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MAY, 1887.

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S. R. BRIGGS,

TORONTO WILLARD TRACT DEPOSITORY.

MAY, 1887.

SORTING TRADE.

Our travellers are now in various sections of the Dominion with full lines for *SPRING SORTING TRADE*. We give prompt attention to orders by mail and solicit correspondence for any article dealers may wish to procure for their customers. Many of our customers avail themselves of the prompt despatch of our shipping room, by sending us their *ENCLOSURES*. We appreciate the compliment and shall continue to give them our best attention.

Among the lines of seasonable goods which we will be glad to supply you, are the following :—

Archery.	Fencing Goods.	Paper Lanterns.
Backgammon.	Field Glasses.	Prize Cups.
Base Ball Requisites.	Garden Tools (Toy.)	Prize Medals.
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ANNUAL SUBSCRIPTION - - - 50 CENTS.

Organ of the Booksellers & Stationers' Association of Ontario, and its Branches.

VOL. III. MAY, 1887. No. 10.

RATES OF ADVERTISING:—

	1 month	12 months
1 page.....	\$16 00.....	\$160
1 column.....	10 00.....	100
1/2 do	6 00.....	60
1/3 do	3 00.....	30
1/4 do	1 50.....	15

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

J. J. DYAS, Publisher.

IN our March number a correspondent complained of the rise in the trade price of one of the series of drawing books. Some interpreted it to mean that it was by the sanction of the Department of Education. The writer of the letter says he was misunderstood, and we do not see how such interpretation could be put on his remarks. The Canada Publishing Co. was the party that raised the price, without any reference to the Minister; and the discount now given, 25 per cent, would under ordinary circumstances be a fair one, but in such cases as that mentioned neither 25 nor 33½ per cent would be sufficient.

—oo—

WE have before now referred to "on sale" goods. Complaints are frequent that dealers who make no objections to receiving such articles do not in any way endeavour to push sales.

We are surprised to know that some even put the goods aside, under the counter, or anywhere, instead of displaying them to advantage. This is not an honourable way of doing. The goods cost them nothing, if not sold they can be returned without any charge whatever, and the least that should be done would be to put them where they would be properly seen.

Anything novel will be sure to attract attention; so if no other object is gained than to please a customer, something is gained by open display.

There is no compulsion to take "on sale" goods, so they should be properly treated when they are received.

—oo—

ALTHOUGH trade generally is not very brisk, about the average at this time of the year, dealers are buying pretty freely, having faith in the future.

TO BE OR NOT TO BE.

On the 16th ult., the deputation to wait on Sir Charles Tupper, Minister of Finance, regarding proposed duties on cheap books, paper, etc., and to interview Hon. A. W. McLellan, Postmaster-General, on postage, met in Ottawa.

The deputation comprised H. Fred. Sharp, St. Mary's, President of the Ontario Association; A. S. Irving, Vice-President; H. J. Clark (the Copp, Clark Co.); W. Bryce, G. R. Warwick, Toronto; N. T. Wilson, London; A. Gillies, Hamilton; H. C. Cadieux, Wm. Drysdale, and C. S. J. Phillips, Montreal; John McMillan, St. John, N.B., and James Hope, Ottawa.

The President of the Association presented the memorials, which, and the short explanations, necessarily short owing to limited time, were listened to courteously by the Ministers, who promised to consider carefully the case presented.

It will not be known until the budget speech is delivered as to what the results of the interview will be.

For the first time the opportunity was given of inviting the co-operation of those outside of Ontario to co-operate with our Provincial Association in matters affecting our trade. Right heartily did Montreal respond to the call. With but very little time for notice, C. S. J. Phillips got a large meeting of the trade (see report elsewhere), when resolutions were passed expressing the same views as those of the meeting in Toronto. As it will be seen three prominent members of the trade were appointed a deputation to act with those from Ontario; added to those John McMillan, of St. John, N. B., who was in Ottawa at the time, took part in the interview.

We know not what may be the result. One thing is certain, there will not be granted all that was asked by the paper-makers and their allies.

The contention on the part of the trade has been done openly and above-board.

The meeting in Toronto was a public meeting of all interested. Not so with the publishers and others. They did not court publicity. The quieter they could work their plans the more pleased they were. Nor did they give an opportunity to any whom they supposed would be opposed to them to express their opinions.

It may have been an honest way of getting the views of those interested, but it is not our way. As an evidence of the desire on our part to treat all interested fairly, it will be noted that at the Montreal meeting an envelope manufacturer was present. This will account for at least one of the dissenting votes.

Of the wholesale book and stationery houses in Toronto but three supported the extraordinary envelope and cheap book duty. The others, though the extra duty on some lines would have been to their advantage, considering that it would be better for the retail trade, opposed the proposal.

—oo—

THREE of the great stationery houses of Montreal were a unit in opposing the excessive duty.

—oo—

VICE-PRESIDENT IRVING was the man who took the lead in opposing, persistently and consistently, the high-duty men, some of whom are strongly opposed to the protective policy—until their own pockets wanted filling.

—oo—

ARE WE RIGHT ?

A FRIEND and an advertiser remarked to us the other day that in conversing with a retail dealer—and the speaker rather endorsed the view—that care should be taken not to make this journal a mere advertising medium. It is very strange that these, although knowing fully our aim and objects, should fear any such action.

The function of a trade journal in our opinion is to keep its readers fully posted not only on items of news, but also what to buy.

Properly written advertisements are of quite as much interest to the readers as statements of trade principles, news of the trade, or notices of books. That this is the view of the great majority of our readers we fully believe. We have the testimony from hundreds. Said a large dealer in a western city in a letter received some time ago, "Your paper is becoming more interesting every month. I read every page and every line of the whole, advertisements and all." In Stratford, where several dealers were talking together, the remark was made by one, "I read every word of BOOKS AND NOTIONS every month. It is all of interest to me." The others corroborated the statement. These opinions with very many others similar are, we consider, a just appreciation of a trade journal's sphere of usefulness.

Having this idea before us, we adopted the good plan of *The American Bookseller* in placing alternately as nearly as possible a column of reading matter and one of advertisements.

The advertisements are all of such a nature as to interest every one. Changes are made by many advertisers every month with two ends in view, first, to make it profitable to themselves, and, second, to make the paper interesting. The April number contains a little more than one-half of the whole space of advertisements. Now suppose we take out

Dutton's (the last one received) and any one or two of the column advertisements, substituting ordinary reading matter, would the paper be as interesting?

Now the remark which has called forth this article was after the publication of the number referred to, yet an intelligent dealer in Toronto volunteers the statement (we believe that though he had no desire to flatter, his statement was too favourable), "The last number of BOOKS AND NOTIONS was the best number of a trade journal I have ever seen. It was not only that the reading matter was good, but the advertising was of an intelligent character, and was of much educational power."

—oo—

TROUBLE BREEDERS.

FOR news of ourselves we often have to go abroad. A letter appeared in *The American Stationer* of April 14th, and only that the *Stationer* would not be guilty of putting in anything that was not genuine, we would certainly say that it was never penned in Toronto.

The statements in it show such a want of knowledge of facts that it is surprising that any "importers" could write such.

The purport of the letter is that the Dominion Government, actuated by petty spite, have instructed customs officials to make a distinction between goods received from the United States and those from other countries, and instance lead pencils as a case in point. The fact of the matter is that United States manufacturers have two sets of prices—one for the home market and one for export. In one line of lead pencils their Canadian price to jobbers is \$2.20 while in the United States it is \$3.60.

The rule is, and has been, to charge duty on the price of goods in the country where manufactured, and hence the rule is to value this line at \$3.60, on which duty is charged. Exactly the same rule applies to English and German goods. No distinction whatever is made, and large importers speak of the strict impartiality shown by officials at their port.

Readers of *The Stationer* are very much annoyed that such a letter should appear as emanating from here, particularly as it is characterized by a political bias, contains statements that are fairly open to question, and tends very much to irritate our neighbours, now that they feel very touchy on the fishery question.

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DIFFERENT VIEWS.

THE opinion expressed in last month's article, "On Guard," have been objected to by some booksellers. We expected it; but we still maintain that our view was correct—at least as far as regards the great mass

of dealers. There are some, particularly those doing a large, old-fashioned book business, who look with abhorrence on a paper-covered book, and wish it out of the way. Well, let them go back to the old days of no profit literaries with the falling off of sales of high-priced books. There is no question but the twenty-five cent books—we call them thus for want of a distinguishing title—were contemporaneous with a revival of the demand for higher priced books. Why it is we do not pretend to say; but that it is a fact there is no denying.

The dealers in small towns, the out-of-the-way stores in Montreal, Toronto, and other cities, would be the greatest sufferers in case of a scarcity of cheap, fairly profitable books.

Publishers here admit that for a time the trade will be inconvenienced, but claim that in six months they will be able to fully supply the demand. We hope so, and if they can keep their promise, we will be better pleased to buy from them than from publishers abroad; but we are afraid we will be disappointed. They now publish United States books with impunity; all they aim to do, we believe, is to shut out reprints of English works.

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It is very probable that several new books for use in the Ontario schools will be authorized prior to the Fall opening. We expect to be able to state definitely next month what the contemplated changes will be.

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FINE ART BOOKS.

The possible falling off in the sale of Christmas cards induced the famous fine art printer of Nuremberg, Germany, Ernest Nister, to devise something to take their place. So for the trade of 1886, with the aid of his corps of eminent artists, he produced a series of books and booklets that have been the wonder of the world for cheapness with excellence. For this year his line is not only a peer with the famous "All Round the Clock," "Under the Mistletoe," and "Christmas Roses," but in some points excels them.

The leading work this season is the "Queen of the Meadow," on which Miss Harriet M. Bennett has displayed her talents as an artist with quite as much effect as in the first of the series mentioned. The two pictures "Making a Hat for Dolly," and "My Best Friend" are child-life to perfection. The pictures will have sixteen printings.

None of our readers need be told of the attraction of Songs and Sketches of the Season—Spring, Summer, Autumn and Winter—to the customer at Christmas-time last year. The keen demand—the reply "out of stock" was never heard so often repeated as when asked for these books. Of these there were sold last year 160,000 copies. Nister produces this year four similar books by the same artists, entitled, "Morning," "Noon," "Evening," and "Night," finished in monotyp of five printings.

There are also four miniature books in monotyp, similar in class but at a very reasonable price. Their

names are "Holly and Mistletoe," "Lillies and Heartsease," "Roses and May," and "Falling Leaves."

"Daisy Days" is a book that, on account of its decidedly English scenery should be popular here. It contains some of the best efforts of Miss Clauson, who furnished some of the best illustrations in last year's books. Her "Interior of Cottage" has all the glow and oddities of an English cotter's home. The sketches of girls in various attitudes and occupations are very life-like.

A notable feature in the series is a finely illustrated edition of Tennyson's famous poem, "Enoch Arden." Some of the pictures are from sketches taken on the spot by artists sent to the Isle of Wight for the purpose. The Lighthouse and the Windmill are good specimens of these.

The ideal portrait of the hero of the poem is a good conception. This book will be much the highest price one of the season, \$6.

E. P. Dutton & Co. have, as they had last year, the control of these books for the United States and Canada, and though comparisons are invidious we must acknowledge that no other line of similar works can compare to them. They are unique and altogether lovely.

BOOK NOTES.

Wm. Briggs has just issued a book on "Perspective and Geometrical Drawing," adapted to the use of candidates for second and third class teachers' certificates, by Thos. H. McGuire, B.A., Commercial Master of Collingwood Collegiate Institute. It contains over 100 illustrations in perspective and geometrical drawing, has over 100 illustrated examples, and over 300 problems. Many orders were received for this work before it was ready. Price 75c.

He announces as just published "A Hand-Book of the Epistle of St Paul to the Romans," for the use of students and bible classes, by N. Burwash, S.T.D., Professor of Biblical and Systematic Theology in Victoria University. A 12mo. volume of 256 pages, \$1.25.

Also a volume of poems, entitled "The Legend of Delaware Valley," and other poems, by Thos. J. MacMurray, LL.B., of Milwaukee, Wis. Illustrated, \$1.

And "Younger's Counting-House Guide," a book of practical illustration and reference for all classes. A handsome octavo book. Price 90c.

Also "Experiences of a Backwoods Preacher," by Rev. J. H. Hilts. \$1.25.

In press.

A book of Readings and Recitations by J. C. Seymour, entitled "Wit, Humour, and Pathos."

"Loving Counsels," Sermons by Chas. Garrett, of English Wesleyan Conference.

A book of poems, "A Gate of Flowers," by Thos. O'Hagan, M.A.

"The Guiding Hand," Sermons by Rev. E. A. Stafford, LL.B., of Metropolitan Church.

"The Bible the Mightiest Factor in Human Progress," by J. Graham.

"A Hymn Book for the British Methodist Episcopal Church."

C. Blackett Robinson has published "From Ontario to the Pacific by the C. P. R.," by Mrs. Arthur Spragge.

The greater part of this book, as it appeared in *The Week*, very much interested us, particularly the vivid description of scenes in the "Rockies." The added chapters are no less happy in delineation of the varied beauties and glories of our far western land.

The book is well printed, on good paper and cheap.

The same publisher will have ready in a few days, "The Canadian Birthday Book," with poetical selections for every day in the year, by Canadian writers, English and French. The familiar name of "Sera-nus" appears on the title page. We look for the book with anticipations of pleasure, as we will have within one small volume choice specimens of our best poets.

The current number of "The American Library" is "Love's young dream, or the Mystery of Gower Hall," by May Agnes Fleming. 30 cents.

S. R. Briggs has issued "Grace Magnified," illustrated, being Evangelistic Addresses and Bible Readings by Ferdinand Schivera, with brief biographical sketch. Many a man and woman will look eagerly for a sketch of the life of this remarkable preacher, particularly when with it they get several of his powerful discourses. 75 cents.

He also hands us "Friendship," an autograph album. When it is a Mildmay book, we have said quite enough to commend it. It is a good shilling book.

His selections of books, portraits of the Queen, &c. are varied and most of it very taking; notable among the books, are "Victoria, Queen and Empress," and "Britain's Queen," while the large lithographed portrait of her Majesty is handsome.

John Britnell has just issued a new catalogue that comprises 877 vols. and sets of second hand books, many of them very rare, among them a fine specimen of fifteenth century binding, and good examples of very early Gothic printing.

A talk with Shaw, the famous book auctioneer, brought out the statement that the sets most in demand are Dickens, then follows Scott, George Elliot, Thackeray and Bulwer; the last named gaining steadily.

He claims that book auctions tend to aid book sellers instead of injuring them in their trade. A great many sales of sets are sold to people who wouldn't think of entering a book store to buy. They get a bargain or at least what they consider such; after a while they imagine they have a taste for literature,—perhaps they have, only it has lain dormant, and they buy a set of some others. So it goes on.

Many a fair-sized library has been commenced in some such way.

From the standpoint of a publisher of fine art books, Toronto is the fifth in size, in America, as a book city. The order in which they stand is, New York, Boston, Philadelphia, Chicago, Toronto. Not so bad for the place that was only Muddy Little York the other day.

Haggard is having the best free advertising ever accorded to a writer. The charges of stealing from others has caused such a sensation that people who have not read his books are eager to see of what quality they are. He is writing too much to continue to give such startling books as "She."

Wm. Bryce has issued an edition of "Little Lord Fauntleroy," in a handsome cloth cover.

He sends us "The Queen, her early Life and Reign," by L. Valentine, which is more than simply a private history; it is remarkably cheap. Published in three styles, fancy boards, 30 cents; cloth, 50; and cloth, gilt, 75 cents.

"Life on the Mississippi," is Mark Twain's sensible book and has met with large sales during the many years that it has been before the public. Now, from the same we receive the cheapest edition ever published, 75 cents.

The sales of "Ben-Hur" seem interminable. Of the 6,000 printed by The Rose Publishing Co. almost every one is sold.

SPECIAL TO "THE TRADE."

We have much pleasure in informing "The Trade" that we have been appointed SOLE AGENTS IN THE DOMINION for

RAPHAEL TUCK & SONS' Artistic Series of
"MIZPAH" CARDS.

Christmas and New Year Greetings, with Bible Verses and Original Poems; also their new

PORCELAIN STUDIES,

73 original designs in monotone and oil colors, without doubt the finest and most artistic HOLIDAY NOVELTIES in the market.

Samples are now in the hands of our Travellers.

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DEALER IN

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STATIONERY, &c.

The most extensive and valuable Retail Stock in Canada.

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A GOOD BUSINESS CHANCE.

For sale in the rising town of Vancouver, B.C., the terminus of the Canadian Pacific Railway, a thriving Book and Stationery business. The stock is all new and purchased on very favorable terms. The lease returns the holder a nice profit and the connection is the best in Vancouver. Terms very liberal. Apply to the editor of this paper.

WM. BARBER & BROS.

PAPER MAKERS,

Georgetown, Ontario.

BOOK, NEWS, AND COLORED PAPERS.

JOHN R. BARBER.

From a very interesting article on Railway Reading in the *The British and Colonial Printer and Stationer*, we clip the following :

But now as it is a common thing for gentlemen to travel to Brighton, or the South Coast and back daily, books of a character more solid and substantial are to be seen. On one occasion we found in one carriage six reading gentlemen, and had the curiosity to see what the study of each was. They ran—Gardiner's "History of England," *Rare Bits*, Lowell's "My Study Windows," the *Family Herald*, Drummond's "Natural Law in Spiritual World," and Ouida's "Moths." This is, in our opinion, a very satisfactory record, and certainly the wide diversity shown in choice might be taken as a fair sample of the different opinions of the readers, History, Literary Criticism, Fiction, Theology, and Humour were all represented, whatever merit or demerit attached to each particular instance.

The same paper has a long account of an interview with J. & R. Maxwell, publishers, from which we give that portion referring to F. W. Robinson, the author of "Lazarus in London," was specially referred to. A series of some six of the best of his novels is now issuing, and his three books on "Prison Life" form part of the series. In the recent Report of the Commissioners on Prisons, these books formed really the basis of the enquiry, and one of his best drawn characters, Jand Cameron, was a cook in Mr. Robinson's own household, and he went to Glasgow and satisfied himself personally as to the absolute truth of the facts narrated, and, later on, laid the evidence before the Commissioners. When we remember the effect of the late Charles Reade's "It is Never too Late to Mend," and the rousing of the consciences of the upper classes by Mr. Besant's "All Sorts and Conditions of Men," and recall Dickens' and others' labours in similar directions, we see the novelist's pen has been as potent as the pulpit's thunders, and we rejoice that Mr. Robinson is so able and spirited a labourer in their fields. Those who read his "Courtship of Mary Smith" in his own magazine "Home Chimes," will be glad to have it in Messrs. Maxwell's handsome volume.

THE *Grip* Printing and Publishing Co., Toronto, will issue "Good Things from Grip" on May 1st, and "Jubilee Jollities" on June 1st. These books will both be illustrated with large and small pictures, no other firm in Canada possessing such facilities in this line, and retailing for only ten cents each, they should meet with a large sale.

NEW MUSIC.—Strange & Co., Publishers, "Lost in the Fire," song, Edwin Christie, 10 cents. Fairly good. "Let's be Friends and Love Again," song and chorus, Charles Zanke, 10 cents. "Last night (Sehn Nicht)" with English and German words, Halfden Kjerulf, 10 cents. German we know not. The English version is very good. "Dreams of Heaven," *March Celeste*. Charles D. Blake, 15 cents. A charming idyl worthy of hearty commendation. "Chapel Chimes," T. P. Ryder, 20 cents. Bright and pleasing.

NOW READY!

THE MANUAL OF
**PERSPECTIVE AND
GEOMETRICAL DRAWING**

BY **T. H. McGUIRE, B.A.,**

COMMERCIAL AND DRAWING MASTER, COLLINGWOOD COLLEGIATE INSTITUTE.

The above work is the result of careful study in this important branch of High School education. It is in strict conformity with the programme prescribed by the Education Department for candidates for Second and Third-class Certificates. It contains over 100 Illustrations in Perspective and Geometrical Drawing, has over 100 illustrated examples, and over 300 problems.

It is a clear and comprehensive description of the subject, well bound in "book form" of 135 pages. It is the ONLY work in America that combines Perspective and Geometrical Drawing, and the ONLY one in Canada that deals clearly with the theory of Parallel and Angular Perspective.

The work has already been highly commended by teachers and others, and has only to be seen to be appreciated.

Price, Cloth..... 75 Cents.

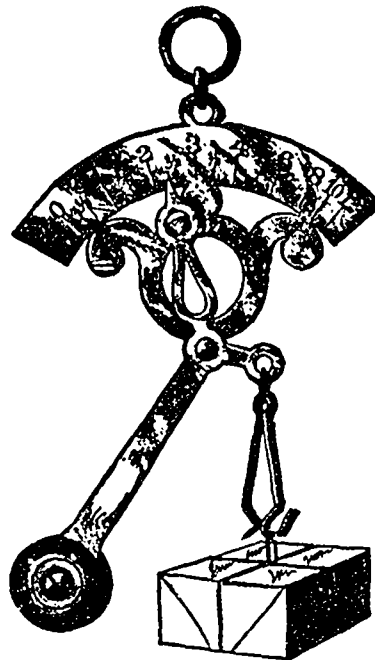
WILLIAM BRIGGS

PUBLISHER,

78 and 80 King St. East,

TORONTO.

The "Peerless" Letter Scale.



PRICE, 50cts. Liberal Discount.

This scale is made of hard metal, elegantly nickel-plated, and will accurately weigh up to 12 oz. It has no springs, weights or levers to get out of order, and is the best scale for weighing light articles in the market. The scale is provided, as shown in cut, with a grip and hook to easily and firmly attach letters or parcels. Discount to the trade. Sample orders solicited.

HART & COMPANY,
STATIONERS, 31 & 33 KING ST. WEST, TORONTO.

PERSONAL.

John McMullen, Brockville, has been trying the effect of the Bermuda climate. We trust on his return he will be fully restored in health.

They all agree upon one point, those of the deputation to Ottawa, that the tall and stately New Brunswicker, John McMillan, is the finest looking bookseller in the Dominion.

Wm. Selby, formerly of Selby & Co., is carrying on the Kindergarten business, in which he has been so long engaged at 33 Scott St., Toronto.

G. R. R. Cockburn, member for Centre Toronto, is deserving of much praise for the great trouble he took to further the interests of our deputation.

Early Spring brings the birds to our northern clime, and the birds without wings, though by no means without tongues, ordinarily known as commercial travellers, come upon us in swarms as the days get a little warm. Among those who have in the last month are F. N. Revell, publisher of Evangelical Literature, Chicago; E. C. Swayne, of E. P. Dutton & Co., N. Y.; George E. Hess, representing P. G. Thompson, Cincinnati; George Offer, jr., with Johann Faber; W. J. Kelly, of McLoughlin Bros.; Samuel Gabriel, manager American branch for Raphael Tuck & Son, and Geo. H. Richmond, with Dodd, Meade & Co., all of New York.

LOUIS BONNEAU has been in town placing some large opening-up orders in chinaware for a store he is starting in Quebec. He has given up artists' materials.

THE death of Ernest Payne in the hospital on the night of the 26th ult., was deeply regretted by his fellow clerks in Bleasdel & Co's. warehouse, where he was employed for some time.

HENRY SMITH, of the firm of Smith & Fudger, is in Europe buying. In his absence W. H. Smith is managing the warehouse.

TRADE NOTICES.

THROUGH an error in the advertisement of the Copp, Clark Co., in last number, the notice of Stevens' Cards was omitted, the word "show" being in error substituted for the word Stevens. We much regret this, and at the same time think it is hardly necessary for the Copp, Clark Co. to advertise Stevens' Cards, as they are so well known that very many dealers always reserve room for a line of cards from Coventry. We trust that this correction of the printers' error will not be too late.

Warwick and Sons have just commenced building a large warehouse on Front St., near the Queen's hotel. The accommodation afforded in their present premises is not sufficient for their increased and rapidly growing trade, and the new building will enable them to conduct all the departments of their extensive business as publishers, stationers, printers and bookbinders, under one roof. It is expected to be ready for occupation early in October next.

ENLARGEMENT.—The book store at the post office corner, Toronto, was originally opened by A. S.

READY FIRST of MAY!

JO'S BOYS

AND

HOW THEY TURNED OUT.

A SEQUEL TO "LITTLE MEN,"

—BY—

LOUISA M. ALCOTT,

Author of "LITTLE WOMEN" &c., &c., with

PORTRAIT OF THE AUTHORESS.

This book is the most charming of the season. Having paid a large amount for the

EXCLUSIVE PERMISSION

to issue same in cheap paper form,

No other cheap addition will be issued (either in England or United States) of this book.

Price, Paper Edition, - - - 30 Cts.

" Cloth " - - - 50 "

Presentation Edition, Gilt Edges - \$1 50

USUAL TRADE DISCOUNT.

WILLIAM BRYCE,

Publisher,

TORONTO, ONTARIO.

N.B.—Send for Monthly Bulletin of new fast selling books if you do not receive it regular.

Irving in 1875. He sold out to R. Wilkinson, and he in turn to J. S. Robertson & Bro. From the latter McAinsh & Ellis bought the business about two years ago, and such has been their success, and the extension of their trade, that they have been compelled to take in the adjoining store on Adelaide street. They have not only added the store, but they have beautified the enlarged place of business very much.

Instead of the old counter they have put in tables of cherry and walnut, in all sixty feet in length. This enables them to display their varied stock to advantage, and when we add that they have eighty feet of continuous shelving, nine tiers high, it will readily be seen the great advantage that will accrue.

The walls and ceilings are decorated by one of the first artists in that line in the city, the prevailing colours of both being sage green and salmon.

They have adopted the principle of having a clerk solely for cash, a good idea, and one that they will no doubt find profitable and convenient.

A nook in the store, fitted up for the purpose, is occupied by the G. N. W. Telegraph Co., who do a large business in this centre of brokers' and lawyers' offices.

Stepping inside the store the effect is very fine. A book parlour it is in the true sense of the word. The fine stationery and other goods on the shelves add to the pleasing effect. So well lighted is it through the plate glass on both fronts that it makes a very pleasant spot to drop into to buy a book.

Calendars for 1888.—Chas. Goodall and Son's stout coloured card Calendars (large and small) for the coming year are already well forward; indeed we have lately been shown a few advanced copies. Nos. 56, 64, 65, 67, 68, 70, 71, and 72 are each splendid productions,—superior, we believe, to anything the firm has ever yet produced in this direction,—and that is saying a great deal. The designs are really most attractive in all instances; while the colours used, the gold and silver work, and the splendid printing, combine to make each calendar a veritable work of art; winning at first sight, and permanently a favourite.—*English Exchange.*

Large sales are reported on behalf of Dutton & Co. No wonder when we consider the great demand for their publications last year.

The manager of Raphael Tuck & Sons, New York, informs us that the Willard Tract Depository, S. R. Briggs, manager, has secured the exclusive agency in Canada for two of their best lines of cards; the "Mizpah," new and beautiful in design and finish, and their new "Porcelain Studies" in monotone.

Both of these are in great variety; the latter have only to be seen to be admired. They are a very choice line of artistic work.

As an instance of the manner in which the agreement on annuals was kept last year, we are told of a large dealer west of here who omitted to buy at the proper time.

In early fall he came to the city and asked for discount. He was refused. He went home, but came back about ten days later, and still insisted on discount. He was again refused, when he went out and returned in about an hour, and made a large purchase

Oxford University Press.

Special Attention is Invited to the



1887.

1887.

THE "JUBILEE" SLIP CASE,
(Registered Design.)

New 'Jubilee' Prayer Books

Which have been specially prepared to commemorate the celebration of Her Majesty's Jubilee.

They are elegantly and tastefully bound in **BEST AUSTRIAN CALF** (four colours—Ivory, Fawn, Tan, Royal Red), Padded, Red and Gold Edges, Round Corners Gilt Roll with

EMBOSSSED "JUBILEE" DESIGN ON SIDE

Three sizes are supplied, with Hymns Ancient and Modern and Hymnal Companion in Two Volumes, in **UPRIGHT SLIP CASES.**

Several editions are issued in Single Volumes, with or without Hymns Ancient and Modern, and Hymnal Companion **AT ALL BOOKSELLERS.**

London: **HENRY FROWDE,**
Oxford University Press Warehouse, Amen
Corner E.C.

at the list price. The inference is that he tried the other houses and found he could not get discount.

W. J. KELLY, who for years has represented Mc-Loughlin Bros., Toy Book Publishers, New York, says that the case referred to of a sale of books to a Hamilton dry goods house occurred in this way: A member of the firm was in New York and he came into their house and bought some \$600 worth of their goods, paying cash for them.

He does not call on such houses to solicit trade, but desires to sell to what we call the legitimate trade. The transaction referred to, he says, was such as was not only justifiable, but the same would be done by any publishing house.

CORRESPONDENCE.

LONDON, Ont., April 21, 1887.

Editor BOOKS AND NOTIONS.

DEAR SIR,—Your request for information as to how we like the *Mail's* departure duly received.

The common opinion is that it is a step in the right direction. Weekly customers and chance sales will be more profitable to the dealer, and will tempt him to push sales. The scale of rates per quarter, etc., I think is good; a man subscribing for three months should not receive at same rate as yearly subscribers. On the same principle the yearly rate might be divided by the week. I hope the dealers will not commence and cut their own throats by cutting rates. The book trade seems to be all cut.

The *Globe's* special train has also made a large increase in the subscription list but the profit on each is not so much as on the *Mail*, so that dealers have to depend on increased demand for same net profits.

I am sorry to see such cutting on the annual list (although ready to take advantage of it), as it is likely to tempt the retailer to cut also. Once drop the price of retail, and it is hard work getting it up again.

Business here is very quiet; plenty of time to look at Xmas cards.

FOREST CITY.

THE MONTREAL MEETING.

April 11th, 1887.

Agreeably to a request from the Executive Committee of the Booksellers' and Stationers' Association of Ontario, a meeting of the Montreal trade was called for Monday, the 11th inst., the following firms being represented:

R. Miller, Son & Co., Cadieux & Derome, wholesale booksellers and stationers, Wm. Drysdale & Co., F. E. Grafton & Sons, Montreal News Co., C. O. Beauchemin & Fils, L. E. Rivard, F. J. Granger, Gernay & Hamelin, C. W. Coates, retail booksellers and stationers; McFarlane, Austin & Robertson, wholesale stationers; J. C. Wilson & Co., manufacturers of paper, envelopes, etc.; Joseph Fortier, Morton, Phillips & Bulmer, stationery and account books; Canada Bank Note Co., Burland Lith. Co., lithographers and printers; sixteen firms in all.

HEADQUARTERS

FOR

PLUSH
GOODS.

Brush, Comb and Mirror Cases,
Toilet Cases, Manicure Cases,
Perfume Cases, Jewel Cabinets,
Fitted with the latest and most beautiful goods, including our patented

JUBILEE TOILET CASE,
in three styles.

TOILET
SETS.

**Over 300 Varieties to
Choose from.**

Brushes, Mirrors, Combs,
Manicure Sets and endless Toilet
Novelties, in White, Coraline,
Amber and Black Goods

LATEST
NOVELTIES
IMPORTED.

Fine Leather Goods,
Travelling Toilet Cases at all prices,
Brass Novelties, no end of Staple
Fancy Goods and Druggists'
Sundries.

NOTICE.

Before buying send for quotations
or wait for our travellers, for our
prices cannot be equaled on the conti-
nent.

The Hemming Bro's Comp'y

(LIMITED),

29 ADELAIDE STREET EAST,

TORONTO,

MANUFACTURERS & IMPORTERS

—OF—

FANCY GOODS.

On motion, Mr. Robert Miller, of R. Miller, Sons & Co., was called upon to preside, and Mr. Chas. S. J. Phillips, of Morton, Phillips & Bulmer, acted as secretary.

After a full and free discussion of the proposed changes in the tariff as regards paper-bound printed books, envelopes, paper, blank books, etc., the following resolutions were put and carried :

First—Moved by Mr. Wm. Drysdale, and seconded by Mr. Beauchemin, that at a largely attended and fully representative meeting of publishers, booksellers and stationers held in Montreal, they strongly disapproved of any changes in the tariff affecting books ; that a specific duty such as has been reported as proposed would be injurious to the best interests of the public generally. Carried—two (2) dissenting.

Second—Moved by Mr. Chas. S. J. Phillips, and seconded by Mr. D. McFarlane, of Messrs. McFarlane, Austin & Robertson, that this meeting strongly protest against any proposed increase of duties on papers, envelopes and blank books, and that the proposed mode of increasing the envelope duty five cents per pound is disapproved of as unjust and impracticable. Carried—two (2) dissenting.

Third—Moved by Mr. Henry Brophy, of the Montreal News Co., and seconded by Mr. Joseph Fortier, that a deputation consisting of Messrs. Cadieux, Drysdale and Phillips proceed to Ottawa to co-operate with the Ontario Association in this matter. Carried. CHAS. S. J. PHILLIPS, Secretary.

—o—
THE DUTY QUESTION.
—

Editor BOOKS AND NOTIONS.

SIR,—It is all well enough for the dealers to “kick” against any proposal to increase the duty on paper-bound books ; but, sir, Canada is rapidly coming to front as a great nation, and something *must* be done to put an end to the present outrageous law in relation to copyright which works such injustice to Canadian publisher and Canadian author alike. For one, I don't think the proposed increase of duty would be the bug-bear the trade at present seem to think it would turn out to be. On the other hand it would bring British authorsto their senses, and the American publisher would not be as ready, perhaps, to throw in an extra \$50 for the Canadian market as is the case at present. On most Canadian books now on the market the retailers make as much as on the American cheap novels, and if the American series were shut out there would very soon be a large out-put from the Canadian publishers, so that in a very short time the retailers would be having as large sales as at present, besides having the grand satisfaction of knowing that they were selling the productions of Canadian publishers, printers, bookbinders, paper-makers, etc.

One thing is certain, that there must be a change for the better made in this branch of the trade before long. The present copyright farce has been acted too long as it is.

LANCE.

—o—
BAZAARS.
—

In answer to the request of the Association, the following letters have been received :

IN PRESS.
—
THE
FAIR GOD,

—BY—

AUTHOR OF BEN-HUR.

(LEW. WALLACE.)

Paper Covers, 40 Cents.
Cloth “ 75 Cents.

LIBERAL DISCOUNTS.

ROSE PUBLISHING CO.,
TORONTO.

BROWN BROS.

IMPORTING AND MANUFACTURING

STATIONERS,

64, 66 & 68 King St., East, Toronto.

STOCKS IN EVERY DEPARTMENT EXCEEDINGLY
WELL ASSORTED.

DEPARTMENTS.

PAPER,

STATIONERY,

LEATHER GOODS,

ACCOUNT BOOKS,

PRINTERS' SUPPLIES,

BINDERS' MATERIAL,

BOOKBINDING.

Just opening out full lines of NEW GOODS.

THE CLERICAL ASSOCIATION (CHURCH OF ENGLAND)
TORONTO.

The following resolution was carried unanimously at the meeting of the Toronto Clerical Association yesterday morning : Moved by Rev. S. Jones, seconded by Rev. J. F. Sweeney :

"That while this Association is not prepared to condemn the principle of utilizing the industry and skill of Church members in producing articles to be sold for the promotion of Church objects, yet it is strongly of opinion that public fairs, sales, bazaars, and the like, should be discouraged, and that the proper method of raising money for Church purposes is the inculcation of systematic giving, and a direct appeal to Church people to contribute of their means 'according as God hath prospered them.'"

CHAS. L. INGLES,
Secretary.

FROM THE MINISTERIAL (GENERAL PROTESTANT) ASSOCIATION.

SIR,—The following was agreed upon with regard to the purport of your letter to Mr. Johnston *re* Bazaars :—

"Be it resolved : That this Association cannot hastily give a deliverance that will cover the whole ground, the subject being wide and having many branches."

19th April, 1887.

A. F. MCGREGOR,
Secretary.

A prominent member of the Ministerial Association, who had been requested to advocate the views of the Booksellers' Association, writes as follows :

21st April, 1887.

The feeling was, and I share it, that it is difficult to lay down any general principle which will cover all cases. I most emphatically object to the *round-about* way of raising money for Church and charitable objects ; but if a lady, for example, says, "I have not money to give, but I will gladly give my work," and if her work is sold at a reasonable price, there is nothing "round-about" in *her* giving ; it is as much the free will offering of her work as if she had given the money value of the article. *If* bazaars meant only, or chiefly, arrangements for the sale of work under such circumstances, there would be less to be said against them.

What we felt was that while the general voice was one of condemnation, yet the condemnation should not be sweeping. There is no manner of doubt, however, that everything should be done to encourage *direct* giving.

FANCY GOODS.

SELL OFF YOUR OLD STOCK.—The principle of selling off old stock at reduced prices, is now so universally acknowledged by our leading retailers, that some of our readers may think the advice out of place, and yet a visit to the majority of our fancy goods stores betrays the fact that seldom is the rule put into practice at all, and never in the regular and systematic manner which the changeableness of the trade demands. We do not advise the cutting of

A

FASCINATING STORY OF CANADIAN LIFE.

LOVE'S
YOUNG
DREAM:

OR,

The Heiress of Gower Hall,

BY

MAY AGNES FLEMING.

PRICE, - 30 Cents.

*A Liberal Discount to the
Trade.*

The Toronto News Comp'y
Publisher's Agents.

prices upon staple goods, in which you are not overstocked, simply because you do not happen to have had customers for them, but so soon as you have reason to believe that certain articles are likely to become unpopular or to depreciate in value, then lose no time in "marking them down"—not in dribblets, but all at once and to such a figure as will ensure a rapid sale. This will give you the name of being cheap, and thereby help to sell the new goods bought with the proceeds of the dead stock. The new goods in turn will give you the reputation of being enterprising, and will at the same time yield handsome profits. Remember, delay is fatal. The work must be done sooner or later. Why not do it at once and make it profitable?

—oo—
Don't neglect to dress your window—regularly and completely. A radical change in your street show, if attractive, is worth columns of advertising. This, like all other sound business principles, applies equally in small and large communities.

—oo—
Buy the right article at reasonable figures rather than the wrong article at cheap figures. Fresh goods bring a better profit than job goods and sell more readily, and in "jobs" you invariably get "what you don't want," and that "is dear at any price."

—oo—
Nothing could be more encouraging than the prompt manner in which fancy goods dealers all over Canada met their obligations on the 4th of April. There is only one assignment to chronicle this month, that of Miss M. C. Lovis, of Montreal.

—oo—
Mrs. A. L. Weir, of Stratford, has sold out her fancy goods business to W. H. Roberts, of that town. We wish the new man every success. He has a good stand, and with careful management should work up a profitable trade.

—oo—
It is whispered that Atkinson Bros., the card dealers of Hamilton, are going into some lines of plush goods. We wish them success.

—oo—
Importers are anxiously awaiting the announcement of the budget speech. It is probable that not a few fancy lines will be affected by the changes in the tariff.

—oo—
Storekeepers had better be careful how they order photograph albums. There are large job lots of these goods floating around Toronto, which must before long get into the country—probably in the hands of "Agents." This peddling of albums, bibles, books, silverware, etc., is becoming a serious evil, and one which our Government must remedy somehow. We will refer to this matter at a future date and would meanwhile be pleased to have the view of any of our readers who are interested.

—oo—
A neat little novelty is a puff and powder box in the shape of a small watch. It is handy, compact, and presentable. Druggists should look out for it.

—oo—
Solid leather travelling cases are all the rage in the States, fitted with the best American brushes, etc. A serviceable case with reliable fittings should be a salable article after all the German trash that has been forced upon our market.

One Hundred Per Cent. Increase on Orders THIS YEAR.

This is the record of our Travellers, now on the road, and meeting with extraordinary success with samples of the

CHRISTMAS & NEW YEAR CARDS

for next season, published by
WIRTHS BROS., OF LONDON & NEW YORK,
for whom
WE ARE THE SOLE AGENTS FOR CANADA.

These cards are beautiful, appropriate and irresistibly attractive, and, so far, are

Taking the Lead in Public Favour.

Being in advance in CULTURED TASTE, REFINED ELEGANCE, CHOICE MATERIAL and ARTISTIC DESIGN they are the best adapted to the progressive requirements of the people.

Special attention is requested to our line of
NOVEL PRIVATE CARDS

Which are suited to a select class of trade, are a charming new feature, and everywhere they were shown have met with UNPRECEDENTED ACCEPTANCE.

Among the various other beautiful lines are :
EXQUISITE SATIN ART PRINTS in rich Plush and Chenille,
STRIKING AND CHARMING ODDITIES, noted for singular beauty,
A NOVEL SERIES OF ART PANELS with Frosted Flowers,
STRICTLY EMBLEMATICAL CARDS, Gold Edges, bevelled,
ARTISTIC NOVELTIES in choice, rich material.

Dealers who have been visited by our representatives have DOUBLED THEIR ORDERS this year. Those who are yet to be waited upon are requested to act wisely and examine our samples before placing their orders.

WARWICK & SONS,
8 and 10 Wellington Street East,
TORONTO.

RAPHAEL TUCK & SONS'

CELEBRATED ARTISTIC SERIES OF

Christmas & New Year Cards.

(Comprising 400 Distinct Sets).

SEASON 1886-7.

C. M. TAYLOR & CO.,

Have pleasure in referring to Messrs. Raphael Tuck & Son's circular letter on the opposite page of this issue, and beg to notify the Trade that the complete line of artistic series of Christmas and New Year Cards for the ensuing season is now in the hands of their Travellers, who will visit the Trade of the Dominion immediately.

The extent, elegance, novelty and attractiveness of the designs ensure an unusually large demand for these ever popular cards.

C. M. TAYLOR & CO'S Agency arrangements with Messrs. TUCK & SONS, this season, are such as to enable them to offer these goods at rock-bottom prices.

The Trade will study their interests by deferring purchases until they inspect **TUCK'S CARDS**, as they are **the Choicest Ever Issued**.

Dealers with whom we have not had the pleasure of corresponding heretofore, will secure a call from our travellers by sending us a postal card.

C. M. TAYLOR & CO.

(Successors to James Campbell & Son),

Wholesale Stationers, Booksellers and Fancy Goods Dealers,
TORONTO.

SPECIAL ANNOUNCEMENT.

Toronto, 27th April, 1887.

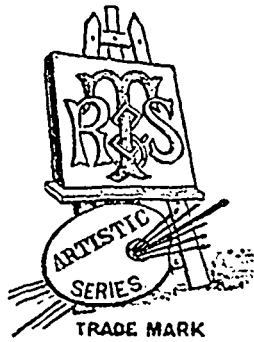
Messrs. C. M. Taylor & Co., Toronto.

GENTLEMEN,

In consideration of the agreement entered into by us this day, we have pleasure in constituting you our Agents for the representation and sale of our "New Artistic Series of Christmas Cards," comprising 400 distinct sets; also, Private Cards, Art Gem Panels, and Whatman's Portfolios for the ensuing season for Canada.

Yours truly,
(Signed) RAPHAEL TUCK & SONS.

S. GABRIEL, Atty.



*" 'Tis not in mortals to command success ;
But we'll do more, Sempronius ; we'll deserve it."*
ADDISON—Cato, Act I., Sc. 2.

72-73 COLEMAN STREET,
CITY LONDON, April 1, 1887.

GENTLEMEN,

ONCE more we have the honor to announce the completion of a new collection of

CHRISTMAS AND NEW YEAR CARDS.

So much kindly interest is taken in our annual announcements, that we may be pardoned for referring to the fact that this year, which will be handed down to remotest posterity as the Jubilee Year of the famous Victoria Era, marks an epoch in the history of our firm, which, founded in the year 1866, celebrates its coming of age in this year of Jubilee, 1887-8. We have endeavoured to signalize this, to us, important event, by the issue of a series of publications in every branch of our business, which should prove an earnest of our endeavors, not only to maintain the standard we have set ourselves hitherto, but to still further raise it in the future, by every means in our power.

It is not within the scope of a short announcement to refer in detail to this year's remarkable Christmas and New Year Card collections, to which, after all, nothing but a personal inspection can do justice. We therefore content ourselves by simply giving a list of headings of the contents of our sample books.

FOUR HUNDRED DISTINCT SETS, from one penny to two shillings each, will be found to embody every popular and artistic feature, carried out to a perfection obtainable only by the highest class of work. **THE SNOWFLAKE SERIES**, and the **BIRD SERIES**, by Giacomelli, will doubtless take the lead.

PRIVATE CARDS, in Sepia, Color, Etching and Engraving ; our famous **RAPHAEL CARDS** ; **PERFUMED SATIN OUSHIONS** ; and **FLORAL HORNS OF PLENTY**.

THE WHATMAN PORTFOLIOS and the **ART GEM PANELS**, which range in price from sixpence to half a guinea, each being boxed separately, need only be seen to be appreciated.

RELIGIOUS, CHRISTMAS AND NEW YEAR CARD PUBLICATIONS.—This Series, entitled the "**MIZPAH**," contains forty separate sets, of six designs each, and is, if we mistake not, destined to take a high position in the religious cards of the year. Among the contributors to the verses in connection with this "**Mizpah**" book are, the Lord Bishop of Exeter, the Lord Bishop of Liverpool, the Bishop of Sodor and Man, the Reverends Newman Hall, C. H. Spurgeon, Canon Bell, Doctor Gregory Smith, Edith Prince, Helen Burnside, etc., etc.

Every Card issued by us this year will bear the facsimile signature of the artist.

The Poetry, always an important feature in connection with the whole of our Cards, has had the same careful editing as eitherto.

A choice variety of **HAND PAINTED CARDS**, also a collection of **NOVELTIES IN SATIN AND PLUSH**, embracing over 100 styles, which we confidently designate as the most original and recherché that has yet emanated from our establishment.

The pleasant task remains for us to thank all our friends, known and unknown, for the generous support extended to us since the existence of our firm. We trust we have given proof in the foregoing of our endeavors to deserve its continuance to a distant future, so that our retrospect of to-day may, if anything, be excelled in pleasurable emotions in the Jubilee Year of our existence.

We are, yours, faithfully,

RAPHAEL TUCK & SONS.

AMERICAN BRANCH :

298 Broadway, New York.

CHAS. GOODALL & SON.

PRIZE MEDALS.

London, 1862.

Paris, 1867.

Philadelphia, 1876.

Paris, 1878.

Sydney, 1879.



Melbourne, 1880

Adelaide, 1881.

Christchurch, 1882.

Amsterdam, 1883.

Calcutta, 1884.

WHOLESALE AND EXPORT STATIONERS,

—MANUFACTURERS OF—

PLAYING CARDS,

Mounting Boards, Ivory Boards and Cards, Ticket Boards, Cardboards, Surface Cards and Boards, Message Cards, Bristol Boards, Carte-de-Visite and Photographic Mounts.

CALENDARS,

BALL PROGRAMMES

AND MENU CARDS,

MEMORIAL CARDS,

FINE ART AND COLOUR PRINTERS.

SAMPLES will be submitted by OUR REPRESENTATIVE, who will be in Canada in May and June.

MANUFACTORY:

CAMDEN WORKS, N.W.,

CITY OFFICE:

17, ST. BRIDE STREET, E.C.

LONDON.