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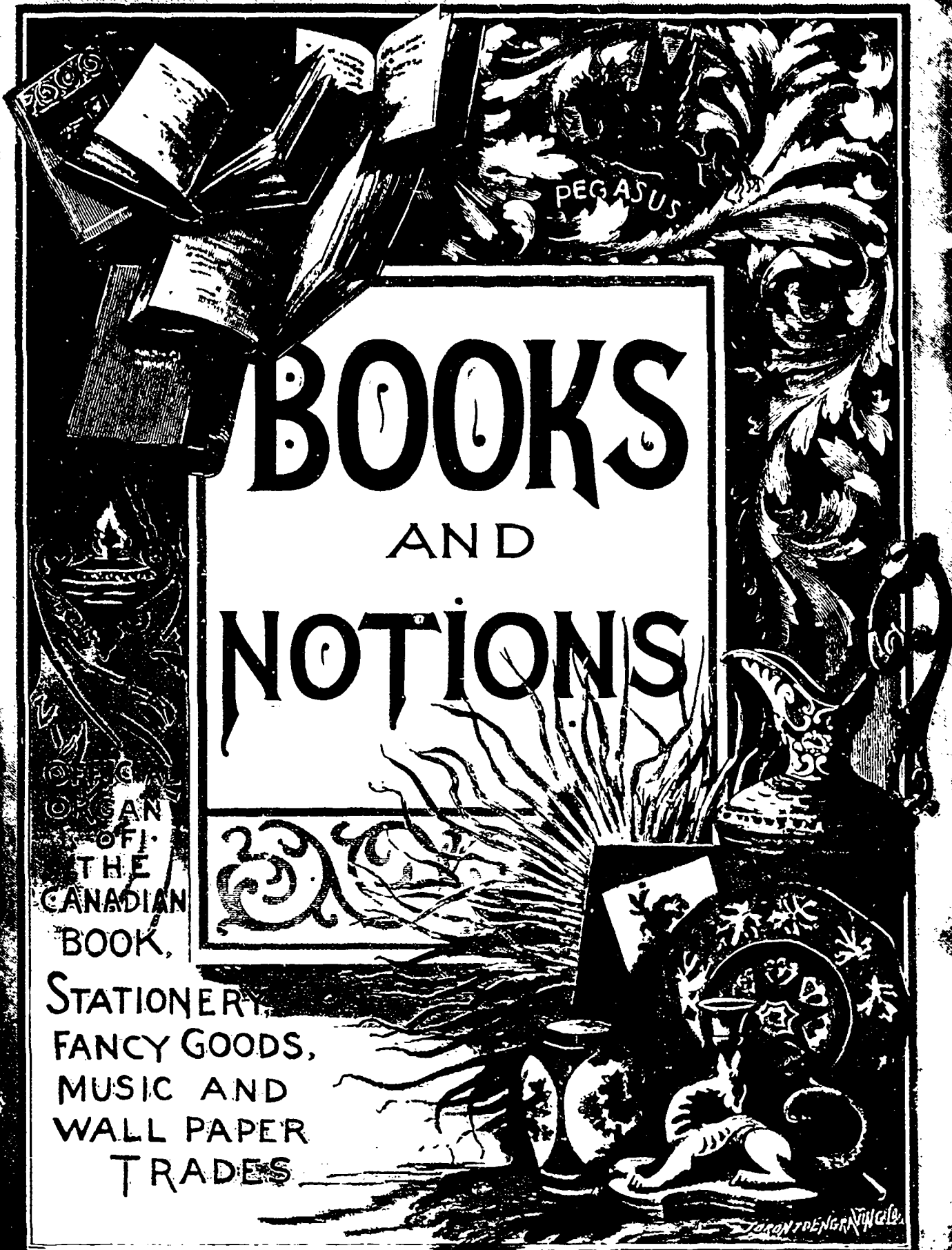
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Vol. 6

TORONTO AND MONTREAL, JUNE, 1890.

No. 66

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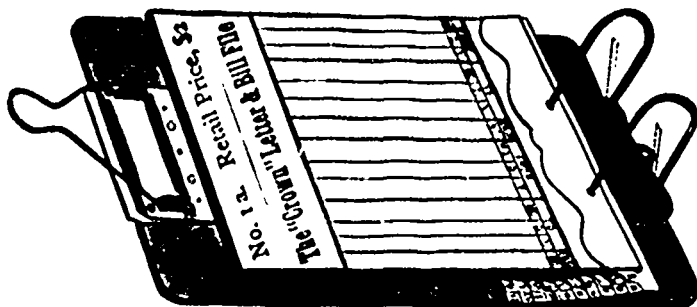
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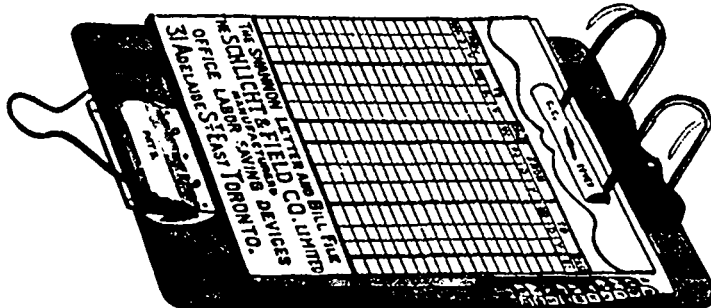
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WARRANTED GOODS.

Our attention has recently been called to the question of warranted goods. We are asked whether there is now any strong reason for manufacturers continuing the custom of replacing a defective article. This is a practice handed down from a former generation, and is probably one of those peculiar time-honored institutions which it will be hard to overthrow. It is a relic of those ancient days when every workman took such pride in his task that to engrave his name on his work was to erect an enduring monument of his skill and honesty. One can imagine with what confidence a workman of that class would hand a tool to a customer and tell him that if it ever failed to give satisfaction in any respect to bring it back and get a new one. The warranty was as much a feature of such a sale as the sale itself. It was not a bad custom either in the infancy of our manufactures, and when it was necessary for domestic makers to compete with famous houses across the Atlantic, to have domestic edge tools warranted, so that the purchaser would risk nothing in his hazardous experiment of buying an unknown make of saw or chisel or hatchet, or what not. The volume of business was lighter in those days, with our sparse population and our limited development, and when warranted goods were returned the time of the merchant who was called on to make the exchange was not severely taxed. The custom of warranty in those days probably accomplished a very useful purpose and was a most capital feature in pushing trade in new articles. But such reasons as then existed for warranting goods have wholly passed away. We are living and transacting business in a new era. Our manufacturers now have a reputation which needs no such bolstering. In the case of the old established makers the custom is probably continued because it is hard to drop an old habit, while new fledged manufactures are forced to adopt it because it is the custom of the trade. Price and quality are the two factors which now govern commercial transactions. Those who want cheap goods merely care nothing for a warranty and do not look for it. When quality is sought for there are other considerations that will govern a choice apart from a warranty. It has grown to be an annoying feature of modern trade, especially in the case of the large wholesale houses. The shipment of a single tool, the correspondence, the receipt of the exchanged tool, the transmission to the retail merchant and the correspondence in his case are all consumers of time and interferences with the harmonious dispatch of heavy trade. Our population is now too great, the volume of business transacted is too large, our manufacturers are too well known to continue this ancient custom of warranty. Quality should be made a sufficient test, and the manufacturer who pays strict attention to keeping up quality should have no need of attaching a warranty to every tool. — Iron Age.

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:Barber & Ellis:
COMPANY,
Nos. 43, 45, 47 and 49 Bay St., Toronto,
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OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE, MR. HUGH C. McLEAN, WILL BE PLEASSED TO HAVE SUBSCRIBERS AND ADVERTISERS CALL UPON HIM THERE. HE WILL ALSO PAY SPECIAL ATTENTION TO OBTAINING BUSINESS TERMS AND ATTENDING GENERALLY TO THE INTERESTS OF THIS PAPER.

Vol. VI. TORONTO and MONTREAL, JUNE, 1890. No. 66



R. Jas. K. Cranston, of Galt, in his letter in BOOKS AND NOTIONS, for March, made several queries. We answer some of them on the basis of what experienced men in the trade have to say ament the same.

1st. Which pay best, delivering newspapers, magazines, etc., at the homes of subscribers, or fewer subscribers and have all call at the store for their papers, and magazines?

It is the general opinion of those who have tried both systems that it is much better to have customers call at the store and have no regular delivery. You get acquainted with customers, sell them more goods than is possible otherwise. They see the new goods and novelties, and tell their friends, and thus become not only profitable customers but also the best advertising medium. It is better to loose the little that can be made in delivering, and pay more attention to the details and personal attention to customers. In delivering it seems impossible to avoid many petty losses, which in the end is a serious loss.

2nd. What is found to be the most effective way to get slow payers to pay up, and are collecting agencies successful as a rule?

We would not recommend collecting agencies. Get your slow pays to fix a place and a date on which they say they can pay, and wait upon them at the stated time, not the next day or next week, and you will be astonished how often the slow pay will be ready for you if you are on hand at the appointed time. He will often pay you rather than let you think he has broken his word. Whereas if you are an hour or a day late he has an excuse, and blames you, thus

justifying himself in keeping you waiting indefinitely. It would be a great saving to all concerned if each would supply the other in his own town with a list of those he has found to be slow payers and dead beats.

3rd. Regarding the best paying system of advertising.

It always pays to be a liberal advertiser in the local press, providing your advertisements are not of a stereotyped character. Make writing advertisements a special study. Dont make exaggerated statements. Dont blow—say all you can for your goods that can be done truthfully. Customers once deceived by an advertisement are chary of trusting you again in anything you may say. Change your advertisements often, every week if possible. Call attention to new arrivals of goods, and new books, and special values you have to offer. Circular letters, posted or delivered, are considered by some as a good means, but the expense is greater, and the results are not as satisfactory as the amount judiciously placed in your papers. Circulars should be used when you desire to keep your competitors in ignorance of what you are pushing. Short lists of books, with a short criticism or testimonial to each, sells many books when enclosed in letters or parcels. Gummed tickets put into books or goods have been found of value. Much money is wasted in injudicious advertising. Handbills, posters, hotel registers, and programme advertisements do not usually prove profitable to booksellers, or for that matter to any one else. No little attention is given to them by the public. The sum of \$75 to \$100 should not be too much to spend annually in advertising for small dealers, or double that amount for those doing a \$12,000 to \$20,000 trade, but we can lay down no rule. Advertising should also be seasonable, for instance at the present time, books for summer reading should be effectually pushed.

A writer and close observer of the latest mode of advertising says:—That in no department of the modern trade paper has there been greater and more marked improvements shown than in the field of advertising. There is a greater display of taste and literary style in the composition, and an evident effort is made to appeal to the intelligence and refinement of the reader. This is seen not only in the advertisements of the large mercantile establishments where trained skill is employed, but as well in the three line "ad." which for terseness and directness of style, can lay claim to great literary merit. Advertising is fast becoming an art; and its development may yet lead to the establishment of training in business colleges. A product of the present stage of the art is the advertising writer, whose specialty is the preparation, upon the scientific principles of advertising, of trade announcements, etc. Soon, this accessory of business will be as indispensable as the type-writer, and the presentation of all notices will be a thing left entirely in his hands. The sooner this is the case the better. The custodians of interests in which enormous sums are spent annually should be skilled men. Nearly \$25,000,000 are spent annually in the United States in newspaper advertising, every dollar of which, if used judiciously has returned a large interest to the investor.

4th. Regarding wholesale dealers supplying Mechanics' Institutes, Sunday Schools, in Towns where there are regular Booksellers, or small villages or country places within a few miles of said town, where people of said village or place usually trade as mentioned by a correspondent in April issue. A correspondent who has had experience writes: "I think wholesalers should be at liberty to supply the books to an Institute or S. School at say, 20 or 25 per cent. discount, according to size of order, and then give the local dealer credit for the difference between 20 or 25 per cent. and the trade price, and in case of country places, such as mentioned by our correspondent, we think that the wholesale house ought, in such cases, to allow the commission to the dealer in the town where said residents usually trade, on request being made. When wholesale houses supply libraries in towns or country places neighboring on a town where there is a regular bookseller should give a commission to the trade or should not expect to be patronized by the regular trade in said place."

SUMMER READING.

As the season of leisure and recreation draws near, it behooves the bookdealers to remember that their trade is no small branch of the commissariat from which the great army of summer campaigners is to be supplied. Year by year the proportion of Canadians who yield to the migratory instinct in the sultry months is increasing. The cool retreats which are popular summer gathering places in this Province alone are numerous. There is hardly a bookseller who cannot calculate upon his nearness to one of these places as an influence in his business. In his neighborhood, at all events, there will be some residents whose life during the high summer will be passed at a resort more or less distant. For these, special literary provisions have to be laid in. And not for these alone. The home-keeping public will have a relish for the same delectable reading matter. It has therefore to be supplied.

Summer is the season when mental energy is believed to be most in repose. That belief is the basis of the practice, everywhere observed, of closing educational institutions in the hot season. Public and high schools, residence seminaries, academies, and colleges are shut up, some for a longer some for a shorter portion of the warm months. Intellectual vigor is then at its lowest. This fact is as much observed and submitted to by our publishers as by our educational authorities. The literary pabulum most grateful to the summer reader is that which is assimilated with the least mental labor. It is what book-makers look upon as their staple commodity for June, July, August and September trade. This, then, is the kind of literature that dealers need to lay in.

It is not enough that books for the summer trade should be of the light sort. The exterior of such books has nearly, if not quite, as much to do with their selling as have their contents. With works intended for graver hours it matters less what the outer fashion is like, although it is not to be despised as a consideration in the furnishing of such books. But volumes that are designed to wile the hours past, or to chase away loneliness, are now invested with an outer comeliness that recruits or varies its captivating arts every year, that in short conforms to fashion. The same work as was a favorite last year may be one this year, but its outer and visible form will be new, the fresh 1890 issue of the mint of taste and fancy. The books that will circulate in the summer's trade will therefore be new as well as light.

The fact that a book is light and arrayed in the summer suit of 1890 does not furnish sufficient data to the dealer to determine buying. The book should be modish. The assayers who pronounce on all books have usually been heard from long enough before the stress of the demand is on for their opinions to guide the dealers. The repu-

tation of a work is therefore within reach to decide the dealer for or against the buying of it. The reputation of a book is often independent of its literary merit. It is dependent, however, upon popularity, which has whims that cannot be ignored by the trader. The modishness of a book, then, is what sells it. That modishness is determined by the fact that the book is in favor with people of fashion. That circumstance alone has been the cause of many books being read by people who found nothing in them that sorted with their tastes or ideas. But the trade has nothing to do with anomalous reading habits, further than to make the most money out of them.

One of the best tonics of trade is known to be novelty. It has ceased to be enough that the dealer should be able to assuage a demand that comes ready formed. The dealer who would be abreast of the times must now be able to impart a demand where there was none before. This he can do only by keeping and exhibiting what is fresh and pleasing in some new resource of attraction. He can make half the season's trade by creating half the season's demand. Therefore, it is all important that he should have the latest wares. Because they are new and fashionable they will awaken consumption that was latent. On the other hand, he who relies on old stock will find his store lacks the resource to satisfy a premeditated buying impulse, or to create one. Old stock is not the saleable property of the midsummer holiday season. Our lists, given another page, exhibit what may be of service to the trade in making summer selections.

RECENT POSTAL CHANGES.

Heretofore the publisher had no advantage over the newsdealer as a distributor through the mails of Canadian newspapers and periodicals. Matter of this sort was exempt from postage, whether it was mailed from the printing office or the newsroom. This has been changed. Hereafter our newspapers and periodicals will be carried free to the subscriber from the publishing office alone. The privilege of the dealer has been cancelled. His mailing list he has now no further use for. The effect of this will be a perceptible loss to the trade, and a considerable decline in the circulation of national periodical literature. So long as postage was free to the dealer, the publisher had an agent at every point within the district that he might consider his constituency. The many salesmen could not but greatly enlarge the list of the publisher's subscribers. Now all that work, so far as the mail subscribers are concerned, must be done by the publisher himself, for the trader will certainly not be so good a canvasser as he was salesman. The effect will therefore fall more heavily on the publisher than on anyone else. Another change, touched on in a former issue, but now modified adversely for the

trade, is that relating to the re-mailing of British newspapers and publications. Some time ago Canadian news dealers were given the privilege of re-mailing such matter free, if they had received it by mail from Great Britain. The American dealer, however, was not exempted by that change from the postage of 1c. a pound. The modification referred to is the condition that such re-mailing shall be direct to subscribers. A large wholesale dealer can not fill orders to retailers, therefore, without paying 4c a pound of postage, even although the matter did reach him by direct postal carriage from Britain. This change not merely neutralizes, but overwhelms that which put the American dealer under the requirement of paying the American postage rate of one cent a pound. The comparative terms are much more to the advantage of the American importer than they were before the free re-mailing privilege was granted at all.

It may turn out, however, that reactionary legislation on the part of the American Congress will correct the disability. The House Committee on Post offices has concluded to report in favor of a bill to re-classify "libraries" and periodical literature as mail matter. These are now rated second-class and are carried for one cent a pound. The difficulty of determining what is matter that may be admitted under the second-class rates is what has led to this bill being brought up. The contents of Lippincott's or of Drama, for example, may according to the point of view be regarded as book literature or as periodical literature, and endless confusion result from the questions that arise in practice in the Post Office Department. The passage of such a bill, which is likely to be delayed this session, would be a good thing for the Canadian trade.

ORDERING GOODS.

If there is one thing more than another that distinguishes the inexperienced or unsuccessful merchant it is lack of system, and especially in regard to ordering goods. The stock is let run down in one or more lines until the circumstance suddenly becomes known by a call for the articles from some customer whom the dealer particularly wishes to please. Hence, there is danger that customers may be lost, because the mere fact that the stock has been allowed to run down so low augurs gross carelessness, and patrons are apt to reason that a dealer who is careless in one important respect may be neglectful of other important matters. When articles have been completely sold out, it is not always advisable to rely on freight transportation in obtaining a new supply, because of the delay that ensues, hence merchants often are compelled to have their orders sent by express at higher cost, of course, but time in such cases is of the greatest moment. The increased cost of express transportation grievously handicaps the neglectful dealer in competition with more businesslike and

systematic rivals, and a few such lessons generally teach him better methods. Such unpleasant experiences might always be avoided by adopting a simple and inexpensive system of keeping run of the stock. A blank book should be procured in which to enter all articles in stock as they are getting low. Whenever the usual time for replenishing the stock comes around or whenever the traveling salesman looks in for orders, a glance at the stock book will show at once what goods are likely to be needed; if the merchant will then go to his shelves containing the articles noted in his stock book, he can tell just what quantity to order. The wholesale firms, of necessity, are very particular in regard to keeping run of stock. Each department is furnished with a separate stock book, which is made up every morning; hence a salesman, by referring to the record, can instantly gauge his ability to fill orders. So complete and exact a system is perhaps not needed in the general run of retail establishments, but unless the retail merchant adopts some kind of a system of keeping track of stock, and rigidly adheres to it, he will not only be at a disadvantage compared with competitors, but run the chance of losing trade.

Merchants who order frequently, and in small quantities, goods to be shipped by rail, can afford to take advantage of the low freight rates at "owner's risk," but where shipments are made in large quantities, "carrier's risk," rates may be really the cheapest. When ordering goods by water transportation, it is generally advisable for merchants to instruct their jobbers to insure the goods.—Merchants' Review.

AVOIDABLE CREDIT.

The credit system is undoubtedly a great convenience to those who have not ready money. But the sense of convenience is not the sole cause that moves customers to undertake future engagements. Of the large amount of credit given every year, of which the considerable unredeemed portion comes to the trader as loss, not all is to be laid at the door of the buyer's pertinacity. The credit system is regarded as a convenience by the buyer, but it is also held to have advantages for the seller, and the latter makes the most of them. The proportions to which the system has grown in these times are therefore an outcome of a recognition on the part of both buyer and seller that the thing is of service. Whatever loss the latter suffers through it is partly chargeable to his unsolicited granting of it. The policy which leads the seller to cultivate credit is the development of trade. Of course, the customer upon whom credit is urged is selected, he is supposed to be prosperous and honest. He is offered credit because the dealer wants trade which the present lack of cash tends to hinder. It is certain that a great part of our purchases are not prompted by necessity. There are many stimulants to

trade beside the sense of need in the consumer. The trader promotes business by a judicious display of his wares. There are hundreds of thousands of dollars worth of goods sold in a year, which are sold at the suggestion of the dealer rather than in response to the demand of the customer. One mode of suggesting, as we have said, is display. There are many other modes, but the one specially in mind here is the suggestion of credit. This is very generally thrown out to eligible customers by the dealer. Such customers are prevailed upon to buy on the strength of the confidence the dealer has in them. They buy what they did not purpose buying, simply that the dealer may do business. Their credit may be good, but it is too often bad. There is therefore a percentage of loss from such trade. We believe in dealers using the arts of salesmen to induce trade, but the inveigling of a man into a credit account is not a praise-worthy mode of promoting business. It is likely to become a habit with the dealer who gives any countenance to it, and who finds a few cases of proffered credit to be productive of sales and to be satisfactory in payment results. As a habit, however, the thing would be apt to demonstrate its own impolicy, for a man would thus establish a business of which the strong inducement to customers would be the easily obtainable credit it offered, and thus such a business would soon fall under all the evils of a credit system. Further, where credit is easily got it is often lightly regarded and often violated. Credit will continue to exist in the business world, but much of the evil of it will be removed when none is given that is not asked, and when only part of what is asked is given.

WHAT IT COSTS TO SECURE A NEW CUSTOMER THROUGH ADVERTISING.

All mercantile trades depend largely for success on their ability to catch customers, and from the "barker" in front of a clothing store, to Sapolio in the street cars, the effort engages many fishers for men.

The cost of catching one new customer for any branch of goods varies greatly, says the Dry Goods Chronicle. It is conceded that the proprietors of Pears' Soap, Sapolio and such articles expend from four to five times the gross amount of the first sale in order to effect it. An outlay of \$1 to sell 20 cents worth of soap to a new family is not unusual nor is it unprofitable if the customer is held. The cost of securing new stores to handle such goods is greater just as the result when attained is relatively more valuable.

Sixty millions of people—divided by seven makes about 8,500,000 families—these again are supplied with every necessary of life by an average of one store to fifty families. We refer to stores where everything from a needle to a wagon is sold.

"Urban and rural divisions of population again alter the case. One-quarter of the

people of the United States live in cities—the remaining three-quarters on farms or in the open country. So the cities are supplied by about 100,000 groceries, and the country by about 150,000 general stores.

"Is not the shortest road to the great public the lesser factor—the store at which it deals? Not alone are the supplies drawn from the country store—it is a store-house of opinions, a bureau of information, in it the post-office is located, and the storekeeper himself is the leading man of the town. What a genius he is! He trades for cash, or for credit, or for barter. He draws his stock from the great cities and is in turn a large shipper of produce, cotton, wool, butter, eggs, dried fruits, hides, and countless oddities from fish sounds to ginseng, to the city markets. He is a town burgess, director in the bank, and at church at least choir leader, if he is not superintendent of the Sunday-school. His fame is generally known and his advice eagerly sought through the country. If he indorses anything—it goes.

"There is such a thing as a trade press, but three-quarters of them are mere advertising sheets, filled with puffs and long-winded market reports of no earthly value to the retail dealer, and besides have little circulation other than among their advertisers.

"Select a trade journal of character and standing that reaches the trade. Talk direct in it, word your advertisement to the point. Show dealers the advantage and profit in handling your goods and they will buy from you."

A common practice among retail traders is that of offering "leaders" to the public in the hope of obtaining additional trade which will compensate for any loss sustained by the low figures at which the "leader" must be sold in order to be an inducement. This custom, for so common has the practice become that it may well be termed a custom, is one which under ordinary circumstances is of doubtful merit and the merchant often realizes this after he has discovered that the expected business has not materialized. A retail dealer who offers special inducements or bargains or sells goods under any other alluring combination of phraseology will be patronized without a doubt, but the customer will in nine cases out of ten confine purchasing to the "below cost" goods and it is not to be expected that the tenth patron is going to make up by heavy purchases of other wares the loss sustained on the sales. The safest policy of which to conduct business would seem to be on an even basis of profit. Careful computation will reveal just the percentage required to meet expenses and pay a fair interest on invested capital and there is much less danger of coming out at the short end by pursuing this course, then when stock is being constantly sold at figures unprofitable in the speculative hope of drawing custom to high priced goods, upon which a profit above the average is expected.—Grocer and Country Merchant.

PROPOSED HIGHER RATES OF POSTAGE FOR PERIODICAL BOOKS.

A postage bill is now pending in the House of Representatives, which promises if it becomes a law, to serve as a wholesome check on the publication of poor literature. It provides that all publications purporting to be issued periodically, and to subscribers but which are merely books, or reprints of books, issued complete or in parts, bound or unbound, sold by subscription or otherwise, shall be subject to postage at the rate prescribed by law for third class matter, and not as at present by the rates of newspaper postage. If passed, this bill will increase the postage bill of certain firms, which are not in the habit of paying copyright, 800 per cent. It is naturally arousing organized opposition. There are no financial interests to give it organized support.

Fortunately the examination of the working of the present law furnishes proof enough of the wisdom of changing it. To gain the advantage of newspaper rates the publishers of cheap literature issue their novels with all the regularity of a newspaper office. One of these publishers if no more, turns out six new novels a week during the fifty-two weeks of the year. Under such a system, if a good story is not forthcoming, a bad one takes its place; if a saleable one is not to be had, an unsaleable one is sent through the postoffice. It is better to sink a few hundred dollars in an unmarketable book than forfeit the postal privileges. In this way many a volume finds its way into print, not from any merit of its own nor to satisfy any demand of either good taste or bad taste. When once published it finds some buyers, and when once bought finds some readers. Thus the present postal rates have aggravated our over-production of bad books while displacing good books.

The taste of the reading public is much better than the bloated book-market of today would indicate. The mass and character of our present cheap literature is due in large measure to the accidents of trade. Paper has been a drug on the market. Our "popular libraries" have therefore been a beneficial junk shop to paper manufacturers. But for cheap paper, cheap works must be found, and in the present condition of our copyright laws the most vapid English production is better from a mercantile point of view than most American writing.

There is no possible danger that our books will be above the tastes and beyond the means of the reading public. We shall always have light literature for the mentally tired, sensational literature for those whose tastes demand it, and, let us hope, cheap literature for us all. But let it be literature, not surplus paper hurried through the presses; let it be such literature as we want not such as the publishers can get for the least money; and may every book be published to sell and not one published as a de-

vice for saving postage. This last change is in itself worth having and the bill which promises it worth fighting for.—From the Commercial Advertiser.

ARE FREE SCHOOL-BOOKS DESIRABLE.

In answer to an inquiry for statistics concerning the advantages of supplying school-books by public taxation as against the system of private purchase, we received recently an interesting letter from Messrs. Van Antwerp, Bragg & Co., which we take the liberty of printing, as it contains information not generally accessible nor widely known:

As publishers of school-books, it does not make any material difference to us who our customers are, whether they are States, counties, cities, towns, or private dealers, but the question of books supplied by public taxation is one that, as citizens, we are interested in, and as persons connected with the publishing business, we are familiar with all the facts surrounding the question.

So far as we know, the law passed the Legislature of Massachusetts without contest or discussion, and since the passage of the act there have been great efforts to justify the law by the showing of cheapness, and the comparing, with assertions wholly groundless, regarding the expense of supply under terms of open competition and sales by private dealers. If Massachusetts expends 67 cents per year for the text-books of each child, her expenditures are at least one-sixth greater than ever were proven under the system of private purchase. There are some States and some communities which are supplied with special books in such a manner as to enable publishers to know absolutely the quantity supplied. The statistics from such States show that the average expenditure per pupil is less than 50 cents per annum. Again, the ratio of school-children to the total population is an item of information furnished by the census reports of 1880. The total population is also given. The total school-book production at that time was about \$5,000,000. From this data, it is easy to estimate the average expenditure for the United States, which is again found to be less than 50 cents per pupil. We have never seen any figures showing a higher expenditure than these for each pupil, except such as were based merely upon the estimates of those who were wholly unfamiliar with the subject—wild and extravagant guesses of men who had their own ends to serve and who were fostering some scheme for their own private advantage. For example, when the bill was pending in Indiana last winter, assertions were made that millions of dollars' worth of school-books were sold in that State each year, and it was claimed that we sold the majority of them. By an examination of our books, we were able to take oath that our sales for the entire year to the dealers in

the States of Indiana for the year preceding the date of this assertion were less than \$98,000. Under their new law, which was passed by the reckless use of such assertions both in the newspapers and in the legislative chambers, the expense thus far to the people directly has been two or three times this amount, and the expenses for the officials' fees and salaries for carrying on the business have been fully as much as the total expenses for books in the previous years.

We do not know where authority was obtained for the statement that the average expense in Massachusetts was 67 cents. The city of Springfield, last year, according to the reports of city expenditures given in the Springfield Republican, spent an average of 80 cents for each pupil in the common schools. Other towns in the western part of Massachusetts make equally as bad showing.

Now if, under the free book system, the average expenditure for school books extends from less than 50 cents per pupil to 67 cents or 80 cents per pupil, and the school attendance is, as is claimed, largely increased, it is manifestly to the interest of school-book publishers to have laws passed for free books, but we honestly believe that such laws would be injurious to the best interests of the people.

It is not possible that children shall be taught to take as good care of public property as they will of their own private property. It is not possible that the same habits of cleanliness and neatness can be enforced if dirty, half-worn, disease-infested books are placed in the hands of the children. The report of the Health Officer of the city of Boston, for last year, certified to the increase of contagious diseases from the use of free school-books. It is entirely proper that the State or community shall pay all such expenses as are necessary, and as are common to all the children in school. Such expenditures include the cost of the building its furniture, apparatus, and material used in connection therewith, such as fuel, chalk, maps, charts, globes, books of reference, and other material, but when it comes to the purchase of such articles as are intended for the particular use of each child, we do not see wherein a line can be drawn between all the articles that are essential for the child's attendance at school. He must have clothes and shoes as well as books. He must have food as well as books. These are equally essential to the child's attendance, and the books are the smallest item on the list. Why should one be procured at the expense of the State, rather than the others? It seems to us, indeed, that the commencement of this public support of children will lead step by step to the complete support of all who shall desire it. If the parent is entitled to receive school-books for his children for their use in school, why not other articles that are equally necessary?—Publishers' Weekly.

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DAVIS & HENDERSON, 84 Bay St., Toronto.

The person who goes into the dry-goods stores to buy books doesn't find the same learned clerks that he does in a genuine book-store. "Have you Arnold's poems?" asked a thin-chested young man in —'s yesterday.

"Arnold's poems?" answered the fair girl. "Let's see, Mr Snipley, have we Benedict Arnold's poems?"

The thin chested young man was taken with a chill and had to be sent home. — Buffalo Courier.

A female rustic lately entered a bookseller's shop in a cathedral city in the west, and asked to see some sixpenny novels. After turn-

ing over a number of them, she suddenly petrified the bookseller by observing, "I see you have Shakespeare in the window, is that a good one?"

At the foot of several of collecting agency's yellow bills on the fences about Kingston is a note in manuscript, in which the writer gives the name of a merchant from whom he got goods, and states that the goods were not what they were represented to be. A suit will be the result.

Soap and water are cheap, but soil on goods is expensive.

Restore goods to their proper places as soon after using as possible.

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RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 20th of each month to ensure insertion in the current month's issue.

THE MAN FROM MANCHESTER. By Dick Donovan. Toronto: The National Publishing Co. This is the first essay of the ingenious writer of detective stories to carry out a plot of sustained length. His other works are popular, but they are short. In this one the reader will find a beguiling narrative of detective ingenuity and nerve.

A BORN COQUETTE. By Mrs. Hungerford. Toronto: The National Publishing Co. This is another of the clever works of "The Duchess." The Irish element in the story is well handled, and from the combination of wit, pathos, pride, and poverty, the authoress weaves a most entertaining bit of fiction. Dealers will find this a taking summer book.

THE BAFLED CONSPIRATORS. By W. E. Norris. Toronto: Wm. Bryce. This is likely to be a popular holiday book. It is a history of a Bachelors' Mutual Aid and Protection Society, which a professed misogynist organized out of a coterie of young men. The book abounds in bright passages of repartee, and is specially suited for whiling away a couple of hours agreeably. The price of it is 30c.

THE RIVAL PRINCESS, by Justin McCarthy and Mrs. Campbell-Fraed, is a London romance of to-day. It will be found a very interesting novel. There is a little of the old mellow flavor of Scott's manner in it, which may be largely due to the heroine being a Stuart. The work seeks to show the part played by woman in the politics of the day to be no inconsiderable one, as one of the cardinal grounds of interest in the story is the career of an ambitious woman who is an arch-intriguer. It is published by the National Publishing Co., Toronto.

"THE CORSICAN BROTHERS." A TALE OF CORSICA, published this day by T. B. Peterson & Brothers, Philadelphia, in "Petersons' New Twenty-five Cent Series," is the original work, by Alexander Dumas, from which the Popular Play of "The Corsican Brothers" was dramatized. It is one of the weirdest and most thrilling inspirations which ever came to a fertile brain. Its key-note is the supernatural communication between Louis and Lucien de Franchi, twins, whose personal resemblance is so great that they cannot be told one from the other. Corsican customs, particularly the vendetta, are exhaustively dwelt upon. The scene is first laid in Corsica and then in Paris, and the amazing narrative is one continuous round of absorbing interest. Dumas' study of the singular brothers is complete, and he has drawn them with such firm and natural strokes that they stand out in the novel like actual, living per-

sonages. "The Corsican Brothers" is destined to great popularity. It is published at the unprecedented low price of Twenty-five Cents a copy.

FRUITS AND HOW TO USE THEM:—By Mrs. Hester M. Poole. 12mo, pp. 242, cloth, \$1. Fowler & Wells Co., 775 Broadway, New York. The work tells how to put fruits on the table, and how to prepare the various forms, baked, stewed, canned, jellies, preserving, etc., and how to prepare puddings, pies, sauces, cakes, ice-cream, etc., dealing not only with new ways of using well-known fruits, but bringing into notice many fruits somewhat unknown or that have been deemed of but little value. The hundreds of delicious desserts that are described make the old-fashioned crusty and heavy contrivances that are deemed so essential to the completeness of a meal appear unnatural and dyspepsia-breeding. The volume is neat and compact in form and in style, and the arrangement shows the hand of an experienced writer on topics affecting the home and family.

THE POCKET ATLAS AND GAZETTEER OF THE DOMINION OF CANADA, which we referred to as in course of preparation some time ago, is now ready for distribution to the trade. In its compact proportions, the volume of its contents and the arrangement of its matter, it resembles its predecessors in the admirable series to which it belongs. Like the other members of that series, it is the work of the famous geographer, J. G. Bartholomew, F. R. G. S. etc., whose special qualifications have been supplemented by those of an able Canadian reviser, Dr. Harper, of Quebec. These names should be guarantees of the excellence of the work. An examination of it, however, shows that its intrinsic merits are sufficient to make a standard of it, independently of the props of eminent names. It is divided into four parts, an introduction, the gazetteer, a statistical department, and the atlas. The Gazetteer is most detailed. The very smallest place in Canada or Newfoundland is noted, and particularly referred to some physical, municipal or political relation, and statistical information added where possible, as of the length of rivers, the population of villages, etc. Very many of the articles contain a reference to the Atlas. The Atlas is made up of thirty six maps, all distinct and full, each map divided transversely and vertically into sections, which make the references of the letter press easily turned to. The book is a more comely volume than any of its fore-runners in the series. On the back it bears the arms of Canada very handsomely blazoned. It will command a large sale. The publishers, Messrs. Hart & Co., Toronto, are filling orders every day.

The illustrated catalogue of the Richard K. Fox purchasing and supply department of sporting and gymnasium goods, is a very full repository of information for the dealer.



MAY 29, 1890.

DEAR SIR,—To say that I am pleased with BOOKS AND NOTIONS, would be a feeble way to express my thanks to you for your efforts on behalf of our trade. You are doing good work, and I can tell you that the trade appreciate it. I send you enclosed one dollar as my subscription for this year.

Referring to an article in the January number, advising the cultivation of friendly relations among the members of the trade in each town, and suggesting the formation of local associations for the regulation of prices, expenses and other matters of common interest to dealers, I may say that I am earnestly with you. I know that in my own case my acquaintance and friendship with my competitors has been a source of both profit and pleasure to my competitors and myself. I would not be in any business in which it was necessary to quarrel or even to fight shy of others in the same line. In business I like a good square stand up fight without malice or ill will, and one in which my opponent can say when I am done, that I did not do a mean or underhand action all the way through, and that he can shake hands with me after it is all over.

You have my best wishes for continued success.

Yours very truly,
S. W.

REPLY PROMPTLY.

"I always make it a point," said a manufacturer, the other day, "to reply to every communication of a business nature addressed to me, if couched in civil language. Courtesy requires that I should. Time and time again I have been reminded by new customers that I was remembered through correspondence opened years before. Silence is the meanest and most contemptuous way of treating any one.—Book-Keeper.

The merchants of St. Catharines are up in arms over the latest depredations of a plate glass vandal, who has eluded the vigilance of the police for the past three years, and succeeded during that time in disfiguring more than half the plate glass windows in the city. Evidently from the nature of the cuts and scratches, a glazier's diamond was used. A plate glass window in Oak hall shows a cut fourteen inches long, clean through the heavy plate. The plate glass window of Juke's drug store is completely ruined by a similar cut, fully twenty inches in length. Several merchants have clubbed together, and offered one hundred dollars reward for the arrest and conviction of this scoundrel.

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We direct particular attention to the Christmas Numbers of the

Illustrated London News, London Graphic, Figaro, Lady's Pictorial, Holly Leaves and Yule Tide,

As we are promised they will far surpass all previous issues.

We wish to remind the Trade that our exclusive arrangements with the Publishers for ADVANCE SUPPLIES enable us to publish in Canada simultaneously with London and Paris, sufficiently long before Christmas as not to interfere with the sales of Holiday goods.

To ensure early and prompt delivery, orders should be sent us AT ONCE as we were unable last year to fill all the orders received.

Almanacs.

American; American (cloth); Bow Bells; Cassells'; Clipper; Canadian; Canadian (cloth); Fun; Grip; Illustrated London News; Judy; Punch; Rimmel's (Perfumed); Whittaker's; Whittaker's (Cloth).

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Art Annual; Bow Bells, Christmas Number (Double); Boys' Own Paper, Christmas Number; Girl's Own Paper, Christmas Number; Good Words, Christmas Number; London Society, Christmas Number; Puck; Sunday Magazine, Christmas Number; Tom Hood's Comic Annual; Young Ladies' Journal, Christmas Number (Double).

Christmas Illustrated Papers.

Chatterbox Xmas Box; Father Christmas; Figaro (French); Figaro (English); Globe (Toronto); Illustrated London News; Illustrated Sporting and Dramatic News, (Holly Leaves); Lady's Pictorial; London Graphic; Montreal Star, Christmas; Pictorial World; Paris Illustre, (English); Paris Illustre, (French); Penny Illustrated (Christmas); Queen; Saturday Night (Toronto); Yule Tide.

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Boys' Own Paper	Wholesale, \$1.60
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THE TORONTO NEWS COMPANY,

42 YONGE ST., TORONTO.



It is the early edition that catches the book worm.—Texas Siftings.

Bowmanville Dobson, A. R., books and stationery, burnt out, partially insured

An error in an Ottawa despatch is accountable for the statement in our last issue that the duty on beads had been reduced to 20 per cent. The duty remains 35 per cent.

Upon another page Mr. A. Rayner, Portage La Prairie, advertises his business for sale. Ill-health in his family leads Mr. Rayner to contemplate retirement. The business is said to be a very good one.

Messrs. I Suckling & Sons will issue in two weeks a volume of patriotic songs. They have been arranged by Mr. Martens whose editorial work in the University Song Book was so acceptably done.

The Anglo-Canadian Music Publishers' Association has added to its list a new piece, which is apt to have a long run, as it has now a strong one. This is "The Angel's Promise," a song of which the music is the work of A. H. Behrend.

By arrangement with Walter Scott, London, Scribner & Welford, 7435 Broadway, New York, have sole rights in the United States for the Contemporary Science series; and for Ibsen's Plays, authorized translation edited by Wm. Archer.

Let no man drain his business to support an outside object, or let his mind wander to other lines of making money, for it will be speedily felt. This has been the source of failure in numberless cases. The most successful man is that one who devotes all his thoughts and energies to his legitimate occupation and sticks to it.

Give your store a bright and shiny appearance. Lay your books as artistically as possible, as often a pleased eye makes customers. Publishers are doing their part in helping retail sales by judicious advertising and beautiful covers. Large type and heavy paper distinguishes the new from the past make-up of light fiction.—Newsmen.

Messrs. J. Suckling & Sons are forward as usual with the latest music. Three strong favorites are "Rever'd'Amour," "Entre Nous," and "As you like It." The first is a waltz by M. A. Torrance, and is deserving of the popularity it enjoys. The second a gavotte, by Signor E. Rubini, is selling well, and the third, a polka, is a bright sparkling bit of music.

The Religious Tract Society, 56 Paternoster Row, London, announces with regret the retirement, through failing health, of Mr. Joseph Tarn, who for so many years has been Cashier of the Society; and at the same time have the satisfaction of notifying

the appointment of Mr. Henry G. Pinn (hitherto the Society's Accountant) as his successor, to whom all business orders should be addressed, and checks, drafts, etc., made payable.

At a meeting of the Employing Printers' Association of Toronto, the following motion was unanimously passed:—Moved by Mr. Daniel Rose, seconded by Mr. W. A. Shepard "That Paper Makers' and Dealers be asked to make all reams of paper 500 sheets to the ream, and that the Secretary duly notify them by circular of such motion having been passed."

Henry D. Wilson, manager of the circulation department of the Cosmopolitan Magazine, writing to BOOKS AND NOTIONS, says their Canadian business continues to grow very rapidly. It is a fact not generally known among American publishers that Canadians are much greater readers than are Americans. Very few of their papers for instance have the comparatively large circulation of those published in Canada.

Messrs. Whaley, Royce & Co. are doing a good spring trade. Their "Imperial" band instruments have equipped many new organizations, and are in demand with established bands who lay in any new pieces. The run on the "Duplex" drum began in earnest a month and a half ago and has been kept up by several orders per week since. Their new polka "Move On," by Charles Bohner is having an unusually large sale all over the country. It is deservedly popular.

We would call the attention of readers to the advertisement in another column of Davis & Henderson, wholesale stationers, account book manufacturers, book binders, and envelope makers, who have removed to their new premises No. 54 Bay street, Toronto. We have been through their establishment, and find a large and varied stock of stationery, and their manufacturing department is thoroughly equipped with all the latest and most improved machinery, and we think we may justly say that they have one of the best business houses of this kind in the Dominion.

An indispensable adjunct of a modern business office is a copying-press. System and caution requires that all letters or business records transmitted to others should be preserved in fac simile. Messrs. Hart & Company have now a style of press on sale that should be a good article to keep in stock. It is The Anchor Portable Copying Press. There are two forms of it. One, including book, sells for \$3.75, the other for \$4.75. Its cheapness and portability are both strong selling circumstances. We expect to be able to exhibit cuts in next issue.

The organization of the Sarnia Board of Trade was completed at a well attended meeting held in the council chamber, on the 20th inst. Mayor Watson occupied the chair. The constitution drafted by the committee appointed at last meeting was read by the

secretary and adopted with slight alterations. The following were the officers elected by the Board:—Thomas Kenny, President; Jas. King and Thos. Symington, Vice Presidents; T. W. Nisbte, Treasurer; T. M. Donnelly, Secretary. Council, C. S. Ellis, Dr. Johnston, John Lowrie, T. Doherty and G. H. Griffin.

The Religious Tract Society, 56 Paternoster Row, London, England, signifies in a circular sent to the trade the terms it proposes to fill orders upon. The publications listed in its catalogue will be invoiced to dealers at 25 per cent. less than the prices appended in the catalogue, and an extra 10 per cent. is allowed for cash. Accounts are opened upon reference being furnished to two respectable London houses. Payments are due quarterly, and to secure the extra discount, they must be made within a month of the last day of the quarter. Catalogues and prospectuses are sent free to all applicants.

A Cable to the N. Y. Tribune says that "By order of the Czar" is published in Lovell's International Series by the author's consent is flatly contradicted by the author himself. Mr. Hatton complains that this statement has seriously interfered with his own arrangements for a special American edition, and declares that his consent was neither asked nor given. He adds: "With the establishment of piracy as a regular business in the American book trade, there appears to have sprung up a game of bluff, which would be amusing if it were not tragic." This statement is entirely false as will be seen by the following letter from the American representative of Mr. Hatton's agents, Messrs. Tillotson & Son, to the John W. Lovell Co., under date of May 12th, 1890:—"Our New York books show that Mr. Tillotson sold the United States rights to you of 'By Order of the Czar' during his 1888 visit to this country. The right to Canada was sold to you on April 11th, 1890."

Tuck's cards and booklets are increasing their already wide away over the taste that makes the winter holiday trade. They have come to be looked upon as a great circulating medium of Christmas and New Year sentiment. Messrs. Warwick & Sons, who control the sale in this country, have had their travellers on the road the past few weeks staking out the limits of the Christmas trade. These report a stronger tone than they ever found exhibited in the demand so early in any former season. That the cards were popular had been satisfactorily evident from the trade of previous years, but there had been a reserve about the buying which has now disappeared. The reason for that reserve was the high prices, and the reason for the disappearance of it this year is the reduction of those prices. That has given the stimulus to buying which was wanted. The samples of this year's cards and booklets are as taking as ever. The fancy of the designers, however, as usual, turns on an entirely new axis from that which was the pivot of a year ago.

A SORT OF STATIONARY TRAVELLER.

A Franklin county farmer has been a sort of stationary traveller. He was born in 1819 in New Vineyard, which was then in Kennebec county, Mass. The next year Maine became a state, and afterward that part of New Vineyard was set off into Industry, Somerset county. When Franklin county was formed Industry was made a part of it, and since then that corner of Industry has been annexed to Farmington. Thus it happens that Mr. Charles Graham, of Farmington, Franklin county, Maine, who is 71 years old this month, has always lived where he was born, and yet he has lived in Massachusetts, in Industry, and New Vineyard, and in Somerset and Kennebec counties.

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



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If persons who have been induced to purchase the "Ancient Edition" by any misrepresentations will advise us of the facts, we will undertake to see that the seller is punished as he deserves.

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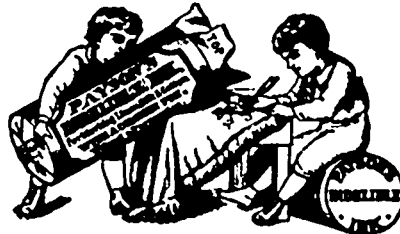
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5349. Dyspepticure. A work on Dyspepsia. Charles K. Short, St. John, N. B.
5350. How can I bear to leave Thee. (Song.) Words by G. Hubi Newcombe. Music by J. L. Molloy. Chappell & Co., London, England.
5351. Gladly, Suite des Valses par H. H. Godfrey. A. & S. Nordheimer, Toronto, Ont.
5352. Stanley, and his Heroic Relief of Emin Pasha, by E. P. Scott. (Book.) Wm. Bryce, Toronto, Ont.
5353. Entre nous. Gavotte pour Piano, par Signor E. Rubini. I. Suckling & Sons, Toronto, Ont.
5354. The Canadian Guards. Patrol March by E. Fralick. I Suckling & Sons, Toronto, Ont.
5355. The Fire Underwriters' Text Book. Second Edition by J. Griswold. Richard Wilson Smith, Montreal, Que.
5356. Church's Mineral Map of Nova Scotia. Ambrose F. Church, Bedford, N. S.
5357. The Commercial Agency Register for the Province of Quebec and Maritime Provinces. Chaput Freres, Proprietors, Montreal, Que.
5358. La. Lettre, ou Lecons de Style Epistolaire a l'usage des Ecoles Primaires, par Mademoiselle A. Germain, Quebec, Que.
5359. Brighter Spheres, by Spiritus. With an Introduction by E. J. C. Ernest John Craigie, Montreal, Que.
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5361. Beatrice, by H. Rider Haggard. Wm. Bryce, Toronto, Ont.
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5363. A Half-Score Years in Toronto. Clarkson M. Canniff, Toronto, Ont.
5364. A Vexed Inheritance, by Annie S. Swan. Wm. Briggs (Book Steward of the Methodist Book and Publishing House), Toronto, Ont.
5365. Equal Rights Words and Music by Alfred Carter, Toronto, Ont.
5366. Prospectus and Plan of the Pioneers of American Unity. Elijah Kitchen Barnsdale, Stratford, Ont.
5367. Mackay on Fire Insurance, which is now being preliminarily published in separate articles in The Legal News, Montreal, (Temporary Copyright). James Kirby, Montreal, Que.
5368. The Angel's Promise. Song (with violin obligato). Words by Frederic E. Weatherly, Music by A. H. Behrend. The Anglo-Canadian Music Publishers' Association (L'd), London, England.
5369. Sanderson's Advertising Chart. Stanley Sanderson, Toronto, Ont.
5370. Song of Spring, by Byron C. Tapley, St. John, N. B.
5371. Map of the City of Toronto and Vicinity; Mimico, Etobicoke Tp., York Co., Ont. Charles Edw'd Goad, Montreal, Que.
5372. The Doctor in Canada, His Whereabouts and the Laws which Govern him, by Robert Henry Wynyard Powell, M.D., Ottawa, Ont.
5373. A Born Coquette, by The Duchess. The National Publishing Co., Toronto, Ont.
5374. Photograph of George Tyndale. Geo. Tyndale, Toronto, Ont.
5375. Woe's me—Woe's me. Words by Thos. Campbell, Music by Clarence Lucas;
5376. I remember. (Song.) Words and Music by Wm. M. Hutchision;
5377. Sunset Pictures. (Song.) Words by Effie Ayling, Music by Edward St. Quentin.—A. & S. Nordheimer, Toronto, Ont.
5378. L'Indicateur de Quebec, St. Sauveur et Levis (The Quebec, St. Sauveur and Levis Directory) 1890-91. T. L. Boulanger et Fd. Marcotte, Quebec, Que.
5379. Rose of England Lancers. Arranged by Edmund Corlett, Toronto, Ont.
5380. The Women's Guide. Margaret A. Abram, Hamilton, Ont.
5381. The Judicature Act of Ontario and the Consolidated Rules of Practice and Procedure of the Supreme Court of Judicature for Ontario, with Practical Notes, by George Smith Holmsted and Thomas Langton, M. A., L.L.B., Toronto, Ont.
5382. By Canoe and Dog-train among the Cree and Salteaux Indians, by Egerton Ryerson Young (Missionary). Wm. Briggs (Book-Steward of the Methodist Book and Publishing House), Toronto, Ont.
5383. Map of Brockville, or the City of the Thousand Islands. Neville Bentley Colock, Brockville, Ont.
5384. The Exhibition Score Card. Thomas H. Smelt, Guelph, Ont.
5385. Gospel Tent Hymns. Edited by Rev. R. C. Homer, B. O., Ottawa, Ont.
5386. The Retail Dealers' Protective Union Reference Book, Toronto, Ontario, 1890-91. George Giles and William John Equi, Toronto, Ont.
5387. Tontine Rotation Table. (Print);
5388. Tontine Co-Operative Payment Plan Contract. (Print). — Raymond Walker, Toronto, Ont.
5389. Move On. Polka, by Chas. Bohner;
5390. Imperial March, by H. L. Clarke. —Whaley, Royce & Co., Toronto, Ont.
5391. Canadian Home Rule Herald, No. 1, 1890. George Douglas Griffin, Toronto, Ont.
5392. The Shield and Beaver and the Floating Globe. (Print). The Canadian Pacific Railway Co., Montreal, Que.
5393. Real Estate Memo. (Print.) Emma E. Hertz, Toronto, Ont.

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300. The Baffled Conspirators, by W. E. Norris. (Book.) Wm. Bryce, Toronto, Ont.
301. Three Notable Stories, Love and Peril, by The Marquis of Lome, K. T., To be, or not to be, by Mrs. Alexander, The Melancholy Hussar, by Thomas Hardy. Wm. Bryce, Toronto, Ont.
302. The Mystery of Mrs. Blencarron, by Mrs. Oliphant. (Book.) Wm. Bryce, Toronto, Ont.
303. Prospectus of the work entitled: In Darkest Africa, and the Quest, Rescue and Retreat of Emin, Governor of Equatoria, by Henry M. Stanley. Sampson, Low, Marston, Searle and Rivington, Ld., London, England.
304. Illustrated Guide of Montreal. James J. Kane, Montreal, Que.

With a view to strengthening the new Toronto Board of Trade building and placing it beyond the slightest danger from further damage, some alterations will be made with reference to the chimney and ventilator. The experts that examined the chimney disagreed as to its strength. Mr. James and Engineer Jennings declared it quite safe, but Mr. Wellington, of New York, condemned it as too light at the base, that the accident had weakened it, and the board has decided to take Mr. Wellington's advice and the chimney will come down. Mr. James was unable to stay in the city and superintend the work, so Mr. Kent of Buffalo, will act in his place. The chimney will be placed outside in the area and also the ventilator. This will give more room within. The change at the outside will not amount to \$10,000. The ground floors are being tested up to five-and-a-half-tons.

Mr. Pattillo of Fitch, Pattillo & Co., of Truro, N. S., wholesale fancy goods dealers, was in Toronto the other day on his way from New York. It will probably have come under the notice of the readers of BOOKS AND NOTIONS, that this enterprising firm was last month reported as having dissolved. It now transpires that the report was entirely groundless. About a month ago, having omitted to register their firm before, they underwent that formality in the Truro registry office. A clerk of a small commercial agency known only in the Lower Provinces, took down a note using the abbreviation "D of P" "(declaration of partnership)" which was printed in the report as dissolution of partnership. To show how commercial agencies make use of facts whether authenticated or not, this mistake was copied by the Bradstreets Co., and from them by all the New York agencies, who are now contradicting the report all around. We are now assured that both members of this firm are well satisfied with each other and with their prospects for future trade, and we trust that they will not be injured in anyway by this annoying mistake.

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NOTE.—Owing to the fact that Little Annie Rooney has recently been copyrighted in Canada it is unlawful to import any more copies of the cheap edition. As our stock is therefore limited of the Song and Waltz, shrewd dealers will send in their orders early before our stock is exhausted, and the 40 cent edition is the only one left in the market.

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WINDOW DRESSING.

The following outline of the general principles of correct window dressing is reprinted from the bright little manual issued by the Norwich Nickel and Brass Works, which are the largest manufacturers of window fixtures in this country:

Color is by far the most obvious means for attracting the eye, and a window dressed in colors secures the attention of the passer almost inevitably—far more readily than any merely ingenuous arrangement in which color is absent.

Good color effects are difficult to obtain where goods of a variety of colors are used; and window dressers of the best taste and most experience favor the use of but two or three colors complementary to each other, and as a rule, grouped in large masses. Thus a most attractive and harmonious window is produced by pale blue underwear, with rose-pink suspenders as a relief—a combination frequently seen in the best New York windows. Tan and dark blue, black and scarlet, yellow and brown, are all effective combinations.

Simplicity in arrangement as well as in color is desirable. It is a safe rule not to display a great variety of articles in the same window, as a complicated arrangement usually appears confused.

The most effective windows are made by the use of designs which are not intricate, and which are usually understood at a glance. The easiest way to dress a window tastefully is to arrange a UNIT, composed of as many articles as the taste or ingenuity of the dresser may dictate; and to repeat this unit to fill one or more bars or the entire window.

Where the primary purpose is to display as many goods as possible without much regard for color, effect or harmonious agreement, it is advantageous to dress the window close up to the front, and fill it full enough to entirely cover the space. When color and form are to be considered, fewer articles may be used, they may be more widely spaced, and should be placed further back. The window should then be at least two bars, and still better, three bars deep; and from three to five bars high. It may even be still higher, but great height is undesirable, and it makes the display disproportionate, and is rarely effective; besides requiring a great quantity of goods.

Curved bars are advantageous, as they aid materially in forming a design, may be satisfactorily dressed with a very small quantity of goods, and take the eye.

In dressing a window with the purpose of getting as much show as possible with few goods, the surroundings should be carefully considered, that is, the background, the light, and the distance from the front. Concerning the latter, it may be said, as a rule, that a thinly dressed window should be arranged well back from the glass, and in that

case it should have a strong background to bring it out boldly.

A window dressed entirely to the front has no effectiveness as a whole, but depends for its effect entirely upon separate details, for the reason that it has not the requisite distance to give the eye a proper focus; but when the display is withdrawn one or two feet within the glass, the proper focus is obtained and the eye takes in the whole with pleasure. Moreover, the play of light and shade is more varied and pleasing, the light being softened and diffused.

As to light it may be said in general terms that all the light must come from the front, and that an admission of light from the rear, or directly behind the articles shown, completely ruins the effect by confusing the outlines and colors.

It becomes important, therefore, especially in an openly dressed window, that a background shall be provided for the double purpose of excluding light from the rear and sharply defining the outlines of the articles displayed; and moreover, such a background, if judiciously selected, can be made to supply an important color element in itself.

In many cases mirrors form effective backgrounds, and they concentrate the light, sharpen the outlines of the objects displayed, and greatly increase the apparent size of the window.

Dark drapery, especially of plush, forms a most desirable background, affording the best possible foil for articles relieved against it. A rich and desirable effect may be secured by arranging a brass bar at the proper height, and suspending with rings a curtain of plush, or of plum-colored, or dark wine-colored drapery silk, of the light flowing texture now so much used for the purpose. Either of these would harmonize admirably with almost any bright color placed in front of it, but in case it were desired to display goods of very dark shades, care should be used to place them close to some article of much higher tone, to furnish the required foil.

For the bottom of windows, many window dressers now use loose plush coverings, which can be changed as desired, to harmonize with the goods to be displayed. They are usually made much larger than the window, so that they can be draped over small boxes or standards placed on the bottom of the window, the elevation and wavy lines thus produced adding greatly to the effect of the goods displayed. Thus for a blue window old gold plush is used, and for a rose-colored window old blue.

The last sheet of the new postal map of Ontario, which has been in course of preparation in the chief inspector's office for the last eighteen months, has been sent to the engraver, and the map will be ready to be issued in a few weeks. It shows all the postal routes in the province, money order offices, Government savings banks, telegraph stations, railway distances between offices, etc. It is seven years since the Ontario map was last issued, and the new map will be of great utility to this important branch of the public service.

DEGREES IN ADVERTISING.

Advertising is like the Irishman's whiskey—"It is all good, but some is better."

An advertisement tacked on a fence post out on the prairie is good; some lonely traveler may accidentally see it. The same advertisement posted at a street corner is better—thousands will see it every day.

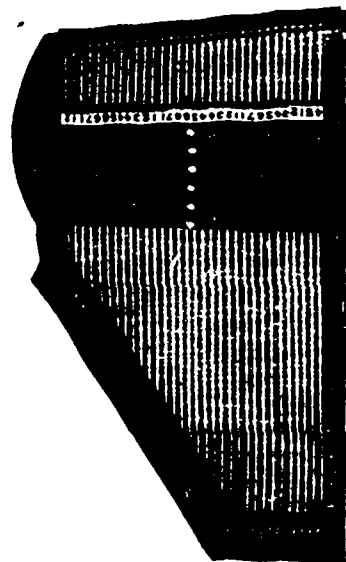
An advertisement inserted in an official or unofficial programme of something or nothing is good; the chances are a few people will see it and perhaps read it. The same advertisement placed in a newspaper is better; thousands will read it.—Wisconsin Times.

STANLEY AND HIS HEROIC RELIEF OF EMIN PASHA, by E. P. Scott, author of Lectures on Africa, Days in Antwerp, illustrated. Wm. Bryce Toronto.

BEATRICE by H. RIDER HAGGARD. Wm Bryce, Toronto. This is the last work by this prolific but highly entertaining author, while it is not destined to be as popular as some of his early works yet it is one which is selling well.

THE FIRM OF GIRDLESTONE, a novel by A. Conan Doyle, author of Micah Clarke, a study in scarlet, etc. Montreal, John Lovell & Son.—Price 30c. This novel is a very entertaining account of social and commercial life in Edinburgh and London. It should prove as popular if not more so than the previous works of the same author.

THE AUTOHARP.



The above is a cut of a new musical instrument which has become very popular and is having a large sale. It is an excellent self-teacher of harmony upon which a child can produce the sweetest melodies by simply pressing on the bars and running across the strings with the fingers. It will give full chords for singing or accompanying any other instrument, and is easily mastered. It is similar in shape to the zither having padded mutes over the strings—a player can produce a melody and accompaniment at the same time. The instrument may also be used effectively for a solo.

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