally declared it to be not only one of the most entertaining books on Central America, but one of the most charming accounts of travels of any out-of-the-way lands ever written.

PERICLES, by Evelyn Abbott, M. A., Fellow of Balliol College, Oxford. New York and London: G. P. Putnam's Sons. This is one of Putnam's "Heroes of the Nations" series. It is a beautiful book, its appearance and get up at once acquitting the publishers of any fault. The scholarly author takes a different view of Pericles from that generally held. He does not give the hero credit for the glories of the 'Age of Pericles,' and criticises his practical statesmanship rather unfavorably. But he does not detract from the greatness of Pericles as a lawgiver of lofty ideals. This book is no abstract of more cumbrous books, but is the result of laborious investigation which has led to an independent verdict as to the true part which Pericles played. The illustrations are numerous, and a valuable feature of a work dealing with military, political and social history, is a good map at the end of it. Williamson & Co. are the agents for the sale of the work here.

SONGS AND MISCELLANEOUS POEMS, by John Imrie. Toronto: Imrie & Graham. This is the second edition of Mr. Imrie's Poems, and differs from the first, which was

favorably received three years ago, in many improving respects. In the first place it is a larger volume, the 210 pages of the first edition having been expanded to 350 pages in this, to make room for new poems. Then several of the lyrical pieces are set to music, and this with many will greatly enhance the value of the book, as song really unfolds the beauty of the literary sentiment to them. The author's portrait is the frontispiece. Mr. G. Mercer Adam's introduction ushers the poems very gracefully. The poems are generally short, expressive of many moods, none of them morbid, and of many sentiments, none of them unhealthy. The simplicity of them will make them peculiarly popular with "the people." The appearance of the work is a selling feature. It is handsomely bound in blue linen, on which the title is stamped in gilt letters. The illustrations and printing are good.

VERGIL'S ÆNEID, Book I., By John Henderson, M. A., headmaster St. Catharines Collegiate Institute. Toronto: The Copp Clark Company (Limited). Mr. Henderson's reputation as an editor and teacher of classical texts rests on a solid foundation and is widespread. This is his second edition of the first book of the Æneid, the first having been issued in 1886. Many important improvements, made from the standpoints of teacher and scholar, are introduced into this edition. It contains chapters on the life of Vergil, on Roman epic writers, on the chronology of Vergil's times and on the metre and matter of the Æneid. These are tersely written, and take up the first 26 pages. Then follows the text, after which come the notes, index to proper names and vocabulary, the total contents filling 151 pages. The notes are excellent, and in many cases touch passages that the heedless reader would never suspect to be the hiding-place of a difficulty, and which he would be likely to pass by without study. The vocabulary is full, and the equivalents are in all cases apposite. Classical authorities like Mr. Dale, Latin lecturer in the University of Toronto warmly recommend the book. It comes upon the University curriculum next September, and as many high school classes will



WE are Headquarters in Canada for Fishing Tackle. Before placing your orders write to us for samples. Our line of Trout, Salmon and Bass Flies embraces all the English and American Standards. Our

stock of Silk, Linon and Cotton Lines is very complete.

Brass Click Reels, 25 yds. from \$2 per doz.
Hexagonal Split Bamboo Rods, \$36.00.
Spoon Baits, from \$9 per gross.

PORTER, KEMP & TESKEY,

Sole Agents in Canada for H. Y. MILWARD & SONS, Fish hook manufacturers, Redditch, Eng.

210 St. James St., Montreal.

Buntin, Reid & Co.,

WHOLESALE STATIONERS,
Paper, Envelope and Blank Book
Manufacturers,
TORONTO.

The Oldest Established House
IN THE TRADE.

FULL LINES OF
English, Scotch,
French and German
Writing and Colored Papers.
Straw Boards,
Pulp Boards
and
Mill Boards.
Fancy papers
in great variety
for Box Makers
and Printers.
Twines,
Card Boards,
Writing and
Printing Inks,
School Books,
etc., etc.

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

BUNTIN, REID & CO.,
29 Wellington St. West.
TORONTO.
WHOLESALE ONLY.

EASTER CARDS.

Base Balls, Bats, etc.

THE 10-CENT FOUNTAIN PEN,
75 cents Doz.

THE FAVORITE SONG FOLIO,
Nos. 1, 2 and 3,
Retail 50c. - Trade Price 33c.

PLAYING CARDS,
From 42 cents dozen up.

We carry a full line of all the latest
and BEST MUSIC BOOKS.

All the latest Novels and
Cheap Libraries, Song Books, etc.

ART STUDIES AND MARRIAGE CERTIFICATES.

Correspondence and Invitation Cards.

Correspondence solicited,

The Toronto News Company,

Wholesale Newsdealers, Booksellers,
and Stationers,

42 YONGE ST.,

TORONTO.

P.S.—Keep a full line of IRVING'S
5-cent music in stock, it pays
100 per cent profit.

THE--

RED LETTER SERIES

LATEST ISSUES.

Basil and Annette.

B. L. Fargeon.

The Honorable.

Miss L. T. Meade.

Stand Fast.

Craig-Royston.

Wm. Black.

Hoodwinked.

T. W. Speight.

The Toronto News Company,

TORONTO.

The Montreal News Company,

MONTREAL.

Publishers' Agents.

begin to use it before that, the book is now ready. In a handsome red cover, on fine paper in good type, the book is mechanically a credit to the publishers.

HOODWINKED, by T. W. Speight. Toronto: The National Publishing Company (in Red Letter series). Is a clever book, and of the right length for an afternoon's pleasant reading.

THE WAGES OF SIN, by Louis Malet. Toronto. The National Publishing Company (in Red Letter series). With its usual correct appreciation the National Publishing Company has hit upon what the bulk of Canadian readers want. This is a good story and is sure to sell.

THE NEW DICTIONARY. The answer of the publishers of Webster's Unabridged Dictionary to the attempt of pirates to steal their thunder by issuing cheap phototype reproductions of the antiquated edition of 1847, is the publication of a new and completely re-edited and enlarged edition of the authentic Unabridged, which as a distinguishing title bears the name of International. The publishers have expended in the last ten years over \$300,000 in the preparation of this new book before issuing the first copy, and the improvements of the various editions since 1847 have cost over three-fourths of a million of dollars for editing, illustrating, type-setting and electrotyping alone. The new Dictionary is the best book of its kind in the English language. It unlocks mysteries, resolves doubts, and decides disputes. The possession of it and the habit of consulting it will tend to promote knowledge, literary taste and social refinement. For every family, the members of which have mastered the art of reading, the purchase of Webster's International Dictionary will prove a profitable investment, and the more they advance in knowledge and cultivation the more they will appreciate its aid and worth.

THE STORY OF THE REAR COLUMN of the Emin Pasha Relief Expedition, from the late James S. Jameson's diary and letters. The Rose Publishing Co., Toronto. This book is an outcome of the charges and the countercharges that have been exchanged between the friends of Major Barttelot on the one hand and Stanley and his defenders on the other. In the recriminations the character of Jameson had some terrible aspersions cast upon it, and by way of resenting the alleged calumny his representatives determined to publish his diary and letters. They are now published, and give an account of the experience of the rear guard left by Stanley at Yambuyah, under the command of Barttelot, with orders to await the reinforcements of Tipoo Tib, the local native chief. His wily temporizing kept them there a year, and the experiences of the rear column in that year were indescribably horrible. Members of it, whether writing from the standpoint of sympathy with Stanley or from that of sympathy with Barttelot,

agree in saying that there was almost infernal suffering borne by the slaves and carriers. This book tells the tale, so as to put the onus of responsibility for the hardships suffered, upon Stanley, who had gone up the Congo. The book will certainly sell well. It is illustrated by drawings from the pencil of Jameson himself, who was an artist. It is for sale at \$3 and \$4.50, according to style of binding, and will be sold through agents. Now, why should members of the trade not be agents? We have always urged that the trade should canvass certain lines that can be pushed thus, better than by shop salesmen. They ought to take up this book thus, and if they do they will make some money, and also keep out opposition.

FORTHCOMING PUBLICATIONS.

Worthington Co., New York, announce for immediate publication, *Boris Lensky*, by Ossip Schubin. Translated by Elise L. Lathrop. 1 vol., 12mo. Illustrated. This work is a sequel to "Asbein" by the same author. One of the chief characters being Boris Lensky's charming, lovable and neglected little daughter Marie, who claims the reader's sympathy and interest from the first. The terrible consequences which a life of dissipation brings are graphically portrayed in the description of the virtuoso Lensky's old age. The story is touchingly pathetic at times, and is written in the mildly satirical style peculiar to this author. Price in cloth, \$1.00; paper, 50 cents.

Worthington Co., New York, announce for immediate publication, *A Brave Woman*, by E. Marlitt. Translated by Margaret P. Waterman. With 50 Photogravure Illustrations. A romantic novel, of which the scenes are laid in one of the inland capitals of Cen-

tral Europe. It is a story of married life absolutely unique, but withal extremely fascinating. The plot is well conceived, the characters act their part naturally, many situations in it are most thrilling, all is managed with consummate skill. The renowned author's name is a sufficient guarantee for excellence of literary workmanship combined with purity of thought and action. Price in \mathcal{K} Rox. \$1.25; paper, 75 cents.

THE NEW EMPIRE, by O. A. Howland, will be issued by Hart & Company, Toronto, during the present month. It is to be a 500 page book, and will be very handsomely bound. The nature of its contents is awakening an advance interest that ought to be the earnest of a good run.

SPORTS AND GAMES SPECIALTIES.

Harris H. Fudger, successor to Smith & Fudger, has now full lines in his athletic goods department, notably in cricket and tennis furnishings.

The Lenten season has given an impulse to the trade in playing cards, evening games, etc., as the suspension of the livelier social pleasures is usually counterbalanced by the quieter pleasures of whist, checkers, etc.

The evening games are growing in popularity in Canadian households. The Copp, Clark Company have sold 2,000 parchesi boards since the beginning of the winter. They are now on the second thousand of Halma, and Nations and Old Maid are in steady request. The firm's editions of the popular games are very attractive, a circumstance which stimulates the demand quite as much as does the nature of the games. Their Perrywinkle could be no better. The last of their games is Reversi.

—: JUST ISSUED —:

A New Work by MARIETTA E. HOLLEY ("Josiah Allen's Wife") entitled

SAMANTHA AMONG THE BRETHREN

(100 ILLUSTRATIONS.)

Crown 8vo. Cloth, 70 CENTS.

ALSO BY SAME AUTHORESS:

My Wayward Pardner.

130 Illustrations, Cloth, 70 cents.

My Opinion and Betsey Babbit's.

50 Illustrations, Cloth, 70 cents.

Sweet Cicily; or Josiah Allen as a Politician.

382 pages, Cloth, \$1.25.

A good funny book is always a valuable "find" and the works of "Josiah Allen's Wife" only need knowing to be appreciated.

WILLIAM BRIGGS,

Wesley Buildings, TORONTO.

WARWICK & SONS'

13th Annual Import Announcement



TO THE STATIONERY TRADE.



TORONTO, March 1st, 1891.

WE take pleasure in alluding to the fact that this season is the 13th in our importing department, and during the past twelve years there has been a steady increase annually in the sales. Last year was the best we ever had, and we anticipate that the season of 1891 will be much beyond it, for the following reasons:

1. Our experience of the requirements of the trade enables us to place on the market just such articles as are **suitable to the Canadian public.**
2. We made arrangements with the best manufacturers in Europe whereby we have secured goods that are **acceptable in every respect.**
3. We endeavor to give such a variety of each class of article that the circumstances of purchasers are duly considered, while every article is, as usual, **the best that can be had for the money.**
4. Our samples this year, just opened out, justify us in stating that they are, in beauty, excellence and value, **far ahead of anything ever exhibited in Canada.**

This year shows a decided advance in artistic merit in every line, but especially so in

PHOTO. ALBUMS

Which are more beautiful and of a greater variety of unique shapes than ever before. The bindings, in both plush and leather, with "Applique" and Metallic Ornamentation, are superb, some of them double reversible, and the interiors rich in gold and colors.

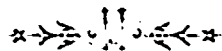
Among the many odd shapes, the BUTTERFLY, MAINSAIL, CASTLE and MAPLE LEAF are very attractive, and EASEL ALBUMS, an extensive line, in newest styles and shapes, are particularly fine.

WARWICK & SONS'

13th Annual Import Announcement



TO THE STATIONERY TRADE.



For ELEGANCE, UTILITY and GOOD VALUE, our line of Fancy Goods, in plush and leather, stands unequalled this season. Also, an extensive assortment of very handsome goods in

Oxidized Silver.

Nickel.

Brass.

China.

Glass.

Ornamented Wood.

Carved Wood.

Satin.

Embossed Paper.

Shell, etc.

Which are the newest designs, and of choice materials and construction.

Among the numerous special articles this year is a line of Basket-work, extremely fashionable; also Easel Tablets for Parlor or Office, in various shapes and bindings.

IN MIRRORS

We will show the largest and most beautiful line ever introduced into Canada, at prices that permit no rivalry.

Our Travellers will have the honor of waiting on you as soon as possible and, feeling confident that they carry a line of samples that defies competition, we respectfully request you to give no order until you inspect them.

WARWICK & SONS,
Manufacturing Stationers
TORONTO.

BLANK BOOKS.

We hold in stock the following lines of Ledgers, Journals, Day-books, Cash Books and Minute Books :

MEDIUM AND DEMY BOOKS.

Bound in HALF RED RUSSIA, Hub Back, Extra Finished, Round Corners, made out of American Linen Ledger paper.

Bound in HALF ROUGH SHEEP, Hub Back, made out of Tub-sized Azure laid paper.

FOOLSCAP BOOKS.

FULL ROUGH CALF, Double Russia Bands, Hub Back, Extra Finished, made out of 15lb. cream laid paper.

FULL CANVAS, Double Russia Bands, Hub Back, Extra Finished, made out of 15lb. cream laid paper.

FULL CANVAS, Russia Corners, Hub Back, made out of 13lb. cream laid paper.

No. 1 BOOKS, Half Persian Calf, Hub Back, made of 14lb. cream laid paper.

No. 2 BOOKS, Half Rough Sheep, made out of 12lb. cream laid paper

Samples of paper and Ruling forwarded on application.

A large assortment of Letter Books, Blotters, Memorandum Books, Time Books, Bill Books, Invoice Books, Pass Books, Index Books, Private Ledgers, etc., etc., in every style of Binding.

WARWICK & SONS,

AGENTS FOR

RAPHAEL TUCK & SONS,

Art Publishers.

STATIONERY

EVERYTHING REQUIRED

BY A

First-Class Stationer

KEPT IN STOCK.

GEO. WATERSTON & SONS,

Manufacturers of

"Bee" Brand LETTER, EXPRESS, **WAX**
BOTTLING, PACKING, AND ENGRAVER'S



Eleven Prize Medals



For all Purposes, and Guaranteed for Every Climate.

"The Premier Wax of the World." "The Standard of Excellence in the wax trade." Sold by all wholesale dealers.

LONDON, - EDINBURGH.

NOW READY.

IMRIE'S POEMS

— WITH —

Portrait, Music and Illustrations,

350 pp. Crown, 8vo., Beautifully bound in Cloth and Gold \$1.50. Trade price, \$1.00.

Get at least one copy for "On Sale" purposes, as we will refund at any time on returning book.

IMRIE & GRAHAM,

PUBLISHERS.

26 and 28 Colborne St., TORONTO.

ELLIOTT HOUSE

COR. CHURCH & SHUTER STREETS,
TORONTO.

Rates, \$1.50 and \$2 Per Day

Elevator, Steam Heat, Baths,
Electric Bells, Etc.

Take Church Street Cars from
Union Station.

J. W. HIRST, Manager.

JOHN HIRST, - - - Proprietor.



Late with The Barber & Ellis Co.

The "Scribe" Series

— OF —

REPORTERS' NOTE BOOKS.

Paper specially prepared for Pen and Pencil.

| | | | | | |
|------------------------------|---|---|---|----------|--------|
| Recorder Note Book | - | - | - | per doz. | \$o 35 |
| Reporters' " | - | - | - | " | o 80 |
| No. 2. Special ruling | - | - | - | " | o 60 |
| No. 3. " marginal line | - | - | - | " | o 65 |
| No. 4. Cloth case and filler | - | - | - | " | 1 20 |
| No. 5. Leather " " | - | - | - | " | 1 80 |
| Fillers | - | - | - | " | o 30 |



THE RIVAL FOUNTAIN PEN.

| | | | |
|--------------------------------------|---|----------|---------|
| No. 1. Gold Nib Chased Rubber Holder | - | per doz. | \$18 00 |
| No. 2, " Narrow Gold Bands | - | " | 23 40 |
| No. 3, " Wide " | - | " | 28 80 |
| No. 4, " Thick " | - | " | 23 40 |
| No. 5, " Narrow " | - | " | 28 80 |
| No. 6, " Wide " | - | " | 36 00 |

FOR SALE BY

THE COPP CLARK COMPANY, LIMITED.

Geo. F. Bostwick.

OFFICE FURNITURE,
CHURCH FURNITURE,
HALL SEATING,
OPERA CHAIRS.
Best School Desks in Canada.

Manufacturer of Amberg's Patent Peerless Cabinet Letter Files. Fire and Burglar Proof Safes, Vault Doors, etc.

GEO. F. BOSTWICK,
24 West Front St., Toronto.

M:U:S:I:C

The ANGLO-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,

SYDNEY ASHDOWN,
MANAGER

Anglo-Canadian Music Publishing Assoc'n,

13 Richmond Street West,

TORONTO, - - - ONT.

J. L. JONES,
WOOD ENGRAVER,
8 1/2, 10 & 12, KING ST. EAST,
TORONTO, CANADA.



C. M. Taylor & Co. are busy shipping wall papers.

C. B. Scantlebury, Belleville, says business is good around that section of the country.

Warwick & Sons say that BOOKS AND NOTIONS has yielded them the very best advertising results.

Mr. Doran, of the Willard Tract Depository, has just returned from the eastern provinces, where he reports trade to be flourishing.

The Easter Pamphlet, by Harry Harman, Louisville, Ky., is an excellent brochure on Easter window and shop display. It sells at 50c.

Mr. G. B. Fotheringham, of Fotheringham Bros. & Pophan, Ottawa, was in the city the middle of last month and called on BOOKS AND NOTIONS.

The valentine trade was better than the wholesalers expected, and the improvement was not merely in the grotesque lines but also in the sentimental ones. The Toronto News Company sold a lot of stock for the present year's trade.

Mr. A. M. Irving, of the Toronto News Company, left on the 7th inst. for New York, where he will be engaged for a few days looking after new goods, a large stock of which will be open for the inspection of the trade in a short time.

The Easter cards of the Toronto News Company are of the chaste design and perfect finish that characterize all the stock handled at Christmas and Easter by his house. The assortment is extensive and varied to suit price and taste.

The Toronto News Company's first annual sleighing party took place on the evening of the 10th ult. to Chester. About 20 couples drove out, and a most enjoyable time was spent in dancing, etc., the party breaking up at 4 a. m. This is the first attempt of the kind got up by above firm, and was so thoroughly a success that it was unanimously decided to hold the same annually in future.

Mr. Solomon, the buyer for the Methodist Book and Publishing House, Toronto, has just returned from Europe, where he bought some specially fine lines for the coming Christmas trade, at unusually advantageous prices. Samples will now be on exhibition till the season for laying in stock is on. Mr. Solomon got upon the market at a peculiarly favorable moment. The bargains his house is now prepared to offer have not been equalled in past years by any establishment. The stock is beautiful, particularly in booklets. Not only is the Christmas line specially full and choice, but the birthday booklets

and cards are equally select and cheap. A very elegant line of calendars, to sell from 10c. upwards will be seen in the same place rooms of the Methodist Bookroom. The juvenile lines are all that could be desired, and are in full stock at low prices.

Porter, Kemp & Teskey, Montreal, are early in the field with everything that is desirable in fishing tackle. One of the novelties which they are showing is a collapsing landing net with extension handle—the best thing of the kind we have seen. The enterprise of this young firm is already being strongly felt among the trade, and older jobbers must look out for their laurels. They are Canadian agents for Messrs. Hy. Milward & Sons, the extensive Fish Hook and Tackle Manufacturers, of Redditch, England.

Two of our friends are on the Ottawa School Board, Messrs. G. B. Fotheringham and James Hope. There should be at least one bookseller on the School Board of every city and large town. Toronto especially stands badly in need of one who will give advice which is often required. Who will consent to be candidates in the next election? A difficulty in the way of more booksellers holding office as school trustees is that they are thereby prevented from tendering for or providing school supplies, prizes, etc. The only way to overcome this is to have their school department nominally in other hands.

The spring catalogue of H. A. Nelson & Sons is out now. It is the finest they have ever issued, and will be invaluable to the trader in fancy and sporting goods. The season when the latter are in demand is now opening, and some authority on the lines that will be upon the market ought to be available to the trader before the stress of business is on. This catalogue heralds the incoming trade admirably, and will be found an authoritative reference book upon the season's stock. Marbles, peg-tops skipping ropes, rubber balls, fishing tackle, tennis goods, baseball goods, footballs, cricket goods, etc., etc., are classified and described very fully.

The calendar of The Canada Paper Co. is, from a utilitarian point of view, one of the best we have seen. In size and form it resembles a writing tablet of note paper. Every page is detachable at the top, and bears the names and dates of a week only, and not of a month as in most calendars. These names and dates take up but little space, and the blank beside them is left for diary purposes. Thus a man can note anything away ahead, and have that note staring at him as a reminder when he turns up that page in the course of time. To preserve the past notes a paper tack is at the bottom to pin together the pages for the weeks gone by. Further, the paper used in the make up of this diary calendar is of several hues, illustrating the Paper Co's. lines.

It is a very open, fair, good natured and enterprising, is the life of business.

A JOBBERS' ASSOCIATION FORMING.

In the light of tendencies brought into focus on the first page, a cheerful outlook for the book trade seemed to be warranted. A further assuring sign has been observed since that page was set up. On Friday, a meeting of the leading jobbers and importers was held in this city to discuss a basis of uniform prices. The basis and the terms of agreement seem to have been satisfactory. On Saturday, the day we go to press, the agreement is to be signed, and will include, we understand, all Canada. By the arrangement, each jobber is bound to sell at a specified number of cents on the shilling of cost. An exception is made in the case of large job lots, bought on special terms by the jobber, but every exception has to be proved to be for only such goods. The provisions for exceptions make the occurrence of any an unusual matter. All books will be included. It is believed that the attempt to establish limited prices will be a success. If it is, the department and the variety stores will be shorn of their chief strength to harm the retailer. There will be nothing in books as a subsidiary line when the same price is asked by all jobbers, whether the order is for \$100 lots or \$1,000 lots. Strict provisions are made in the compact to prevent evasions, such as dating ahead or gift-making. There seems good reason to believe that only the best results will ensue the formation of such an association, the motive leading to it being dissatisfaction with the low prices jobbers force each other to take to get hold of the big department store trade. Of course the association is not yet completed, but the jobbers appear confident that it will be to-day.

NELSON & SONS' GROUND FLOOR.

The ground floor of Nelson & Sons' warehouse on Front street in this city will have undergone a transformation by the time the workmen and stock-keepers have got through with the plans they are now engaged upon. To a depth of twenty feet the whole front will be taken up with offices, which will give room for all the counting house business staff. This will do away with the offices on the second floor. In the rear of the new offices on the first floor all the samples of goods in stock will be exhibited. By these improvements business will be expedited and also made more comfortable. The customer will not have to wander over two or three storeys to buy a bill of goods, nor will the checking of it or paying for it take him hither and thither as in the case of separate office locations. The process of overhauling and modernizing is already pretty far on, and will be completed in a very short time. When it is completed the convenience and taste of the new arrangement will be appreciated by all the firm's numerous customers.

THE MAGAZINES.

Outing for March carries with it an unusual interest considering the great variety of articles on gun and rod. As if never to limit the angler's passion, the congealed waters are pierced and "Fish Spearing on the Otonabee" is given to quicken a Nimrodic enthusiasm.

The *Cosmopolitan* for March has a very diversified list of contents from the pens of writers and thinkers of undoubted ability in their various fields. The frontispiece is from a painting by Seifert. "Beauty on the French Stage" is an illustrated article by Edward Mahe. "Municipal Reform" is by Oliver Sumner Teall. "The Story of a War Correspondent's Life" is written and illustrated by Frederic Villiers. All the other matter in the number is live and select.

The *Contemporary Review* for February gives the views of some of the greatest men of the day upon current political, social, ecclesiastical, literary and scientific questions. Sir W. W. Hunter writes on "Popular Movements in India"; Count Leo Tolstoi on "The Ethics of Wine drinking and Tobacco smoking"; Dr. E.A. Freeman on "Ancient Church Endowments"; Dr. H. D. Traill on "Romance Realisticised"; Principal Fairbairn on "Anglo-Catholicism and the Church"; Prince Malcom Khan on "Persian Civilization"; Lord Edmond Fitzmaurice on "Lord John Russell"; Dr. E.A. Abbott on "The Realities

of Christianity"; Geo. J. Romanes on "Aristotle as a Naturalist"; Right Hon. G. Shaw Lefevre M. P. on "Athens Revisited"; Duke of Argyll on "Wolfe Tone" For sale by the Toronto News Company.

STATIONERY.

There has been a lull in the demand for invitation cards, dance programmes, menus, etc., that were in so much request before Lent.

Both the Sultana and Duchess pads of Warwick & Sons have emerged from the condition of specialties to that of staples, and there is now an immense demand for these note-papers.

The Wirt gold fountain pen continues to make progress in the favor of people who want a portable writing implement. Students, travellers and reporters are making trade in it lively.

Brown Bros. have, in several sizes, very handsome oblong memorandum books, for vest and larger pockets; and a lot of new inkstands, paper-weights, paper cutters, etc., of the very finest quality.

The "Peerless" is the name of a line of copying presses sold by Brown Bros. The presses are very ornamental, being splendidly finished, and have a substantial appearance which is said not to belie the press.

The Pasha series of pens are in wide demand now. As they include legal, commer-

cial, fine and coarse writing points, and as they are made of Damascus steel, they have advantages that make their introduction easy, and this is followed up by the satisfaction of those who use them. Warwick & Sons give the retailers a good chance on these pens, as they liberally advertise them for him by means of sample cards, provide him with elegant shop-notices of them, and give him a good profit.

The contract for supplying stationery—pens, ink, foolscap, etc.—to the Toronto public schools was awarded to James Bain & Son. There were only three tenders, and the lowest was within \$26 of the highest, a small matter on a total of \$1,100.

The Scribe's series of Reporters' Books is coming to be all that is used by the news-gatherers of the press. That series comprises No. 1, 2 and 3. The latter has a margin line, No. 2 has not, and No. 1 is smaller than either 2 or 3. In leather cover the latter retails at 25c. The Copp, Clark Company are the publishers.

Hieratica is the name of a new line of English letter stationery (notepaper and envelopes) that the Copp, Clark Company has on this market. It is a vegetable parchment, and its name is taken from the parchment on which the Egyptian priests wrote their mystic symbols. It is in two sizes—one for ladies' use, the other for gentlemen's. It is unruled, and presents a delightful writing surface.



: HOW TO SELL GOODS :

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

55 PATERNOSTER ROW,

LONDON, - - ENGLAND.

ARE THE PUBLISHERS OF

THE LEISURE HOUR

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 NOTES.

A. & S. Nordheimer published two very taking pieces this month, viz., *OHSTOH*, a polka, by Juliette d'Erviex Smith, the composer of the *Wenonah waltz*; and *SOMETIME, SOMEWHERE*, a sacred song, by A. S. Ambrose. The price of each is 40c. The mechanical work on *Ohstoh* is worthy of note, the cover being an especially attractive feature.

ONLY TO SAY GOODBYE, song, the words by Walter Travers, M.A., the music by Oscar Verne, is one of the latest of I. Suckling & Sons' issues. It is a piece that deserves a good run.

HE WAS HER ONLY SON, song, arranged by John S. Baker. Price 40c.

AH WELL-A-DAY, song, words by F. E. Weatherly, music by Mrs. A. Goodeve. Price 50c.

GLAD SOME TIDINGS, song, words by Arthur Chapman, music by Fredk. Bevan. Price 50c.

REMEMBER! song, words by R. S. Hichens, music by Stanley Forbes. Price 50c.

ERE THE LAMPS ARE LIT, song, words by J. P. Harrington, music by Geo. Le Brunn. Price 40c.

KATIE CONNOR, song, written and composed by Harry Dacre. Price 40c.

THE CLANG OF THE FORGE, song, words by Henry Vaughan, music by Paul Rodney. Price 50c.

LIFE'S HIGHWAY, song, written and composed by Felix McGlennon. Price 40c.

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

The above list of pieces is the output of the Anglo-Canadian Music Publishers' Association for the past month. The demand for them is bringing them rapidly into the hands of the musical people of the country.

WHEELING, a bicycle parade, by R. S. Peniston, is a very pretty piece, sure to be popular for a long time, lately published by I. Suckling & Sons. The cover is a handsome piece of work. Price 50c.

AHIDE WITH ME, sacred song, by F. H. Farrington, arranged for quartet and solo by W. O. Forsyth, has been got out by I. Suckling & Sons in a popular form to sell at 20c. This famous hymn is receiving additional attention these days on account of the death of its author, Cardinal Newman.

CANADIAN NATIONAL AND PATRIOTIC SONGS, dedicated to the children of Canada, is one of the latest issues from the press of I. Suckling & Sons. This collection of songs will undoubtedly have a wide sale, as music and patriotism link well together in the school. Leaving out of consideration the sentiments that inspire hymns, there is probably no feeling which is so fitly embodied in songs meant for children as patriotism. The pieces are the work of such musicians as F. J. Hatton, F. H. Farrington, Theo. Martens, J. D. Kerrison, etc.

BOOK NOTES.

The sale of Kelly's *Keys to the Classics* has been large since the Copp, Clark Company got the agency for them.

The last volume of *Kingsford's History of Canada* is attracting a great deal of attention both here and in the United States.

Miss Nobody of Nowhere, by the National Publishing Co., has had a large sale and is still in demand. Three editions have been published in Canada.

The Willard Tract Depository has its season's samples of some beautiful editions of the English poets. Its stock in this line will be exceptionally full and select.

Prof. Ashley's *Nine Lectures on Early Canadian History* is going well these days. It is a valuable book for libraries and students. Rowell & Hutchinson are the Canadian publishers.

From the present demand for Pitman's books it would seem that phonography is in very general favor; or possibly the fact that these books can now be had without sending to England for them may be the cause of the active trade in them. The Copp, Clark Company finds the demand for them increasing every month.

Mr. R. J. Birkenhead, formerly of the *Methodist Book and Publishing House*, Toronto, has opened up at 86 Bay street a full stock of Funk & Wagnall's books, whose Canadian representative he now is. He will be able to fill orders with promptness, and will no doubt do a good business for his house in this city.

The samples of a very fine and extensive line of Roman Catholic prayer books have just been received by C. M. Taylor & Co. They are got up in 150 different styles, some bound in calf, some in morocco, some with monograms, clasps, etc., some in single volumes, some with separate volumes for morning and evening service. The sets in handsome cases are also various in get up and size. The line is made specially for C. M. Taylor & Co.

HINTS TO THE SALESMAN.

One of the best salesmen says the seller should only talk enough to keep the buyer talking.

There is a maxim, "When you buy, keep one eye on the goods and the other on the seller. When you sell, keep both eyes on the buyer."

It is certainly true that salesmen of ready and fluent speech, good talkers, are often surpassed by those who say little.

One of the happiest forms of speech for a salesman, as it is for any person who has to convince others, is that of a short, plain and pithy illustration. It strikes home. Long-winded stories are tedious, and so are hobbies.

The salesman speaks to explain, convince and persuade, and he should keep his final aim constantly in mind. He knows instantly the effect he is producing, and the more favorable it is the better he can talk, because his readiness is encouraged.—*Publishers' Weekly*.

CO-OPERATIVE PURCHASE OF BANKRUPT STOCKS.

There is not in every town a trade association ready formed to take a bankrupt stock off the market and divide it among its members as the grocers of Sarnia recently did, but the fact that an association can do this thing furnishes the strongest motive to every section of traders to organize. It may be said that even in an association, personal interests would often override general interests, and that individual members would bid against the associations to which they belonged. This would be all the better, as the association could run up the price on the individual, and either take the stock at a high figure or force the individual to pay a high figure for it. In either case, the re-entrance into local trade of the bankrupt stock would do much less injury than if the association had made no movement in the matter.

In the case of a town where there is no association, or where the association cannot muster a majority in favor of buying the bankrupt stock, there should be a few dealers stalwart enough in the interests of trade to co-operate for the purchase and division of this stock. Even if it is divided between only two traders, its power to derange trade is considerably reduced. It is a pity that the greater traders of a town do not consider themselves the custodians of the local trade interests relating to their particular line. In the trade of every place there is a balance of advantage to be preserved, of which the importance and the conditions are as obvious as in that balance of power which is the cause of sleepless vigilance on the part of European nations. There are always three or four of these powers ready to oppose by arms or checkmate by diplomacy the movements of any other one to lay hold of additional territory. If the territory is to be seized, it must go piecemeal among them, or equivalent concessions have to be made to all the others by the power which is allowed to acquire it. The business of every town ought to be kept in equilibrium by the same jealous caution. In the maintenance of the balance of trade advantage, it is to be found the surest check upon the evils that bankrupt stocks cause wherever they are sold to individuals.

While the co-operative plan distributes the advantage that the acquirement of a bankrupt stock at a good discount gives the purchaser, it also enhances that advantage, for the traders who are co-operating are really combining not to bid against each other, and are therefore keeping the price below what it would be if they were competing for the stock. But probably the most important respect in which the co-operative plan benefits local trade, is that it enables every member of that trade to contribute a little against the deluge of low priced stock which some bankrupt trader would open upon them if he got hold of the whole thing. Without co-operation many traders have to look helplessly on at some interloper getting control of a large

insolvent stock, and opening a store for selling it off at slaughtered prices. By association or by some merely temporary union for defence against bankrupt sales, every trader can throw in his mite for his own protection.

LET SPECIALTIES SELL STAPLES.

The spirit and method which characterize an election or political contest afford a good hint for an advertiser.

Campaigns are fought out on issues—live ones, too.

A campaign without an issue is spiritless, dull and without importance.

A candidate, when he asks for support, bases his claims upon reason, either good, or alleged to be good.

He does not usually have an easy victory, either. There is need for him to bring arguments, and forcible ones, too. Strong statements, bright, interesting talk and brilliant hits characterize his welfare for votes. At all events you are not in the dark as to what he thinks about himself or his party—he advertises boldly. Why not try the same tactics in advertising business?

Have an issue, have some special article that will bear talking of, and which ought to sell if known, and let that article be your text for the day's advertising.

I mean this in plain words: Have "leaders" every day

Even if you have a whole storeful of new and saleable goods, don't try to present an inventory of the whole in every advertisement. No one wants to buy a dozen articles—seldom more than one at a time. Good advertising consists in the selection of a few strong, quick-selling specialties, to stand as the representatives of your stock, in price, quality and pattern. Just as you select one smart, active man from every 100,000 of the people, and send him to Congress as your representative, so choose a good thing to represent the store, and talk about that article. Put your whole energy and force into a strong argument why that should be in every reader's hands; try to talk as though that article was your entire stock. You will find it will draw more people to your store than the mere mention of a thousand articles. If you have sufficient space two or three leaders can be put out at once, but seldom more than that in an ordinary advertisement. Each day take a new article and treat it in like manner, and you will soon find that your leaders will be town talk.

No tradesman need lack for a specialty. If it is a good article, it will pay to push; and if it sells the staples will sell with it.

Let specialties sell staples always, and try to take rank among your competitors as the one who is the quickest to recognize a good thing and the first to sell it.

Don't be classed with "that funny merchant who still sells the lamp that was best before the 'Pittsburgh' came out." No one

wants second best goods. Nobody reads back numbers. Nobody cares to trade at slow stores.

Let your advertising reflect the policy of your store. Be a leader in all things.

The old-fashioned circular seems to have given place to the "primer," or little book. The same amount of matter that was formerly crowded into a two or four-page circular in the form of a letter sheet, is now gotten up in small book form.

The advertising matter is confined to the inner leaves, which are usually of white or cream tinted paper, and the covers are of darker, heavier paper, often in rough effects. There may be four, eight, twelve, sixteen or as many pages as are necessary to contain the required matter. The page size is small, usually not over 3 1/4 to 4 inches, and liberal margins are allowed, to afford a contrast for the type.

They are neatly printed, and are certain to receive dignified and considerate attention from the recipient.

They are greatly used in the large department stores, being scattered all through the establishment in little baskets on the counters, easy to reach.

Customers pick them up while purchasing other goods, often being in that manner reminded of articles needed, which perhaps they otherwise would not have bought.

To help sell specialties and new lines of goods they are invaluable. Merchants frequently secure effective distribution by having one of every kind wrapped up in parcels and sent to the homes of their customers. Their cost is not excessive; in lots of 25,000 a twelve-page booklet on ordinary size, with neat cover, will cost about \$5 per thousand. —Printers' Ink.

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

A reputation for truthfulness is indispensable to permanent and satisfying success.

One thing in particular should be impressed upon clerks—the necessity of careful attention to small customers.

JUST ARRIVED  
 **and SELLING FAST**

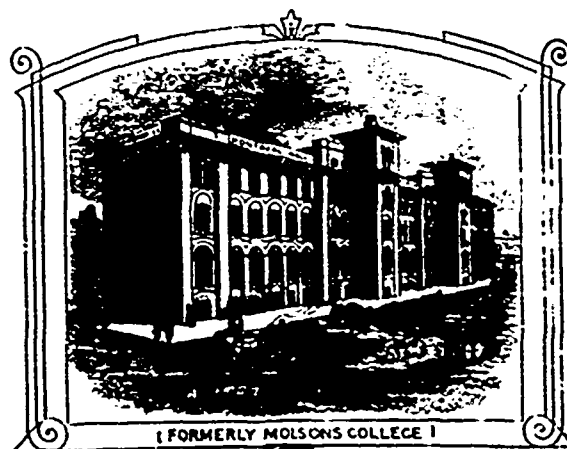
EASTER BOOKLETS and CARDS, in great variety as to style and finish and at very low prices. Something new, and of latest design.

Sample lots of a nice assortment SENT THE TRADE on application. Address,

WILLIAM BRIGGS,
WESLEY BUILDINGS,
TORONTO.

MONTREAL WALL PAPER FACTORY.

First Prize Awarded
 WHEREVER EXHIBITED.



COLIN McARTHUR
& CO.,
 15 Voltigeur St.,
 Cor. Notre Dame St.,
MONTREAL.

Travelers now on the road. Any of the trade not called on please send for samples.

TOYS.

The music boxes that will be in stock this year are very attractive to both eye and ear.

A musical toy on the same principle as the symphonion is sold by Hickson, Duncan & Co., to retail at \$1.50.

A fine stock of superior steam engines, of strong make, have been bought for the season's trade by Hickson, Duncan & Co.

Children's wagons, wheelbarrows, and doll's carriages are a line that trade has opened briskly in with H. A. Nelson & Sons.

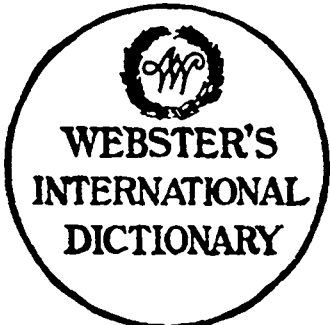
The dolls in the spring samples show an advance on the make of a year ago. They will also be cheaper. Window dolls are finer and cheaper.

The musical skipping rope will this year be cheaper than it was a year ago, the time of its patenting and introduction. It is now simplified and got up at less cost, while the demand has lowered the price. It will sell now at 10c. not as a year ago at 25c.

BUSINESS CHANCE.

A SPLENDID CHANCE. The stock of a Wholesale and Retail Book and Stationery concern, established for over forty years, is offered for sale at 20 cents in the dollar on cost. The stock has been bought very low for cash, or imported direct, and is well assorted and in the best condition. Any credit wanted will be given on satisfactory security. Address Books and Notions, Toronto, for further information.

THE NEW WEBSTER
JUST PUBLISHED—ENTIRELY NEW.



A GRAND INVESTMENT for the Family, the School, or the Library. Revision has been in progress for over 10 Years. More than 100 editorial laborers employed \$20,000 expended before first copy was printed. Critical examination invited. Get the Best. Sold by all booksellers. Illustrated pamphlet free. **G. & C. MERRIAM & CO., Publishers, Springfield, Mass., U. S. A.**

Caution!—There have recently been issued several cheap reprints of the 1867 edition of Webster's Unabridged Dictionary, an edition long since superannuated. These books are given various names,—“Webster's Unabridged,” “The Great Webster's Dictionary,” “Webster's Big Dictionary,” “Webster's Encyclopedic Dictionary,” etc., etc.

Many announcements concerning them are very misleading, as the body of each, from A to Z, is 44 years old, and printed from cheap plates made by photographing the old pages.

STATUARY PLASTER CARTS for Artists and Schools, 250 Designs, Descriptive Pamphlet FREE. **Art Studies** **G. HENNECKE CO., MILWAUKEE, WIS.** AND 207 WABASH AVENUE, CHICAGO.

Do the Leads in your pencils break?

If so you do not use the right kind;

The best are made by the

AMER'N LEAD PENCIL CO
NEW YORK

Send TWENTY-FIVE Cents in stamps for samples worth twice the money.

WM. BARBER & BROS.

Paper Makers,
GEORGETOWN, - ONTARIO
BOOK, NEWS AND COLORED PAPERS.
JOHN R. BARBER.



Trade supplied by Davis Lawrence Co. Canadian Agents, Montreal.

MAGNIVEN & CAMERON'S { Renowned } **PENS**

THE FLYING DUTCHMAN PEN



WRITES OVER 200 WORDS WITH ONE DIP OF INK.

MAGNIVEN & CAMERON,
Waverley Works, Edinburgh.

PATRONIZE CANADIAN INDUSTRY.
GOWER & CO.

Only Makers Canada
Samples Free on Application.
10 QUEEN STREET, MONTREAL.

ESTERBROOK'S



Steel Pens

Fine Points, 333, 128 and 444.
Business Pens, 048, 14, 130.
Blunt Points, 122, 280, 1743.
Broad Points, 239, 313, 284.
FOR SALE BY ALL STATIONERS.
ROBT. MILLER, SON & CO., AGENTS.
MONTREAL.

SPENCERIAN
STEEL PENS
Are the Best,

IN THE ESSENTIAL QUALITIES OF
Durability, Evenness of
Point, and Workmanship.
WORKS: Birmingham, England.
ESTABLISHED 1860.
Over 35,000,000 of these pens sold in United States in 1880.
CANADA AGENTS
BROWN BROS., - - - Toronto.
BOYD, RYRIE & CAMPBELL, - Montreal.

GOLD MEDALS
PARIS 1878-1889

JOSEPH GILLOTT'S
PENS

Numbers for Ladies' use, Medium and Broad Points:
100 M, 106 B, 225 M, 287 M, 552, 616 M, 616 B, 900 M
903 (oblique), Fine Points: 453, 468, 287, 608, 909.

“HERE'S A SOFT SNAP!”

YOU MAY OBTAIN FROM ANY STATIONER

THE

GRAPHITE PENCIL CO.

Line of LEAD and COLORED PENCILS, including the

GRAPHIC—Round Gilt • GRAPHIC—Hexagon Gilt
STENOGRAPHIC
DRAWING and VICTOR.

NEW YORK

CHICAGO



COPYRIGHTS.

5781. The Manufacturers' Accident Insurance Form. Francis Furniss Rolland, Montreal, Que.

5782. Merchants' and Professional Men's Agreement and Note Book. Douglas Alexander Thurston, Toronto, Ont.

5783. Yolande Waltz, by Walter A. Geddes. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.

5784. Bell Telephone Company of Canada, Hamilton and Dundas Exchanges, Subscribers' Directory, Ontario Department, January, 1891. The Bell Telephone Company of Canada, Montreal, Que.

5785. Das Kalte Herz, Kalif Storch and Die Burgschaft, with English Notes, Glossary and Grammatical Appendix, by W. H. Vander Smissen, M.A. The Copp Clark Co. (Ltd.), Toronto, Ont.

5786. A Digest of the Nova Scotia Reports, by Fred. T. Congdon, LL.B., barrister-at-law. In Common Law, Equity, Vice-Admiralty and Election Courts. Carswell & Co., Toronto, Ont.

5787. Gladsome Tidings. (Song.) Words by Arthur Chapman, music by Frederick Bevan. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.

5788. Ah, Well-a-Day. (Song.) Words by F. E. Weatherly, music by Mrs. Arthur Goodeve. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.

5789. Ontario Practice Reports, Volume XIII., T. T. Rolph, barrister-at-law and reporter to the Court. J. F. Smith, Q.C., editor. The Law Society of Upper Canada, Toronto, Ont.

5790. Canada. Song and chorus, by R. P. Joyce. Orpheus series. Whaley, Royce & Co., Toronto, Ont.

5791. Bell Telephone Company of Canada, Western Exchanges, Subscribers' Directory, Ontario Department, December, 1890. The Bell Telephone Company of Canada, Montreal, Que.

5792. Quebec from Point Levis. (Lithograph.) John Henry Walsh, Sherbrooke, Que.

5793. Struck by Lightning, by Rev. Epenetus Owen. (Book.) Albert Sims, Otterville, Ont.

5794. Wheeling. A Bicycle Parade, for Piano, by R. S. Peniston. I. Suckling & Sons, Toronto, Ont.

5795. If I Love Jesus? Words by L. A. Morrison. Music by J. E. Lanceley. Llewellyn Abraham Morrison, Toronto, Ont.

5796. Katie Connor. Words and Music by Harry Dacre. Arranged by John S. Baker. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.

5797. A Few Pertinent Questions on the Subject of Good Bread Making. (Pamphlet.) Fleischmann & Co., Toronto, Ont.

5798. Life's Highway. Words and Music by Felix McGlennon. Arranged by John S. Baker. The Anglo-Canadian Music Publishers' Association (Ltd.), London, England.

5799. Ere the Lamps are Lit. Words by J. P. Harrington, Music by Geo. Le Brunn. The Anglo-Canadian Music Publishers' Association (Ltd.), London, England.

5800. He was her only Son. Words by George Bruce and Felix McGlennon, Music by Felix McGlennon. Arranged by John S. Baker. The Anglo-Canadian Music Publishers' Association (Ltd.), London, England.

5801. The Clang of the Forge. (Song.) Words by Henry Vaughan, Music by Paul Rodney. The Anglo-Canadian Music Publishers' Association (Ltd.), London, England.

5802. Remember. (Song.) Words by R. S. Hichens, Music by Stanley Forbes. The Anglo-Canadian Music Publishers' Association (Ltd.), London, England.

5803. Toronto Old and New, by G. Mercer Adam. The Mail Printing Co., Toronto, Ont.

5804. Toronto Directory, 1891. Might's Directory Company, Toronto, Ont.

5805. Canadian Presbyterian Mission Fields, Home and foreign to be published in the Knox College Monthly in Toronto. (Temporary Copyright.) Daniel T. McAnish Toronto, Ont.

5806. Rules for the Political Puzzle, Who Wins. Wm. Bryce, Toronto, Ont.

5807. Baby's Record. (Booklet.) The Mail Printing Company, Toronto, Ont.

5808. The Microcosmic Monthly, February 1891. (Publication.) The Simpson Publishing Company, Toronto, Ont.

5809. A Double Knot, by George Manville Fenn. (Book.) John Lovell & Son, Montreal, Que.

5810. Bryce's Flip Tennis Rules. William Bryce, Toronto, Ont.

5811. A Manual on the Taxation of Costs in the High Court of Justice, by Charles Howard Widdifield. Carswell & Co., Toronto, Ont.

5812. The County Court Manual; being a collection of the Statutes relating to the Practice, Procedure and Jurisdiction of the County Courts of Nova Scotia, with Notes, &c., by George Burgay, Q.C. Carswell & Co., Toronto, Ont.

5813. Letter Return Stamps. (Book.) Alexander Stewart & Harry Gay, Toronto, Ont.

5814. Canadians in the Imperial Naval and Military Service Abroad, by J. Hampden Burnham, M. A., Williamson & Co., Toronto, Ont.

5815. L'Index des Maisons a Louer et a Vendre dans la Ville de Montreal, No 1, 14 fevrier 1891. (Journal.) Ecrement & Co.,

5816. Songs and Miscellaneous Poems, by John Imrie. Imrie & Graham, Toronto, Ont.

5817. Vergil's Æneid. Book 1. Edited with Introductory Notices, Notes and Complete Vocabulary, by John Hendeson. M.A., New Edition. The Copp, Clark Co. Ltd., Toronto, Ont.

5818. Writing book for Public Schools. Prepared under the Direction of J. Coyle Brown, Public School Inspector. Peterboro, Ont.

5819. Ojistoh. (The Star). Polka by Juliette d'Ervieux Smith. A. & S. Nordheimer, Toronto, Ont.

5820. Sometime, Somewhere. Sacred Song, by R. S. Ambrose. A. & S. Nordheimer, Toronto, Ont.

5821. Centennial of Canadian Methodism. (Book.) William Briggs, Book-Steward of the Methodist Book and Publishing House Toronto, Ont.

5822. The Merchants' Protective Association Book of Letter forms. The Merchants' Protective Association, Montreal, Que.

5823. Oliver Goldsmith, by Wm. Black. MacMillan & Co., London, England.

5824. Guide Pratique de l'Ensilage a l'usage des Practiciens, par J. C. Langeher. Joseph Dussault, Quebec, Que.

5825. The Index of Current Events, 1890. (Book.) Henry Dalby, Montreal, Que.

5826. The Canadian Queen, February Number, 1891. The Queen Publishing Co., Toronto, Ont.

INTERIM COPYRIGHTS.

325. A Seraph on the Sea; or, The Fall and Rescue of a Highland Drummer Boy. Thomas B. Smith, Windsor, N.S.

326. The Principles and Practice of Veterinary Surgery. Part I, by Wm. Williams, F.R.C. & S., F.R.S.E., etc., Edinburgh, Scotland.

327. The Principles and Practice of Veterinary Medicine. Part I, by Wm. Williams, F.R.C. & S., F.R.S.E., etc., Edinburgh, Scotland.

328. Illustrated Ottawa. John McConniff, Montreal, Que.

329. Illustrated Vancouver. John McConniff, Montreal, Que.

330. Illustrated Victoria. John McConniff, Montreal, Que.

331. Illustrated Winnipeg. John McConniff, Montreal, Que.

332. In Time of Peace, In Time of War; A Story of Canadian Society, by Bernard. Frances Barnard Robertson, Hamilton, Ont.

333. Farmers' Friend and Account Book. by George A. Reid, Peterborough, Ont.

334. Somers' Monthly Pocket Diary, Rail and Steamboat Guide, March, 1891. William Brown Somers, Montreal, Que.

THE ADVERTISEMENTS ALWAYS READ.

"The advertisements in BOOKS AND NOTIONS are always worth reading and I have found it pays me to do so." G. B. Fotheringham, Ottawa.

This is an extract from a letter received a few days ago. It is a broad hint to advertisers to make their columns interesting. We are constantly urging this on them. Advertisements should be made as interesting as any portion of the general reading matter. It is the advertiser who does not do so who says "advertising don't pay." They should remember that every reader is a buyer.

IVORY FOR CUTLERY PURPOSES.

English ivory dealers and makers of ivory and pearl handles for cutlery purposes have not been very busy for some time past. The trade with America in ivory-mounted cutlery has declined considerably, but there now appears to be a reaction, and the demand for ivory and pearl scales is increasing. The last London ivory sale was one of the worst attended that has been for many months, and much of the stock was inferior, some of it having been left over from previous auctions. Altogether about 120 tons were offered, including 30½ tons of East Indian, 39 tons of Egyptian, 48½ tons of West Coast African, and about 3 tons of miscellaneous lots. In consequence of the absence of many of the principal buyers, prices of nearly every variety declined. The McKinley Bill was in some measure held responsible for this, for owing to the fact that cut ivory sent to the United States is now liable to a duty of 40 per cent., while raw is admitted into the American ports free of charge, cut billiard pieces, as imported from Bombay, declined £10 per cwt. West Coast African, which is specially suitable for the Sheffield cutlery trades, declined about £3 per cwt.; hard Egyptian went down £2 to £3 per cwt., but soft Egyptian showed no falling off.

SUGGESTIONS FOR THE RETAIL TRADE.

The following is extracted from the correspondence of a writer signing "C. L. Stearcy," in the *American Storekeeper*: "If you are worthy of the confidence of your neighbours go to work with a vim and try to get every good new customer possible by being polite and attentive. Be the first man to open your store in the morning and the last man to close; take as much pains to wait on a child as on a grown person; never misrepresent goods, but do a straightforward, square business, and you will gain custom. Keep your own secrets; if you are making \$5,000 per annum do not tell any one, as human nature is weak and jealous. If you are losing money and cannot stop the leak don't tell it, but close out to some man that thinks he can make money, and try a new location. Don't try to be a successful merchant and at the same time run the political machinery in your "district;" it will be too great a strain on your nerves.

It falls to the lot of only a few merchants to be able to run a strictly cash store, but they have to sell on credit in farming communities, etc. Don't imagine that when you are selling a great many goods on credit at a good profit you are getting rich. You will soon run against a solid rock wall, and will have to take to the woods. Scrutinize closely all the surroundings of your customers who desire credit. Have a specified limit agreed to and thoroughly understood by

customers who desire credit, and do not fail to stop when the limit is reached. When a customer is not entitled to credit, say "No," politely, but positively. Be firm in all your transactions. There can be considerable ingenuity and tact about refusing a man credit and still retain him for a cash customer. As a general thing, avoid giving credit to squatters and transient customers, as they generally fold their tents and quietly slip away to try their credit on another confiding merchant.

In giving credit always remember that you are the party that is extending the accommodation, and not the customer. When you have your goods credited out you are at the mercy of your trade, and have to depend on their prosperity for your success. If you owe a lot of minor accounts in your neighborhood it is your duty to settle up by cash or note. Don't permit them to accumulate. Short settlements make good friends. In collecting debts remember the old Quaker advice that there is more virtue in a gill of oil than a barrel of vinegar; therefore do not abuse a man when he owes you, or crowd him when he is down, but trade your bad debts to him for anything that has a market value, and you will realize more than in a legal process, and still have him for a cash customer. Never leave a debt open on your books; no matter how small, close it up by note, and then there will be no misunderstanding.

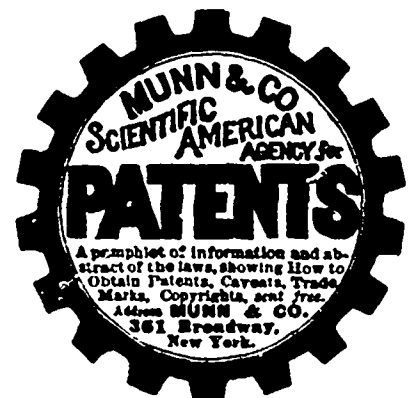
Don't forget that the credit business is dangerous and requires much watching and prayer to avoid the deadfall. In every community there are customers who regard all merchants with doubt; a good idea is to present each with a pass book and require them to bring it and record each transaction and they will soon get over it. Have every transaction thoroughly understood before customers leave. Keep a pass book in your pocket to enter each sale when made, and invariably at night copy same in day book. Keep your ledger posted up; never get way behind; it is a mark of laziness and shows that you do not keep in advance of your business. After you have been in business 40 years you can still learn something new. To sum up, a merchant's life is one of toil and trouble; all that embark in this business must begin with a determination to keep a firm and steadfast grip on their business. At times it will seem dark and gloomy, but will eventually land you on the top round. Frequently an embryo bankrupt, with a little money or brains, will open a rival store and tear up the gravel generally for a few days by selling goods at ruinous prices and take every underhand advantage of your trade, but by and by all will be still except the red flag fluttering to the breeze about his store. As a general thing, merchants are always the first approached for all enterprises that help build up the country, and it is a constant thing for them to feed and clothe the widow and orphan, the humble and down trodden all over the land, and for these many unpublished charities let us hope they are recorded on the Cr. side of that Great Ledger in that country where no shoddy goods go.

"BULLS" AND "BEARS"

A "bull" is a fellow who believes in everything, and a "bear" is a chap who believes in nothing. The former will devoutly take stock in the wildest flights of fancy, while the latter discredits the existence of his very self. As a rule, we must say we prefer the mind of the "bull" if we must choose between them, for we have but little patience with the croaker, and the man who delights in the total destruction of values. "Give it to her!" yowled a blatant, loud-mouthed fellow in the pit the other day. "She can never get low enough for me. If I could get the stuff for nothing, I should try to make you pay me for taking it." "Wow!" shrieked a rampant "bull" a few days later, "up she goes! This is just a starter. A dollar and a quarter for wheat will be low in a few days." The trouble with both of these factions is that they never know what an extreme is; they will never admit the existence of a limit at either end of their respective lines. The figure they set is an ignis fatuus which recedes as it is approached. Given dollar wheat, the "bull" yearns for and believes in an ultimate price of one and a quarter; put the price down to 50 cents, and the "bear" hungers for a further decline.

WHAT IS IN A NAME?

The cheap name of a place often leads people to make bad bargains. The reputation of the store as a cheap place to deal at is as dust scattered in the eyes of those who go to buy a particular article there. They pay without question a price they would haggle about elsewhere, and the article bought is as likely to be dear as cheap. This is the strong point in the position of the dealer who trades upon his fame as a price-cutter. He does cut prices, but he also pieces on profits in lines wherein he can baffle simple methods of detection. Fancy goods, notions, small wares generally, lend themselves admirably to the purposes of such dealers. On trashy stock they can get the price of first-class stock. There is many a line in which the department store may steal a march on the customer who goes to it for bargains. The most is made of the confusion between the cheap name of the store and the supposed cheap price of the article sold.





NEWSDEALERS' CHECKING BOOK

We have a few more copies left of this valuable adjunct to the careful handling of newspapers. Copies will be mailed, postage prepaid,

FREE

TO

ALL SUBSCRIBERS

TO

BOOKS AND NOTIONS

whose subscriptions are paid up for 1891. To those who are not subscribers it will be supplied at ONE DOLLAR A COPY. This is a book that no newsdealer can afford to be without, and unless you have tried one you have no idea of the time and labor it saves. Send for one at once before they are all gone.

Address

BOOKS AND NOTIONS,

TORONTO, ONT.

