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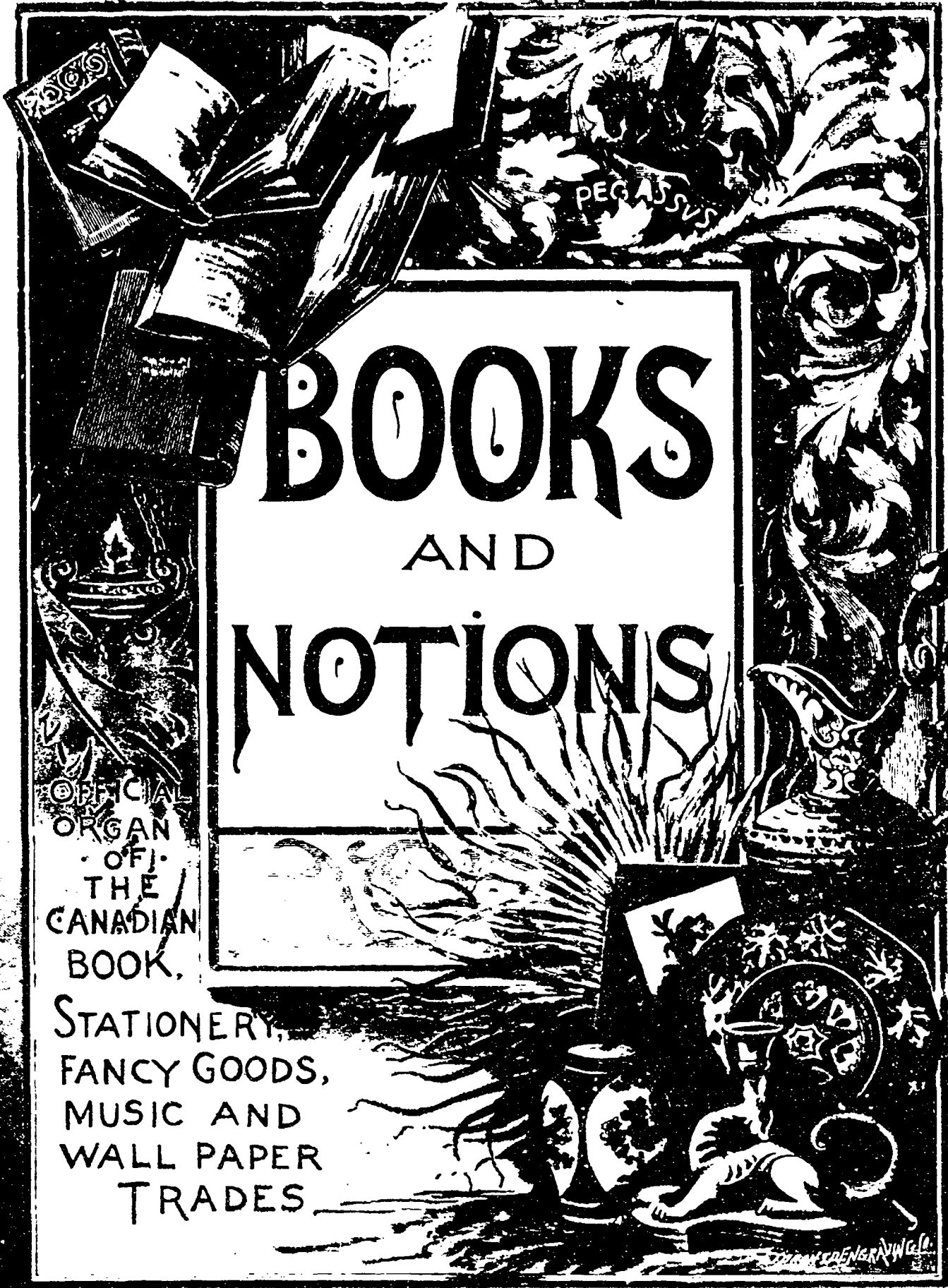
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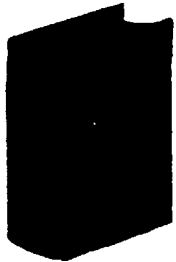
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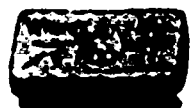
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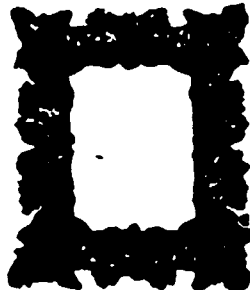
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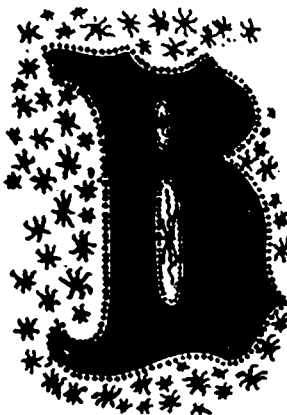
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BOOKS AND NOTIONS, TORONTO.

Vol. X. Toronto, June, 1894. No 6

DIVISION COURTS ACT.



BOOKSELLERS, stationers and fancy goods dealers have their creditors who are apt to be indifferent to paying their honest debts. Retailers give credit, not because their customers need it, but because they hate to refuse it to friends and

neighbors. They know they should not credit any person, but still they do. Usually their claims are small, and hitherto have been in Ontario expensive of collection. Division Court fees were very heavy, and where the claim was less than \$20, the costs usually equalled and often exceeded the amount realized.

The Ontario Legislature has this session passed two acts which will lessen the expense in the collection of small debts. The bill to amend the Division Courts Act was introduced by Mr. Gibson, of Hamilton, and reduces the cost of summonses and other papers to a minimum, and makes a corresponding reduction in bailiffs' fees.

This amendment is in the right direction, but the reduction of fees, if our interpreta-

tion of the clause is correct, will be found in practice to be very inconsiderable, as but a very small percentage of the claims entered in the Division Court are below \$10. The writer found, after careful examination of the books in the clerks' offices in Toronto, that at an average about one case out of every eight entered in suit in the Division Court would fall within the provisions of the amended tariff of this section. The percentage will be much less in Division Courts outside of cities, where the plaintiff's costs would be higher on account of the greater distance traveled by the bailiff. If our estimate is correct, this amendment will not make any startling inroad upon the clerks' and bailiffs' fees. Had the reduction been extended to all claims not exceeding \$20, the benefit would have been real and substantial. Of the 2,835 cases entered in 1893, in the Tenth Division Court of the county of York, 798 were for claims not exceeding \$20. In the First Division Court the percentage of claims under \$20 was somewhat less than in the Tenth Division Court. We may roughly say that only one-fourth of the claims entered will fall below \$20. However, as it stands, this amendment is important, as it shows a disposition on the part of the Government to consider the interest of suitors at the expense, however small, of the objects of its patronage—the clerks and bailiffs to court officials. These officials are now appointed by the Lieutenant-Governor, which is another way of saying that they are appointed by the Local Government, and it would not be doing the Government a gross injustice to say that heretofore the clerks and bailiffs, as well as some other officials, have been the objects of its tenderest care and solicitude. We have nothing to say against the clerks, who for the most part perform the duties of their respective offices faithfully and well, and are, with few exceptions, entitled to all the present tariff allows them. This cannot always be said of bailiffs and their satellites.

Section 12 allows a suit to be entered in a Division Court in Ontario even if the defendant lives outside the province. Mr. Garrow, of West Huron, introduced another bill which made writs of execution good for three years, unless satisfied or withdrawn, and embodies lands and goods in one execution. Thus the collection of small debts is facilitated in Ontario, and the other provinces would do well to follow or improve upon these amendments.

LEAD THE TRADE.

IF I were a bookseller or stationer in a small town I would either lead the trade or abandon my estate to my creditors. I would have the newest books and the newest novelties in stationery, or die (financially) in the attempt.

The man with the new thing first is the

man who gets the trade; or, in the words of some dusty-eyed poet, "The early bird catches the worm." It is astonishing how quickly a man can establish a reputation for being "up with the times." When something new is mentioned, the young lady exclaims: "You will likely be able to get it at Brown's; he usually has everything new in that line."

Many a man has made a trade by charging full prices and staking his trade on that one word: "first." His competitors waited to see whether the new thing was going to "catch"; he got in a small supply, introduced it, saw it was good, telegraphed for a second supply, and sold it. Then, when his competitors got in a supply, and cut the price, his stock was cleaned out, and he was after something else.

ACCOMMODATION PAPER.

ACCOMMODATION paper has become too common an instrument of credit in Canada, and it is time the banks put an end to discounting it. It is entirely unbusinesslike, and extends credit where it should not be extended.

A gives B a note for \$500, and in return B gives A a note for \$500. Then each goes and discounts his friend's note at a high rate—say from 20 to 70 per cent. Each receives a few hundred dollars' worth of capital, and a losing business is kept afloat for a time. Finally the crash comes, and the failure is ten times as bad as it would otherwise be.

A prominent wholesaler remarked the other day that credit was too cheap—disgracefully cheap. He instanced one or two cases in the dry goods trade that had just come to light through the daily papers, where men secured credit even on an assumed name. A man with \$50 cash could get \$500 credit.

Speaking with Mr. Tee, who manages the Canadian business of Eyre & Spottiswoode, he remarked that this was one of the worst features in the Canadian banking system. It was seemingly doing so openly and with, apparently, the approval of the banks. He said that such a state of things would not be tolerated in England, and English firms who knew that it was being carried on in Canada, were restricting their credit on that account.

Canadians as a rule are honest, and in order to retain their reputation for honesty, must frown down accommodation paper. The banks especially have a duty to perform, and said performance should be speedy and thorough.

Any method of business which tends to injure general credit should be tabooed by all persons who are likely to be injured by its continuance. It should be tabooed, not only for the immediate danger to the merchant, but also the ultimate danger to the community.

THE INSOLVENCY BILL.

VERY few insolvents are found among the booksellers, stationers and fancy goods dealers—still the fact that an Insolvency Act to apply to the whole of Canada is likely to be enforced has aroused considerable interest. The bill is still in committee, but may pass the Senate before this reaches the hands of our readers.

On May 1st, Hon. Mackenzie Bowell in opening the discussion on the bill said that five principles brought out by the discussion with the representatives of the Boards of Trade and Bankers' Associations should first be considered and an opinion expressed on them. They were: 1. That the distinctions made by the bill between traders and non-traders should be done away with; 2. That a trader may be put into insolvency only by his creditors and not on his own application; 3. That all incorporated companies be included under the provisions of the bill; 4. That a receiving order may be issued on the affidavit of a creditor instead of a petition by creditors; 5. That the official receiver shall not be eligible for the liquidatorship. Each of these principles was affirmed.

It was decided to make the clause deferring the application of the act to include all debtors except banks, railways, and companies to which the Winding-Up Act applies; incorporated trading companies, however, being transferred from the provisions of the Winding-Up Act to those of the Insolvency Act. The clause respecting the minimum rate on the dollar at which composition and discharge may be granted, was amended to make the minimum figures 66 $\frac{2}{3}$ cents, instead of 35 $\frac{1}{3}$, and as originally provided by the act. It was definitely decided that the interim assignee cannot be confirmed as liquidator. There were some strong objections to merchants being allowed to assign book debts in advance, but this was allowed over.

There is one clause worthy of consideration.

(c) The following by the trader to the petitioning creditor or if two or more creditors join in the petition, the aggregate amount of debts owing to the several petitioning creditors amounts to not less than two hundred and fifty dollars.

This clause should be altered to have the effect that a single creditor petitioning to have a debtor put into insolvency should have a debt of \$500, or if a combination of creditors, the combined amount should not be less than \$1,000. We suggest this because we do not desire to see any retailer put into insolvency simply because some small firm with whom he may have had a misunderstanding has a claim against him of \$200 or \$300. At the same time as such a claim as this is pressed, a larger firm, with a better understanding of the situation and a better acquaintance with the debtor, might be willing to extend the debtor's line of credit rather than restrict it.

Another clause which bears rather hard on the debtor is clause 34. The clause en-

acts that a postmaster may be ordered to send all the insolvent's letters for three months to the receiver or liquidator, and be opened by him in presence of clerk of court and insolvent. This is an unwarrantable interference with a man's private liberties, and is one which cannot be defended. The ideas of freedom in the middle ages are not the ideas of the people of to-day, and some of the sages who help draft the bill would do well to take notice of the fact. Anything which gives the slightest suspicion of interfering with that liberty which makes men men, is bound to rouse opposition of a desperate sort. Parliament should avoid even the appearance of such an undesirable thing as this, especially when nothing can be gained by such procedure. Moreover, it is as miserable treatment as could be meted out to the worst criminal, and a debtor who cannot pay his debts is not necessarily a criminal—the assumption should be that he is not.

The act of 1875 was repealed because the official receiver was an intolerable expense, yet clause 23 seems to be reviving this class with their great chances to charge fees. These receivers should be in existence, but they should not be allowed to hold the estate more than ten days, and should not receive more than \$25. The bill provides that the first meeting of the creditors must be held within twenty days. This should be ten, and still the time would be sufficient to enable notices to be sent to all American creditors. The amount the official receiver is to get for his services should be fixed by scale, and his duties should be two: (1) To guard the estate until the liquidator takes possession, and (2) to call a meeting of the creditors. The official receiver will necessarily be appointed by a party government, and all the experience of the accumulated decades of the nineteenth century points to the fact that give the party appointee an inch and he will take a yard. There is a danger, too, that pettifogging lawyers may get the positions and use them to stir up law suits, or cause unnecessary expenditure by lack of mercantile knowledge.

On this point there is seemingly a difference of opinion. The boards of trade would have the official receiver simply the guardian of the estate until the creditors of an insolvent can be called together to appoint a liquidator. The bankers desire that the official assignee should have power to carry on the business, and proceed with the preliminary steps for liquidation. They have in view the treatment of large insolvent concerns, such as manufacturers, to which suspension is a serious loss, whereas the boards of trade look to the liquidation of estates of merchants, which do not suffer so much from delay. We cannot see how the banks justify their opinion, and believe that the boards of trade have the better view of the matter. Experience will bear out our judgment.

On the whole the bill is a very desirable one, and every broad-minded merchant will

be glad to see it become law at once. The necessary amendments can be made afterwards.

LOCAL VS. CITY TRADE.

MANY merchants in towns and villages feel very much chagrined and disappointed when they see their fellow townsmen sending daily to "the city" for fancy goods, books, etc., instead of patronizing the men who are the mainstay of their town. It is exceedingly lamentable to see a conscientious, upright merchant in a small town doing his best to give the people in his vicinity a chance to inspect a full range of the season's novelties, and then when they have fully inspected his stock, got a general idea of what they ought to buy, they send for samples to "the city," and finally order from there.

We do not proclaim that "to the local victor belong the spoils," but we do maintain that the people of a town are following their own best interests when they patronize their home trade. Every store in a town pays a certain amount of rent, taxes, gas bills, etc., and the wages of employer and employee will amount to a snug sum every year. Another store occupied increases the price of real estate. Another store and one or two houses occupied means less taxes on other property. Another store occupied and competing for trade means an increased number of visitors, rural and civic, and an increased circulation of money in this and a dozen different ways.

The merchants of a town are its backbone, and take them out of any town, and in three months it will be as dead as the proverbial "door nail." They are the sap of the town, and give it activity and life. One live merchant is worth ninety-nine retired farmers. Merchants talk up the town; they draw manufacturers into it; they draw residents; they invest money in it; they help it in a thousand ways.

There is no legitimate method for causing the people to keep their money from the city stores except by an education of public opinion. Let each country merchant affected by this practice reproduce the sentiments and ideas expressed above in his local paper, and keep hitting the practice in this way, and most people will have either their patriotic feelings or their shame aroused, and the custom will be weakened. In discussing such matters with his customers a merchant must argue calmly and disinterestedly, as any show of anger or wrath will but arouse opposition. The cultivation of a proper esprit du corps in the community will do much to centre all trade in that community.

Collections from the Northwest continue very poor, and jobbers and manufacturers are not pushing sales in that direction as strongly as they might otherwise do.

AUTHORS AND BOOKS.

THE Canadian Mining Annual for 1894 has been issued by B. T. A. Bell. It is a handsomely printed volume of 500 pages, bound in red and gold, and contains the mining laws of the various Provinces and Newfoundland, a sketch of the mineral resources and industries of Canada, a list of mines and mining companies, and other information obtainable in no other form under one cover.

Cooper & Co. report a good demand for Week's two series of paper covered books. The covers are very attractive, and the titles on the whole are very good. Both series retail at 25 cents.

Two new books in Macmillan's \$1.25 Novel Series have been received by the Copp, Clark Co. They are entitled "Sir Tom" and "The Railway Man and his Children," and are both by Mrs. Oliphant.

The new volume of "Maple Leaves," by which J. M. LeMoine is supplementing his valuable and entertaining series so entitled, will shortly be issued from the press. To subscribers the price is only \$1.

The Copp, Clark Co. report three new issues in Chatto & Windus' 90-cent cloth Novel Series. The titles are: "A Song of Sixpence," by Henry Murray; "Zambra, the Detective," by Headon Hill, and "My Dead Self," by William Jameson.

J. M. Barrie, the novelist, author of "A Window in Thrums," etc., whose illness was announced on Saturday last, is now in a critical condition. Mr. Barrie is suffering from pneumonia, and the disease has extended to his second lung.

Small cloth editions of "Ships that Pass in the Night," and "Love Letters of a Worldly Woman," to retail at 50 cents, are shown by Cooper & Co. A very fine cloth edition of "The Man in Black," to retail at \$1, is also shown; a similar priced edition of Stead's famous arraignment of Chicago is being offered.

The Copp, Clark Company have just received "Reginald Cruden," by Talbot Baines Reed, author of the popular boys' books, "My Friend Smith," "The Cock House at Fellsgarth," "The Fifth Form at St. Dominic's," etc. The Religious Tract Society of London are the publishers. The retail price is \$1.75.

Haight & Co., Toronto, have in preparation and will publish shortly, the first number of The Canadian Catalogue of Books. The Catalogue will be published in numbers at intervals of about four months from the date of the first issue. A full description of each book or pamphlet as contained in the title page will be given, the number of printed pages, size, publisher and year of publication, with selling and published prices when obtainable, interspersed with notes of interest for librarians, collectors, and dealers. Each number will be complete in it-

self and will contain one thousand or more titles, arranged alphabetically according to authors, with a subject and chronological index at the end of each number.

Melbourne society is interested in the engagement of Everard Browne, a son of "Rolf Holdrewood," the well known Australian novelist, and Miss Chirside, the second daughter of Mrs. Chirside, of Werribee Park, Werribee. The family of the bride-elect are among the best known people in Victoria, Miss Chirside being the daughter of one of the richest Australian wool growers.

Three new books expected shortly by the Copp, Clark Company are "The Tiger Lily," by G. Manville Fenn; "The Macdonald Lass," by Sarah Tytler; and "Vashti and Esther: A Story of Society To Day," by "Belle," of the World. Of this last book the English reviews say that it will create as much stir as Benson's "Dodo."

Any one calling on John Connor, 338 Richmond street, London, Ont., can see three of the oldest books in Canada. "The Life of Ignatio Loyla," printed in Venice in 1586; "La Historia De Battista Platina Delle Vite De Pontefici dal Saluatore Mostro Fino a Paolo, II., printed in 1563; "De Antiqua Ecclesia Disciplina Dissertations Historicae, Du P'n," printed in 1691. The books are bound in vellum, and in good condition.

Swan, Sonnenschein & Co. are still maintaining the high standard obtained by them in their Social Science Series. The last issue was "The Tyranny of Socialism," by Yves Guyot, and its predecessor, "Land Systems of Australasia," by Wm. Epps. This line is supplied by the Copp, Clark Co., who are sole agents for it in Canada.

"A Daughter of To-day," by Sarah Jeanette Duncan, has just been issued by the Toronto News Co. "Red Diamonds," by Justin McCarthy, will have been issued before this reaches reader's hands. "The Trail of the Sword," by Gilbert Parker, and "Outlaw and Lawmaker," by Mrs. Campbell-Praed, will be issued during June. "Mr. Bailey-Martin," by Percy White, editor of "Public Opinion," is reviewed elsewhere.

A BARGAIN TRIP.

The travelers of the Methodist Book Room are out just now on "a bargain trip." A few specialties are shown in booklets, cards and general literature. But perhaps the greatest offering is some clearances in Oxford and Bagster bibles. Since handling the International Series of bibles, their trade for Oxford and Bagster has declined, and they are dropping them and putting all their energy into the publishing of the International Series, which seems to have been given an exceedingly hearty reception by the trade generally.

THE WAY IT IS DONE.

IT is done by education of customers—we refer to the selling of the 50-cent novel. It is rapidly displacing the 25-cent novel, because booksellers are pushing it instead of the latter (see Mr. Huestis' letter in another column).

A dealer can advertise 50-cent novels and push their sale persistently and judiciously for one year, and make a decent demand for this class of book where none existed. Hardly any stock need be carried, as supplies are received once or twice a week. This business pays 35 per cent., sometimes 45. The stock can be turned over once a month, making the profit 420 per cent. a year. Can you grasp the idea?

Educating the public is the keynote of the scheme. It may sound foolish, but experience has proved its truth and its wisdom.

FARMERS' ACCOUNT BOOKS.

Farmers' account books have seldom been shown by stationers owing to a prevalent idea that a 3c. pass book was all the farmer needed. But counting house knowledge has permeated the agricultural community until a special book is needed. Such a book has been supplied by Robt. D. Richardson, Winnipeg, for some time. A second edition has caused the book to be enlarged according to some suggestions made by the Central Farmers' Institute. It is an exceedingly handsome book, not bulky, scientifically ruled, so as to cover all points of a farmer's expenditure or receipts, saves much time, is simple and easily understood. It retails at 75c., but dealers can secure it at 25 off.

STATIONERS' SUNDRIES.

Stationers' sundries are continually being replenished at the Brown Bros. establishment. California and brass clips, Spencerian ruling pens, twine boxes, metal inkstands, arm rests, Globe bill holders, etc., are to hand. A new desk portfolio with apartments marked "Immediate," "In Suspense," "Future Consideration," "Bills and Statements," is something new and very useful. The Enterprise file with a lock clip retails at 25 cents. The Globe "stop clip file" is a clip file with a wire to hold the clip up while papers are being inserted. No stationer can omit this assortment when stocking up his sundries.

A full and complete assortment of the celebrated Whitcomb envelopes is to hand, and back orders will be filled at once.

The E. B. Eddy Manufacturing Co. have decided to convert two of their present wood mills into another paper mill and a paper bag factory, and will build a new warehouse and one story paper factory.

CORRESPONDENCE

EDITOR BOOKS AND NOTIONS

SIR,—I do not know who wrote the article in the May number on "Are Retailers Losing their Hold?" but one thing is certain, he is not a retailer in a country town, and is, in my humble opinion, "away off," as the boys say. First, as to the "news business": We nearly all handle more or less of the clean, saleable American papers, and, more than that, I employ boys to sell for me, and thus compete quite successfully with the "bright, etc., boys." Re the next item—"Mechanics' Institute Libraries"—I would like to know the name and all the circumstances connected with the bookseller at Brantford. He certainly must have a "pull" with the directors. You blame the slow booksellers. I would like to know how any retail bookseller can "buck" against such firms as _____, who offer and give 37 per cent. or more to Institutes who deal direct with them. This we know, as we and others in this place tendered at 25 to 30 per cent., but were beaten out of sight by the _____. We have laid for and worked for orders over and over again with always the same result—failure—because the wholesale men sell direct at almost the same price as to the trade. I say almost, advisedly, the lower margin generally being on the side of the Institute instead of the bookseller. I maintain that the fault, if it is a fault, lies with the wholesale houses, who get out special catalogues and have lists sent to all the Institutes. No, sir! It is not the poor slow bookseller but the innate greed of mankind that is to blame. The same may be said about Sunday School library books. Other houses cater direct as well. Where is the live, pushing retail bookseller who can sell Sunday School libraries in face of this opposition? Then this is not all: The Eaton Co. takes hold of any taking line of book and will mail them direct to anyone at less than any retailer can buy the same from wholesale houses "from stock," not including postage; and now there are others, Simpson & Co., Walker & Co., et al. following suit. So the bookseller who is not smart enough to sell his goods at a direct loss should go out of the "biz," eh! Well, I opine if he is smart enough to do it he will soon be out of pocket as well as out of the trade.

Now, as to the remedy, there is none along the lines you indicate. Combination is simply impossible, the most of the retailers having all they can do to attend to their business, without running around meeting and spouting, which is usually to very little purpose other than to publish their grievances to the world and to be laughed at for it.

The only remedy I can see is for all retail booksellers to adapt themselves to the changing phases of trade, buy and sell whatever is offered them that is saleable, and compete with fairs, department stores, etc. If books don't pay, sell papers, sell glassware, or chinaware, lamps, silverware. Sell something that will pay. Keep books, certainly, but just as a side line—one of the many you do keep. The one-line, one-idea day is over.

I read with some amusement Mr. Crans-ton's letter. The idea! "A retail price list prepared by wholesale houses and agreements to be signed." Why, see here! There are so many fancy goods travelers on the road that the regular trade find it impossible to buy from all of them. Well, what does Mr. disappointed traveler do? He hires himself to the nearest dry goods store, tells the dry goods man how nicely a line of fancy goods will work in at Xmas—or in the spring, bats, balls, etc., is the line—and sells to the dry goods store.

Is my picture overdrawn? Not a bit of it. It's only sadly too true. Well, where is your price list then?

Now, how stands the case. Thus the retail booksellers have lost the Mechanics' Institute library and S. S. library trade almost entirely, owing to the increase and expansion of the wholesale trade in Toronto, which must find other outlets besides the regular trade or fail to pay. Other lines are hurt by fairs, department stores, etc.; but the live man, be he bookseller or fancy goods dealer, or both, need not despair yet awhile. Cut out non-paying lines, except as leaders, and push the battle to the very gates of shark competitors. If cutting pays them, it will pay him on certain lines. Make it hot for the pirates and they will leave.

A case in point: About four years ago a "Fair" started in our fair town. It had a great rush for about six or eight months, but it soon died a natural death. In less than two years it left in disgust, having dropped over \$1,500.

Well, sir, I feel that I have perhaps written enough, or more than enough, so for this time I will say farewell.

Yours very truly,

ONE OF THE NOT-SMART-ENOUGH
BOOKSELLERS.

EDITOR BOOKS AND NOTIONS

SIR, The last issue of your paper, pages 8 and 9, was full of many very sensible suggestions, and of such a nature that should not be overlooked.

There is no doubt that the retail stationer is not getting "fair play," and I certainly believe the greater part of the fault is caused by the unfairness of some wholesale houses.

For example: A traveler called on me a few weeks ago and asked if there was anything in the stationery line I was wanting. My reply was: I think not, as I have a full

assortment of stock at present. "Well," he says, "our house is anxious to do business in this town, and if you won't buy from me, I am bound to hustle for trade some way or other." He then left my shop and visited about every office in town, selling them office stationery and other things at wholesale prices.

This is only one instance of such a thing being done, and I know it to be frequently done.

This, I consider, is even worse for the retailer than the sending of Sunday School libraries, when, after the selection is made, the books not required can be returned.

Again, it is very unfair for wholesale firms to sell stationery to grocer shops, or other merchants to sell again in the same town where there is a stationery shop, as the goods sold are the very lines the profit is in for the stationer, and it robs from him a very large portion of this trade, and in the end does not sell any more goods for the wholesale houses. The retail stationer to-day is worse protected from these undermining ways than any other merchant.

Why should this be? Why not keep every merchant in his own line of business? What is the use of a stationery shop in a town when half the other merchants are selling stationery?

What is the remedy for these invasions of our rights to which we may look forward to for our protection?

Yours truly,

STATIONER.

EDITOR BOOKS AND NOTIONS

SIR,—Your article in last issue on matters affecting the retail trade surely merits the thanks and your closing suggestion the consideration of every retailer. While your advertising columns have been paid for by the wholesale dealer, your article would indicate that they have paid only for services rendered, and that BOOKS AND NOTIONS is conducted, as it claims to be, in the interests of the retail trade.

If the Retail Booksellers' Association of the past accomplished nothing beyond establishing a trade paper, such as BOOKS AND NOTIONS, its work was not in vain.

With reference to the book trade in Canada it may, I think, be admitted that there are more books sold now than ever before, but not by the retail bookseller. There are, as you have pointed out, subscriptions book publishers, Mechanics' Institutes (in some cases), the Methodist clergy, and the wholesale book trade generally in competition with the regular local retailer.

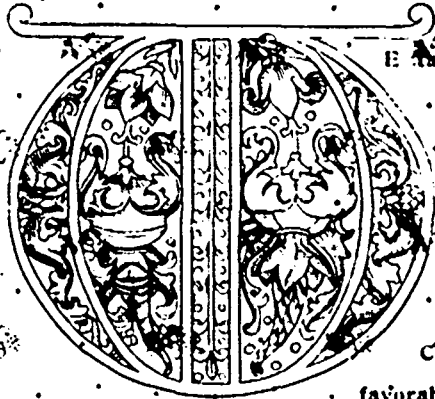
The retail booksellers are not all dead, but all the individual bookseller can do in self-protection is to withdraw his patronage from the wholesale dealer he meets in competition.

Beyond this, again, there is legislation at Ottawa and departmental regulations at Toronto, where the publishers' interests are

from
M. Staunton & Co.

Dominion Wall Paper Factory

DEAR SIR,



We take pleasure in advising you that our new line of samples for the Season of 1894-5 is now ready for your inspection. The Salesman of your group will submit them for your approval at an early date.

.....It has been our aim to present a line of goods distinctly in advance of any former Canadian production, and we feel confident of their favorable reception by the Trade.

.....The studios of the leading Wall Paper Designers have been personally visited and a careful selection made of their most ARTISTIC AND SALABLE DESIGNS. These are now shown in every grade from EMBOSSSED BRONZES and FIGURED INGRAINS to the cheapest BLANKS, in great diversity of coloring to provide for all the requirements of a varied and well selected stock. Side Wall, Frieze and Ceiling are shown in combination in all grades, excepting Blanks. An important addition to our regular line is a choice assortment of PLAIN INGRAIN PAPERS, with 9 in. and 18 in. Friezes, and Ceilings to match.

.....We desire to call special attention to the great reduction in prices of all grades, particularly in Bronzes, Embossed Bronzes and Borders. This reduction we anticipate will lead to largely increased sales for the finer papers.

.....Our representative will notify you in due course of the day on which he will call on you, and we ask that you reserve your order until you have examined our samples.

.....Assuring you of careful attention to your orders, and thanking you for past favors, we are,

Very truly yours,

M. STAUNTON & CO.

Toronto, June 1st, 1894

considered, and where teachers' associations are consulted, but where the retail bookseller can never have a voice unless by co-operation and organization, as suggested in your article.

I would suggest that if the expression of opinion invited from the trade be general and unanimous on this matter, that a meeting be called at some convenient season, say by BOOKS AND NOTIONS.

A discussion of these questions from all sides by such a representative gathering as this ought to be, would certainly brighten the trader's intellect, and if it were made to appear that co-operation would materially advance the business interests of the retail trade, the formation of a powerful and representative organization would be a matter of easy accomplishment.

D. MURCHISON.

Lucknow, Ont., May 28th, 1894.

EDITOR BOOKS AND NOTIONS:

SIR,—In reply to your query to me the other day as to the sale of novels, I have much pleasure in stating that we find our customers are being educated to pay a good price, i.e., 50c. to \$1.25 for a good novel. This is instanced by the sale of Stanley J. Weyman's books, and also Conan Doyle's and others in Macmillan's and Longman's Colonial Libraries. We retail the above books at 75c. paper and \$1.25 cloth, and find a ready sale for them in both bindings.

This is due, I think, partly to pushing the sale of these better class of novels, and partly, of course, to the fact that many of the good books recently issued have not been published as yet in cheaper editions.

Then books by really popular writers, such as "Katharine Lauderdale" and "Marcella," even at \$2 per set, and Sarah J. Duncan's "Daughter of To-day" and Edna Lyall's "Doreen," at \$1.50 each, we find are readily picked up by our best customers.

With the cheaper editions of the first two named books, at 75c. and \$1.25 (Colonial Library), we have had and are still having a very large sale, as also the cheaper reprints of "The Raiders" and "Heavenly Twins," at 75c. and 50c. respectively.

We believe that the day of the 25c. novel in this country is over, and are glad of it.

We might add that the new tariff suits us down to the ground, as we have paid less duty with every entry since the new tariff came into force.

Yours truly,

A. E. HUESTIS,

For James Bain & Son,

Toronto, May 28, 1894.

FOR SCHOOL OPENINGS.

Buntin, Reid & Co. are preparing new lines of scribblers for the September school trade. A new line of 100 and 200 pp. scribblers in two qualities, one for lead pencil and one for ink, will be shown to retail at 5 cents. A

new ruled scribbler at the same price as an unruled scribbler will be offered with lead pencil paper, and neatly designed pressboard cover. Imprint of booksellers can be put on back of cover at a nominal charge.

In exercise books, six new 5 and 10-cent lines will be shown with covers that will make them fast sellers.

They will have shortly a natural mineral chalk which is absolutely dustless. It is taken direct from the rock, blocked and turned, and will not soil the fingers in use. It rubs out easily and leaves no mark. The price is very little more than the ordinary Sandusky chalk, and it will last 50 per cent. longer.

Buntin, Reid & Co. are agents for the Berlin School Supply Co.'s goods, such as blackboards, erasers, rubber-tipped pointers, which they supply at factory prices. In general stationery and fancy goods new lines are shown. Hard rubber goods, such as penholders, flat and round rulers, etc., are in full display. Flexible flat rulers for use with rounding ledgers are shown. Russian leather goods, including bill-books, card cases, ticket purses, pocketbooks, and purses, are shown in varied range and in excellent combination. One combination of card case, diary and street car purse should sell well.

MAGAZINES.

THE Art Interchange is keeping up its standard of excellence, and art amateurs must appreciate it. It offers 12 monthly numbers and 36 colored plates for \$4.

The Overland is to be a noteworthy number. The new editor, Rounseville Wildman, is to print another of the Malayan stories that have attracted much attention. This time it is to be called "Amok!" and it tells of the love affair of a young Malayan man and girl which ends tragically in the suicide of the man by the traditional method of his race, running amok. The word is familiar to everybody, and yet few people have understood how a Malay runs amok, and still less why. That is what this story will show in a striking manner.

The complete novel in the June number of Lippincott's is "The Wonder-Witch," by M. G. McLelland. It is a charming romance of Virginia, beginning in war times, and happily concluded long afterwards. The title refers to a ring, which had a strange story of its own, and the supposed power of keeping its wearer constant to its giver. Gilbert Parker's serial, "The Trespasser," reaches its close, after carrying the hero through queer adventures and dire social and moral dangers. In "The New Northwest Passage to the Orient," J. Macdonald Oxley writes of the Canadian Pacific Railway and its line of steamers to Japan.

The May Annals of the American Academy contains two papers by the late Dr. L.

S. Merriam, of Cornell, who, had he lived, would undoubtedly have occupied a position among the leading American economists. One of these, on "Money as a Measure of Value," is his last finished production. The other is an unfinished study on the subject of "Deferred Payments," which has been edited by Prof. J. B. Clark, of Amherst College.

Outing, the earnest advocate of healthful outdoor exercise for men and women, is full of good things this month. Canoeing, camping, fishing, shooting, fiction and travel, all have their place in a magazine which should be read by young and old, for none can find harm in its teachings. Prominent features of the June number are: "The Curse of the Winkleys"; "Hunting with Patagonia Welshmen"; "In the Land of the Breadfruit"; "A Woman in Camp," and "Bird Loves"—the latter delightfully interesting and written by a close student of nature.

The Century for June contains two articles particularly appropriate to the current discussion of administrative reforms. The first is a symposium of eleven ex-ministers of the United States on "The Consular Service and the Spoils System," ten of the writers being strongly in favor of a radical change in the direction of the Merit System. The eleventh, Hon. T. W. Palmer, is alone in thinking that the present system has worked very well. The second—a paper by Dr. Albert Shaw, author of previous papers in the Century on the governments of Paris, of London, Glasgow, Budapesth, and other European cities—deals with "The Municipal Framework of German Cities," and is the forerunner of a second paper to appear in July on "What German Municipalities do for their Citizens."

Other topics of public interest treated in the magazine departments are "Bosses," "Hard Times and Business Methods," "The Reform of Secondary Education," "Military Drill in the Schools" (a reply by Benjamin F. Trueblood to Ex-President Harrison's letter to the Century), and "An Honest Election Machine," a description by Herbert Browne Ames of the way in which Montreal was rescued from a corrupt ring. The editor also advocates reform of the Consular service.

The Review of Reviews for June shows the usual flexibility of that keenly edited periodical in adapting itself to the topics of the month. In its department of Leading Articles it groups together a very remarkable series of digests of important recent essays on various topics pertaining to the political and social status of woman. Moreover, its always varied and curious collection of caricatures illustrating the history of the month is enlivened by a number of cartoons from New Zealand and Australia, some intended to eulogize and others to satirize the enfranchisement of women in the New Zealand colony and the unsuccessful woman suffrage campaign in New South Wales.

NOVELTIES IN FANS.

WITH the more springlike weather prevailing comes an increased demand for fans, which runs largely to the Japanese goods. Japan may be said to be the largest fan producing country in the world, especially of the lower grades, while the finer makes are mostly products of French and Austrian manufacturers. Upon looking through the jobbers' stocks the most pronounced novelties run to the Japanese goods, these being more extensively dealt in owing to low cost. In flat makes they job so low that a retailer is often enabled to sell them at 2 cents each, with a fair margin for profit. They are shown in an almost endless variety of shapes, decorations and coloring, and in no class of goods are the peculiarities of Japanese art more pronounced than these. Among the more recent products appears a derided novelty in a flat fan made of fine gauzy silk stretched on a light wire frame, round or oval in shape; also shaped to resemble leaves, etc., with the wire edge covered with silver paper, mounted with a light fancy stick, the silk being decorated in such designs and figures peculiar to the Japs. These are both light and slightly in appearance, and when not applied to cooling purposes add to the room as a decoration. They are jobbed at about \$4.50 per dozen.

Another pretty style of fan is one that is made in open work, with flowers and leaves, supported by the light thin bamboo that comprises the frame, these affording excellent opportunities for the Japanese to display their peculiar decorative styles. These effects are produced in the figures and flowers on heavy paper with a soft, velvety finish, with the outlines of the design in relief. One novel design shown was a large spider, that was almost true to life, supported on the fine bamboo frame that resembled the web, while the edges were finished to resemble the leaves. These are mounted on fancy bamboo stocks, natural and lacquered, the fan in some instances being edged with fringe; these are better adapted for ornamental purposes than for usefulness, as large quantities of these are sold for decorating, the prices ranging all the way from 5c. each up to as high as \$5 per dozen.

The Japanese produce large quantities of folding fans. In paper goods they may be bought as low as \$4.50 a thousand. In the silk-covered and high-priced fans they can not compete with the Austrian and French manufacturers, as the Japanese goods lack that finish and delicacy in design and workmanship of the French and Austrian goods; and where Japanese goods are shown in the high-priced makes, the trade is somewhat insignificant when compared with the cheaper grades.

In the better class of folding fans of French and Austrian manufacture the latest

novelties are shown in what are known to the trade as Mazuline fans, which are made of a gauzy silk fabric, edged in fine, delicate lace; the sticks may be of bone, wood or mother-of-pearl; the wooden sticks are more popular owing to their durability. If of wood they are decorated with a gilt scroll; while the bone sticks are cut in delicate scroll designs, the fan being painted by hand in small designs, in either flowers or figures, in soft delicate colorings. While these goods vary in price from \$2.25 to \$42 per dozen, the popular grades are those that job at \$4.50, \$6 and \$9 per dozen.

A popular fan this season is one that is made of chicken feathers and decorated with narrow ribbons. The feathers are neatly fastened on the sticks so that one overlaps the other, and the feathers are clipped straight across the ends and then curled, with small spangles fastened on the bottom row, the stick being enameled and decorated with gilt; the fan is then given a finished effect by trimming with narrow ribbon tied in bows. These are shown in light delicate shades such as Nile, heliotrope, primrose, sky blue, cream and white, and job anywhere from \$4 to \$9 per dozen.

Fans of a similar character made with ostrich feathers are also shown, these ranging in price from \$9 per dozen up as high as \$25 each, the quality depending on the size of the feathers. A feature this season in the finer grades of fans is a tendency to run to the smaller sizes, the larger fans not selling as freely as in former seasons.—New York Journal of Commerce

THE POINT OF VIEW.

A RETIRED drummer told me the following story the other day: A firm in this city not long ago employed a mild mannered, middle-aged man to go to Maine and solicit trade. In about two weeks he came back and said he "couldn't do anything." His employers were not satisfied.

They said he must lack address, and requested him to illustrate to them his style of presenting himself to the proposed customers. They asked him to take his samples and approach them for the purpose of selling to them, so that they could judge of his capability.

So he went out, and in due time returned with his valise, which he opened, and showed them his goods in a very zealous and earnest style, but the employers did not quite like it, and one of them remarked: "Let me show you how to do it. I am satisfied I could take your place and sell to everyone I approached." And requesting the man who was to be taught to consider himself a flangor merchant for the time being, the partner went out in due time and the middle-aged man sat down to a newspaper. In a moment he came in in beautiful style, and, accosting

the man with the newspaper, very graciously begged his attention to some beautiful samples of goods from the house of —, Franklin street.

The mild-mannered man barely turned his head to notice his visitor, and disposed of him with: "Go to —; you are the ninth one that's been here to-day."

Suffice it to say that the large house of —, Franklin street, from that moment better appreciated the services rendered them, and also seemed to have a wholesome disgust of Down East merchants.

DEATH OF MR. JOHN A. TAYLOR.

JOHN A. TAYLOR, publisher, so well known as proprietor of the National Publishing Company, died last Tuesday from consumption, at his late residence, 30 Bernard avenue, Toronto. Mr. Taylor was an exceedingly popular young man, and had an extensive circle of acquaintances both in Canada and the United States. He began life as a boy in A. S. Irving's old news depot in King street, where the Bank of Commerce now stands, and step by step he climbed the ladder of success until he controlled an extensive publishing business. During the past two years, however, owing to the dulness of the times, business decreased, which fact caused him considerable anxiety, and no doubt helped along the disease that sooner or later was sure to cause his end. Mr. Taylor was a most energetic business man. He leaves a widow and a young family.

He published in New York under the firm name of the John A. Taylor Co., and had at one time an extensive line of plates. During the past year this business was allowed to drop and the plates were sold.

Paper tires for bicycles are said to have been practically tested, and some important claims are made for them. It is said that they not only reduce the first cost of a bicycle some \$12, but that they will wear three times as long as a rubber tire. So far as the process of manufacture is made public, it is as follows: Certain ingredients are put into the paper stock to make it elastic, durable and firm. The method of drawing out a paper tube, whether it be the size needed to circle around a bicycle wheel or for something smaller, is an old one and well known to manufacturers of paper. Of course the operation of uniting the two ends together is new, but that is simple. One end is enlarged and shaved off on the interior for several inches, the other end is shaved off on its exterior and put into the other half. Special adhering glutinous substance is used in making the joint tight. A little smoothing, varnishing over, and the ends are united. Hair is used in place of interior linings and air, and is forced into the hollow of the tube before the union is made. A special instrument is used, so that the packing is uniform.

ONE DAY IN THE LIFE OF AN ENTERPRISING SALESMAN.

"I'll not detain you two minutes," said the book agent briskly, as he hung his hat on the back of a chair, and laid a large volume on the lawyer's desk. "This work, which I am introducing, sells itself. It is called 'The Model Home; or Housekeeping Reduced to a Science.' Beginning with the plan of a six, seven, eight or ten room house, as the case may be, it describes the best method of fitting up each room according to a general design, with a schedule of prices arranged to suit any purse, and —"

"You needn't waste any more time describing it," interrupted the lawyer. "I happen to know my wife wants that book. She has been waiting for it. If you will call at my house, No. 797 Pettis court, and inquire for Mrs. Grashly, she will take a copy of it at once. But stay! I might as well get it myself, and surprise her. How much is it?"

"Seven dollars."

"Can you deliver it now?"

"Yes. I have two other copies with me. You may have this one, though it is not my usual way. Five, six, seven—that's right. Thanks. Good morning."

After he had gone away the lawyer discovered the binding was defective. He also found in the book the agent's card. It was inscribed: "J. Alfred Jones, No. 277 College row."

"That's lucky," he exclaimed. "Broxby, across the hall, lives at 279 College row. I'll ask him to send that fellow back here, and I'll make him exchange this copy for one of the others."

About an hour later a briskly moving book agent called at 797 Pettis Court, and inquired for Mrs. Grashly.

"I'll not detain you two minutes, madam," he said, when she had made her appearance. "This work, which I am introducing, sells itself. It is called 'The Model Home; or Housekeeping Reduced to a Science.' Beginning with the plan of a six, seven, eight, or ten room house, as the case may be, it describes the best methods of fitting up each room according to a general —"

"Why, I've been wanting that book for months," said the lady, joyfully. "How much is it?"

"Seven dollars"

"Are you taking orders for future delivery, or can you let me have the book at once?"

"I can let you have this one, I guess, though it is not my usual way. I have another one in my valise. Four, four-fifty, five, six, seven. That's right. Thanks. Good morning."

A man called at No. 277 College row late that afternoon.

"Is this Mr. J. Alfred Jones?" he asked.

"That's my name," answered the man who came to the door.

"My name is Broxby," rejoined the caller. "I have an office just across the hall from that of Grashly, the lawyer. He told me to ask you to call and see him the next time you are down town."

"Well," said Mr. Jones, meditatively. "I know exactly what he wants. I'm the agent for a book he's been trying to get, and I promised to let him have a copy to-day. It's called 'The Model Home; or, —'"

"If that's all," said Mr. Broxby, "perhaps I can take the book myself and turn it over to him to-morrow."

"Why, so you could! He was to pay cash down for it though, and—and maybe —"

"How much is it?"

"Only \$7. I've just got this one left, and I start for Indiana in the morning, —"

"Here's the money."

"Let me see—three, four, six, six and a half, seven. That's right. Thanks."

And Lawyer Grashly goes occasionally into the library of his cosy flat at No. 797 Pettis court, looks at three large volumes, exactly alike, standing side by side in one of the bookcases, and—talks vehemently to himself.—Chicago Tribune.

WOULD DO IT HERSELF.

"Madame," said the conductor, as he punched her ticket, "I am very sorry, but you can't have your dog in this car. It's against the rules."

"I shall hold him in my lap all the way," she replied, "and he will not disturb anyone."

"That makes no difference," said the conductor. "I couldn't allow my own dog here. Dogs must ride in the baggage car. I'll fasten him all right for you."

"Don't you touch my dog, sir!" said the young woman, excitedly. "I will trust him to no one!" And with indignant tread she marched to the baggage car, tied her dog, and returned. About 50 miles further on, when the conductor came again, she asked him, "Will you tell me if my dog is all right?"

"I am very sorry," said the conductor, politely, "but you tied him to a trunk and he was thrown off with it at the last station."

A wise old saw says: "The door to success is labelled 'Push.'" In these days, however, many people think it requires a "pull" to get that door open.

The editor of a French press cutting agency, who deals with the newspapers of the entire civilized world, has made a calculation as to who is the oft-mentioned public character in the present day. Napoleon, it appears, stands first, although this is probably in consequence of the passing fashion for things Napoleonic which set in some time ago. Second comes the present Emperor of Germany, then Prince Bismarck, and only in the fourth place W. E. Gladstone. Immediately after Mr. Gladstone comes M. Carnot, and Pope Leo XIII. is rather a bad sixth.

June Books

LEADERS

- THE MAN IN BLACK, by Stanley J. Weyman. Twelve full-page illustrations. Cloth, \$1; paper, 50 cents.
THE PRINCESS OF ALASKA, by Richard Henry Savage. Paper, 50 cents.
THE HEAVENLY TWINS, by Sarah Grand. Paper, 50 cents.
LOVE AT SEVENTY, by Albert Ross. Paper, 50 cents.

50c. BOOKS

- FOUND WANTING, by Mrs. Alexander.
ESTHER WATERS, by George Moore.
IN THE QUARTER, by Robert W. Chambers.
IF CHRIST CAME TO CHICAGO, by W. T. Stead.
THE TOWER OF PERCEMONT, by Georges Sand.
THE LORDS OF MISRULE, by W. C. Pomeroy.
A RENTED HUSBAND, by Voisin.
THE STORY OF THE COMMONWEAL.
THE RUBICON, by the author of "Dodo."
THE HOOSIER SCHOOLMASTER, by Edward Eggleston.
AN ODD SITUATION, by Stanley Waterloo.
A MAN AND A WOMAN, by Stanley Waterloo.
THE ALGERIAN SLAVE, by Giuseppe Caroli.

25c. BOOKS

- ROSE AND NINETTE, by Alphonse Daudet.
THE MINISTER'S WEAK POINT, by David Maclure.
MAM'ZELLE BEAUTY, by Marion Crawford.
AT LOVE'S EXTREMES, by Maurice Thompson.
BY RIGHT, NOT LAW, by R. H. Sherard.
LOVE LETTERS OF A WORLDLY WOMAN.
ARDATH, by Marie Corelli.
VENDETTA.
ROMANCE OF TWO WORLDS, by Marie Corelli.
THELMA, by Marie Corelli.
DODO, by E. F. Benson.
THE PERKINS PERIL, by Geo. V. Wells.
THE SPEAKER OF THE HOUSE, by Angeline Teal.
THE GIRL FROM MACOUPIN, by H. E. Scott.
SHIPS THAT PASS AT NIGHT, by Beatrice Harraden.
A YELLOW ASTER, by Iota.

COOPER & CO.

Wholesale Dealers in
Books and Specialties

11 Front St. West, TORONTO, CAN.

SILVER PLATED FANCY GOODS.

EACH year seems to bring forth ideas in fancy goods so entirely new that even those whose time is constantly occupied in searching for novelties are daily confronted with surprises of one kind or another. It is a common saying after the Christmas rush is over that "the past has been a truly wonderful year, and that it would be useless to expect another so fruitful in novelty of idea and design." And still the succeeding season has never been known to fall behind the record of its predecessor. Certainly, from what we can see, 1894, with all its talk of poor trade, is making itself a name that leaves 1893 far in the rear. So that our readers may know in advance what is going to be shown to them by the traveling representatives of the different houses, some space is this month devoted to silver plated novelties. This line has evidently come to stay. What astonishes one most is the combination of beautiful de-



signs and low prices at which these goods are being offered as compared with those made by the old style silver plate companies. The fact is the manufacturers of these silver bric-a-brac go about their business in a different way. They start out with the idea of making an article to sell for a certain price and calculate upon turning out enormous quantities. Their tools and dies are made with this one idea, and no expense is spared in making the design.

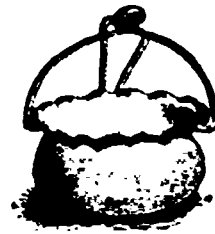
Photo frames, which have been made of almost every imaginable material, seem to make a handsomer appearance in silver than in anything else.

Ladies' jewel boxes, with engraved or bevelled glass tops, are both handsome and useful, but of even greater popularity are the smaller boxes for collar buttons, hair pins, etc., inscribed with such mottoes as "Where's My Collar Button?" "A Friend in Need," "Treasures," and so forth. Gentlemen's smokers' sets fill a decided want in giving ladies an opportunity to buy pretty gifts at reasonable prices. The Indian club is the feature of the season in this line, and is shown in the accompanying cut. The handle is made of black ododre, and the remainder of polished silver. The whole

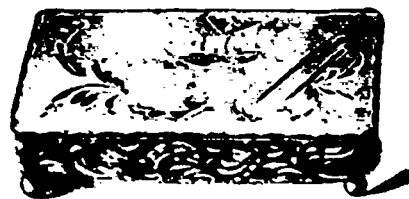
club comes to pieces in four parts, each forming a receptacle respectively for tobacco, cigars, matches and ashes. We do not remember ever having been so pleased with a gift. Its ingenuity is certainly very taking. There are inkstands in the greatest profusion for one, two, or three



bottles, both in gold and silver plate. The chasteness of some of the styles is truly a credit to the age, as also are the low prices. Paper knives and book marks make very pretty philopœna forfaits, or prizes for euchre parties, while nothing would please a little girl more than a pincushion made in the shape of a slipper, baby's boot, boat, or sleigh. There are a number of styles of whisk holders which



should be an adornment to any hall. Clock stands are equally serviceable. Boxes and holders for playing cards like ash trays and card receivers are acceptable in any house. We also met with a number of holding trays, manicure sets, and toilet sets, which have the great virtue of being easily kept clean and of always being ready for use. Hand



mirrors and wall mirrors, pocket, hanging, and table match safes, collar and cuff boxes, writing blotters, tea strainers, pocket tablets, hair pins, bonbon flower and cake baskets, cup, and saucers, all go to make up a line that is altogether too varied for a complete description here.

We have to thank the Hemming Bros. Co. for their courtesy in lending us the accompanying designs.

MR. BAILEY-MARTIN.

"Mr. Bailey-Martin" is a new book by Percy White, editor of Public Opinion, the well-known English periodical. It is published by the Toronto News Co., in paper, at 50 cents.

This gentleman with the hyphenated name tells the story of his own life in an off-hand manner which would be called "conceited" were it not that the author of the book is a man with a reputation. But if the said author is as callous-hearted as the leading character in his book, he is deserving of the sympathy of that class of people who are not ashamed to deny that they have a heart and are capable of friendship and love. It is to be hoped that the author merely wished to show that a man guided by ambition alone cannot succeed.

Mr. B.-M. is a young member of the family of a dealer in groceries. He aims to mingle with the titled and aristocratic classes. He succeeds to a great extent



and eventually becomes the husband of an earl's daughter and an M.P. A slight indiscretion with a young American bride of the age of 20, with a husband aged 50, leads to a scandal and his downfall.

A cold vein of criticism runs through the book, making it pungent reading. When Mr. B.-M. speaks of a great aristocratic club, he says: "Perhaps it was because I never acted without an object, and they never acted with one, that this singular distinction between the other 'celibates' and myself made itself felt." But when he speaks of marriage, he is coldly disdainful; he says: "No woman is ever a heroine of romance to her husband, at least such is my experience. I am aware some men pretend to entertain a poetic attachment to their wives after ten years of wedlock, but I regret I cannot believe in the sincerity of the attachment." Again he says: "Let us uproot the foolish sentiment that leads the inexperienced to expect from matrimony any other advantages than the immediate material ones every well regulated match must bring."

Somebody wisely computes that there are 1,000 good talkers to one slow, solid thinker.

MR. GAGE'S GENEROSITY.

MANY men wait until after their death before they give of their wealth to lighten the burdens of suffering humanity. Not so with W. J. Gage. His timely offer to contribute \$25,000 towards the erection of a hospital for consumptives comes at a time when Mr. Gage is in the vigor of his full manhood to oversee the proper investment of his gift. Moreover, Mr. Gage will, during his proposed visit to Europe this month, visit various hospitals on that continent, which, owing to the recent scientific discoveries and experiments concerning bacilli, are now successfully treating cases of consumption. This will enable him to supply the latest information as to the methods adopted by such hospitals, and enable him to exercise his duty as a founder-patron of the institution in an understanding manner.

The hospital is to be open to Canadians of all classes, and two cots at least are to be free for members of the bookselling and printing or allied trades, such as school teaching. The city of Toronto is asked to grant a site and an equal amount of money with Mr. Gage. High Park, at the west end of the city, is the place chosen by Mr. Gage, but it is doubtful if a site can be procured there. It is to be hoped, however, that suitable arrangements can be made so that Mr. Gage's generous gift may not be lost.

WHAT LARGE SALARIES ARE PAID FOR.

THE masses of people in this and other countries receive wages which will little more than pay the necessary cost of living, while a few receive comfortable salaries, and a still smaller number are paid more every year than the ordinary workman or clerk receives in a life-time. What are these large salaries paid for? What is there in one man in a thousand which enables him to obtain such high prices for his services, while the remaining nine hundred and ninety-nine must work for small wages? Why are a few sought out, promoted and rewarded, while the many are not even invited to take higher places and increased pay?

Three factors enter into all business enterprises. They are labor, capital and ability. Those who speak of labor and capital as the forces which keep our industries in operation and extend them into new fields are in error, and no theory of human society or of the relations between employers and employes can be correct which is based on such a premise. There must be capital to sustain and reward labor; there must be labor to employ capital and make it fruitful—but over and superior to labor and capital is ability, or, as we usually name it, "brains." Capital is dead and useless matter until ability takes it in hand. Labor undirected by ability is not much more than the waving of arms in the

air and the wearying of muscles, without purpose or result.

Ability is the power to wisely employ capital, to influence, control and guide men, to make plans and carry them out, to see what is the right thing to do and to do it. It is a capacity for securing results—of "getting there," as we say.

The masses of mankind desire to be under the mastership of ability. Note how organized labor (a misused term, by the way) seeks leaders, and having found them submits to their control with a loyalty which becomes pitiful at times. How proud they are of the men who, they believe, possess this ability of leadership; how enthusiastically they do their bidding! The same is true of nearly all men. They are even searching for leaders; in the presence of ability they willingly do obeisance.

Note, too, how capital yields itself to the bright, shrewd, magnetic man. It puts itself in his hands that he may use it and make it fruitful. The capitalists are all the time earnestly looking for the man who can suggest profitable investments, or who can make use of their money to their advantage and his own. If one shows himself to have the ability which makes intrusted capital safe and fruitful in his hands, there is hardly any limit to the money he can command.

The railroad and manufacturing companies and the business houses are on the watch for ability. Of course it must prove itself to them—they may be hard to convince—but when they know that they have found it they are glad to welcome and reward it. It is in proving that they have ability that so many fail. They get impatient, it takes too long, the work is too hard, or it is uncongenial, and they gradually slip down and out. How many there are who know that they could have made a great success if—Ability of the genuine and proved kind does not stumble over an "if." It takes things as they are; it accepts all the conditions and succeeds.

No doubt the seeds of this ability which is the master of labor and capital are born in the man. Before he lay in his cradle the gift came to him. But two things help to develop this gift and make it more common than it otherwise would be, viz.: education and reward. Education will not credit it, but neither will it take it away. Add education and you have greater ability; the man can do much more than he could have done without the education.

And where ability is highly rewarded its development is encouraged. Even nature seems to provide a larger supply of strong men at certain eras, when new continents are to be subdued and settled, or great conflicts to be fought. The better ability is rewarded the more of it there will be. To pay the manager of the railway or of the great industrial establishment a great salary which he earns tends to keep every

subordinate official in the line of promotion on the strain to do his best and keep in training for a higher position and reward. It is right that there should be large rewards for those capable of discharging great responsibilities. It would not be true to say that every highly paid official has high ability, but on the average the distribution of rewards is fairly just. Many, no doubt, feel that they have been passed over and unfairly treated in the struggle of life; they are convinced that they have unrecognized ability. But rewards are not bestowed on ability except as it is recognized. And usually to have one's ability recognized involves many hard things. It means rising early, working hard, not at the work which one likes, but the work which one has to do; it means devoting one's self to the interests of others with perfect loyalty; it means self-denial and enthusiasm in work. It is not an easy path, but it is, after all, a good path to walk in, for every step is an advance toward better things. One of the reasons why so few obtain the high rewards of ability, is that they are unwilling, or, perhaps, unable to walk in this path.—*Railway Engineering and Mechanics.*

UTILITY PAD

(PATENT APPLIED FOR.)

Specially Useful for —

**Lawyers, Ministers, Editors,
Reporters and Students.**

A glance at the above cut will show at once how this Pad is made. The paper and board being cut to the desired size, a square notch is punched, by means of special die, on both sides, about one-quarter of an inch from the top, between the two and around the Pad a rubber band is stretched sufficiently strong to hold all the papers in their places.

The advantages of this Pad are many. A leaf may be detached and still be replaced without any trouble. The leaves may be turned back as freely as in a note book without detaching, and as they are not pressed back or laid aside no blotting is necessary.

Indivisible notes can therefore be made and afterwards sorted at the will of writer.

Price to the Trade, \$7 per 100

THE COPP, CLARK CO., LTD.

TORONTO

TRADE GOSSIP.

THE firm of J. B. Rolland & Sons, wholesale stationers, Montreal, has been dissolved and reformed with Donatien Rolland as special partner.

A. S. Irving, of the Toronto News Co., spent part of May in New York.

A bailiff's sale of the book stock of J. C. Gauvin, Montreal, has been advertised.

Morley & Hayden, dealers in stationery and fancy goods, St. John, N.B., have sold out.

W. C. Cunningham, of Buntin, Gillies & Co., is in the Northwest in the interest of his firm.

J. McD. Haines has been appointed curator of the Wightman Sporting Goods Co., Montreal.

The stock of L. A. Choquette & Co., fancy goods, St. Hyacinthe, sold to day at 65 cents in the dollar.

In the famous Paragon check book case, Carter & Co. have again lost, this time before the Supreme Court.

A. F. Rutter, of Warwick Bros. & Rutter, and wife, spent 10 days of last month in New Orleans and southern cities.

George and Wm. J. Mulroney have been registered proprietors of the stationery business of W. J. & G. Mulroney, Quebec.

J. L. Beckwith, of Victoria, B.C., will handle the British Columbia agency for M. Staunton & Co.'s wall papers for 1894.

Emil Nerlich, manager of the Canadian business of Nerlich & Co., will return from a three months' buying trip about June 10th.

Alex. Russell, D.L.S., of Port Arthur, is publishing a map showing fully the country around Lake of the Woods and Rainy Lake City.

Fred. Campbell, of the Canada Paper Co., was in St. Thomas and London last week and called on most of the company's customers in those cities.

Mr. Gillies, of Boyd, Gillies & Co., wholesale stationers, Montreal, is in Toronto at present booking orders. He has just returned from an extended trip to Winnipeg.

The Ontario Wood Pulp Co., of New York, was incorporated in Albany, N.Y., on Monday, with a capital of \$500,000. The company will manufacture pulp in Ontario and Quebec.

An attempt was made to abolish imprisonment for debt in the recent session of the Ontario Legislature. It was unsuccessful; but had it been brought about, credit retailing would have soon passed into history.

The Ferguson Co. has been incorporated under the laws of Manitoba as a limited joint stock company to continue the book business of Ferguson & Co., Winnipeg, who failed

last fall. The new company is said to be financially strong, and has every opportunity to be successful.

The death is announced of Jules Lemonnyer, a Paris publisher, well-known to French Canadian book collectors for his sumptuous reprints of works illustrated by the vignettists of the 18th century in France.

Miss Hattie Tweedie has purchased the Moncton, N.B., Book Store from the trustees of J. & A. McMillan & Co. Miss Tweedie has conducted this establishment for the last few years in an efficient manner.

A fire occurred on the morning of May 15 in H. C. Chappell's fancy goods store at Hamilton. There was a large quantity of fireworks in stock, and they exploded with great force, blowing the plate-glass windows across the street. The damage was about \$2,000.

The first book made of ground wood paper has been placed in the Berlin testing office for examination recently. It is said to be in good condition. As it was printed in 1852, very nearly half a century ago, the argument that wood paper has no durable qualities appears to be seriously shaken.

R. J. Sailsbury, who recently took a trip for Atkinson Bros., is now traveling for Hemming Bros. As soon as the National Wall Paper Company are ready with their samples, he will be on the road for wall paper orders, and will no doubt be as successful as he was last season. He will carry samples for the Janeway branch of the National's business.

It is proposed to form a joint stock company to carry on the old established wholesale stationery business of R. Miller, Son & Co., Montreal. The company will be known as the Robert Miller Co., with a capital of \$30,000, and notice of application for a charter from the Quebec Government has been given.

Dr. Oliver Wendell Holmes, notwithstanding all rumors to the contrary, has definitely decided that he will not give his memoirs to the public during his lifetime. In a recent conversation Dr. Holmes remarked: "I work at the memoirs an hour or two each day, and am making satisfactory progress. That is, I have about one-half completed of all I shall write."

Robert Smith, of Toronto, for six years a traveler for the Home Knowledge Association, Bay street, and his son Frank, aged about 20, were killed at a railroad crossing at Cainsville, near Brantford, last Tuesday morning about ten o'clock. Dr. G. B. Smith, 25 Elm street, and S. H. Smith, of the Photographic Supply House, 80 Bay street, are both brothers of the deceased man.

The Educational Journal, 11 1/2 Richmond west, Toronto, sell direct to teachers the following books at the following prices: Houston's 100 Lessons in English Composition, 25 cents; Lessons in Entrance Litera-

ture for 1894, by Fred. H. Sykes, 25 cents; Practical Problems in Arithmetic by James White, (for First, Second and Third Classes), Fifth Edition, 25 cents; Arithmetical Problems for Senior and Entrance Classes by G. H. Armstrong, — cents. Surely this is trade that could be done by the live bookseller. Are you after it?

A. S. Goold, of the celebrated publishing house, T. Nelson & Sons, Edinburgh, Scotland, passed through Winnipeg the other day on his way to New Zealand. Mr. Goold is the son of the Rev. Dr. Goold, of Edinburgh, and a cousin of Rev. W. G. Henderson, of this city, whom he came to Winnipeg to visit on his way to the Antipodes. This makes Mr. Goold's ninth circuit of the globe.—Winnipeg Free Press.

Variety Hall, occupied by Ewart P. Kenner as a book and stationery store, Bowmanville, was badly damaged by fire recently. The stock is almost totally destroyed with water and fire. Insured for \$1,300. The loss will exceed that amount by some \$500. The building was not much damaged. Fully insured. There had been no fire in the shop for several days, and how the fire started is a mystery.

J. C. Morgan, who for 20 years was traveler under the direction of J. Y. Reid, of Buntin, Reid & Co., and since last December was city traveler under the present management of that house, has accepted a position on Warwick Bros. & Rutter's staff. Mr. Morgan is well and favorably known on the road, and expects very soon to renew acquaintance with many, perhaps all, of his old customers, who, no doubt, will be pleased to reciprocate.

By an order of the court the Williamson Book Co., Toronto, has been wound up. The order, which the company did not oppose, was granted on the joint petition of John S. Playfair and Brown Bros. Their claims aggregated \$2,000. The company went into liquidation in September, but subsequently renewed on terms to which the creditors agreed. The general depression, which the book trade is one of the first to feel, has now finally forced them to the wall. The assets are valued at \$21,000, while the liabilities will not aggregate much over \$12,000.

At a meeting of the Guelph Board of Trade, held on the 16th May, the question of the city carrying its own insurance was brought up, and a number of members who had had no experience of the final outcome of that sort of thing were loudly in favor of its desirableness and economy. After some discussion it was resolved, on motion of Mr. O'Connor, seconded by Mr. Jones, that the following be a committee to take into consideration the matter of insurance, and report at the next meeting of the board: Col. Higinbotham, E. R. Bollert, T. J. Day, J. E. McElderry, Wm. Hearn, G. B. Ryan, and the mover.

NERLICH & CO.

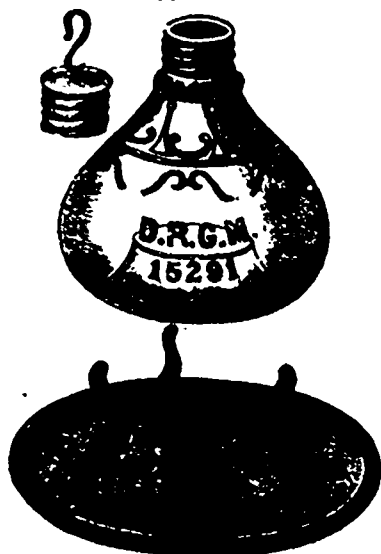
Offer to the Trade _____ TORONTO

The latest and most ingenious

Fly Trap

NEAT

Patent applied for.



Ready for Setting.

IN THE MARKET

CLEAN

Patent applied for.

To Retail at 25 Cents

DOES AWAY WITH

the necessity of using sticky
and disagreeable

Fly Paper



Ready for Action.

As will be seen by the cuts this invention consists of a colored glass globe on a metal stand. The globe is fitted with a metal screw top and has an opening in the bottom so arranged as to admit of its holding a small quantity of liquid.

To Set the Trap

Remove the globe from the stand, sprinkle a little fine sugar on the centre of the plate, pour some alcohol into the globe, replace globe on stand and close top. The flies, attracted by the sugar, congregate on the plate and naturally fly up into the globe, where, becoming stupefied with the alcoholic fumes, they are unable to release themselves, and finally drown in the liquid. There they remain until removed, and do not scatter themselves all over the room. This is such a neat article that it is not out of place in a parlor where it may be suspended from the gasolier or placed on a table or floor, and the cost is so small that no one can afford to be without it. Write for samples.

Nerlich & Co. 35 Front Street West

Wholesale Fancy Goods, China, Glassware.

TORONTO

WALL PAPER SAMPLES.

J'UST now when every wall paper dealer is making up his mind as to what manufacturer shall receive his patronage this year, any information as to the samples shown will be received with pleasure. A representative of BOOKS AND NOTIONS took the trouble to look over the samples of M. Staunton & Co., and while not declaring that they are "the best in the world," is confident that they are considerably ahead of those shown last year, and have been pronounced by experts to be the best ever shown in Canada. They have made special efforts in the coloring of their designs, and have weeded out several hundred samples that when the collection was completed seemed somewhat weak. Only the best patterns were retained, so that the line will be found without a weak spot.

In colorings this year, while the light colors still largely predominate, there are to be seen many rich, warm colorings such as deep yellows, buffs, salmons and terra cottas, these colorings being in great demand for the better class of work. Another color much used is a greenish or peacock blue which is exceedingly effective, and suitable for libraries, studies, etc.

Mica is used even more than last season. On white and brown blanks it is used in the same way as last year, with a better effect as to color. In bronzes it is used in combinations, and has an exceedingly brilliant and iridescent effect. In some cases the mica and bronze combine to make the pattern, not a particle of other coloring matter being used. The colored mica effects of this season baffle description, and must be seen to be appreciated.

Prices are away down. Cheap bronzes run from 6 to 8c., with excellent bronzes at 10 and 12c. Embossed bronzes are as low as 11½c., whereas the lowest last year was 15c. Printed ingrains run up from 16c. In the very cheap grades there was, of course, less opportunity for reduction, but even these have shared in the general cut.

As for patterns, they are like the sands on the sea shore. In ungrounded blanks, Staunton & Co. have some 200 entirely new, very neat samples. In brown and white blanks the patterns are very artistic, and have ceilings and friezes to match. Some have both one and two-band friezes. Several fleur de lis patterns are exceedingly neat. Pattern 1032 is a very pretty conventional leaf pattern in both plain and mica finish. Brightly colored patterns for the Quebec trade are striking. An arabesque treatment and rococo treatment are well worthy of attention. A marguerite treatment is shown in several combinations of colorings. Chrysanthemum designs are shown in a great variety of handsome colorings in white blanks and plain and embossed bronzes.

Although all the better papers are furnished

with ceilings to match, some independent ceilings are shown in a variety of patterns, in plain colors, also with mica and bronzes.

Their line of cheap bronzes is much ahead of anything of the kind ever shown in Canada before, very respectable patterns being procurable at from 6 to 8 cents. Of course, in the better grades at 10 to 15 cents, choicer patterns, more variegated colorings, and richer grounds are shown. Some exceptional patterns are shown in the better goods.

Embossed bronzes are as low in price as 11½ cents, yet have strikingly neat patterns. No. 1034 E.D., is a nicely colored chrysanthemum pattern, while several other effects of the same pattern show to good advantage. Neat colorings in these goods are brought out to match the creton hangings used in good rooms.

Plain ingrains in eight shades, with four or five friezes to match each, in both 9 and 18 inch, form a striking line. The ceilings, also, on ingrain, match in color, and with the frieze in pattern. The friezes are shown in both bronze and fluted. This line is further supplemented by printed ingrains which should prove favorites for large rooms and halls.

The travelers of M. Staunton & Co. will cover the whole of Canada within the next three months. J. L. Beckwith, of Victoria, B.C., is showing their line in that Province. No dealer can afford to miss these samples of Canadian produced wall paper—paper which is equal to anything imported in the same grade.

The Consolidated Wall Paper Company, New York, has removed from 15 West Forty-second street to the Seymour Building, corner Fifth avenue and Forty-second street.

SIDNEY S. BOXER.

AFTER twenty-three years on the road a man is usually expected to have lost his vigor and to be looking for retirement. Not so with Sidney S. Boxer. He has spent that period on the road, and yet is as vigorous and powerful in selling goods as the best. He is a native



Sidney S. Boxer.

Canadian, having been born in that grand old city where Wolfe and Montcalm met to prove that both were great generals, and from whence their spirits rose simultaneously to the place whence they came.

Twelve unselfish years of service were given by Mr. Boxer in selling crockery and glassware for J. C. Watson, when he conducted a large business of that nature in Montreal. This service was such that when

WALL PAPER

FOR

Immediate Delivery.

LOOK over your stock and see what lines you are short of, and write us for samples. You will probably find what you need among them to make your assortment complete for spring trade.

Ingrains and Friezes and English Washable Papers Wholesale.

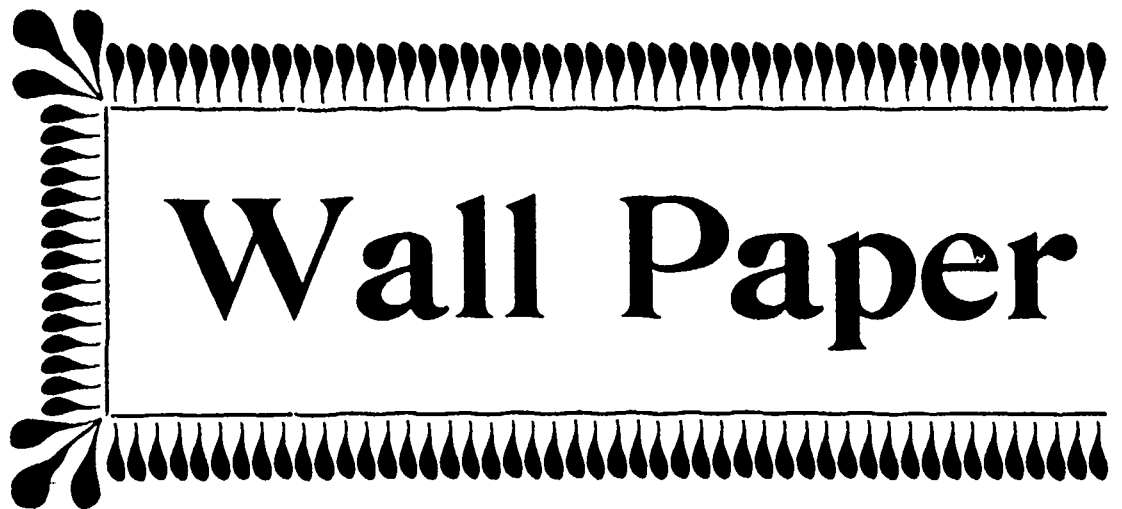
M. STAUNTON & CO., TORONTO.

SHOW ROOMS, 6 KING W.

--

FACTORY, 944 YONGE ST.

A Great Drop in Price of . . .



DON'T BUY . . .

Till you see what we have
to offer

Our New Samples

Just issued represent the
highest efforts of some of the
best designers in New York
and Paris and embrace all
the latest styles and novelties

WATSON, FOSTER & CO.

86, 88, 90, 92 and 94 Grey Nun St.

The largest manufacturers of Wall
Paper in Canada, producing more
than half the total output of the
Dominion.

Awarded a medal at the World's
Fair in open competition with the
world.

 **MONTREAL**

Mr. Watson began wall paper manufacturing this young man was retained, and eleven successful years have proved his value to J. C. Watson & Co. His host of personal friends—and all his customers regard him as an honest and tried friend—will be pleased to learn that he is still selling wall paper for Watson, Foster & Co., and will divide the province of Ontario with the firm's western travelers, T. Wilson, F. A. Wray and W. N. Tyndale. This strong staff of travelers will no doubt be able to capture an increased share of the wall paper trade for Watson, Foster & Co.

Mr. Boxer is a grand nephew of the late Admiral Sir Edward Boxer, R.N., who had command of the British fleet during the Crimean War, until he died at Balaklava, in 1855. Those who know Mr. Boxer personally will know whether he inherits the characteristics of a British Admiral.

Mr. Boxer is not an old man by any means, and it is to be hoped that he will be spared for many years of usefulness. For four years he was a director of the Dominion Commercial Travelers' Association, and is popular among his fellow carriers of the grip.

A BAD FAILURE.

IN February, the failure of G. W. Clarke, fancy goods dealer, Montreal, was noted, and also the fact that 25 cents cash had been offered to the creditors. This offer was refused by Eyre & Spottiswoode, publishers, London, Eng., who claimed that the bankrupt had been untruthful, or, at least, misleading.

At the end of 1890, Mr. Clarke was burned out, and in January, 1891, received \$23,600 insurance, and the salvage. The wholesalers seem to have understood then that he was nearly clear of debt, and had his insurance money to the good; but subsequent events proved that he had a large amount of liabilities, and in reality a very small surplus.

On March 23, 1893, Mr. Clarke claimed, in writing to an English firm, that he had a stock of \$25,600, and liabilities of less than \$10,000. In addition to this he had real estate valued at \$10,000.

In less than a year after this he fails, with liabilities of \$24,403, instead of less than \$10,000. At the same time the stock is also reduced several thousand dollars, and the real estate becomes a worthless equity.

Mr. Clarke then offered 25 cents cash, and this being refused, is forced to assign. At the examination it transpired that a considerable sum of life insurance had been received since Jan. 1st, 1891, and save \$2,000 paid to his wife, the whole was sunk in the business. This showed that Mr. Clarke had nothing to start with or else managed his business in a most careless manner.

The stock has since been sold at 42½ cents on the dollar, and the creditors will receive about 25 cents. Most of the creditors feel very sore over the treatment they received at the hands of Mr. Clarke.

BOOK REVIEWS.

HIRAM GOLF'S RELIGION, OR THE SHOEMAKER BY THE GRACE OF GOD. By George H. Hepworth, author of "The Life Beyond," etc. Fifth Thousand. E. P. Dutton & Co., New York; Copp, Clark Co., Toronto.

This book was very popular in the holiday season. Its blue and white cover, dainty illustrations, and pure white paper are products of the Dutton bindery and would be known as such without the imprint. The merit of the book is its common-sense. The shoemaker thinks with one lobe of his brain, while he works with the help of the other. His quiet, peaceful mode of earning his living is reflected in his religious calm and peaceful ideas. His fervent depth of religious feeling makes him beloved by the community—and his death was regretted by many.

THEY MET IN HEAVEN. By George H. Hepworth, author of Hiram Golf's Religion. New York: E. P. Dutton & Co.; Toronto: The Copp, Clark Co.

This is another book by the same author and along the same lines, but is a later work. It contains other reminiscences of the "Shoemaker by the Grace of God," and deals with "The Fireside Club" of Woodbine, the little village where Hiram's honesty and homely sayings were known, honored, and revered. "No God, no nothin'," was Hiram Golf's reply to all who doubted the existence of the Divine being. "In my judgment the religion that don't appeal to a man's common sense and make him say, 'There ain't no two ways about it; I've got to have it, no matter what it costs,' isn't worth preachin' about." "The gospel of gettin' to heaven by means of believin' was writ for those sly old sinners who want to shirk duty, and expect to slip through the Golden Gate by carryin' their creed as an entrance ticket." With such philosophy as this ringing in his ears, the raging Vau Brunt becomes only tears and smiles; the grub became a butterfly, and the butterfly burst the chrysalis with joyous heart and spread its wings in the great hereafter.

THE BEST PLAYS OF WILLIAM WYCHERLEY. (The Mermaid Series, No. 7), with etched frontispiece. Decorated cloth, \$1.25. London: T. Fisher Unwin; Toronto: The Copp, Clark Co., Ltd.

William Wycherley was, before Congreve arose to surpass him, the most eminent master of that artificial school of comedy which commenced with the restoration of Charles II., and which may be said to have perished—in a blaze as of a funeral pyre—with Sheridan. Abandoning the beaten paths of English drama, the writers of this school found in the various intrigues of the Spanish theatre, in the verbal vivacity and piquant satire

of the French, a new basis for their productions. Their works, as a class, have been designated the Comedy of Manners, a title which aptly distinguishes them from the Comedy of Human Life, set forth by Shakespeare. The plays contained in this volume are "Love in a Wood," "The Gentleman Dancing Master," "The Country Wife," and "The Plain Dealer."

THE PERKINS PERIL. A novel, by Geo. V. Wells. Illustrated. Paper, 25c. Laird & Lee, Chicago.

When the twentieth century has become fifty years of age the word mortgage in an encyclopedia may be said to be "an instrument of torture used in the nineteenth century." It certainly will not be in use as it is now, if the writer of this novel is correct. He has written an admirable love story, not of the first grade, yet very good. His ideas concerning taxation and the rights of labor are not foisted on the reader in a repulsive manner, but are found mostly by reading between the lines of a most worthy book.

THE DUKE OF ARCANUM. By Frank Carleton Long. Library of Choice Fiction. Paper, 50 cents. Laird & Lee, Chicago.

Too many of the paper bound books which find their way into the hands of the Canadian reading public are either insipid or putrid. They either do no good or do some harm. This new book, "The Duke of Arcanum," aims to show the bright side of charity. It is a healthy tale, and at the same time quite fascinating.

THE SHEN'S PIGTAIL, AND OTHER CUES OF ANGLO-CHINA LIFE. Pseudonym Library. Cloth and paper. T. Fisher Unwin, London.

The Englishman in China has usually some queer experiences to relate which place the lying, thieving Chinese in his proper place. In this book the glimpse of Chinese life is clear and instructive, and paints Chinese justice, or rather injustice, in its true colors. The story in itself is interesting and written with a gracefulness and freshness which is extremely pleasing.

THEOPHILE GAUTIER. By Maxime du Camp. With portrait, and a preface by Andrew Lang. Cloth, \$1.25. London: T. Fisher Unwin; Toronto: Copp, Clark Co., Ltd.

The life of Theophile Gautier is of peculiar interest to men of letters, especially to that large proportion of them who, like Theophile, are "polygraphes." Our ancestors more briefly termed them "hacks," and, since Dr. Johnson—or at least since Southey—there has been no hack so distinguished as Theophile. The man of letters in Gautier

was stronger than the poet; had it not been so, probably he would have given himself more freely and with a stricter loyalty to the muse. He could not write an uninteresting line; he had not the art of being dull. His genius is scattered widecast; his "three hundred volumes" are lost in a wilderness of old newspapers, and if we ask for a "great work," it is not, or is represented only by two slim volumes of exquisite verse; a romance, not of the most enthralling; a novel, which lies patent to the censure of moralists; and a few short stories.

HER LITTLE HIGHNESS. After the German of Nataly Von Eschstruth, author of "A Priestess of Comedy," "A Princess of the Stage," etc., by Elise L. Lathrop. Illustrated. Cloth, \$1 25; paper, 50c.

"Her Little Highness" is Baroness Eschstruth's latest book and one of the most charming novels that has come from her pen. The little princess, who is the heroine of the story, is the heir of a ducal throne, which in Germany makes her a being apart from the rest of the world, which tends to heighten the piquancy of a being so very human and so very natural. Her little highness is a little woman from the top of her head to the tips of her toes, and her love of Valleral, a gay and frolicsome courtier, is the most natural thing in the world. However unsuitable Valleral may be, the reader of the novel will enjoy the situation that the love affair creates.

THE UPPER BERTH. By F. Marion Crawford. Autonym Library. Paper and cloth. T. Fisher Unwin, London.

In the Pseudonym Library the authors are unknown. In the Autonym Library, of which this is the first number, the author's name is attached. The new series will certainly be more important than the old, although the latter made a strong impression on the reading public. The power of the name of a great author is wonderful; a book with such a name attached sells on the merit of the name, not on the merit of the book. The opening volume of this series is one calculated to make a good impression. Its two stories are gems of the poetic imagination, which is more strongly revealed in these stories than in most of Crawford's works. The sensations of a man when brought into close contact with what he cannot do otherwise than deem the supernatural, are graphically portrayed in the graceful language of which the author is master.

THE GUIDE: A Manual for the Canadian Militia (Infantry) embracing the Interior Economy, bugle calls, etc. Fourth Edition—Revised. Compiled by Lieut.-Col. W. D. Otter. Cloth, \$1. The Copp, Clark Co., Toronto.

This book is well known to military men in Ontario at least, and a new edition will be

well received. The book is a necessity for all officers and non-commissioned officers of the Canadian militia. Moreover it is admirably suited for the purposes for which it is intended.

BEAUTIFUL JOE; an Autobiography of a Dog. By Marshall Saunders, with introductory note by the Countess of Aberdeen, and an introduction by H Ezekiah Butterworth, editor of Youth's Companion. Canadian Copyright Edition. The Baptist Publishing Society, Toronto.

The author is a resident of Halifax, Nova Scotia. Beautiful Joe is a real dog, who during the first part of his life was sadly mutilated, but he now lives in peace. Nearly all the incidents of the story are founded on fact, and hence have an intense reality as well as an educative influence. Those who have read "Black Beauty," have read the most interesting autobiography ever written, for "Black Beauty" was a horse. In this book there are equally beautiful sentiments, equally interesting people, equally sympathetic characters, and equally charming incidents. A dog that can talk can tell strange stories, and because he tells them from his own standpoint he enlists the sympathy of the reader. Callous-hearted, indeed, must be the man who cannot be moved by the sufferings of a dumb animal, especially those that have been domesticated. There have been dogs whose masters have so loved them that they have laid down their lives for the dumb brutes, but the reverse has been more often the case. But in enlisting the sympathy of the reading public in behalf of the faithful dog, Mr. Saunders has done a work of which the importance cannot be estimated.

IN THE DAYS OF HIS VANITY; a Passage in the Life of a Young Man. By Sydney Grundy. A new edition. London: Chatto & Windus. Toronto: The Copp, Clark Co.

The days of a young man's vanity are just when he embarks on the voyage of life in his own canoe. Then he sails proudly over a smooth sea, bound for the lovely isles of ease, plenty and honor which lie just beyond, yet in sight. On these isles he rears, in fancy, his castles. But alas! the storms of life toss his canoe about until he becomes seasick, the lovely isles vanish from his gaze, and their memory is as of a mirage, the castles are tumbled down by the mighty winds of adversity—and the young man becomes an ordinary mortal. Sydney Grundy's book is something out of the ordinary. Its freshness of language and expression, its uniqueness of thought and incident are charming as compared with the insipid literature of the day. Its characterizations are grand and majestic. It is the work of a master.

BOOKS

A Daughter of To-day

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A REORGANIZED FIRM.

WH. BLEASDELL & CO. is a firm name known to fancy goods dealers in Canada since 1878. The name still continues, but the personnel of the firm has undergone a change. The partners are now W. H. Bleasdel, the founder of the firm, and H. J. Hollinrake, formerly a dry goods merchant in Toronto. Portraits of both men are presented herewith.

Mr. Bleasdel is personally known to the majority of Canadian dealers and needs no introduction. He founded the business of W. H. Bleasdel & Co. in 1878, at 25 Front Street West, having Mr. Hickson as a partner. He ran it successfully for 13 years and built up an enormous trade. He then sold it out to Mr. Hickson, who afterwards formed a partnership known as Hickson, Duncan & Co., but



W. H. Bleasdel.

which is now extinct. After little more than twelve months out of harness, Mr. Bleasdel started again in the present premises at 74 York Street, and for nearly three years has done a growing business.

Mr. Bleasdel, before he began the wholesaling of fancy goods and druggists' and stationers' sundries, was engaged in the wooler trade with D. McInnes & Co., of Hamilton and Montreal, where he received an excellent commercial training, which his natural abilities fitted him to receive and turn to good use. Mr. Bleasdel was born in Manchester, England, in 1848. His father was a clergyman, and his taking the missionary fever led to his young son being brought to Canada to grow up into a prominent Canadian business man.

Mr. H. J. Hollinrake, the new member of the firm, is a young man of 31 years of age, and unmarried. Though young, Mr. Hollinrake has had sixteen years of varied experience in business. When fifteen years of age he began to devote his whole time to helping his father in the dry goods business

at Milton, and almost immediately began to do a share of the buying. In 1884 he was taken into partnership in the dry goods business at Milton, and for two years was the youngest member of the Milton town council. In 1892 they bought a dry goods stock in Toronto on speculation, and while his father remained to run the Milton business, which he still controls, H. J. Hollinrake came to Toronto to look after the newly-acquired stock. Last fall Mr. Hollinrake decided to clean out his dry goods stock and enter the firm of Bleasdel & Co., and proceeded to carry out his intention.

Mr. Hollinrake has just returned from a two months' trip to Europe, and secured a large stock of the season's novelties in fancy goods, of which more will be heard later on in the season. Mr. Hollinrake is a man of rare executive ability, and has the faculty of being able to handle anything he undertakes with economy and dispatch. The firm of W. H. Bleasdel & Co. should be successful with two such men at its head.

There are men in business to-day who remain at it much like a felon working out a sentence in a penitentiary. There are other men who are in business because it is a pleasure to them to buy, sell and manage. The latter class are the successful ones. The partners of this new firm are in this class, and hence we predict for them a large measure of success, as well as the continued confidence of the retail trade in general.

A NEW IDEA.

A NEW idea is usually found in the stationery trade about once every five years—sometimes not so often. But the Copp, Clark Co. have one which has considerable merit. They have a new exercise book with a neat design on the cover, called "The Art" exercise book, and have the same thing in a 200-page scribbler. The cover is plain black without any gilt, or any cheap chromo, with its four muddled corners. Inside each book, nestling loosely among the leaves, is a dainty lithograph suitable for framing or for embellishing a scrap book. These pictures are in a series of four, of which one is a realistic view of the Victoria and Camperdown just after their famous collision last year in the Mediterranean. The idea is that the picture is not destroyed in being removed from the book, and that being in a series of four, the purchaser of one will be sure to buy three more.

The Copp, Clark Co. have not stopped here in the improvement of their lines of exercise books and scribblers for the fall trade, but have got out some very new things. In scribblers. The St. George (improved), Defiance, Guide, Athletic and Vigilant, and in exercise books, the Rival, are all worthy of attention.

In quarto and octavo tablets, they have

put a new design on the cover of their Surrey pad, which should help in keeping this line popular.

SCHOOL BLANKS.

Buntin, Gillies & Co., Hamilton, are showing great values in school blanks. They have added to their old list a number of new designs in scribblers, exercise books and note books, and dealers would do well to see these goods before placing orders elsewhere.

THE GEM ENCYCLOPEDIA.

The Gem Encyclopedia is a little volume about 10 mo., 448 pages, bound in silk cloth (flexible) at 25 cents, and stiff cloth (library style) at 50 cents. It is a wonderful pocket encyclopedia, full of facts, and their number is surprising. It is published by Laird &



H. J. Hollinrake.

Lee, Chicago, and should have a rapid sale. This enterprising firm have made great successes out of their "Vest Pocket Webster," "Conklin's Hand Manual," "Edison's Encyclopedia and Universal Atlas," and their "World's Ready Reckoner and Rapid Calculator," and they will no doubt score another success with this little book with its world of facts and information. A cut of it can be seen in their advertisement on another page.

A VELLUM PAPER.

A line of vellum paper known as "Real English Vellum" is shown by the Canada Paper Co. It is a cream wove, with a beautiful velvet finish, splendid feel and good color. Not only is it shown in note, but also in tablets and papeteries. The price is such that it can compete successfully with papers of a similar quality.

The Canada Paper Co. are always to the front with new lines, and have established with stationers an enviable reputation for fast-selling goods.

BOUND OR UNBOUND.

Paul Tcherkasov, of St. Petersburg, writes a sensible letter to the "Publishers' Circular" on the Exportation of British Books to Russia. It is, he says, a great mistake to have all books, or well nigh all, published bound. I think it would be by far the better plan to have them published bound and unbound, just as they are in many cases published now in different qualities of binding. And for the export trade, the unbound book ought to prove by far the preferable article, on the following ground: (1) The bindings of most books which have come under my notice are very poor as far as their wear-resisting qualities go; they are sometimes very artistic in design—that is true. (2) The journey by book-post spoils the binding, crushes the corners, etc., to such an extent that I often have had to send books to the book-binder's straight from the post. Now add to these considerations the existence of the above duty, and remember the many cheap editions, with their not very artistic covers, and think of their price being increased by something like 4d., or even more apiece.

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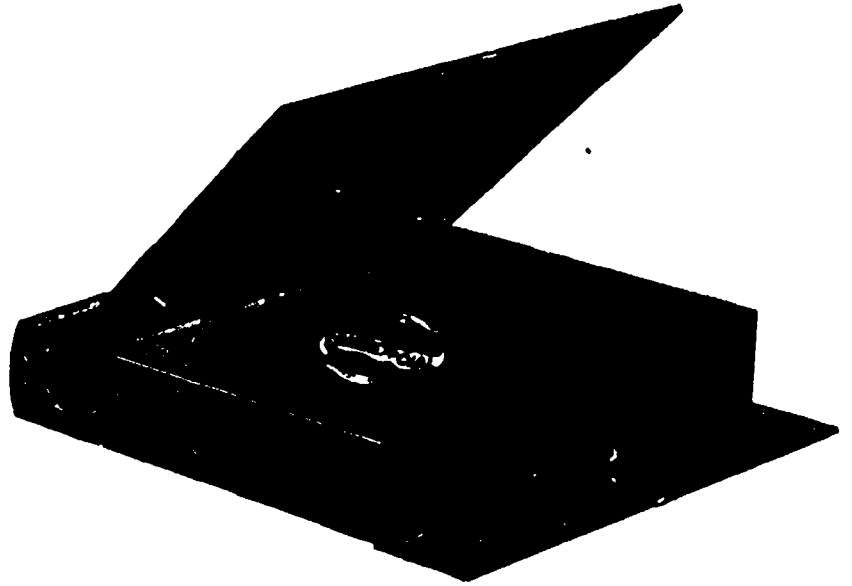
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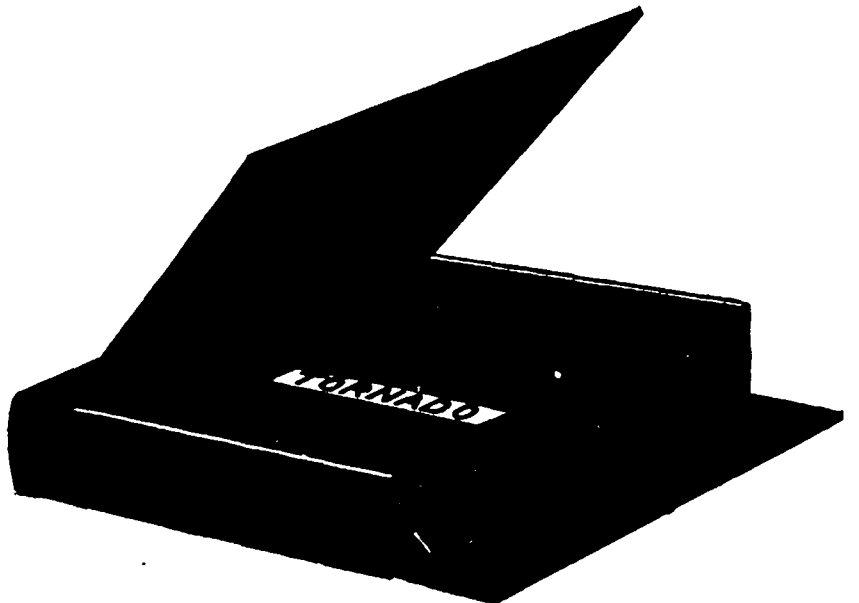


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NOW that import orders are nearly all taken, jobbers are turning their attention to stock for fall. Large shipments are arriving every week, and the warehouses will receive more and more during the next three months. These shipments come from Austria, Germany, France and England, while a small percentage of later shipments will come from the United States.

Tea sets for children are shown by H. A. Nelson & Sons in long range. Those to retail from \$1 to \$5 per set are exceedingly handsome and graceful presents. The art expended on them is surprising. Cheap lines at 5, 10, 25, 50 and 75 cents are also displayed, and each line is chosen with special reference to the particular price at which it is to retail.

W. H. Bleadell & Co. are holding a special fancy goods sale from May 28th until June 9th, and offering genuine bargains. The discounts run from 10 to 50 per cent., and make many of the lines superb snaps. All purchases are net, and the terms of sale are: On purchases up to \$25, 30 days draft; \$50, 60 days; \$100, 90 days; \$200, 4 months; \$500, 5 months. This affords a very favorable opportunity for those wishing to secure some special lines of goods at under market value to boom their summer trade.

The dolls shown this season surpass those of other seasons in point of durability and in point of style. The dolls look more durable and are more so. Manufacturers find less demand for trash than usual. Kid-body dolls were in previous seasons sold at 75 cents or \$1. Those below these prices were pigmies and unattractive in appearance. This season, however, H. A. Nelson & Sons have kid-body dolls to retail at 50 cents, which are exceedingly good value, while their 25-cent doll is very good at the price. The middle classes of customers will thus be able to secure better dolls at lower prices.

Fancy metal match holders to retail at 10 cents are fast sellers. Nerlich & Co. have a line including cup and saucer, egg and frying pan, tambourine, banjo, grindstone, and other designs, which is attractive and very low in price. One wonders how such neat ornaments can be manufactured at such low prices.

Rubber dolls are a bad stock to handle, but still some dealers find them profitable. The only method of handling this line successfully is to buy light in quantity and wide range, and see to it that the stock is moved over quickly. Some dealers make their mistake in buying these too late in fall. They should be bought early and

shown early. Rubber dolls, dressed and undressed, are shown by H. A. Nelson & Sons in full display, while rubber toys of all sizes and prices are also offered.

Rose bowls, with small openings at the top, and with delicate gilt ornamentations, can be retailed at 15 cents for small sizes, and 25 cents for large sizes. They are shown by H. A. Nelson & Sons. The designs are exceedingly taking.

Satin finished rose bowls, with deep pink or blue tops, are shown by Nerlich & Co. to retail at 25 or 50 cents. These are seasonal.

H. A. Nelson & Sons have McLaughlin's toy books for the inspection of the trade, and no doubt will receive their share of the orders which are always placed for this maker's books. The increase in duty will no doubt make dealers unwilling to place as heavy orders for toy books as usual. Seventy per cent. duty is too much for the poor man's books, and young Canada will go without his picture books in many cases this year.

Nerlich & Co.'s assortment of chinaware is more profuse than ever. Their line of 25 cent cup, saucer, and plate, has been augmented by several new varieties, and these are quite taking with their delicate tints and odd shapes. In 10-cent and 15-cent cups and saucers some new and dainty designs have been added to their line. Jumbo cups are shown in two varieties at \$3 and \$6 per dozen; these are extra large cups for children's use. Moustache cups at all prices from 15 cents up are in stock, and new styles show that the end of men's ingenuity is not yet. In the better classes of cups and saucers new and handsome designs with embossed effects, shaded gold rims and patterns, with delicate tints, are shown in abundance.

For the past few weeks James H. Tee has been exhibiting a nice line of leather goods, including dressing bags, hand bags, writing desks, tourist writing cases, purses, card cases, letter cases, photo albums, photoscreens, photo frames, dressing cases, jewel cases, work companions, fancy work baskets, in a sample room on Bay street. These goods are manufactured by Eyre & Spottiswoode, who also do considerable trade in fine stationery, drawing materials and stationers' sundries. Of course their great specialty is Bibles, they being the first to issue a Teachers' Bible, and they have now a new revised and enlarged edition of the same which is meeting with much favor. Their prayer and hymn books are also well known. But their line of fancy goods is one of the most complete ever to be shown in Canada, and its size may be judged from the fact that Mr. Tee carries about forty trunks. He has gone to Montreal, where he will remain for nearly a month in his permanent office there at 7 Victoria square, corner of St. James street.

BOOK OF THE FAIR.

INCREASED interest is created by The Book of the Fair as each number appears. Part Eleven, with its illustrations and explanations of electrical machinery, is a beauty. But the full page illustration of the Franklin Statue is worth the price of the book. With his kite in one hand, his key in the other, he looks heavenward as if studying the problem of the heavenly electrical current. With these instruments, simple though they were, he placed the world on a higher road to perfection.

Part Twelve devotes a great deal of attention to flowers, fruits and forestry. Canadian fruits and woods take a prominent place and mark Canada as a country with a future. But California's flowers and woods are more luxurious and of greater dimensions. The woods and wines of the whole world are here illustrated and explained.

Part Thirteen is of great interest to Canada because it deals with mines and minerals, and shows this country to great advantage. The illustrations cannot show the brilliancy of the coloring of the raw ores, or the polished stones and marbles, but they serve to illustrate the valuable information which the writer of this chapter has collected. After this comes the fisheries building, and a small photogravure of a Canadian fisher boy catches one's eye and perhaps rouses pleasant memories. It was in this section that the maritime provinces of Canada and Newfoundland made their great display, and the memory of this display is well perpetuated in the handsome pages of this issue of the Book of the Fair.

In number Fourteen are to be found illustrations of walrus and seal; the hooded seals of the Gulf of St. Lawrence are an interesting picture. The fish of nearly every country in the world are described and pictured. In this number begins also chapter eighteen, which deals with transportation. Here, the old carts of our forefathers, the Indian or cowboy and his faithful broncho, the buggies and carriages of modern times, but above all the luxurious palace trains with their swiftly passing engines show to what perfection the ingenuity of man has brought transportation facilities. And then to think that the end is not yet. (The Bancroft Publishing Co., Auditorium Building, Chicago; \$1 per number.)

The bonus of \$25,000 voted to the Drummondville water power, which was carried by the ratepayers by a large majority, takes the shape of a gift of \$15,000 and a loan of \$10,000—debentures to issue for 20 years. The company is to develop 5,000 horse-power from the dam, and it is further stipulated that 2,000 of it shall be open to rent at \$2 per horse power up to 100 horse-power; and any lessee needing more than 100 is to be furnished with it at \$1.50. The promoters are the Montreal Paper Co.

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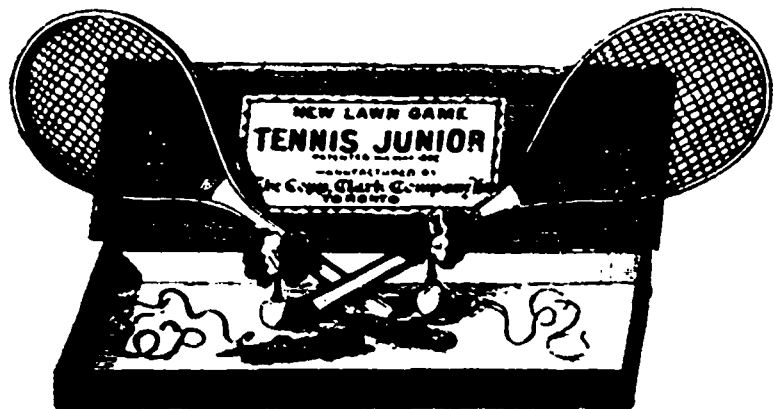
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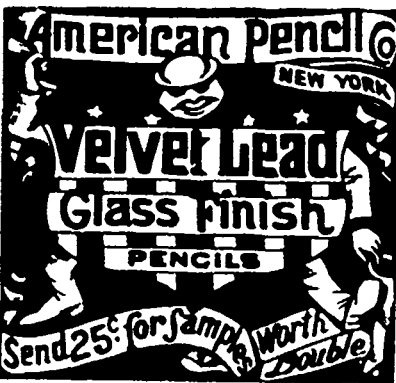
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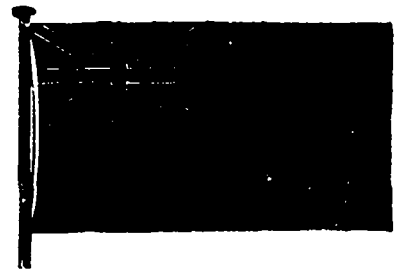
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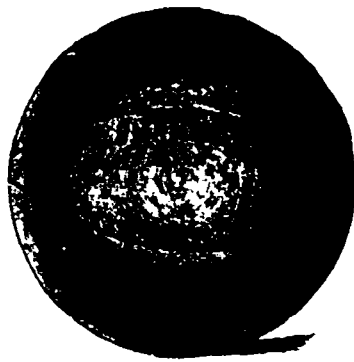


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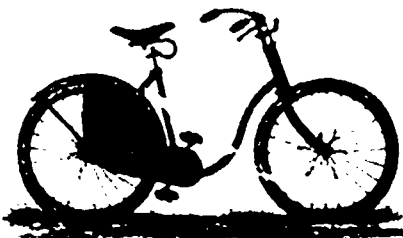
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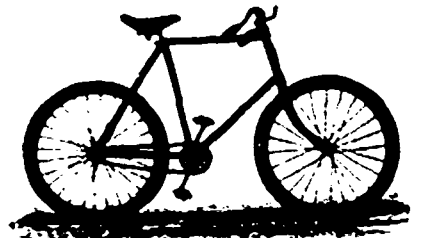


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