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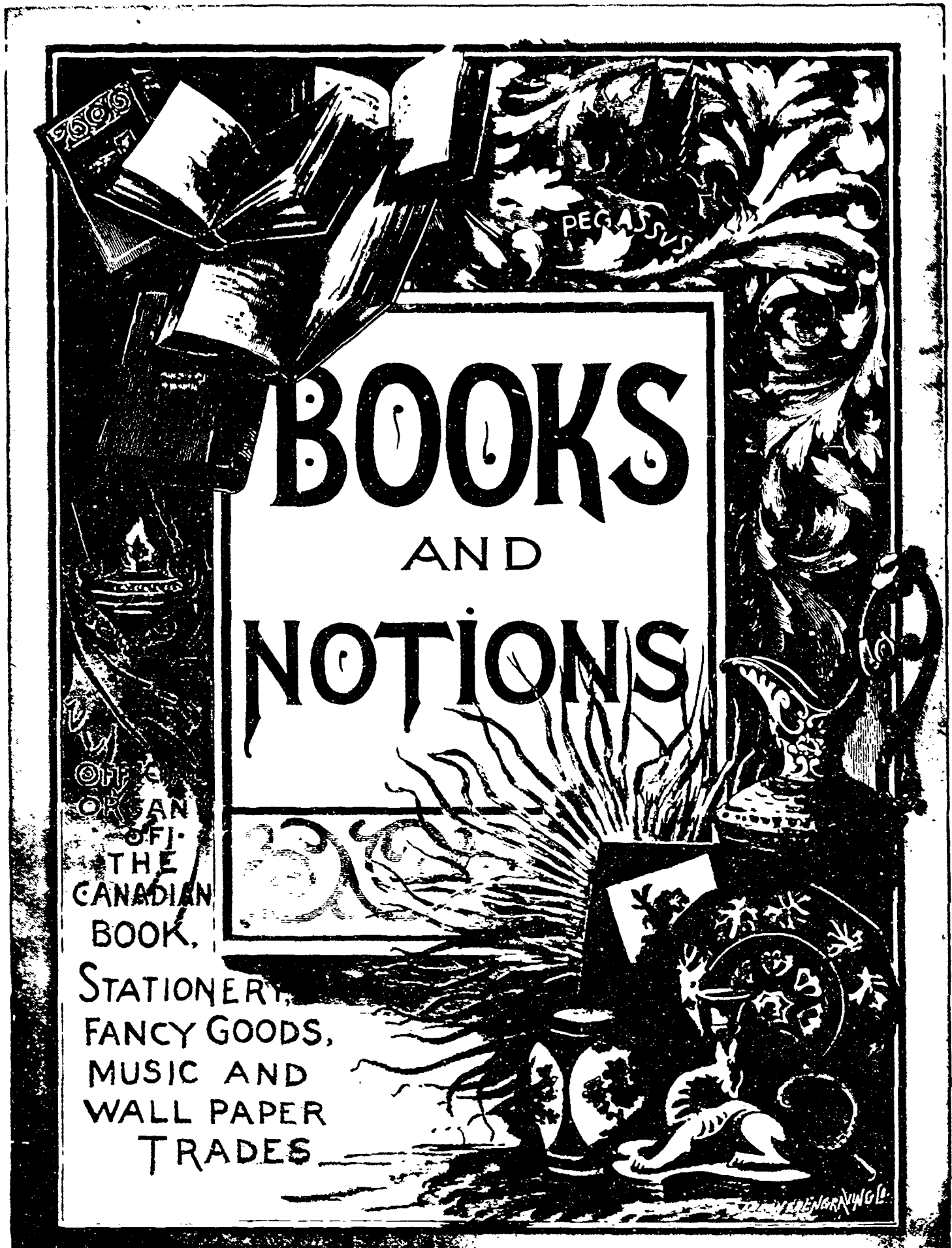
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Full Line of School Requirements

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Which, judging from the satisfactory orders received, are meeting with gratifying success

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BOOKS AND NOVELTIES

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

Vol. IX

TORONTO, AUGUST, 1893.

No. 8

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WE CAN INTEREST YOU!

Our Fall and Xmas Trade Samples are now opened up. It is the Best Range at Most Satisfactory Prices ever shown.

Catalogue will be ready in a few days

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DIRECT IMPORTERS.

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HOW TO SELL GOODS. By B. F. Cummings. Price 10c.

The Publishers of this paper have arranged to accept and transmit to the U. S. and Canadian publishers, orders for these books. Money should be sent by P. O. Order or registered letter to

The J. B. McLEAN PUB. CO., Ltd., 10 Front St. East, TORONTO

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... FOR ...

Our Travellers are now on the road with our NEW SAMPLES OF WALL PAPER for the season of 1893-4. The line comprises all grades of BROWN BLANKS, MICAS, WHITE BLANKS, GLIMMERS, and PLAIN and EMBOSSED BRONZES, all with FRIEZES and BORDERS to match.

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They go direct to our

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School Sundries

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Copy for advertisements must reach this office not later than the 25th of the month for the succeeding month's issue.

BOOKS AND NOTIONS, TORONTO.

Vol. IX. Toronto, Aug., 1893. No 8

CHEQUES FOR SMALL AMOUNTS.



ONE of the petty grievances which is continually worrying wholesale merchants is the fact that a retailer in paying a small amount will often send a cheque, and the cost of collecting this will eat up all profit. The

man who pays an account of one dollar with a cheque and does not add sufficient to pay for collection is a mean man. A few days ago a wholesaler showed the writer a cheque for fifty cents. The profit on the article was ten cents and the collection fee fifteen cents—total loss on sale five cents. Another case noted recently was where a man in Quebec Province paid a debt of one dollar in Toronto with a cheque on the Banque du Peuple, a bank which has no branch in this city. If a man is sending one or two dollars to his wholesale firm and sent it per money order or registered letter he must pay the cost himself, why, then, should he not do it if he wishes to pay it with a cheque? The cheque is, of course, a receipt; but if he desires that kind of receipt why should he not bear the expense?

In these days, when margins are so narrow, all debts should be so paid that the exchange shall be as little as possible.

Otherwise the whole profit will be eaten up by the brokers and the banks—and eaten up unnecessarily. Similar cases of want of thought are shown in returning the drafts sent out by wholesalers on such trivial grounds as the mistake of a day in computation, or a mistake of a few cents. The proper way is to accept the draft and notify the house of the loss sustained, so that it can be made good. Mutual forbearance is very necessary in such cases.

SEASONABLE.

DO you ever try to sell any law books? Do the lawyers in your town, the justices of the peace, mayor, police magistrate, etc., ever take any of your attention? Two new books are announced in this issue.

Have you taken stock these dog days, when trade is quiet and customers few? That is, have you investigated every single drawer, shelf and corner in your establishment and inventoried every article? Have you made a list of the twenty-nine lots of goods which are likely to remain until this time next year, as dead stock unless you push them forward and make them go?

Stock-taking is one of the most useful occupations a merchant ever engaged in. The lessons to be learned are numerous. The mistakes in buying are all brought to light. To be sure it is not pleasant, but it is mighty profitable.

Have you revised your books for the past six months to discover mistakes? Have you investigated to find out whether you are working your life out for your daily food, or whether you are going to have a small surplus? Does your business show signs that your competitors are gaining on you?

Have you taken two hours to think out a plan for capturing the school trade for fall? What special features have you ready that will cause youthful purchasers to come to you rather than to your opponent across the street?

Have you arranged for a few days' holidays in which you may get away from all business worry and recuperate? Rest or change is as necessary to your business intellect as the oil is to the machine or as sleep is to the body. Go away and forget that there is such a thing as a bookstore, and when you come back you will find that the clerks have done very well, and that you have got an appetite for work which will surprise you and enable you to accomplish much in a short time.

What about your clerk? Have you gained his good will by giving him a hearty handshake and telling him to get

out of sight for two weeks? Your kindness will increase his interest in your business and strengthen his honesty. The only other way to improve him is to give him BOOKS AND NOTIONS to read as soon as you have perused it yourself. Are you afraid he will know too much? If you are don't let him see this journal.

This will be a good month to have the carpenter in and make those little changes you contemplated. Then that painting you wanted to have done can be accomplished now without much trouble and with little interference with trade. You can also rearrange your stock on the shelves and secure a better position for some of the goods. You can move the show cases round a little and change the appearance of the store. Do not let everything remain as it was. A slight change will please your customers—everybody likes variety. Increase the bright appearance of your store; cheerful stores and polished counters help to sell goods.

Don't forget to advertise your summer goods. It will keep up the sale and also keep your name before the public. Never let your advertisement drop out altogether, although it need not always be of the same size.

THE DISCUSSION.

WE have received many answers as to which is the better for the Canadian trade, the 25 cent or the 50 cent novel. We haven't enough answers yet; we want more, because all the live men have not written. Send your post card. Much good will be done which will benefit the trade generally.

We publish the best of the answers received, they are all from live dealers, who know whereof they speak.

Galt, Ont.
Re the 50 cent novels. We find the sale slow for them. Twenty-five cent books sell much better. But the sale of books is not what it used to be; too many newspapers now-a-days. Wishing you all success, Yours, etc.,

J. K. CRANSTON.

North Sydney, C.B., July 8, 1893.
With us 50 cent novels will not sell; but we find no one objects to paying 25 cents. Yours, etc.,

G. K. MACKEN & CO.

Sarnia, July 10, 1893.
Sir,—My experience is that a 25 cent edition paper novel is best adapted to Canadian trade. I can easily sell ten copies for every one at 50 cents.

Yours, etc., D. McMASTER.

Kingston, Ont., July 8, 1893.
Sir,—It is undoubtedly a fact that 25 cent novels are the books for our Can-

adian trade. We sell about five to one. Still we cannot complain of the way 50 cent books go here. Yours, etc.,

JOHN HENDERSON & CO.

Hamilton, Ont., July 8, 1893.

Sir,—Re 50 cent books. My experience is that they have suffered displacement by their more popular brother, the 25 cent, and the bargain books, 10 and 15 cents each. The age of cheap books has come to stay, and the 50 cent edition will be left in the race for popular favor.

Yours, etc., H. S. WILLIAMS.

New Westminster, B. C., July 10, 1893.

Sir,—We are quite sure that we could sell ten copies of a book by any popular author at 25 cents where we now sell one at 50 cents. Most people take up the new book, ask or see the price, and drop it like a hot brick if it is 50 cents. Yours etc.,

H. MOREY & CO.

Owen Sound, Ont., July 6, 1893.

Sir, Re novels. Paper novels at 50 cents are simply no use. We could sell 50 at 25 cents to one at 50 cents. The same may be said of 30, 35 and 40 cent paper covered literature. As long as the present way obtains, Bryce and the American publishers of cheap books will make a good harvest. Yours, etc.,

W. K. IRELAND & CO.

Moncton, N. B., July 7, 1893.

Sir,—The average purchaser will not pay 50 cents for a paper covered book. A 25 cent novel will sell itself, but a 50 cent book, unless by a noted author, requires to be sold. Iver's American Series strikes me as a model novel, both in price and style. Mr. Arthur voices my opinion in this matter.

Yours, etc., J. P. McLENNAN.

Peterboro', Ont., July 10, 1893.

Sir, There is no money in the retail trade in selling a 50 cent novel for 45 cents, it costing 35 cents and express charges. Never mind how popular an author is, we won't sell more than two of his 50 cent books a week; whereas, at 25 cents we could average two a day for a month. Yours, etc., S.

QUICK TO RECOGNIZE.

T. H. Smith, bookseller, Galt, writes: "No bookseller should be without your journal." This is an example of the kind remarks made concerning BOOKS AND NOTIONS by many of its subscribers. Retailers can do much toward making this journal still more valuable by sending the editor suggestions as to grievances, wrong methods, criticisms, etc.,

and any item of news which comes under their notice. Some of its constant readers do this, but there are others whose correspondence would be appreciated.

THOSE NASTY NOVELS.

THERE is a series of novels called the Albatross novels, which are published by G. W. Dillingham. They are now said to be in their 805 thousand, according to the copy which reached this office. For the benefit of the trade we are going to explain their character very thoroughly.

This man, Albert Ross, has an idea that he knows all about man and woman and their failings. He has come to a conclusion, if we can believe that he is an honest writer, that the vows of marriage are taken by some people, who afterwards violate them by evil communications with those who are not bound to them by matrimony's chains. In other words, he tries to picture how an American wife often has a lover other than her husband, much as Zola likes to depict that every French madame must have seven lovers. He wants all the world to know that the American citizen is intensely wicked, and as a general rule has little regard for a woman's honor. That her innocence is in most cases only a myth.

An Original Sinner is his latest work. This book seems to have its main feature stolen from the same source as Besant's leading idea in "The Ivory Gate" and in Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde." The dual nature is again exemplified with much less force than in either of the other two well-known books. The cleavage line is not drawn nearly so distinctly, showing that the author is not a master in regard to his power of clear thought. There is nothing original in the book except its weakness. The character is called an original sinner, but the author tries all the way through to prove that his characteristics are general rather than original.

The book has many suggestive situations, which appeal only to the animal passions of the reader, and would cause a delicate and sensitive reader to shrink from it in disgust. It does not inculcate wickedness, but it encourages passion by inflaming it. It is a book especially suitable for fallen women and fast young men, but it is not fit to sell to any other class. The other books of the series are much the same.

Such books as these do not rouse a man's piety nor his virtues; it does not inculcate a love for history or literature; it does not educate. It is purely animal, and as such must be condemned, except for the use of those in whom the animal passions predominate. It may present truth, but a truth which should be suppressed. Last summer chol-

era was a truth, a fact; but all the world hastened to suppress it. The nation to the south of Canada is not renowned for the sacredness with which it views the marriage tie; but Canada's virtue in this regard has brought her praise. Such literature as the Albatross series would soon work a change which would be detrimental to the country's best social interests.

WHAT THEY THOUGHT.

WHEN this journal undertook to publish a list of the current Canadian books it took upon itself a heavy task. But many kind words have shown that the May edition of BOOKS AND NOTIONS was an "event" in book circles. Here are a few of these press notices; some of the numerous commendatory letters would be interesting reading, but must be withheld for obvious reasons.

"The May number of BOOKS AND NOTIONS, Toronto, has a catalogue of eight and a half quarto pages, three columns in each page, of books by Canadian authors and books concerning Canada. Few Canadians are aware of literary diligence of native Canadians. Many of these have had to win recognition in Great Britain or America before they could obtain it at home."—Onward.

"A commendable feature of the May issue of BOOKS AND NOTIONS is the compilation of a list of current Canadian books covering nine pages of the issue. This is patriotic and praiseworthy enterprise, and cannot fail to stimulate a practical interest in our home literature, and substantially add a most deserving, yet perhaps the most neglected class of our people, Canadian authors."—The Week.

"BOOKS AND NOTIONS, Toronto, the Canadian record of current books, contains a full list of these publications in its last issue, the first list of the kind, and therefore calculated to promote Canadian literature and gain respect for the publishing trade."—British Whig, Kingston.

"BOOKS AND NOTIONS, Toronto, organ of the book, news, and stationery association of Canada, presents in its issue for May a catalogue of the most important Canadian books in print. The list is headed 'Bibliotheca Canadana'; it includes current books by Canadian authors and others concerning Canada, and is the first one of the kind ever published."—Manitoba Daily Free Press.

"BOOKS AND NOTIONS, Toronto, for May, contains a list of new Canadian books, with an interesting account of their distinctive features. This is the first list of the kind ever published, and it should do much to help the growth of Canadian literature."—London Advertiser.

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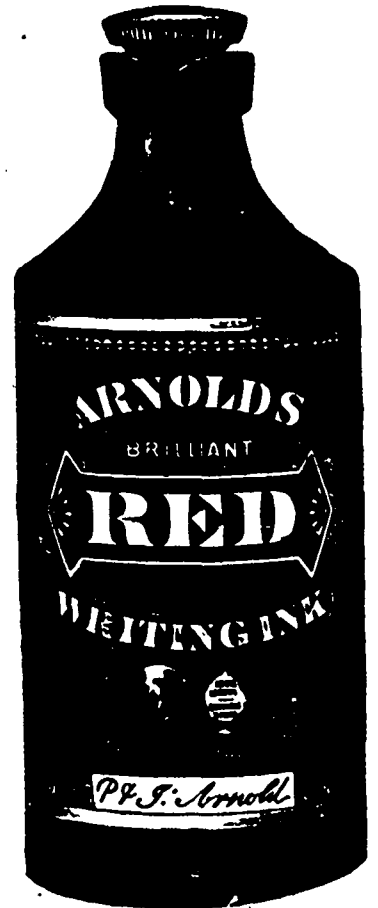
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Blue-Black Copying Fluid

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Brilliant RED INK.

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ENGLISH GOSSIP.

MESSRS. Raphael Tuck & Sons lately received the appointment of publishers to Her Majesty the Queen.

In consequence of the increase in the publishing part of his business, Mr. E. P. Holder, proprietor of the Electrotype Company, will in future conduct that branch under the style and title of Holder Brothers.

The Longman Cricket Club is able to boast that it has vanquished every trade eleven which it has met so far this season. The clubs played against were those of Low, Murston & Co., "Black and White," S. W. Partridge & Co., F. Warne & Co., and Ward, Lock & Bowden.

A society, founded for the encouragement of the study and circulation of Irish literature, has been established in London, with every promise of success. The scheme of the society is to gather together a brotherhood of Irish literati, and, generally, to promote the publication of old Irish epics, folklore and legends in good English translations.

The publishing name of Rivington returned, on July 1, to the trade, after an absence of one and a half years. On July 1, the firm of Messrs. Percival & Co., 34 King Street, Covent Garden, London, becomes Rivington, Percival & Co. The partners are Mr. Septimus Rivington, of Trinity College, Oxford, a partner for 21 years, from 1867 to 1889, in the late firm of Messrs. Rivington, 3 Waterloo Place, London, and Mr. John Guthrie Percival, of Magdalen College, Oxford, a son of the Rev. Dr. Percival, head master of Rugby School.

Florence Marryat's new book, "Parson Jones," which Griffith, Farran & Co. have just published is the sixtieth work of fiction which she has written since she began in 1865 twenty-eight years ago. Considering the fact that during these twenty-eight years Miss Marryat has been on the stage and on the platform both in England and America, and has done a great deal of work on the press, this is not a bad record of a busy life.

The Bookseller speaks thus of Walter Scott's new book from Canada: Canadian Poems—Arranged and edited by W. D. Lighthall, M.A.—Not without justification has this volume been added to the "Canterbury Poets." It would be too much to say that the Dominion is rich in poetical literature as the epithet would be used in connection with older communities, but many of the lays here collected show considerable spirit, power and culture, they are, in the words of the editor, "voiced cheerful with the consciousness of young might, public wealth and heroism." Lady poets are well represented, their number, indeed, seems to indicate something special in the conditions of a new country. The

arrangement of the collection is in sections, dealing with the "Imperial Spirit," the "New Nationality," the "Indian," and so forth. Mr. Lighthall having excluded those poems which do not illustrate the country and its life in a distinctive way. In the introduction a brief account of Canada's principal poets is given.

Straw Boards.—Manufacturers have again advanced their quotations in consequence of the high prices and scarcity of straw. Trade being quiet at present the full effect of the advance has not yet been felt by the consumer, but with the customary activity in the autumn, and the probable enforced shutting down of some mills owing to the want of straw, prices are likely to rule very much higher later on. Current quotations are as follows: Common qualities, thin, £6 10s.; thick, £7 10s.; Medium thin, £6 15s.; thick, £7 15s.; Best thin, £8; thick, £9 5s. per ton.

J. K. CRANSTON.

MANY of the readers of this journal are familiar with the name of the subject of this sketch, and the portrait reproduced here is that of one of the best-known retailers in Canada. Many will no doubt remember the



numerous and worthy contributions which Mr. Cranston has found time to give to this journal for the benefit of its readers. He is intensely public-spirited, and desires to see the booksellers of this country become worthy of their profession.

Mr. Cranston was born within 5 1/2 miles of the town in which he now resides. The first fifteen years of his life was spent on the farm, and his boyhood's advantages gave him a strong and hearty constitution, which enables him to accomplish so much work. His first situation was as junior clerk in the bookstore of the late A. I. Middlemiss,

where he spent four years. When this gentleman sold out he took a situation with Fleming & Co., of Galt, where he remained until October, 1880, when he and Mr. H. Dickinson bought out the stock of F. Nisbet & Co., of Woodstock. On November 24th this fine business received a great blow by means of a fire which destroyed about \$20,000 of stock. The business was in the greatest prosperity at the time of the fire, and great preparations were being made for a large Christmas trade. Both men felt the severe blow, but, undaunted, they went to work to sell their stock. Their creditors in the meantime agreed to accept 66 2/3 cents on the dollar. But when the stock had been mostly sold, Mr. Cranston and Mr. Dickinson found that they could pay 100 cents on the dollar, and notified their creditors accordingly. Their unusual act caused much surprise and comment at the time, and they received unbounded praise, while this act of honorable honesty has never been forgotten by the wholesalers. As soon as all debts were paid the partnership was dissolved and Mr. Cranston bought out a small stock in Galt, Mr. Dickinson remaining in Woodstock. Galt for the past eight years has been the scene of Mr. Cranston's labors, and he has no reason to be ashamed of his record. His business has increased, and he has made money—facts which prove his business ability beyond a doubt. While retailing has been his chief occupation, he has also added a general jobbing trade in a few specialties. Two of these are well known, viz., the Happy Thought Counter Check Book and a Trade Due Bill. This is the part of his business that Mr. Cranston likes, and for some time he has desired to sell out and start a wholesaling business in Toronto. This spring he had almost sold out when circumstances arose which prevented the closing of the bargain, and consequently he is still in Galt waiting for a man to come along with money enough to buy his stock and good-will, which is very valuable.

Mr. Cranston's special quality is his indomitable energy, combined with a cool head and quick brain. He is modest over his success, and desires only to be known as an honest and successful merchant. Had the bookselling profession a few more men with the same knowledge, ability and integrity there would be a much larger and more satisfactory trade in Canada than there is at present.

CANADIAN PAPER TRADE.

While United States mills are closing down to meet the slack demand for papers of all kinds, Canadian mills are all running full time, and some of them have rather a plethora of orders. The mills are rapidly enlarging their capacity by increased buildings and improved machinery, and the quality of the product is much better than in previous years.

Present trade is excellent for the season; enquiry for all classes of paper being very steady and occasionally brisk. Payments are generally satisfactory; although some are complaining of a little looseness in the way some merchants meet their accounts.

NEW LAW BOOKS.

The Criminal Code of the Dominion of Canada, as amended in 1893, with commentaries, annotations, precedents of indictments, etc., by Henri Eliezer Tascheren, LL.D., one of the Judges of the Supreme Court of Canada. Toronto: The Carswell Co., Ltd., 1893. This is a third edition of the author's well-known work on the criminal law, and brings this treatise down to date. The modifications introduced by the Criminal Code of last session are noticed, and the whole work has evidently undergone a complete revision. The numerous additions to the text make the book now a volume of about eleven hundred pages, and is printed and bound in a style creditable to the publishers.

The Dominion Conveyancer, comprising precedents for general use and clauses for special cases. Selected and edited by William Howard Hunter, B.A., of Osgoode Hall, barrister-at-law, Toronto. The Carswell Company, Ltd., 1893. This is a useful book for the general practitioner, and contains a large variety of forms for all manner of documents. Such books are of value, even where the exact phraseology is departed from, as they suggest clauses which might easily be overlooked in hurried drafting.

MANUFACTURE OF ENVELOPES.

The following letter from a lumber merchant at Denver, Colorado, has been received at this office:

Editor BOOKS AND NOTIONS:

Sir,—Will you kindly furnish me the following information, viz., What is the total number of envelopes made in the Dominion annually? How many firms are engaged in their manufacture? Where are they located, and what are the firm names? By giving me the desired figures at your earliest convenience you will confer a very great favor on an old resident of Hamilton, Ont.,

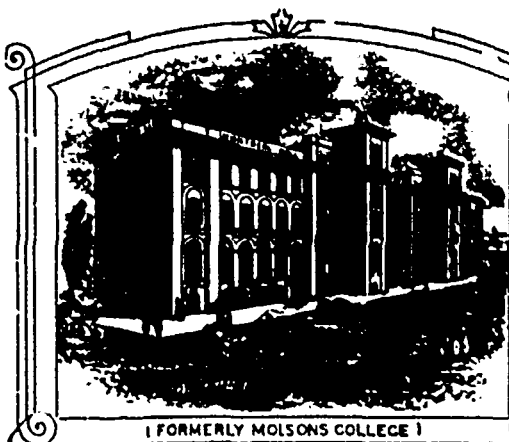
Yours, etc., A. HAMILTON.

Denver, Col., July 14, 1893.

The names of the firms who manufacture envelopes are Davis & Henderson, The Barber & Ellis Co., W. J. Gage & Co., Buntin, Reid & Co., of Toronto, and J. C. Wilson & Co., and Canada Paper Co., of Montreal. It is exceedingly difficult to tell how many envelopes are manufactured in Canada in the year; but one dealer estimates the weekly output at ten million, and this is no doubt a fair estimate, although it cannot be relied on as being strictly accurate.

Work up some show cards for the busy season when you have time to shove slow stock. Here are some texts: Inviting Goods at Inviting Prices; We Need Room, You Need Books—At The Prices We Offer Both Needs Should Soon be Supplied; Are You a Book-Lover? This is an Excellent Opportunity to Satisfy the Craving at a Modest Expense; A Literary Landslide, 25 to 50 per cent. discount; Our Shelves are Groaning with Books, Hence We Had to Slice Prices; A Good Book is Always in Demand, We Have Hundreds of the Best; Books for the Hammock.

MONTREAL WALL PAPER FACTORY.



FORMERLY MOLSONS COLLEGE

First Prize Awarded
wherever Exhibited

COLIN McARTHUR & CO.,

15 Voltigeur St.,

Cor. Notre Dame St.,

MONTREAL.

Samples on application. Don't buy until you have seen our samples.

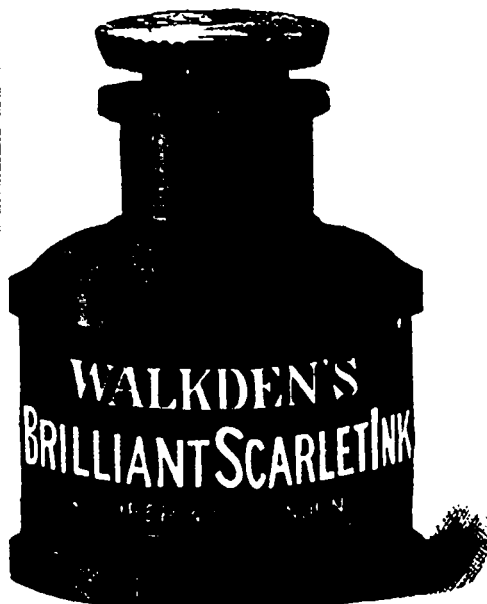
Prices cheaper than ever before

ENCOURAGE HOME MANUFACTURES

WALKDEN'S

WRITING INKS

Are The Best



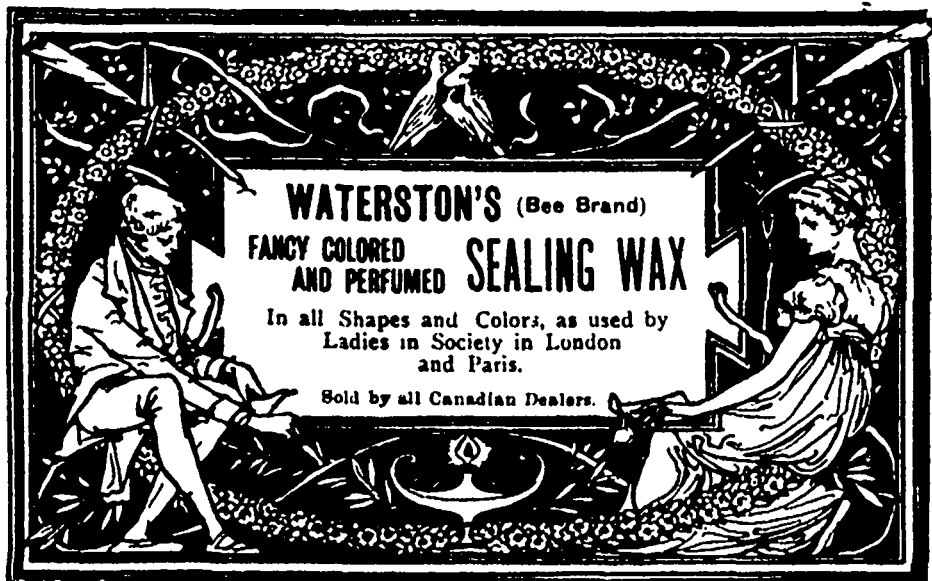
Red, glass, miniature..	\$2.40 per gross
Blue " " " " " "	2.40 " "
Violet " " " " " "	2.40 " "
Black, stone " " " "	1.75 " "
Blue Black, glass " " " "	2.00 " "
Scarlet, pints, stone bottles	2.40 per doz.
" 1/2 pints, glass " " " "	0.90 " "
" Cylinder " " " "	0.60 " "

All sizes of Blue Black Writing and Copying in stock.

Write for Price List.

CANADIAN AGENTS:

The Copp, Clark Co., Toronto
LIMITED.



SEASONABLE NOVELTIES.

FANCY, bright, and satin silver goods are most assuredly fashionable. The advance samples so far are such as to warrant one in venturing a prophecy that, inasmuch as the line is very choice, they are here to stay. They are, strictly speaking, staple novelties. Messrs. H. A. Nelson & Sons have now on hand stock of all of the lines which shall be mentioned. They report



No. 20

heavy sales, and from indications they are likely to be a great deal heavier as the season advances and the goods get to be better known.

In fancy inkstands the whole line is very unique; the low price lines, Nos.



No. 22

20, 22, and 21, are excellent value. No. 20 is a round embossed silver tray, with one clear fancy glass ink, retailing at



No. 21

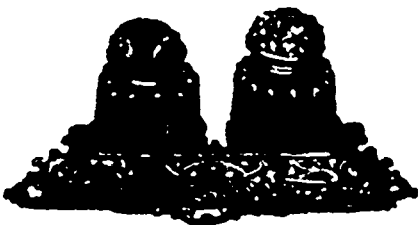
about forty cents. No. 21 has a heavy free silver tray, with one fancy ink, and retails at fifty cents. No. 22 has an oval satin silver tray, very handsome in appearance, one fancy glass ink; retails at 75 cents.

In the finer goods there are numbers 23, 25, and 30. These are beautiful



No. 23

goods. Nos. 23 and 25 are both one bottle stands and have a neat and handy



No. 30

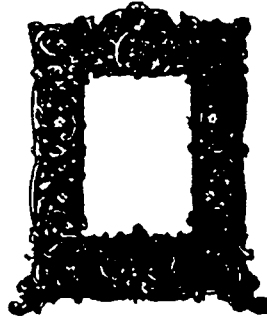
receptacle for postage stamps. No. 30 is very handsome, the tray being of heav-



No. 25

ily embossed silver, with two large fancy clear glass inks.

Photograph frames in the same ware are novel, and will be big favorites with the trade. This line is numbered from 1



No. 3

to 8 inclusive. Nos. 1, 2, and 3 are all cabinet size, fancy filagree frame, bright silver finish. Nos. 6, 7, and 8 very much more elaborate in finish and de-



No. 8

sign than the foregoing numbers; these are also cabinet size.

Fancy book-marks, bright silver, silk cord and tassels, in patterns of knives,



scimitars, trowels and scissors. They are arranged very prettily—one dozen on fancy cards.

Fancy metallic hair-pin boxes, "where's my stud" boxes, baby's pin boxes are good saleable novelties. Each box is



satin silver finish, the different inscriptions being bright cut, making a very attractive appearance.

THE PSEUDONYM LIBRARY.

ABOUT two months ago two volumes of the Pseudonym Library were reviewed in this Journal. The library is now sold in Canada by The Toronto News Co., at 20 cents trade, the retail price being 30 cents. The publisher, T. Fisher Unwin, must be congratulated on producing one of the handsomest paper-bound libraries ever placed on the market. The strong, heavy paper, the clear bold-faced type, the uncut edges, the extremely handy pocket form—these are the features which strike the eye at first glance. Then a more intimate search reveals the fact that the novels are strikingly original in facts and conception. Each novel is a gem, and the whole series cannot fail to become extremely popular.

The School of Art, by Isabel Snow, is a tale printed in this dainty series and one which professional and amateur artists will find extremely agreeable and interesting. Amaryllis is the title of a story the plot of which, is laid in Greece. Amaryllis is one of Theocritus' characters who made solitude so pleasant. In this case a young man against his will goes into the country on business. He leaves Athens behind but meets his "Amaryllis." European relations is the title of a Tyrolese sketch, which combines pictures of the Alpine Hills surrounding the Tyrol, with a semi-comical view of the relations of one European county to another. The Saghalien Convict, and other stories, comprises the second volume of Russian stories in this library. The Cruise of the "Wild Duck," and other tales, forms a volume of Danish stories which are full of information. John Sherman and Dhoya is an Irish story told by an Irish spirit who sits in the hedges and watches the world go by—its name is Ganconagh.

Booksellers will find this an unusually attractive line of high-class literature in cheap paper form.

WHAT IS A REAM OF PAPER?

Twenty quires make a ream. Twenty sheets make a quire. There should be 480 sheets in every ream of paper. What do we find when we examine these goods as sold to the retail grocer. Common brown straw paper is put up in bundles containing from 320 to 400 sheets and these are sold in reams. White tea paper is put up in the same style, and the same imposition is carried on. Why not buy paper by weight as all publishers and others who use large quantities do? Why allow a trade custom to continue that is a fraud and deception on buyers? There is no more justice or sense in accepting 400 sheets of paper for a ream than to be satisfied with fourteen ounces to the pound. A weight standard is the most feasible as well as honest method of buying or selling paper.

NEW PUBLICATIONS.

THE REFUGEES, a tale of Two Continents, is the latest production of the facile production of A. Conan Doyle. Those who have read "The White Company" or "The Great Shadow" will take up this book with great expectations, and they will not be disappointed. The leading idea of the book is the foolishness of Louis XIV. of France in revoking the Edict of Nantes and subjecting to the direct persecution two millions of his most valuable subjects—the Huguenots. They constituted the industrial part of his nation, but, impelled by Jesuitical fanatics, he illustrated the intolerant spirit of the age, and robbed France of one of her greatest resources. A Huguenot family, father and daughter, in Paris, are first introduced to the reader, and then comes the cousin and lover, De Catinat who is one of the King's Guard, and thus are introduced scenes from the court of the fickle Louis with his fickle and treacherous courtiers; with the renowned Madame de Montespan, and the virtuous Madame de Maintenon. This glimpse at French royalty behind the throne is full of lessons and information and told in a most charming manner. Finally the Huguenots must flee, and they go aboard a boat bound for the English colonies in America, but, being shipwrecked, are taken to Quebec, at a time when Quebec was the centre of French power in Canada, and only the great name of Frontenac held the thirsty Iroquois in check. The refugees even here are not safe, their secret having been discovered on board ship by a Franciscan monk. But a Canadian cousin and an English sailor—striking characters both—help them out of their prison ship and they escape down the St. Lawrence in a canoe. Still pursued they go up the Richelieu in hope of crossing to New York, but the Iroquois are on the war path, and this gives the author a chance to describe one of the many bloody conflicts which took place between the French or English and the Indian tribes. The story is powerful in its interesting qualities, and will add to rather than detract from the author's fame. The book has been issued in paper covers in London, Green & Co.'s Colonial Library, which is intended to circulate only in the British colonies and India.

GUY TRESILLIAN'S FATE and **TRESILLIAN COURT** are two well known novels by Mrs. Harriet Lewis. They are now re-issued in the Ledger Library of Robert Bonner's Sons, copiously and finely illustrated. Paper, 50 cents each.

JERUSHY IN BROOKLYN, by Jerusy Smith, of Smithville, (Anna Olcott Compellin), is a comical book from the press of Fowler, Wells & Co., New York. Paper, 25 cents. The story is written in the first person and in the Yankee dialect, and is exceedingly interesting on ac-

count of homely wisdom which is contained under the rough garb of semi-ignorance.

THE TWO COUNTESSSES is one of the German tales of Marie Ebner von Eschenbach, and a translation is issued in the neat Pseudonym Library. This little story is light, graceful, and taking. Paper, 30 cents. T. Fisher Unwin, London: or, Toronto News Co.

A WOMAN AND PITIFUL, by M. M. Black, is an excellent novel in the Popular Shilling Series, issued by Oliphant, Anderson & Ferrier, Edinburgh. The book has a neat frontispiece, is printed on excellent paper, and has stiff covers. From a printer's point of view, this series is well made and worthy.

THE FROLER CASE is a French novel translated for the benefit of American readers. Jacques Froler, the chief of the Detective Service, was assassinated in his private office. A judge of the Supreme court is suspected by a clever detective, and the process of solving the mystery begins. It is an exceedingly interesting tale. Ledger Library, Robert Bonner's Sons.

THE VVVYANS, or, The Mystery of the Rue Bellechasse, by Andree Hope, opens, like many French tales, with a murder, police, and a detective. Then the author, working behind the detective, gradually reveals the tale of sin and misery which lead up thereto, and the sin, misery and death which followed. The tale is unworthily interesting. Globe Library No. 179. Rand, McNally & Co., Chicago. Paper 25 cents.

TIB, by George Douglas, is now a famous novel, and has been reviewed in these columns. A Canadian edition has now been issued by the Rose Publishing Co. at 50 cents, paper. "Tib" is undoubtedly a master character, and, as Gladstone kindly said, "So unpretending in appearance and so rich in gifts." George Douglas, like George Elliot, is a woman with a masculine name.

Mr. Gilbert Parker, in July Lippincott's, had a neat little article on "The New Poetry and Mr. W. E. Henley." Mr. Henley's poems are bright, witty, and the opposite of archaic. Mr. Parker's analysis of these is very pleasant reading—pleasant because of its intrinsic merit and pleasant because it is a Canadian who is writing.

SONS OF THE CROFT, by P. Hay Hunter, and **THE KIDNAPPERS**, by George G. Green, are the two newest titles in Oliphant, Anderson & Ferrier's Pocket Novels. The former is a tale of two boys who leave the old croft because the little farm is too small for them, and their parents are ambitious to see them great. One goes as an apprentice to a wine merchant and one to win medals at the University in Edinburgh, and yet a strange fate makes the former a more successful and more noble man. The tale

is intensely interesting because it is life. The latter novel is also an excellent and pathetic tale of Scotch life, with its touching simplicity and its peculiar incidents. Both these novels have little of the sentimentality of the French or American novel. Their tone is quiet and pure.

MYNHEER JOE, by St. George Rathborne, author of Doctor Jack. Mynheer Joe was the man who was supposed to have been at Khartoum when General Gordon fell and who escaped to tell the tale, and well told it is. An American newspaper correspondent, an American silver king, and an American maiden are some of the principal characters in this play of which the opening scene is held in Cairo. The novel is above the ordinary in point of merit. Paper, 50 cents. Robert Bonner's Sons, New York.

STEPHEN MITCHELL'S JOURNEY is a new book from the pen of the famous Pansy. Like her other books it is a simple tale of life's struggles. Stephen is an ignorant farmer's son who is going to town with a load of garden products, hears a lecture which fills his soul with ambition, his mind with wonder, and his vocabulary with new words. He seeks after knowledge, and, with a friendly pastor's aid, attains it, but the latter desires to imbue him also with a desire to gain that spiritual knowledge which leads to a higher plane of life. The struggle is long, but finally the victory is achieved. Pansy's books are

School Stationery

Our specialty is in making up special lines in Scribbling and Exercise Books, to customers' own ideas or to particular designs.

Our own stock lines are worth seeing; the most saleable being:

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| Bicycle | | SCRIBBLING |
| Maple Leaf | | OR |
| Knock-About | | PRACTICE |
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| Bicycle | | EXERCISE |
| Mastodon | | BOOKS |
| Butterfly | | |

These are all attractive books and extra good value—Send for Sample.

Special attention to Letter Orders . . .

CANADA PAPER CO.
15 Front St. W., Toronto
Craig St., Montreal

written for those who do not think deeply, such as children and those who do not bother about the abstruse problems of life. This class of people she pleases, hence the large quantity of her books sold. *This new work has nothing striking in it, and will add nothing to her reputation.* Canadian Copyright edition, cloth, Wm. Briggs, Toronto.

PARSON JONES, by Florence Marryat, author of "Love's Conflict," "How Like a Woman," etc., is published in paper covers at 50 cents by the National Publishing Co. The story is strongly written, and the earnest language has only one fault—it is slightly lacking in refinement. Parson Jones is the only son of a couple who married late in life, and who regarded him as the direct gift of God. Because this was so he was from his birth consecrated to the service of the church. Like many other parents they did not wait to ascertain the child's proclivities or character. His whole training was such as to guard him from evil, and he was a parson from his youth, with a conscience tender in the extreme. He went to college, got a parish, married the girl his mother chose for him, and began his ministerial career. Some ten years afterwards he meets a beautiful young girl, who awakens in this now father of four children the passionate sentiment which has never been awakened in him in his youth. It is a terrible trial, but he passes through it safely and all ends well. The author has told a very interesting tale and incidentally made a most cogent criticism on the Christian religion as practised by the English-speaking races. There is a depth of force in these criticisms which illustrates the intellectual superiority of the author. Aside from this Parson Jones is a character admirably conceived and brilliantly described. He is a cameo rather than an intaglio. In spite of his holy calling, his human weaknesses disturb him at times, so that he passes through terrible soul-struggling and brain-conflicts. But because he is human he evokes the readers' sympathy, and on this account the novel must be a successful one.

THE MYSTERY OF NORTH FORTUNE is a novel of which at least part is written by George Douglas, who is well known as the author of "Tib." Her collaborator is Henry Derrick. The scenes are laid among the Highlands of Scotland, and the little village of Caudale, with its birds, its pearl fishers, its moor, its loch, and its mountainous scenery is the centre-piece. Mr. Kilpont, owner of a neighboring estate, called North Fortune, when away on a journey met an actress of considerable beauty, who married him for his wealth. He now lives in North Fortune with his wife and two daughters. But his wife had loved a younger man before she met Mr. Kilpont, and his visit to her mountain retreat leads to the death of Mr. Kilpont, and to a mystery as to whether he poisoned himself by mistake or was it his wife's doings. The wandering artist, Alan Bethune, plays a strong part in the latter portion of the novel, and finally wins the beautiful step-daughter of his former love. The old witch, Molra, with her myths and prophecy-ings, adds a weird charm to this very wonderful. Popular shilling series, No. 47; Ophiant, Anderson & Ferrer, Edinburgh and London.

AMONG THE WHOLESALERS.

A NEW series of tablets designed for office use, has been placed on the market by Warwick & Sons. The line includes, in 8vo. size, statement, order, memorandum, remittance and invoice forms; the latter is also made in 6to and 4to sizes. They are neatly and compactly made up, with hinged press-board covers and blotter, and are padded by "The Johnson Process," by which the sheets can be readily detached, clean and with unbroken edges. These "Office Tablets" will be found a great convenience to business men, as a set can be kept close at hand ready for instant use. They are also economical, as waste from soiling and loose leaves is entirely obliterated. We are safe in predicting for this useful line a large and steady sale.

The Brown Bros. have shipments of A. W. Faber's latest pencils and penholders, and all his novelties. They have now a full range of Whiting's society papers. This is a range which cannot be excelled by any other manufacturer. Crinkled tissue is still in good demand; being much used for making lamp shades and similar ornaments. Wire baskets have been re-stocked and a large shipment of French and German wicker baskets received. Bushell's copying books are taking well, and orders have been very numerous.

Toronto retail booksellers are taking a half holiday each week during the summer months. The wholesalers have a half holiday each week nearly all the year round.

The Brown Bros. have an excellent line of wedding stationery, ball programmes, etc. The former are shown in immense variety of plain chaste styles, folding and flat varieties. The ball programmes are more brilliant in design and coloring and many are embossed and highly colored. The designs are all new, bright and artistic.

W. J. Gage & Co. report that they have never received such a large volume of advance orders for the school book trade as they have this season. Other houses also report a brisk trade. What is the conclusion? Booksellers are laying in for a good September trade, and the ones who hustle will get it.

Mr. Emil Nerlich has gone on a three months' business trip to the Maritime Provinces. He will show us fine lines of fancy goods as has been seen there this season.

The \$12,000 worth of fine books in the premises of the Presbyterian News Co. has been transferred to the shelves of the Willard Tract Depository. The Fleming H. Revell Company will now own the copyrights of the Book of Forms for the Presbyterian Church, Class Book, Class Register, and of the Weekly Collection Book. They

they will continue to manufacture. The stock itself was an excellent one, comprising many strong lines of bibles, and a magnificent range of standard authors and poets in fine bindings. The Depository will continue to offer bargains to those who desire any of this stock.

The W. J. Gage Co. report good sales for the "Humour Series" of Walter Scott's "French Humour," "German Humour," "Italian Humour," and "American Humour," and that "Canadian Humour," by James Barr, of the Detroit Free Press is now in preparation.

Mr. A. F. Rutter has spent part of the past month in Chicago and another part on the shores of Georgian Bay, where his family are summering. He is much taken with the fair, and declares that he saw no extortion or humbugging of any kind. Extortionists and humbuggers are likely to avoid such men as Mr. Rutter.

The Canada Paper Co. report a continued strong demand for their No. 1 litho paper. It seems to have been found especially suitable for fine cut printing. Their line of envelopes, called "C. P. Special," has met with great success, and is now a staple brand with the trade. A new line gone into by this company is the making of a heavy hostery wrapping paper, the first of its class to be made in Canada.

The W. J. Gage Co., Ltd., together with The Copp, Clark Co., Ltd., have completed arrangements with the Oxford University Press to act as sole agents for the Dominion for their renowned Teachers' and other Bibles. This arrangement places them in a position to supply the trade exactly on the same terms as the Oxford Warehouse, thus offering jobbers the advantage and facility of buying their Bibles near home instead of importing.

H. A. Nelson & Sons are making a fine showing of fall and Christmas trade samples. Their spacious warehouse is looking very attractive, everything being most carefully arranged to please the eye. They extend a most cordial invitation to any of their friends in the trade to call in and see them.

A hundred tons of writing and print paper is a large quantity. The W. J. Gage Company, Limited, have received over one hundred tons inside of the last two months. This will give some idea of the immense business that is being done this firm.

Messrs. Jas. A. Skinner & Co., 54-56 Wellington street west, are making great preparations for a large fall trade. If one is to judge by the appearance of their spacious sample rooms which are crowded with all the latest novelties in the ceramic art, and the firm have just completed stock taking and are re-marking all old stock, it being their in-

CELLULOID NOVELTIES

LARGER SALES THAN EVER

THE TRADE SEEMS TO HAVE SOLD OUT COMPLETELY IN THIS LINE LAST XMAS

AND ARE BUYING ACCORDINGLY



Our line is larger and handsomer than ever. We still control the patent frame of the above design and are keeping up the standard of quality.

The margin on these goods is excellent, and no fancy goods dealer or stationer can afford to pass them by.

If you have missed our travellers, drop us a line and we will see that you are called upon.

THE HEMMING BROS. CO., Ltd.,

76 YORK ST., TORONTO

The Latest Novelties

Glass Flower Holders

In many stylish and pretty shapes—crystal, glass, shaded in beautiful colors. Put up 3 shapes assorted in a package. Prices from \$1.50 dozen upwards.

Glass Baskets . .

A large assortment in stock, all new shapes and latest compositions of colors. See our Glass Baskets to retail at 15 cts. and 25 cts.

Epergnes . .

In crystal glass, engraved, cut or tinted, ruby or heliotrope, covered with fine decorations. All handsome and useful ornaments.

If you want to increase your sales during the quiet season, send a sample order

Nerlich & Co. 35 Front St. West, Toronto

attention to clear out everything regardless of cost. The display they make of lamp goods is the best ever seen in Canada. The variety of fancy goods shown in china and glass is simply immense, and anyone will be amply repaid for the time it takes by visiting this establishment and looking through the show rooms.

It is worth a great deal to a dealer to know that goods which he may find needful to order by mail, telegraph or telephone will be carefully selected and promptly despatched. The W. J. Gage Company, Limited, are giving special attention to the development of the mail order department of their business.

Nerlich & Co. are putting out one of the neatest advertisements ever designed by a wholesale firm. It is a perpetual calendar, made from a very fine leatherette, with nickel ornaments and aluminum stamping. It is a very superior and useful article.

The W. J. Gage Company, Limited, report that their travellers have done a rushing business for the past couple of months. Never before in the history of the house were there so many orders in hand for school opening. In order to keep up with their work they have been compelled to largely increase their staff in every department.

The Map and School Supply Company of Toronto, who have so long supplied stationers with their school supplies, have made a long stride in advance of competitors with their new map publications, their new series being the most complete of its kind ever issued. The Dominion of Canada and the World of this series are on a specially large scale and very accurate. Of foreign maps none has changed so much as Africa, in fact, the many discoveries and changes shown on this map make it an interesting study; this map is supplied with a key showing the different possessions, and is current to date, the remainder of the series are equally complete and beautifully lithographed. These maps appear to meet quite a demand.

W. J. Gage & Co., as a firm name, is now a thing of the past, having been replaced by "The W. J. Gage Company, Limited," the managing directors of which will be Messrs. Gage, Gundy and Spence. The business will be pushed on with renewed energy, and the fame of the old firm enhanced by the brilliancy of the new. The two new directors are too well known to the trade to need any introduction, beyond a mere statement that they are two of the most respected and capable men in the book and stationery trade, and have a host of firm friends who will be glad to hear of their progress.

Macabe, Robertson & Co. have an elegant line of materials for fancy goods to show the trade this fall. Their line

of Christmas novelties also deserves the attention of fancy goods retailers. Camilla canvas work is a big line with them; also paper mould work. Both these lines are quite the rage. Their samples show a slight tendency to return to crocheted work, as numerous fancy mats or drapes are wholly or in part crocheted. The numerous designs shown in art cushions, sofa rolls, rocker cushions, and head rests show that these articles are still popular. The most exquisite line of tie, glove and handkerchief cases in hand painted satin, ever shown to the trade is now carried by this firm. Mr. Jno. McTear, who represents them in the West, has gone on a three months' trip to the Pacific Coast. He has been over the ground before, and is always successful.

The W. J. Gage Company, Limited, are putting up a line of beautiful correspondence papers suitable for the most fastidious tastes. Out of a very extensive range which they are showing we note the following as being worthy of particular mention: Canterbury, a cream-tinted wove paper with a beautiful finish, ruled or plain; Elegante, in four tints—cream, rose, opaline, primrose, ruled or plain; Congo Ivory, a beautifully finished paper; Ivory Grain, Sea Foam, Crushed Bond, Mazy Rapp, Bamboo Quadrille, Cumbrie, are some of the other very choice lines. These goods are all put up in handsome quarter-cream boxes, and envelopes to match them in 1-8 M. boxes. They are fully equal in every respect to imported goods, and are offered at very much lower prices. Dealers who wish to cultivate a good trade in fine papers will find it to their advantage to obtain samples and prices.

Light-colored moroccos—white, green, pink, etc.—when made up into a lady's purse with sterling silver ornaments is one of the daintiest of novelties. The Brown Bros. have a line of these, and a peculiar thing about them is that the shape is almost square, while three years ago the length was nearly three times the width. Dame Fashion always controls the contents of a lady's purse, and very often the outside appearance. The silver ornaments are genuine, and a handsome purse has a forget-me-not design in enamelled and polished silver combination. The Brown Bros. also show new lines in leathers, a combination card case and wallet in this leather being extremely taking. New moroccos and Russias are also shown. Their office diaries are now ready, and their celebrated pocket diaries will be ready by November. They have some excellent designs in both of these classes of goods.

MONTREAL NOTES.

With all the travellers out from the various houses, naturally trade in fancy goods, fishing tackle, etc., has been more active during the past month. By this

we do not mean that the actual movement has been any greater for it has not, but the orders which have been placed mean that a good quantity of goods will be moved between now and the fall. In fact, fall orders to date seem to compare very favorably with those for the corresponding period last year if the houses are not taking too sanguine a view of the matter.

Mr. Porter, of Porter, Teskey & Co., has been away on a well earned holiday. He returns this week.

The Burland Company are offering to the trade samples of thirteen different designs and sets of playing cards.

R. H. Holland & Co. cleared out an immense quantity of fishing tackle at largely reduced prices during their sale of last month.

Messrs. Porter, Teskey & Co. note good placing orders for toys and fancy goods. They have been having a big run on their line of combination plush and celluloid mounted papeteries.

Messrs. Cuthbertson & McCunn, until very recently in the employ of Messrs. J. H. Jones & Co., on McGill street, have moved to Toronto. There they are going into business on their own account.

A handsome catalogue of wrapping paper is that sent out by Messrs. J. C. Wilson & Co., consisting of samples of some 26 different kinds of parchment, grease, waterproof, waxed, and glazed papers suitable for butchers and provision store keepers.

The badge makers and those who contrive various kinds of Canadian souvenirs, did a thriving business with the Christian Endeavorers. As usual, snowshoes, lacrosse sticks, etc., as being distinctive, had a large call, but spoons came in for a good deal of attention. Mr. Clarke's large stock on St. James street received a lot of attention.

The Montreal News Company made a good thing out of their Christian Endeavor convention on their speculation in "Illustrated Montreal." They got in a set of 5,000 for a first installment, and had to repeat it with another order for 10,000.

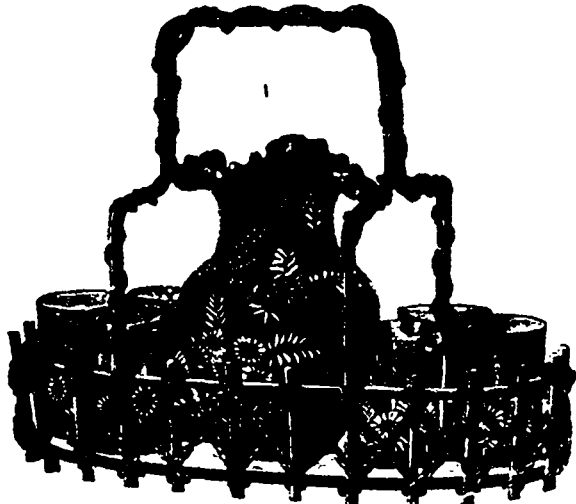
The Reinhardt Mfg. Co. have got forward the bulk of their fall orders now, and the fact that they have had some repeats already is considered a good sign. Their line of cheap felt mounted papeteries and toilet cases is very popular.

Cameron, Currie & Co. have now a complete assortment of advertising novelties sufficient to suit everyone. Mr. Currie has returned from across the water, and certainly from the extensive list of new goods which the firm are offering did not let the grass grow under his feet. Among the more striking ones is a triangular arrangement which can be lettered on both sides. Over the ends

a thin sheet of manilla paper is pasted in a peculiar manner so that by simply giving it a quick snap in the air the report of a small shot gun is produced. This is bound to take with the small boy, who will have something new to denten ons's ears with.

Another taking line which the firm are offering is a series of optical illusion cards on the style of those which adorn the pages of the English magazines. It is no case of the quickness of the hand deceiving the eye in this case for the eye deceives itself. The firm are also offering a multitude of new puzzles, a series of booklets and handy calculators, and a lot of grotesque advertising cards of the Punch and Judy order.

There was a big run during the month on the Duke of York wedding numbers of the London Illustrated papers. The



Montreal News Co. had to order a second lot of each to meet the demand, and these are already all gone.

Messrs. J. C. Wilson & Co. have been appointed sole agents for Canada for the Novelty Counter Check Book, which is said to have several advantages, a notable one being that it combines in one book what formerly required several styles to accomplish.

The Champion Counter Paper Holders and cutters are meeting a brisk enquiry as all the stores are getting them in. Messrs. J. C. Wilson & Co., who are handling the contrivance, have them in all sizes from those which will take a six inch wide roll of paper to a forty-inch roll.

Perhaps the largest shipment of lute stock ever received in Montreal came in last month. It was a consignment of 31 cars to Messrs. J. C. Wilson & Co., the well-known paper bag makers. It aggregated 250,000 tons, and already some of it is being turned into manilla bags at the Lachute mills of the firm.

Take a vacation—it will save you doctor's bills and prevent cobwebs.

TAPPEEN FLOWER VASES.

THE newest thing in the line of fancy glassware is the Tappeen Flower Vase. Nerlich & Co. show a great range of these tall, thin, tapering, multi-colored vases, which are catching the decorative eye of the housewife and the artistic taste of the maiden who delights to fill a room with the scent of summer's buds and blossoms. Expensive flower holders, with large base bowls, delicate decorations and handsome fittings, are quoted at low prices, while the less expensive class includes a number of varieties which can be retailed at the popular quarter. The shaded rims and delicate tints of the latter give them a very taking appearance.

Besides this new line many other classes of fancy goods worthy of mention are to be seen in the spacious showrooms of

this energetic fancy goods firm. In fact, their range has become so extensive that they have rented a flat in a neighboring warehouse and will connect the two by an archway. This shows that their business is steadily growing. Magic lanterns are shown in great variety and style. Punch sets are something very dainty. Celluloid balls in great variety and at lower prices than last season will now be offered to the trade. The quality of the celluloid has also improved and the decorations are also of a better class. Celluloid photo frames in exquisite designs and colorings are also shown in several varieties. In fact, their whole stock is bristling with the daintiest articles from the foreign manufacturers.

Their water-sets are selling very fast, and they report a steady enquiry for the cases containing ten assorted sets, which they sell at \$9.50 per case. Some of these sets retail as high as \$2.50, and an excellent profit can be made on all.

J. H. BROWN'S POEMS.

AMONG recent volumes of Canadian verse, one of the most worthy is "Poems, Lyrical and Dramatic," by Mr. J. H. Brown. It is not our intention to criticize the work more than to point out some of its qualities in passing. It is rarely that the reviewer is

justified in making sweeping assertions for or against a work. And, sad to say, this is only too common to-day in Canada. A reader may be struck with the beauty of a bit of verse by a certain writer, but it should not lead him to bar out all other writers, after the fashion of a critic in Arcadia, who, in a late review of a poem by a Canadian poet, said: "Only one other Canadian poet could produce such a thin bit of work." Such an assertion shows a rashness unworthy of a critic. How does he know what Canadian poets can do? Probably his knowledge of Canadian poetical literature is limited to his adopted idols. The only fair and legitimate use of a review is to show that the book in question has merits worthy of the attention of the public. The mere disparaging of literature that is so common in contemporary so-called criticism seems to be more the output of bitterness and spleen than anything else. No book of verse ever published in Canada or anywhere else has been devoid of faults. And the duty of the reviewer is not to hunt up the faults which all sensible men know do exist, but to point out that the book has an original keynote of its own, which marks it out from the literature around it. If the book does not show such a keynote then it were best to leave it alone.

In Mr. Brown's book I recognize a distinct note that marks his work out from that of others. Though not as intense a lover of nature as some of our poets, he has the true poetical sympathy for external nature in her great moods. He appreciates the external beauty ever present in the universe. But his muse loves to ponder most on the great drama of mankind, with a special interest in freedom or liberation of human society. In this he is akin to Shelley, whom he calls:

"A prisoned soul, now-thrilled with life's desire;
All tears, all smiles, despairs and eager yearning."

Anyone who has read Mr. Brown's book in a thoughtful manner, as the true critic should, will observe that he has made a faithful study of many of the great poets, and that he has consciously or unconsciously learned much from them. In his dramatic work we see a knowledge and love of Shakespeare, and in his other works we get an appreciation of Omar, Browning, and Walt Whitman. But Mr. Brown is not a mere imitator. He has a soul which is intense in its discernment and its love of the lofty and wise. What he has read he has digested well, and has made it his own. I think that among Canadian poets he is distinctly the poet of humanity and its problems are approached from a philosophical standpoint, and in this sense he is the most thoughtful of all our poets. He is decidedly lacking on the side of creative imagination, or at least he has given us no sign of it in his book. But he has gained on the side of philosophical meditation. At least this is as far as my understanding of his work would teach me. I have no right to say what others might find in his work. I do not think that Mr. Brown's book has had that proper consideration that it deserves at the hands of those who take upon them to introduce our authors to the Canadian people. —*Albion*.

WALL PAPER.

NO doubt buyers of imported papers making heavy orders on account of feel a little dubious about placing heavy orders on account of the uncertainty of the tariff. As BOOKS AND NOTIONS has pointed out before, these changes cannot come until after the spring trade has begun and stocks must be filled before that time. Still it is as well to keep this point in mind because the dealer who finds himself in the fall of 1891 with \$1,000 worth of American wall paper and a tariff reduction of 5 per cent. will just lose that much profit.

But no uncertainty should exist with regard to Canadian papers. Dealers do not buy so far in advance nor such large quantities. Moreover a tariff reduction of ten per cent. would not lower the price of domestic wall papers in the slightest; and no reduction of over ten per cent. is possible or probable. Dealers may therefore buy domestics freely and without fear. The domestics for next season are the best ever put on the market.

J. C. Watson & Co. write us follows: Sales up to date show a considerable advance over last season. Orders are still coming in in a manner that shows dealers now realize that they can buy papers manufactured in our own country equal both in design and finish to imported goods. In fact, our new styles are selling like the proverbial "hot cakes." "It is the best line of brown blanks and white blanks that I have ever seen," was the remark passed by a large dealer who has formerly bought chiefly American papers, this referring



One of John C. Watson & Co.'s big sellers. Hanging, No. 941 P.A.; border, No. 1177 P.A.; ceiling, No. 942 P.A.

to our new samples. Dealers who want up-to-date styles would do well to inspect this line before buying. The accompanying cut represents one of our big sellers. This pattern was designed in Paris; the flowers are a pretty combination of light cinnamon, half-shaded to a cream color, with just a suggestion of pink, and printed on a white silk ground, the whole forming a very beautiful effect. It forms part of our exhibit at the World's Fair, Chicago.

U. S. NOTES.

The new line of the Badger Paper Company will be twice the size of last season's exhibit. The company have greatly increased the productive capacity of their works, and can now turn out from 5,000,000 to 6,000,000 rolls.

The American Decorative Company, of Boston, Mass., are importing Venetian leathers for wall decorations. These goods are similar to the old embossed and decorated leather hangings which were so prominent in the palaces and mansions of Europe in the fifteenth and sixteenth centuries.

L. Voight & Sons, wall paper jobbers, Cincinnati, have moved into their warehouse on John street. The building is 80x92 feet, and has five stories.

The most of the samples from American jobbers and manufacturers will be much later than usual this year. The intense uncertainty in all classes of trade both as to currency legislation and tariff changes has so unsettled business that no exact rules can be laid down as to future conduct.

BUNTIN, REID & CO.

Last month it was announced that two new members had been taken into this old firm, but this was an error. The only change is that Mr. A. Buntin has bought from the Buntin Estate the three-eighth share owned by his deceased father. Mr. Buntin had charge of the order department of the Valleyfield Mills for some time previous to his father's death and still retains an interest in the Montreal warehouse and the mills at Valleyfield, both of which businesses are now under the old management.

The firm are now overhauling their stock under the new management, and offering several clearances of old lines. They are re-stocking the best lines of flat papers, prints and lithos, as well as their stock of school books. Their line of scribblers are worthy of attention.

A weekly magazine has just been launched in London, called *Lazy Land*, the contents of which, the writer says, were "made in England, and paid for." Many publications, with more aesthetic names, appropriate in the most barefaced manner the productions of brainy authors.

TRADE CHAT.

M. R. LUX, the travelling representative of Raphael Tuck & Sons, was in Montreal and Toronto during the past month. He says that trade in the United States is very unsettled, and he anticipates no very quick settlement of the silver question. But in spite of all difficulties his firm were selling large quantities of their art goods.

J. M. Patterson, stationer, Toronto Junction, Ont., has sold out.

Thomas Evans, wall paper, Paris, Ont., has moved into a new and larger store.

The Duncan Lithographing Co., of Hamilton, is applying for incorporation.

I. S. Leflar is advertising a fancy goods business at Orangeville, Ont., for sale.

McKee Wilson, the proprietor of China Hall, Stratford, will be married on the 9th inst.

The business of E. May, bookseller and stationer, Essex, Ont., is advertised for sale.

A & S. Nordheimer will enlarge their King street store in this city so as to make it a six story building.

London bookstores take a holiday every Wednesday afternoon. They are wiser than in many other towns.

W. H. Irwin & Co., through Mr. W. H. Vernon, have just completed the Kingston directory for 1893. It is a fine volume.

Mrs. Jane Hall, wall paper, Woodstock, has paid to J. H. Brown as trustee a fund for distribution among unsecured creditors.

Chas. Davidson, recently with the Barber & Ellis Co., has taken a position with the Toronto Paper Co., of Cornwall, Ont.

The tender for blackboard plate for Toronto public schools was awarded to Auld & Conger, Cleveland, at 25 cents a square foot.

Mr. Flood, of Flood & Sons, St. John, N.B., was in Toronto this month. Flood & Sons do an extensive wholesale and retail stationery business.

The store on Hollis street, Halifax, N. S., just vacated by A. E. McManus, has been taken by W. C. Hobo, who is to open a stationery store there.

Ontario's schools should have a text book of patriotic tales, poems and songs. It is rumored that one will soon be issued and by a person in a high position.

The Presbyterian Review has passed into the hands of Clougher Bros. The price paid was \$5,000, although the paper has cost the stockholders \$36,000.

The store on King street west occupied by Williamson & Co. at present is to be torn down, and a handsome five story building put up on the site of a charac-

WALL PAPERWALL PAPER

If you want to secure the latest styles in Wall Paper, correspond with John C. Watson & Co., manufacturers of the highest grade of papers, both in design and coloring, produced in this country.

JOHN C. WATSON & CO.

OFFICE AND WORKS:

86 to 94 Grey Nun St.

Montreal

Travellers now on the road
... with new samples

ter to harmonize with the new store being erected by Michle & Co. While the rebuilding is in progress Williamson & Co. will occupy 99 Yonge street.

The annual meeting of the Nova Scotia Wood Pulp and Paper Company was held recently and the same directors as last year were re-elected.

One of the largest paper manufacturing concerns in the United States is putting in a plant for bleaching by means of electricity, all the wood-pulp used.

Inspector Archibald stated recently that, under the new code, he was about to take action against the sale of all indecent, spurious and immoral literature in Toronto.

Tenders have been asked for excavating a canal leading to a proposed pulp mill on the Liverpool river, near Milton, N.S. The Company is called the Milton Pulp Co., and their office is in Halifax.

C. O. Beauchemin & Fils, wholesale stationers, Montreal, have dissolved, and a new firm formed composed of Louis J. Obeauchemin, Emilien Daoust and Etienne Roby; style unchanged.

The paper trade of France for the first quarter of this year shows a decline in the imports of about one million kilos as compared with the corresponding period in the previous year; the imports from England were only 651,000 kilos, or about half what they were in 1892. The

shipments to Algeria and foreign countries were somewhat larger, but to England were 100,000 kilos less.

J. T. Scales, of Mt. Forest, was in the city picking up novelties prior to opening his elegant new store. Some dealers starve, others pull down their stores and build greater; the difference is due to a difference in the use of brains.

Many of "the boys" have been to the Fair for a holiday trip. Mr. Swift, of The Copp, Clark Co.; Mr. Lee, of The Brown Bros.; Mr. Merrick, of Nerlich & Co., and Mr. Burns, ex-president of the T.C.T.A.

Grand & Toy, stationers, will remove from their present store on the corner of Leader Lane and Colborne street, to the new store on the corner of Wellington and Jordan. The new store will be ready this month.

Mr. E. W. Scott, who has been an employee of the "Big Store" at Des-rosiers for thirteen years, will open a new stationery and fancy goods store in the new Ferguson block in that town. His prospects are said to be good.

At Osgoode Hall recently Mr. Justice Robertson gave judgment in the noted needle case of Woodfield v. Croft, tried some months ago, deciding in favor of the defendants, W. Croft & Son, the Colborne street merchants, and sons and grandsons of the famous needle manufacturer, John Croft, of Redditch, England.

The plaintiff, William Woodfield, also an English needle manufacturer, sought to prevent the defendants from using the name of "John Croft & Sons."

George B. Salmond and Isabella Stewart have been partners running a book-selling and stationery business at Brantford, Ont., under the firm name of J. B. Salmond. They have now dissolved, and the business will be continued by Geo. B. Salmond in his own name.

At the recent Liberal convention at Ottawa the bookmen of St. John, N.B., were well represented. J. McMan, T. H. Hall and S. Fiedel were present. Somebody remarked that the booksellers in St. John were all Griggs, but - -

Judge Doyle, of Goderich, Ont., has decided that notes given by subscribers to the defunct Home Knowledge Association need not be paid, inasmuch as such co-operative institutions are not entitled by law to do a credit business. This decision should have some bearing on the Halifax cases.

Here is what Peter Cooper said of a newspaper: "In all the towns where a newspaper is published every man should advertise in it, if nothing more than his card stating his name and the business he is engaged in. It does not only pay the advertiser, but lets people at a distance know that the town in which you reside is a prosperous community of business men. As the seed is sown so

the best recompense. Never pull down your sign while you expect to do business."

"Dealers should buy carefully for fall and for the holiday trade," remarked a careful wholesaler the other day. "This is undoubtedly a time for retrenchment rather than expansion. The prices of commodities promise to be very low this fall, and when prices are low, luxuries and fancies are at a discount."

A meeting of the creditors of John Charles, fancy goods merchant, Kingston, was held on the 28th ult. There were only three present, and they could not arrive at a decision. A statement of the business showed the liabilities to be about \$1,800, while the stock is valued at \$1,000. The business will be sold out by the sheriff.

Mr. D. Munro, who represents T. H. Ayres, sporting goods manufacturer, of London, England, was in the city recently. He was taking a trip through North America in the interests of his firm, and found tennis and football goods very active. It is about five years since he previously visited Canada. Mr. Munro made a good impression, as a salesman, among the buyers here.

The News Ledger is the name of a new Saturday paper in Toronto. The evening News has purchased The Ledger and publishes a combination of the latter and its own Saturday edition under this name. Saturday papers are becoming numerous now-a-days. But they are safe for a certain amount of prosperity until the preachers find out that people read them on Sunday instead of going to church.

It is astonishing how easily people can be gulled. For some time past a nice young man has been canvassing the town selling stereoscopes at one dollar each and views at two dollars a dozen, and has actually taken some orders at these figures. Now then, note, that Fisher is selling stereoscopes for fifty cents, and views for fifty cents a dozen, as the difference. Moral: Don't buy anything from peddlers unless you have money to throw away. *Paris Review.*

Letters patent have been issued in respect of Alfred Gilpin Jones, James Fraser, Alfred Ernest Jones and Walter G. Jones, merchants, and Harry Trendway Jones, barrister at law, all of Halifax, in the county of Halifax, under the name of "The Milton Pulp Company (Limited)," for the purpose of carrying on the manufacture of pulp at Milton, in the county of Queen's, and elsewhere in Nova Scotia. Capital \$30,000, in 300 shares of \$100 each.

A newspaper of wide circulation in a New England city recently raised one-half cent on its wholesale price to the trade. In a city now far from where this newspaper is published, three news

dealers do business, and it so happened that they are the only dealers in the place. On receipt of the above announcement they came together and exchanged views, the result being that the newspaper publisher was notified that unless the old price was adhered to, they would be compelled to raise the retail price, and let their customers know the cause. They have won a victory. At first the publisher was full of fight, but his agent, after a careful investigation, advised against it, as the people of the town sided with the dealers. Dealers in every small city and town can do likewise if they will allow common sense and good judgment to guide them. *Organize for mutual protection.—The Newsman.*

Thos. L. Chapelle, of Charlottetown, P.E.I., has been in business in that city for nearly 15 years, and during that time has been a straight hustler for business, and has been very careful and moderately successful. But of late business has been depressed in that island province, and a heavy stock has caused Mr. Chapelle trouble. He is now offering to compromise at 20 cents on the dollar; and in spite of the extremely low offer, Toronto wholesalers feel inclined to accept on account of Mr. Chapelle's honest record.

Mr. T. H. Smith, who has been in the book business in Galt for about 10 years, has sold out to H. F. McCrum, a brother of H. & R. McCrum, of Walkerton. The price paid was 90 per cent. of invoice price. Mr. Smith had a photographing business in connection with his bookstore, and as both businesses were growing, he decided to give up the book business and devote himself wholly to photography. He finds it much more profitable than bookselling, and this is a point of which small dealers should take notice.

Mr. Fred. W. Campbell, the Toronto manager of the Canada Paper Co., has just returned from a trip to the World's Columbian Exposition, and states that he was somewhat disappointed at the stationery and paper exhibits. Owing to the fact that space was hard to get, the American paper and stationery houses make but small showing, most of them having only samples of what they make, and processes are not explained by concrete examples. He saw a 100 inch Fourdrinier machine in operation. It was exhibited by the Boyd Iron Works. The Norwegians had a fair exhibit of papers made from wood pulp, and also a nice display of the pulp itself. Stationers' exhibits were not up to the mark, although Brown Bros.' exhibit of blank books did credit to Canada. In the printing department greater activity was apparent. Many presses were in operation. Mr. Campbell was much taken with the new double-cylinder Cottrell, in which the tympan sheet shifts auto-

matically. He brought home with him a specimen of printing done on a press over one hundred and fifty years old, said to be the first press set up in New Hainpshirc. He was much taken with the lithographing plant in the "Puck" building.

Justice Ferguson the other day granted an order for the winding up of the Presbyterian News Co., of Yonge street, and appointed Assignee Henry Barber provisional liquidator of the company. The application was made by E. T. Malone on behalf of James Murray & Co., the Front street publishers, who hold an unsecured promissory note for \$511, which note the above company have admitted their inability to meet. Thomas G. Wilson, in his affidavit, states that the company, on the 30th of June last, then acknowledged its insolvency, and a statement was issued showing a deficiency in its assets to the amount of about \$11,485, its assets then being in the neighborhood of \$8,000, and its liabilities \$19,255. The statement further showed the stock on hand of books, etc., to be \$5,458, that \$2,000 is yet due by shareholders of the company, while its bills and accounts due and payable amount to over \$18,000.

The Paper Trades Exhibition which the Middle German Paper is about to hold on the leading days of the September fair in Leipzig, 18th to 20th September, offers buyers the great advantage that they find all the new goods and samples conveniently brought together in one spot, so that they can discuss terms, qualities, and so on with dealers and manufacturers, form personal acquaintance with their colleagues from many countries, and the like. We can only recommend foreign dealers and wholesalers in any article of the paper, stationery and allied trades to make a trip to this exhibition, which will in future be held at Easter as well as Michaelmas, and we would call the attention of foreign manufacturers to the excellent opportunity thus afforded to introduce their goods into Germany. The rent of space is very moderate, only 6s. per square meter, in view of the facilities for sale which are here offered. The exhibition committee, of which Mr. Bruno Nestmann, of Leipzig, is chairman, is open to take charge of the interests of foreign exhibitors, and to furnish any required information or assistance.—*Export Journal.*

A Course of Training at the

CENTRAL
Business College.

TORONTO AND STRATFORD.

Open up the road to success in business life. Thousands of former students are now enjoying handsome salaries in many of the best business houses in Canada and the United States.

Why don't you Follow their example?

Full Term begins MONDAY, SEPT. 4th.

Write for Catalogue.—

SHAW & ELLIOTT, Principals.

BARON WILHELM VON FABER.

THE announcement of the death of Baron Wilhelm von Faber, only son of Baron Lathur Faber, head of the world-famed house of A. W. Faber, is made with the deepest regret. His fatal illness began June 24th, on which day he was en route to his hunting castle at Duerrenhembach, Bavaria. While on the train he was taken suddenly with a fainting spell, and was removed to the castle in a carriage, where it was found that he had ruptured an artery in the lung. His death followed three days later.

Baron Wilhelm von Faber was, as stated, the son of the head of the house of A. W. Faber, and his death is a very great blow to his father, now about 70 years old, who had centred all his hopes on his only son, and the blow is rendered doubly severe from the fact that the deceased left no male issue.

Wilhelm von Faber was born in Stein, forty years ago. His early education was received in that town, but it was completed in Geneva, Switzerland. He married his cousin, a daughter of Eberhard Faber, of New York, by whom he had five children, three daughters and two sons, the latter of whom are dead.

The baron had been actively engaged in the business of the firm for many years, but found time to travel extensively in the Old World, besides paying frequent visits to the branch houses of the firm. He had also visited the United States, coming here in 1876 and again in 1891. He was very fond of sports, and had one of the largest hunting preserves in Bavaria. He had also a beautiful castle in Regendorf, near Katisbone, where he spent his summers as a rule.

In personal characteristics Wilhelm von Faber was genial and benevolent, and did a great deal in his native village and in Nuremberg to better the condition of the laboring classes, by whom he was held in loving esteem. He was a staunch Protestant, and his burial took place in the church that his father presented to the community of Stein. The funeral ceremonies were most impressive, a notable feature being the large concourse of workmen who followed the body to the grave.

THOUSANDS OF DOLLARS ARE LOST

Yearly by advertisers who are bamboozled by canvassers and agents and induced to place their announcements in shady trade mediums

OURS IS KNOWN ALL OVER THE GLOBE.

We have been thirty-four years in existence, and are the oldest English trade paper in this line.

We have a large advertising connection and those who once try our columns stick to us fast.

If you want to cultivate a sound British and Colonial trade don't hesitate to give us your advertisement. We are the right sort. The "Stationer, Printer and Fancy Trades' Register" is read by everyone who is anybody in the English kindred trades. It has the largest circulation and is the finest medium for effective and judicious advertising for Stationers, Printers, Bookbinders, Publishers and Manufacturers of Fancy Goods. The terms of subscription, two dollars per annum, postpaid. Specimen copy cheerfully sent, free, on application to THE EDITOR.

"Stationer, Printer and Fancy Trades' Register."

140 a Fleet St., London, Eng.

THE

Three Best Books OF THE YEAR

Parson Jones

By FLORENCE MARRYAT.
Price, 50 cents; trade, 35 cents.

The Scallywag

By GRANT ALLEN.
Price, 50 cents; trade, 35 cents.

All Along the River

By MISS BRADDON.
Price, 50 cents; trade, 35 cents.

IN PRESS :

THE FAVORITE SONG FOLIO,

"Number Five,"

CONTAINING THE POPULAR SUCCESSES :

"After the Ball"

"The Song of the Steeple"

"The Song that Reached my Heart"

"Watching the Children Play"

Etc., Etc., Etc.

Orders Solicited and Promptly Filled by

THE

TORONTO NEWS COMPANY

42 YONGE STREET, TORONTO

N.B.—Irving's Five-cent Music pays one hundred per cent. profit.

CANADIAN COPYRIGHT EDITION

Ready August 6th.

THE REBEL QUEEN

By WALTER BESANT,

Author of "The Ivory Gate," "St Katharines by the Tower," "The Golden Butcherly," "The Monks of Thelema," "Dorothy Foster," "The World Went Vory Well Then," Etc., Etc.

The Lesson of "THE REBEL QUEEN."

IN this great kindergarten which we call our world it has ever seemed to be Our Teacher's method to instruct by object lessons. But we are dull pupils. It has taken almost nineteen centuries to show even the finest of minds among us that there is an open book in the history of the "Chosen People."

To read this book with the earnest thought which it deserves is equivalent to granting to the author his promises, because they are the facts of history, and of our common human nature. They appeal to the latent sense of right and wrong, which is in all of us, the latent belief which we all have in the Great Master, the hope in the future, which is the light of all our hearts, the power of contrition, which is in itself regenerating, and, above all, to the great brotherly instinct of humanity, which exists in spite of all sins, enmities, and unutterable cruelties of man to man; and because it exists, must grow until its warmth and life shall penetrate and inspire "all sorts and conditions of men."

What the world owes to the down-trodden, persecuted people is not easily or quickly told. What it does not owe would be a far shorter screed. For any one who can read "The Rebel Queen" without feeling his heart expand to wider and deeper sympathies, and melt with sincere humility for the share which he or his ancestors may have had in the unjust humiliations of a persecuted race, as well as swell with gratitude for the debt which we all owe to it, we must ever feel the sincerest commiseration. In the mind which can fail (thus taught) to appreciate the lasting value of the lessons of the Law there must be some unhealthy bias, whether or not we may agree with all of Mr. Besant's conclusions. One serious thought is left burning in upon our minds: What are we, the other peoples of the earth? What are our destinies, that for our own sakes a whole people should have been in a manner vivisected for so many centuries? What shall make us worthy of receiving this costly object-lesson?

Retail Price, paper, 50c

Trade Price, paper, 35c.

The National Publishing Co., TORONTO.

The Toronto News Co., Toronto,

The Montreal News Co., Montreal,

PUBLISHERS' AGENTS

CURRENT LITERATURE.

THE midsummer holiday number of *The Century Magazine* contains, in addition to articles on yachting and camping out, a number of papers relating to foreign travel and art, the opening one being a unique description of "Fez, the Mecca of the Moors," by Stephen Bonsai, the newly appointed Secretary of Legation to China. This paper is a graphic description from personal experience in the holy city of Morocco, and is illustrated by drawings after photographs. As a description of a little known region which it is now practicable to reach within two weeks from New York, it has a special interest to tourists.

Remember, *The Canadian Magazine* is Canadian. As the sales increase so will the quality of the articles.

The *Overland Monthly* is quite spicy in its August issue. The illustrations alone are worth the price.

The August *Arena* has two excellent articles on silver. Its other articles are worthy of its high standard.

The *Cosmopolitan* is now 9 1/2 cents instead of 19 cents. Dealers should be able to increase their custom for this magazine if its value is maintained.

Another paper by Mr. T. Arnold Haultain has been accepted by Blackwoods, and may shortly be expected to appear in the columns of that eminent journal.

The Review of Reviews is as timely and chatty as usual. It is truly the busy man's friend. Considerable attention is given to silver and money in this issue.

Mr. Harry J. Morgan, of Ottawa, has a paper in *Harper's Weekly* about the new Governor-General of Canada, which ought to please Lord Aberdeen, if he likes being flattered.

Fashions of To-day, the English edition of *La Mode Pratique*, is a new publication by Samson, Low, Marsden & Co., of London, which takes rank among the first of fashion journals. The plates are numerous, colored, and of artistic execution, and the text full and practical.

The *New England Magazine*, with the current issue for July, passes into the hands of Warren F. Kellogg, who has purchased the assets of the old company and will continue the publication of the magazine, managing it himself from its new offices, 5 Park Square, Boston. Edwin D. Mead, the chief editor of the *New England* under the old company, and Walter Blackburn Harte, the managing editor, will be associated with Mr. Kellogg in his new enterprise. Mr. Harte is a Canadian, and at one time held a position on the Toronto Mail staff. He is quite young.

The complete novel in the August number of *Lippincott's* is "In the Midst of Alarms," by Robert Barr (Luke Sharp).

It is a tale of the Fenian invasion of Canada in 1871. The sixth in the series of Lippincott's notable stories is "Jane's Holiday," by Valerie Hays Berry. It is illustrated. In "The Lady the Lake," Julian Hawthorne describes some of the statuary and other attractions of the Columbian Exposition. The athletic series is continued in an article on "The National Game," by Norton B. Young. It is accompanied by portraits of several leading players.

"This is the month of months for holiday, and he who is wise in his generation will slip the galling, sweating harness of business toil and care, and lie away to breeze-swept mount or beach; to stream, and lake, and wood, and there find needed recreation. The wisest man is he who closest guards his health; we live too fast in these whirling days of daring speculation and fierce striving to make a dollar in one hundredth part of the time our fathers were willing to devote to the same purpose. The strain upon brain and nerve is a thousand-fold greater now than a few decades ago, and the man of sense will not overlook the value of a sorely-needed holiday in such crazily-rushed days as these."—*Outing* for August.

DIFFERENT MAKES OF PAPERS.

PAPERS made from flax and hemp are smooth, fine, substantial and strong, and are the best for works which have to stand much handling, and are expected to last a long time, says the *Inland Printer*. Paper made of cotton is rough, spongy and loose in structure. At present, wood is a great medium in the manufacture of paper, and a large percentage of it is used. There are two processes for working up the wood for conversion into paper, which give different results and effects. One way is to grind it, and the other is to reduce it by chemical action. Wood pulp is by no means adapted to produce a fine paper which can be used for any kind of printing. Paper made from it is brittle, and turns yellow or brown when the air reaches it. The durability of the paper and its value in preserving colors depends also very much upon the bleaching. If the bleaching agent is not neutralized thoroughly, the acid which will accumulate to a greater or less degree, will not only destroy the colors, but cause even plain black to lose all of its effect. Paper for the best art works should be absolutely free from all wood and minerals and not too much bleached. The sizing of the paper is also to be taken into consideration, for copper and steel engravings and hellogravure produce the best results on a soft, rough-surfaced paper. Photogravure and lithography are greatly benefited by the use of a little smoother surfaced and better finished paper, and book printing needs

a paper with a very smooth and well finished surface in order that brilliancy and light may be secured for all the colors. It must not be so hard as to cause the picture to lose the depth which artistic work requires, and a uniform thickness of paper is also essential.

PAUL NEUBUER, ANTIQUARIAN.

AT Cologne, Germany, there is a dealer in books, plans, views and portraits. He publishes a catalogue of Americana of considerable size. His works on British North America only number twenty-five, but there are also fifteen maps of various kinds. Under his heading "Britisch Nordamerika," he has the following words as an explanation: Canada, Newfoundland, Labrador, Montreal, Bermudas, Ireseln, etc. This may seem queer to Canadians, but there is a point in it, and Paul Neubuer and his antiquities and "nouveaux" are not seriously injured by what might be called a mistake, but which is excusable ignorance.

HERE IS AN IDEA.

A drummer writes us follows to the *Toronto Globe*:

Sir,—It is not a very profound remark to say that the times are changing rapidly, and that what even two years ago were the luxuries of life are now the necessities.

Travelling men have noticed with pleasure that hotel accommodation is improving in Canada, but the improvements have not quite kept pace with events. Every year adds to the number of men "on the road," and there is a want which is bitterly felt by many of them, especially by those who are away from home for ten or eleven months in the year.

This want is most keenly experienced on Sundays, on wet days and during the evening after the *Globe* has been read from first place to last.

It is one of the things that makes life on the road so irksome, as it prevents much rational amusement, self-improvement and delight.

You will readily guess, sir, that the want referred to is the lack of books.

The hotel man who is a discerner of the signs of the times will put in a library for the use of his patrons and make known the fact in *The Globe*.

It is only a question of a short time when commercial travellers' associations will demand this boon, and the hotel proprietor who is first to add a library to his "modern conveniences" will secure an uncommonly good ad.

An enterprising bookseller might make it pay to get up hotel libraries for say \$50 and upwards, cabinet work included.

In making up such libraries care should be taken to make every one as different as possible from every other one, so that the traveller could have a fresh literary bill of fare at every first-class hotel.

July 14, 1893.

Let the bookseller take advantage of this suggestion; he may be able to persuade the hotel keepers in his town to become litterateurs.

DRUM.

Brokers and Commission Merchants

With a good connection in the wholesale book stationery and fancy goods trade, who are open to represent another foreign firm send address and references, stating what firms they now represent to Editor—BOOKS AND NOTIONS.

B. MARCUSE, MONTREAL

—OFFERS BARGAINS IN—

Japanese Porcelain Goods, Cups and Saucers, Teapots, Tete a Tete Sets, Bowls, Berry Dishes, etc.

ALSO, A LARGE VARIETY OF

Fans, Screens, Umbrellas, Mats, etc., etc.

I have also a few tables of new samples (which have not been on the road) of Fine European Fancy Goods, which are for sale cheap.

All must be cleared soon, as I am SELLING OUT.

Latest and Best Collection
of Songs Yet Published.

ROYAL SONG FOLIO No. 2

COMPANION TO THE POPULAR
ROYAL SONG FOLIO.

Incomparably the best collection of songs ever issued in the Dominion of Canada. Aye, we challenge the world to produce its equal. 208 pages of the most popular songs of the day are here offered to you at a price that makes this volume the marvel of the age. The best works of the favorite composers of all countries have been levied upon to make the Royal Song Folio, No. 2, the most comprehensive collection ever offered to the musical public. But we don't ask you to take our word for it. The "proof of the pudding is in the eating."

Paper, 75c. Cloth, \$1.50.

FOLIO OF SACRED SONGS

No longer necessary to deprive yourself of the luxury of enjoying the best sacred music published. A full repertory of world recognized genius may be had for the price of a sheet of music. The pieces you love, the pieces that so well suit your voice, the pieces that thrill both singer and listener, are now placed within the reach of every one. The accompaniment to each is full and masterly, but only of average difficulty to perform, and is especially adapted to the Organ and Piano.

Paper, 75c. Cloth, \$1.50.

Trade only **W. F. SHAW,**
Supplied. 12 Johnson St.

NEW MAPS! JUST OUT!

CANADIAN SERIES

ALL

COMPLETE

SCHOOL

SCHOOL

ACCURATE

TRADE

SUPPLIES

ELEGANT

DISCOUNTS

We GUARANTEE these to be the FINEST Wall Maps published

MAP AND SCHOOL SUPPLY CO.,

31 King Street East, Toronto

SPECIAL

SINCE our purchase of the Toronto Willard Tract Depository, the trade have generously responded to our invitation to examine our stock. It must be quite apparent to all that we are able to offer inducements sufficient to command at least a portion of your holiday purchases. We are offering special closing prices on Bibles, General Books, S. S. Cards, Booklets, etc., etc. If you have not yet completed your Fall purchases, write us. Our representative could call on you, or you might arrange to visit us in Toronto.

We have just completed arrangements for the purchase of the stock of the Presbyterian News Co. This excellent stock will be added to the list of bargains offered to the trade.

Correspondence invited.

FLEMING H. REVELL COMPANY,

140-142 Yonge St., Toronto.

NEW YORK—112 Fifth Avenue.

CHICAGO—148-150 Madison St.

STEPHEN MITCHELL'S JOURNEY,

By Mrs. G. R. ALDEN ("Pansy").

This new story by "Pansy" we have issued in our Canadian Copyright Edition of her works, at 70 cents each, which now includes:

EIGHTY-SEVEN

JUDGE BURNHAM'S DAUGHTERS

A MODERN EXODUS

MISS DEE DUNMORE BRYANT

AUNT HANNAH, AND MARTHA AND JOHN

HER ASSOCIATE MEMBERS

JOHN REMINGTON, MARTYR

TWENTY MINUTES LATE

STEPHEN MITCHELL'S JOURNEY

NEY

JUST PUBLISHED:

THE DREAD VOYAGE.

— POEMS —

By WILLIAM WILFRED CAMPBELL

Cloth, 190 pages, \$1 00.

This new book of verse contains the best work that Mr Campbell has yet done, comprising much that has not yet been published, together with such poems as "The Mother" "Sir Lancelot," and others which have appeared in the magazines and secured the author enviable distinction.

William Briggs,

Publisher, - - - - 29-33 Richmond St. West, Toronto

THE PRINCE OF INDIA.

DEALERS who have sold hundreds of copies of "Ben-Hur" will treasure up the following information concerning "The Prince of India," General Lew Wallace's new book. It will be published by Harper & Bros for the United States, and The Methodist Book and Publishing House for Canada. The Canadian copy-right edition will appear in two volumes, cloth, enclosed in a box, and will retail at \$2.50. The date of issue has not yet been fixed.

Like General Wallace's preceding works, "The Prince of India; or, Why Constantinople Fell," is an historical romance. The story begins in 1395; its continuous movement, however, is in a period from 1445 to 1453, the date of the conquest of the old Byzantine capital by Mohammed II. The assault and sack of the city and Mohammed's entry into Sancta Sophia (the final degradation of Christianity in the East) forms the catastrophe of the book. The Prince of India is, in fact, the Wandering Jew



GENERAL LEW WALLACE.

Author of "The Prince of India," "Ben-Hur," etc.

In an entirely original cast, the philosophy of the character being that constant dealing with men through centuries of life necessarily strengthens the mind without changing the morals of the man. So we have him here an adept in human nature, and, preferably, a manipulator of kings and rulers. Speaking generally, the book is a tale of love, war, and religion. The unities are faithfully observed, and the incidents natural, rapid in occurrence, astonishingly varied, and from first to last subservient to the catastrophe. There is not an anachronism in it, and so true are the scenes to the period that they read as if left to us by a living actor in them.

While Minister to Turkey, General Wallace was afforded exceptional opportunities for the collection of those materials which he has woven into romance, and in "The Prince of India" the result appears in all the realism of a style which gave to "Ben-Hur" a popularity that indicates for the new book an immediate and large demand.

GO FOR THE SEASIDE.

Everybody goes to the seaside if they are wealthy, but the only "seaside" the poor can afford is the Seaside Library, which has been reconstituted, and the books of which are now being republished. The U.S. Book Co. had the plates, but Mr. Munro has got them back, and they will now be re-issued and added to. Prices have been reduced, the trade prices being five and ten cents. The retailer can now make 100 per cent. or over on this line, and, seeing that there are 2,000 titles in the series, and nearly all good books, there is no reason why the series should not be revived. There was a time when the Seaside led in the paper novel libraries, but that was years ago. It cannot possibly regain the place it then held, but it may advance from its present slow and sluggish condition.

NEW NOTIONS.

INTO every branch of the notions and fancy goods trades souvenirs largely enter this year, says a Chicago exchange. It is decidedly a souvenir year, and retailers would do well not to ignore the fact. These souvenir goods are considered by some merchants as troublesome or dangerous stock, yet it cannot be denied that their presence creates an interest in the department. When the souvenirs are local they cannot fail to be easy selling and profitable. Every article is used to make these souvenirs and in their manufacture every material is employed. Although spoons are yet largely used for souvenir purposes, they do not by any means monopolize the fad. Souvenirs are of wood, celluloid, ivory, mother-of-pearl, leather, papier-mache, as well as aluminum and various other metals, and are constructed into the numberless articles to be found in the fancy goods stock.

With both agents and jobbers there are many genuine novelties in the toy stock for the new season. Columbus and the things with which he was associated were appropriate subjects for inspiration in the production of these novelties. Thus the new Indian doll with its beads, feathers and tiny moccasins is an honored addition to the great doll family. The latest imported novelty in dolls has real human hair and sells at \$42 per dozen. The many additions to the doll family this season make the department a kind of Midway Plaisance, such is the diversity of dolls shown. The double-headed doll which was introduced last season is brought out with improvements this year. The great outlet for the Esquimaux doll this year is at the Esquimaux village at the fair, where it commands a ready sale to visitors.

The toy game inventors are knocked into the shade by the newly introduced

"base ball game." This is an invention of Zimmer, of the Cincinnati base ball nine.

A new thing in toy watches is one with a regular movement. It goes for fifteen minutes, and is the most perfect 25 cent article of the kind that has been brought out.

Though the usual number of yachts, steamers and boats of every description are seen, one cannot help noting the absence of something fashioned after the caravans or the Viking ship. Something of this nature would be an undoubted seller this Columbian year.

A new toy is a windmill, an automatic movement in which causes the miller to climb the tower with a miniature sack of corn on his head.

Ease of selling is more of a consideration with retailers as well as jobbers and agents than the quality of novelty in toy goods. Yet the latter quality is not disregarded. Novelties to sell at 10 cents and 25 cents are surprising in their number this year.

The most amusing amongst these is the "god race," an excellent twenty-five cent toy, sure to be popular with the boys. The girls will be equally pleased with the "toy wringer," which is fashioned on identically the same principle as the real article in use in the laundry.

The novelties in balls include many which are called "Columbian." Among these a gaily colored ball has stars in relief. Another is of celluloid on which is printed a map of the world.

Pewter sets contain many novelties, the most interesting being one from which the landing of Columbus can be arranged. It contains all the requisite figures which include, besides the admiral himself, sailors, Indians, dogs, horses, tepees, campfires, ships and tropical trees.

NOVEL INVITATION CARDS.

Novel invitation cards are being introduced into society by those who are eager to welcome anything new. They are practically "songs without words," for, except for date, hour, and signature of the sender, they contain nothing but a charming and very often artistic illustration.

If the recipient of one of these dainties holds in his hand a gold-bevelled pasteboard decorated with a handsomely set table, he knows at once that it is an invitation to a dinner party or luncheon.

Dancing nymphs and cupids bid him prepare for a prospective ball, a Chinese damsel serving tea denotes that the holder of the invitation is to come to an afternoon tea, and a card displaying tiny playing cards announces a card party, etc.

Even invitations to hunting parties are elaborated in this unique and charming manner by a selection of hunting scenes, and in many cases these pretty novelties are got up in the most expensive and artistic way.

BARNES' NATIONAL INKS FOR ALL USES! - - - IN ALL COLORS!

NO ADVANCE IN PRICES! QUALITY BETTER THAN EVER! THESE INKS HAVE COME TO STAY AND NEW FRIENDS ARE BEING MADE DAILY!

P. D. & S. PEN "NO. 117." BARNES' STEEL PENS.

WRITE FOR TERMS.

BARBER & ELLIS CO., Sole Agents for the Dominion of Canada.

TURKISH STEEL PEN CO.,



SOLE AGENTS:
WARWICK & SONS, Toronto.

THE FLYING DUTCHMAN PEN



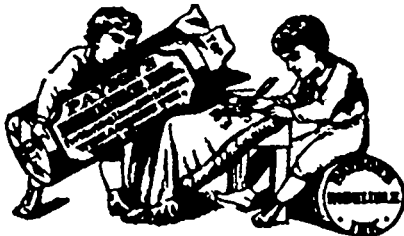
WRITES OVER 200 WORDS WITH ONE DIP OF INK.

THE WAVERLEY PEN



They are a treasure.—"STANDARD."

MAGNIVEN & CAMERON,
Waverley Works, Edinburgh.



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

Automatic Inkstands.



FOR simplicity, convenience, durability and effectiveness, the "DAISY," and "COMMERCIAL" Automatic Inkstands are at the top of the list. They are neat in appearance, and their price brings them within the reach of all.

They come in two sizes: the "Daisy" for home and library use, and the "Commercial" (larger in size) for Banks, Counting

THE "COMMERCIAL" Houses and General Office use.
"DAISY" Bright or Black Nickel. Retail price, 50 50
"COMMERCIAL" (Nickel top) 1 00
(Black) " " 1 25
For sale by all jobbers; or by COOPER & CO., 73 Yonge St., Toronto, Manufacturer's Agents.

SPENCERIAN STEEL PENS
Are the Best,

IN THE ESSENTIAL QUALITIES OF Durability, Evenness of Point, and Workmanship.

WORKS: Birmingham, England.
ESTABLISHED 1860.
Over 25,000,000 of these pens sold in United States in 1899.
CANADA AGENTS
BROWN BROS., Toronto.
BOYD, RYRIE & CAMPBELL, Montreal.

EVERY STATIONER SHOULD KEEP

Esterbrook's Pens

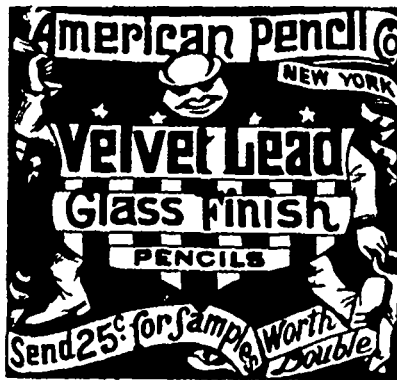
POPULAR NUMBERS:

Fine Points, 128, 333, 444, 232.
Business Pens, 048, 14, 130, 135.
Broad Points, 239, 284, 313, 314.
A variety of other styles.
All of superior and standard quality.

AGENTS FOR CANADA:
THE BROWN BROS., Ltd., 64 King St. E., Toronto.

Gold Medals, Paris, 1878:1889.

JOSEPH GILLOTT'S PENS
Of Highest Quality, and Having Greatest Durability are Therefore **CHEAPEST.**



Do the leads in your pencils break?

If so you do not use the right kind!

The best are made by the
AMERICAN LEAD PENCIL CO.,
New York, 50 Howard St.

Ask for "Velvet Lead" Glass Finish Pencils.

Correspondence solicited. Sample free to trade

KINDERGARTEN AND School Supplies
SELBY & CO., 42 Church St., TORONTO.

WM. BARBER & BROS.

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



BOOK NOTES.

ON or near the 20th of the present month there will be placed on the market a life of the late Senator John Macdonald, under the title of "A Merchant Prince." The name of the biographer, Rev. Hugh Johnston, D.D., is a guarantee of the literary excellence of the work; the mechanical work is safe in the hands of the Methodist Book and Publishing House. The book will be embellished by photographic portraits and several illustrations, and will include extracts from the writings and public addresses of the late Senator. Senator Macdonald was for many years a leading figure in commercial, political and religious (if we may use this term to denote his active church work) life in Canada, and the lessons to be learned from a study of his career are such that young Canadians may study with profit. The publishers have wisely decided to issue the book at the popular price of one dollar.

The fifth edition of "Promissory Notes and Bills of Exchange" has just been issued by J. W. Johnson, Belleville.

The new book by Sir William Dawson, of McGill College, Montreal, to be issued shortly, is entitled "Some Silent Points in the Science of the Earth."

Mr. William Wilfred Campbell has been transferred from the Department of State to the Militia Department at the maximum salary of a third-class clerk, \$1,000.

A valuable and interesting pamphlet has been issued from the Crown Lands Department of the Province describing the Lake Temiscamingue district north of Mattawa.

A second enlarged edition of "Chapters on the Law Relating to the Colonies," by C. J. Torring, has just been issued by Stevens & Haynes, 13 Bell-yard, Temple Bar, London.

The Open Court Publishing Company will publish in July an authorized translation of the well known work of Prof. E. Mach, "The Science of Mechanics, a Critical and Historical Exposition of its principles."

D. H. Smith & Co., Truro, N.S., are publishers of two good books. Practical Mathematics, by F. H. Eaton, M.A., cloth, \$1.00, and Notes on Education, by J. B. Calkin, Principal Normal School, Truro, cloth, \$1.00.

Dr. Thomas O'Hagan's new volume of poems, "In Dreamland," will be published by the Williamson Book Co. in a few days. Those who know the excellent literary work done by this accomplished gentleman will heartily welcome his new book.

By the death of Prof. Henry Lattleship Oxford and the learned world lose a very distinguished Latinist. He devoted him-

self largely to the study of Latin and succeeded Mr. Goldwin Smith as assistant editor of Coulington's editions of the poet's works. He was made Corpus Professor of Latin at Oxford in 1878.

Those who are interested in old books concerning Canada or America generally, or interested in old maps and portraits, should consult the catalogue of Godefroy Mayer, Marchant D'Estampes, 47 Rue Richet & Paris.

A new story by Anne S. Swan will shortly be placed on the market by the Methodist Book and Publishing House. It is entitled "Homespun; a Study of a Simple Folk." Miss Swan has a vast constituency of admiring readers who will gladly welcome this new product from her pen.

Rev. Dr. Withrow, of this city, whose contributions to literature have gained him a reputation extending far beyond the bounds of his native land, has for some time been engaged on a work on China, of historical and descriptive character. This volume will be published during the coming year by the Methodist Book and Publishing House.

Dr. Bourinot, C.M.G., has been chosen as the vice-president for Canada of the Egypt Exploration Association, who have their headquarters in London. The well-known author, Mr. Dudley Warner, is vice-president for the United States, and Dr. William C. Winslow, a clever writer and scholar, of Boston, the secretary.

Miss Saunders, of Halifax, daughter of Rev. Dr. Saunders, has been awarded the prize of \$200 offered by the American Humane Society for the best story on the kind and cruel treatment of domestic animals and birds. Dr. Edward E. Hale, Hesekiah Butterworth, and P. S. Moxon were the judges. Miss Saunders' story will be published by the A.H.E. Society, and will be widely circulated.

Mr. Henry J. Tiffen has by notarial deed donated his collection of books, valued at from 2,000 to \$8,000 towards the formation of a public library in Montreal. One of the clauses of the trust is that it be for the public of the city and placed in a central locality. The trustees are Hon. Judge Baby, president of the Numismatic and Antiquarian society, and Messrs. Walter Drake de Martigny, Lucien Huot, and Wm. McLennan.

Mr. W. W. Campbell's new book of verse, "The Dread Voyage," will be placed on the market the 5th of the month. Its issue has been awaited with an expectancy which should bode to a wide demand for the volume. That it will do credit to Canadian literature we may decide in advance. The price is placed at one dollar by William Briggs, publisher.

Charles Kelly, of the Wesleyan Publishing House, London, England, has issued a neat two shilling edition of Dr. With-

row's "Neville Freeman; or, The Pioneer Preacher," a stirring story of the war of 1812, the Canadian edition of which has for some years unfortunately been out of print. Dr. Withrow devoted much research to gather the many incidents of that campaign which he has incorporated into this thrilling tale. It is a story every Canadian boy and girl should read.

The Northern Messenger is an old name and associated in Canadians' minds with that of Douglas, its founder. But this little fortnightly still lives, and many Sunday School scholars are familiar with its face. Its contents are always educative and timely, as well as religious. Booksellers should not forget it when they are looking for orders.

Laird & Lee have re-issued Hill's Guide to the World's Fair with new covers and valuable additions. It is thoroughly revised and corrected up to date, and with its aid sight-seeing must be very easy and pleasant.

Mr. McIlwraith is industriously engaged in collecting material for the forthcoming enlarged edition of his well-known "Birds of Ontario," the first edition of which passed out of print. The author is determined that the volume will be as complete as it can be made. The study of many years has placed at his command a vast store of information about the habits and characteristics of his feathered friends, and happily Mr. McIlwraith possesses the gift of presenting this knowledge to his readers in attractive and interesting form. The Methodist Book and Publishing House have undertaken to publish the work.

The Copp, Clark Co. have received some excellent books during the past month. "Gods and Heroes of the Kingdom of Jupiter," by R. E. Francillon, is a neat book, cloth, \$1.75. "Women Adventurers," edited by Menie Murkel Dowie, author of "A Girl in the Karpathians," is a superb book, cloth, gilt top, \$2.60. "Barbara Dearing," is a new book by Annette Rives, and is a sequel to "The Quick or the Dead," cloth, \$1.25. "Bob Martin's Little Girl," by David Christie Murray, is another taking book. Three detective stories by Dick Donovan, are worthy of notice; their titles are: "From Information Received," "Wanted," and "Tracked to Doom." These books are not trashy, but really powerful novels. Three new books in the Social Science Series are titled as follows: "Ferdinand Lassalle as a Social Reformer," by E. Bernstein; "The New Reformation and Its Relation to Moral and Social Problems," by Ramsey Balfour; and "The Agricultural Laborer," by T. E. Kebbel.

One of the best biographies that has issued from the Canadian press for some time past is that of the late the Most

Reverend John Medley, D.D., Lord Bishop of Fredericton and Metropolitan of Canada, by Rev. Canon Ketchum, D.D., rector of St. Andrews, N.B. The long intimacy which existed between Bishop Medley and his biographer amply justifies the latter's undertaking, and the sayings, teachings and labors of so able and saintly a man are well worthy of his intimacy with the Bishop. Canon Ketchum says in his preface that "he was a divinity student at the time of the Bishop's arrival in the diocese, and was the first deacon he ordained. For fourteen years, with rare exceptions, he was associated almost daily with the Bishop. As secretary of the Diocesan Church Society for more than forty years, he was present with him at all the meetings of that society. In later years, in charge of a parish at some distance from Fredericton, the writer was favored with frequent visits." In the early part of the volume there is given a brief history of the origin of the Church of England in New Brunswick, which is interesting and appropriate. The Bishop graduated at Oxford in 1826, and came to Canada five years later. He was incumbent of St. John's, Truro, from 1831 to 1838, and was consecrated on May 4th, 1844. He died after a long illness on September 9th, 1892. Canon Ketchum has inserted in his biography a number of sermons, extracts from sermons, charges to the clergy, and letters, which exhibit various phases of his character, and give the reader a clear appreciation of his high abilities. The volume is published by J. & A. McMillan, St. John, N.B., and is for sale by Rowse & Hutchison, Toronto.

INTERNATIONAL BIBLES.

TO the majority of booksellers in Canada the name of the International Bible has become familiar during the past year, and has made a most favorable impression. One of the main objects of the manufacturers of this splendid line of Bibles has been to solve the problem—and thus fill the want long felt—of a small Bible with large clear type, and this object has very largely been attained. In the matter of print, paper and binding, as well as in variety of style, the International Bible compares very favorably with, and in some cases surpasses, the Bibles of any of the other houses. Although introduced into the United States but one year ago, the sales have been phenomenal, and the latest advices from the headquarters in New York point to a much larger sale during the coming year. A feature that will go far to popularize this Bible is the excellent Teachers' Helps which have been compiled under the general editorship of the well-known biblical scholar, Rev. Charles H. H. Wright, of Trinity College, Dublin. While strict attention

has been given to secure the most accurate scholarship, embodying the latest results of biblical criticism and the most recent researches of science, the editor has kept in view the object of making these helps appeal to the widest possible constituency of readers. Principal Dawson observes: "One of its marked features is the series of able articles by eminent specialists in particular subjects, which make it a book of pleasant reading as well as of reference." For all Bible students and workers such articles and tables as "How to Study the Bible," by Dr. James Stalker; "The Bible and the Christian Church," by Rev. A. L. Dunning; "Texts for Christian Workers," by Major W. W. Whittle; "The Ancient Versions of the Bible," by Dr. W. R. Harper; "Daily Food," by Rev. R. M. McCheyne; will prove of special value. For Sunday School teachers Bishop Vincent contributes "The Sunday School Teachers' Use of the Bible." The new series of maps have been drawn specially for this manual by Major C. R. Conder, the highest living authority on scripture geography. It will be easy to predict wide popularity for the Bible and its excellent Helps.

The entire control of the International Bible for the Dominion of Canada has been secured by the Methodist Book and Publishing House, and they intend to push the Bible with the utmost energy. They confidently believe they have the most popular line in the market. A complete catalogue will shortly be placed in the hands of the trade.

AFFAIRS AT HOLYOKE.

NO more pointed commentary, says Geyer's Stationer, on the subject of advertising could be found than the condition of affairs at the Holyoke paper mills, as observed by our correspondent. It is, briefly, that as usual during the summer season the demand is not equal to the capacity of the mills, and, owing to prevailing financial conditions, it is not considered wise to manufacture a large surplus without some assurance of an increased demand later. In consequence some of the mills have shut down, and the notable fact is that these mills are the ones which have not considered it worth while to advertise in the trade papers. To quote the stereotyped reply when the merits of advertising are presented to them, "We have our own regular line of customers, and we do not care to go outside of them." Perhaps they will learn to appreciate now that the new and outside trade that advertising brings is not to be despised, especially when they see their more enlightened competitors running to full capacity in the blissful consciousness that they will be able to dispose of their product.

Advertising in some respects may be likened to insurance—the folly of neglect-

ing it comes with the most striking force when its benefits would have been most welcome. It is never too late to learn, however, and it is to be hoped that the concerns which are now idle will keep the trade thoroughly posted as to their existence hereafter, and thus secure their proportion of the trade.

Experience has proved that advertising is an art which well repays a careful study, but there is one point that should be patent to the most casual observer, and that is that no firm which desires to keep pace with the business methods of the day can afford to neglect keeping their name and the class of their product prominently before the class to which they sell their goods. We grow familiar with that which is constantly called to our attention, and we prefer to use things with the reputation of which we are familiar. Further than this, when an article is well advertised we feel that those who make it have confidence in its merit, and confidence begets confidence. On the other hand, out of sight is out of mind, and in the rush of desirable things presented for our attention we are liable to forget those which from lack of enterprise remain unannounced.

Probably the most common mistake made in advertising is to curtail it during the dull season. The reason for such a course would be hard to find, for certainly the time to ask for patronage, as for anything else, is at the time you need it most. Advertising is good in the busy season, but it is doubly good in times of dullness.

JOHN LOVELL.

THE death of John Lovell, of Montreal, removes a veteran printer and publisher, as well as a link between the old and new in the Dominion. In Canada since 1820, a lover of the country and an enthusiast in her defence in 1837, intimate with merchants and statesmen, publicists, priests, authors, he might well have said with the poet, "I am part of all that I have met," so intimate was he with so much of the civic and literary life of the Province of Quebec. Mr. Lovell's enthusiasm was remarkable, his industry not less so, and in fact, his aim at doing great things in the way of Canadian publishing led him great lengths and caused him many a pang. But his school books, his geographies, his directories, were valuable works, and Canadians owe much to them. Although he was in his 83rd year, he still cherished, with all the force of his warm heart, the hope of a still greater work, a complete Gazetteer and History of Canada.

J. R. Brown & Son, Paris, Ont., have placed in their window a stock of books, the number of which run into the thousands, and they are offering prizes to the person that can guess the nearest to the number of books in the window.

GENUINE NOVELS, AND SPURIOUS.

THE novel is an intellectual artistic luxury. This is a closer definition than it appears to be at first sight. No one can deny that it covers the principal essentials of the novel, as it should be, of a story or romance which in itself and in its manner of telling it shall appeal to the intellect, shall satisfy the requirements of art, and shall be a luxury, in that it can be of no use to a man when he is at work, but may combine to peace of mind and recreation during his hours of idleness. The point upon which people differ is the artistic one, and this difference of opinion makes it possible for writers widely separated to find appreciative readers.

That a novel should amuse and interest the reader is generally admitted, but it is often said that a novel should also instruct. What the Germans call *Tendenzroman*, or the purpose novel, is the realization of this idea. The purpose novel proposes to escape from any definition of the novel in general, and makes itself an intellectual moral lesson instead of an intellectual artistic luxury. It constitutes a violation of the unwritten contract existing between writer and reader. The purchaser of such a novel finds himself swindled. What we call a novel may educate the taste and cultivate the intelligence; under the hand of genius it may purify the heart and fortify the mind; it should never, under any circumstances, be suffered to deprave the one or weaken the other; it may stand for scores of years and a score of years is a long time in our day—as the exposition of all that is noble, heroic, honest, and true in the life of woman or man; but it has no right to tell us what its writer thinks about the relations of labor and capital, nor to set up what the author conceives to be a nice, original, easy scheme of salvation, any more than it has a right to take for its theme the relative merits of the "broom stick" and the "storage system," temperance, abstinence, or the "ideal man" of Confucius. Lessons, lectures, sermons and dissertations generally belong to institutions set apart for special purposes, and are carefully avoided, after a certain age by those who wish to be amused. The purpose novel is an odious attempt to lecture people who hate lectures, to preach at people who prefer their own church, and to teach people who think they know enough already. It is an ambush, a lying in wait for the unsuspecting public, a violation of the social contract, and as such it ought to be either mercilessly crushed or forced by law to bind itself in black and label itself "Purpose" in very big letters.

In art of all kinds the moral lesson is a mistake. It is one thing to exhibit an ideal worthy to be imitated, though imitable in all its perfection, but so clearly noble as to appeal directly to the sympathetic string that hangs untuned in the dulcetest human heart; to make man brave without arrogance, woman pure without prudishness, love enduring yet earthly, not angelic, friendship sincere but not ridiculous. It is quite another matter to write a "Guide to Morality," or a "Handbook for Practical Sinners," and call either one a novel, no matter how much fiction it may contain.—F. Marion Crawford in Forum.

COPYRIGHTS.

6967. Insurance Plan of the City of Montreal, Quebec, Canada, Volume II. Charles Edward Goad, Montreal, Que.

6968. Atlantic Express Emerging from St. Clair Tunnel. Photo. William Ethelbert Henry, Sarala, Ont.

6969. Members of the Legislature of the Province of Manitoba, 1893. Photographic group. Mrs. Rosetta E. Carr, Winnipeg, Man.

6970. Stephen Mitchell's Journey, by Pansy. Wm. Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6971. Le Manuel Veterinaire Canadien. Par Adolphe Faust, M.V., Montreal, Que.

6972. Wilson's Improved System of Bookkeeping for Merchant Tailors. William Wilson, Chatham, Ont.

6973. Map of the City of Brantford, Canada. The Toronto Lithographing Co., Toronto, Ont.

6974. The Montreal Sportsman's Pocket Companion and Memorandum Book. Leon John Lepage, Montreal, Que.

6975. Dream Memories. Song. Words and music by Lindsay Lennox. The Anglo-Canadian Music Publishers' Association, Ltd., London, Eng.

6976. The Bell Telephone Company of Canada, Ltd., Ottawa Exchange, Subscribers' Directory, July, 1893. The Bell Telephone Company of Canada, Ltd., Montreal, Que.

6977. The Farmers' Account Book. Robert D. Richardson, Winnipeg, Man.

6978. Mercantile Agency. Reference Book for Canada, Volume V., 1893. The Legal and Commercial Exchange of Canada, Toronto, Ont.

6979. Ottawa City Directory, 1893-94. The Night Directory Company of Toronto, Ltd., Toronto, Ont.

6980. Monofornula Text Book of Geometry, followed by Treatises of Plane and Spherical Trigonometry and Approximate Mensuration, by J. L. Seguin, A.M., St. Louis de Mile Pad, Que.

6981. The Whirlpool Game. Chart. William Lacrett, London, Ont.

6982. The Wife of Fairbanks on Kirks and Ministers, by Rev. Duncan McNaughton, M.A., North Keppel, Ont.

6983. History of the Early Missions in Western Canada, by Rev. W. R. Harris. Hunter, Rose & Co., Toronto, Ont.

6984. Becher's Sterling Advance Tables for Importers. Wm. S. Becher, Winnipeg, Man.

6985. The Criminal Code of the Dominion of Canada, as amended in 1893, with Commentaries, Annotations, etc., by Henri Elzeur Taschereau, LL.D. The Carswell Company, Ltd., Toronto, Ont.

6986. The Orangeman's Emblem. Words by M. P. Carr. Music by W. G. Garnham. Maria Passmore Card, Guelph, Ont.

6987. La Serenade. (Italian Waltz.) By H. L. d'Arcy Jaxone. J. R. Fleur & Sons, London, England.

6988. Prospectus of the Happy Home Building Society. (Circular.) Wm. Jones, Toronto, Ont.

6989. The Dominion Conveyancer. By William Howard Hunter, B.A., Toronto, Ont.

6990. Le Drott Paroissial. Par P. B. Menault, C.R. C. O. Beauchemin & Fils, Montreal, Que.

6991. The Life and Work of the Most Reverend John Medley, D.D., First Bishop

of Fredericton and Metropolitan of Canada. By William Quintard Ketchum, D.D. J. & A. McMillan, St. John, N.B.

6992. The Bell Telephone Company of Canada, (Limited), Montreal Exchange, Subscribers' Directory, July, 1893. The Bell Telephone Company of Canada (Limited), Montreal, Que.

6993. The Business and System of the Birkbeck Investment, Security and Savings Company. (Pamphlet.) The Birkbeck Investment, Security and Savings Co., Toronto, Ont.

6994. After the Ball (Waltz.) Arranged by Chas. Bohner. Whaley, Royce & Co., Toronto, Ont.

6995. Enraptured. (Waltz Song.) By Chas. J. Rockwell. Whaley, Royce & Co., Toronto, Ont.

6996. A Trip to Chicago Exhibition. Words by James Fax, music by Chas. Bohner. Whaley, Royce & Co., Toronto, Ont.

6997. Dillon's Improved Milk Pans Book. Thomas J. Dillon, Mount Elgin, Ont.

7000. St. Lawrence Yacht Club Waltz. By Mrs. Converse. George J. Sheppard, Montreal, Que.

7001. Changers' Rules. (Book.) Mart'n Middleton Wilson, Llanudno, Carnarvon Co., Wales, England.

7002. The Montreal Directory, 1893-94. John Lovell & Son, Montreal, Que.

7003. Photograph of the General Assembly of 1893 of the Presbyterian Church in Canada. Phoebe E. Park, Brantford, Ont.

INTERIM COPYRIGHTS.

415. Jones' Building and Loan Societies Rules. Wm. Jones, Toronto, Ont.

416. Elements d'Hygiene Pratique. E. F. Lanneton, M.D., et E. S. de Carufel, des Trois-Rivieres, Que.

PAPER.

I am a fine example of modern man's ability
To comprehend the age's wants and fill
them with agility.
I'm made from rags discarded by respectable society:
From straw or wood, or fibrous plant
of every known variety.
The business man sends words by me
whenever your bill's collectable.
And lovers use me lavishly for billet
doux delectable.
Your grocer or your butcher wraps his
wares utilitarian;
And as his boy delivers goods he winks
at his own Mary Ann.
They put me up in every style, and every
shade and quality.
To suit the staid, prosaic man, or fads of
gay frivolity.
The world has come to know me, and I'm
really indispensable
To every man and woman, the mighty
and the sensible.
The news would be unpublished if 'twere
not for my utility;
But pride does not become me, and I
carry with humility
Dispatches from all parts of earth nam-
ed in our school geography,
Impressed on my fair surface by the art
of good typography—
In fact I am the medium of busy man
dexterity.
In gathering news and spreading it with
a wonderful celerity.

—Boston Traveller.

1893
**

August

1893
**

Customers taking
advantage of
Summer Excursions
. . . to . . .

Visit Toronto

Can make their visit pay by inspecting
the very full range of



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A LIMITED CONSTITUENCY.

THE weekly and monthly output of literary material in London and New York is amazing to everyone who is in a position to really know its bulk and its variety. The amazement arises from several causes: from the consideration of the vast number of people engaged in this enormous product; the vast activities, intellectual, mechanical, financial and commercial which are sustained and stimulated by and for it; and the mystery which prevails as to the consumers of all this material. It is alleged that gold mining is the most profitable of all forms of business enterprise in the aggregate. But one cannot help thinking that the actual profit on this vast output of the printing press must be very small. No one who keeps in touch with many people can fail to be struck by the fact that although there is such a great outpouring of reading matter there are apparently few readers. The newspaper is the only printed production which has a constituency that is obvious to us all; but the greatest newspapers in the world do not reach more than a small percentage of the people. All the circulations of all the papers would still leave a large margin of people who see no newspaper at all.

In a more remarkable manner the same thing is true of magazines and still more true of books. The people who do not read any magazines are as a thousand to the one who reads even one magazine. The people who do not read books are as ten thousand to the one who habitually reads books. And the fact is that in spite of the overwhelming output of the press, the constituency for it is really very limited; and there is still an extended constituency of almost unimaginable dimensions waiting for the literature of the future, which can be brought cheaply to their doors. A simple test would show how small is the constituency for even the most remarkable books. We may suppose that Macaulay's History is one of the best known books in the English language, and one more talked about, one more often referred to in other books than any other of the same kind. Yet we venture to say that if one were to stop at a street corner the first fifty men of middle age or under who passed, and asked them if they had read Macaulay's History, not more than five of them would be found to have read it. In spite of its great fascinations, its great success, its constant vogue, its apparent popularity, it is not in fact popular at all, and vast multitudes of reading people have never looked into it. The fact is that if a book were really "popular," really reached the great public, and had a sale among the people who read it and loved it, one good volume would make an author's or a publisher's fortune.

A BOOK BY CHILDREN.

AFORETASTE of what the generation that is approaching maturity will be able to yield in the way of essay, tale, poetry, and historic narrative is afforded in a little volume just published. It is entitled "Sea, Forest and Prairie: being Stories of Life and Adventure in Canada Past and Present, by Boys and Girls in Canada's Schools." These stories were selected by the Rev. Charles J. Cameron, A.M., F.H.S., from about 5,000 stories written for prizes offered by the Montreal Witness during three successive years. The task of awarding the prizes was entrusted to Dr. S. E. Dawson, Dr. J. M. Harper, Prof. Roberts, Mr. Wm. Houston, Mr. Justice Ayl, and the Marquis of Lorne for the first and the Marquis of Dufferin and Ava for the second and third competitions consented to award the Dominion prizes. Mr. Cameron has fixed upon fifty-five tales, having in view a fair representation of the different provinces as well as the merit of the compositions. Miss May S. by Holden, the winner of the Dominion prize in the first competition, is a young lady who resides in St. John's, Nfld., in the second and third years; it was awarded to Miss Maude Saunders, of Laureceton, N.S. The subjects are various. Some of them relate to incidents of heroism, adventure or peril that happened under the old regime; others pertain to the Loyalist cycle; the war of 1812 furnishes themes for others; the rebellions of 1837 under Papineau and Mackenzie are not forgotten; neither are the Fenian raids and the half-breed risings. From Newfoundland to Vancouver no region in British North America has failed to supply scenes to young narrators. In time the range is a quarter of a millennium. The Huron missions, the romance of Acadie, the wars between New France and New England, the Revolution and its sequel, the Loyalist settlement, pioneer life, woodcraft, shipwreck, sealing, the potlatch, the blizzard, the H. B. Co., haunted and other famous houses, the traits of Indian character are among the subjects of the stories. Not the least interesting contribution in the book is from the pen of a young Italian lady (Lillie Loukes) and is an attempt to account for the presence of the aborigines in the now world on the first arrival of Europeans.

The editor has deemed it best to leave errors of statement and date uncorrected, giving the stories just as they were sent in. It might have been well to rectify such mistakes in an occasional footnote, as young readers may take it for granted that what is presented to them in book form has the stamp of accuracy. As a Montrealer, I should like to have seen a few pages devoted to our city's story, especially in this anniversary season. When I saw the heading, "The

Haunted House," I naturally expected to find the interesting account of the McTavish mansion, which was one of the contributions published in the Witness. The McTavish family played no unimportant part in the enterprise of the early British period, and the monument gives a living interest to the story. In the intelligent account of a potlatch festival contributed by Merle Halliday, of Victoria, B.C., there is record of a curious instance of Indian magic or sorcery which puzzled the witnesses. When the British Association met in Montreal a committee was appointed to investigate the physical characters, languages and industrial and social conditions of the North-western tribes of the Dominion, and several reports on the subject have been published from year to year. The potlatch and other usages of the British Columbian tribes, their shamanistic practices, their secret societies, their ceremonial dances, etc., are here fully described, but nothing so perplexing as Master Halliday's feather trick seems to have come under the notice of the investigators.

WAR IN WALL PAPER.

A storm is brewing in wall paper business circles because of the alleged efforts of the National Wall Paper Company to boycott manufacturers who are not working in harmony with that corporation. The National Company is said to control 80 per cent. of the entire output of the United States, and it is claimed that they have secured almost the entire trade of the country by offering a rebate of 10 per cent. to such jobbers and retail dealers who purchase their supplies exclusively from firms that are controlled by the combine. The mode of procedure is to have the customer sign a contract each year, at the end of which he must make an affidavit to the effect that he has not during the year purchased any goods from outside firms. All accounts must be settled 30 days before the rebate is allowed, the object of this time allowance being to give the combine firms a chance to renew the yearly contract. It is also claimed that the combine contemplates increasing the price of wall paper by shutting down a number of mills in order that stocks may be reduced to a very low limit. The 20 per cent. of the manufacturers not in the combine are preparing to organize in the near future for the purpose of fighting the National Company, and believe that they will have the support of the retailers, who now suffer because a number of large jobbers are allied with the big concerns, and are given such favorable terms that they can undersell all outside houses. The retailers claim that the trade is demoralized and profits reduced to the starvation point by the encroachment into their domain by houses supposed to be strictly jobbers. It is

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understood that the smaller combination, when organized, will take steps to test the legality of the yearly contracts, on the ground that it discriminates against numerous small dealers, and, if continued, would eventually force them out of the business.—Philadelphia Record.

FLAT OPENING BOOKS.

TWO new patents have been taken out in the United States for book-bindings, whereby the leaves will be flat when the book is opened.

In one case the sections or signatures of the book are formed in the usual way by folding a number of sheets of paper across the middle, the several sheets being connected with each other at the crease by a binding thread, which also serves to fasten a cord of flexible material to the back of each section. The binding thread also forms one, two, or more loops at the back of each section, and through each loop passes a transversely extending band made of a width corresponding to the height of the loop.

When a series of sections are to be fastened together, the first section has its cord attached to the back by the binding thread, which latter is then run to the second section, so as to bind the several sheets therein in place, and also to force its cord in position on the back of the section, the several sections of the book being treated in a like manner, that is, one is attached to the other at the cord with the transverse bands extending through the several loops formed by the binding threads, the loops being in alignment one with the other so that the binding band extends transversely through the several loops of the several sections.

The ends of the transverse bands are fastened in the usual manner to the short leaves, and the several sections are covered up at the cord by the back, made of leather or other suitable material

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BOOKS AND NOTIONS

and fastened to the short leaves, which latter and the back are attached in the usual manner to the covers of the book.

In the other instance a piece or strip of muslin, linen, paper, leather or other textile, fibrous, or suitable material of any desired width and length, according to the size of the signatures or book to which it is to be bound, and made of a single ply or thickness or of a number of thicknesses securely fastened together by glue or other cement or stitching, is folded in reverse folds for a portion of its length, and the unfolded ends are placed between the boards comprising a part of the cover of the book and over which boards is securely fastened paper, cotton, leather, or other suitable material as usual.

The signatures are securely united by appropriate stitching to the upper series of folds, the crest of the folds of the signatures or sections being placed against the crests of the upper folds of the strip. A thread is then passed through the centre of a fold from its under side into and through the signature or section and knotted on the under side between the under folds. The thread is then run a slight distance on the inside of the section toward the edge, then through the section into the upper fold again, then running a slight distance toward the same edge of the strip or section on the under side of the upper fold, then through the under side of the upper fold into the section again and then back again in and out of the section and fold of the strip, until the section is securely sewed to the upper fold on both sides of the centre, the thread ending and being knotted in the place where it was first inserted, as is usual in bookbinding, and each of the signatures is similarly united to its separate fold, as will be readily understood.

After all of the sections of which it is intended the book shall be comprised have been securely sewed to the upper folds, the under folds are securely united by means of stitching and to any desired number of reinforcing strips placed across the folds, preferably at right angles thereto, and the ends of which are also inserted between the boards, and the ends of these reinforcing strips may be fastened onto the ends of the first strips by stitching or past or other suitable cement, and after which securely attached to or fastened between the covers or boards; or the sewing of the signatures to the "upper" folds and the sewing of the lower folds together and to the reinforcing strips may be done alternately, i. e., the operator will first sew one section to an upper fold and knot the thread as described, and then by separate needle and thread sew together the two contiguous or adjoining "lower" folds between which the "upper" fold is situated, and then again sew another section to an upper fold

until all the sections are attached to the upper folds, and all of the lower folds are securely fastened together.

The lower folds are united together and to the reinforcing strips as follows: Starting at a point on the under side of a fold the thread is passed through the crest and then along the inside of the fold a slight distance, then through it and partly over the reinforcing strip, then into and through the latter and lower fold, and then along the inside of the lower fold, and through it and partly over and into and through the reinforcing strip and fold; then along the

inside of the fold until near the edge; then through it and across into the under side of the adjoining fold, and back in and out of the fold and reinforcing strips; and when the thread passes out of the fold the two ends are knotted together, or a knot is made in the thread at that point and the free end is sewed through the adjoining folds and reinforcing strips for as many folds and strips as there may be in the manner described, thereby securely uniting all the lower folds together, forming a solid hinged back for the sections of the book to turn on.—American Stationer.

\$1.50 a Year Retail

THE Book and Newsdealers of the country are quick to see on which side their bread is buttered, and the radical move made by THE COSMOPOLITAN MAGAZINE, in cutting its price in half, has been promptly recognised as a move which adds to the dealers' profits, as the prompt manner in which the July edition went "out of print" testifies.

ANOTHER MOVE

to enable the trade to still further line their pockets lies in the taking of yearly subscriptions, the regular price of which are \$1.50 a year, the price fixed to the dealer being \$1.25.

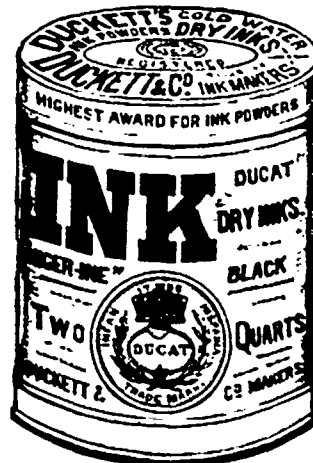
Will dealers please call the attention of their patrons to the reduction in price of THE COSMOPOLITAN. By so doing it will promptly add to their profits. **\$1.25 TO THE TRADE.**

The Cosmopolitan Publishing Co.

11th Street and 6th Avenue, New York City

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any longer
Pay Costs
of Carriage
and Handling
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Important Notice . . .

Nerlich & Co. beg to announce to the **Fancy Goods, China and Glassware, Druggists' Sundries, Stationery, and Tobaccoists' Trades,** that their stock for the coming **Fall Season** is complete, and that their travellers are now on their respective routes with a full line of samples. The goods have been purchased direct from the manufacturers for cash, and will be sold at a small advance on cost. Their buyers spent some five months visiting the principal factories in Europe, and succeeded in obtaining the latest and best of their productions, in some instances sole control of the most saleable lines was secured. In addition to all the **European Novelties**, a full line of **American Goods** such as, **Wooden and Iron Toys, Blackboards, Trains, etc.,** has been added, making the assortment a most complete one. They **guarantee early delivery** as goods are all in stock and there is no possibility of any delay, such as frequently occurs when dealing with firms who only carry samples. They would respectfully ask the Trade to defer placing any orders until their samples are seen.

TERMS ARE AS USUAL—MOST LIBERAL.

Nerlich & Co. 35 Front St. West, **Toronto**

Educational Number

THE September issue of this journal will be an Educational Number. It will contain a list of all the educational works published in Canada, giving publisher and trade and retail prices. It will also have some articles on certain aspects of the Canadian educational system, which will be of much value. There will be no advance in advertising rates, although the circulation will be special.

BOOKS AND NOTIONS

BUNTIN, GILLIES & CO.

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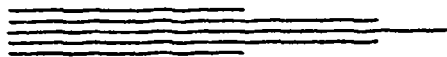


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