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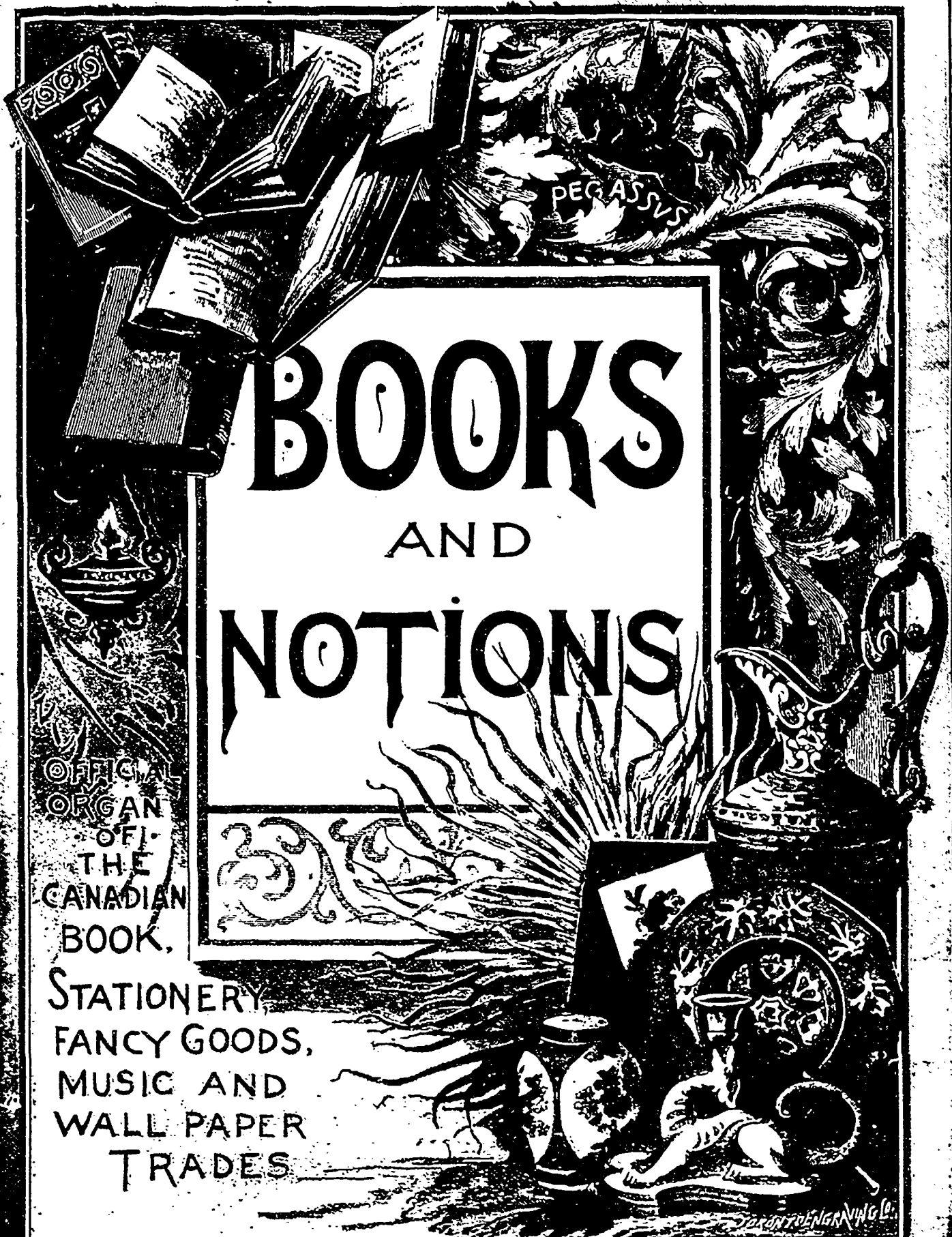
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# BOOKS AND NOTIONS

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BOOK.

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In great variety  
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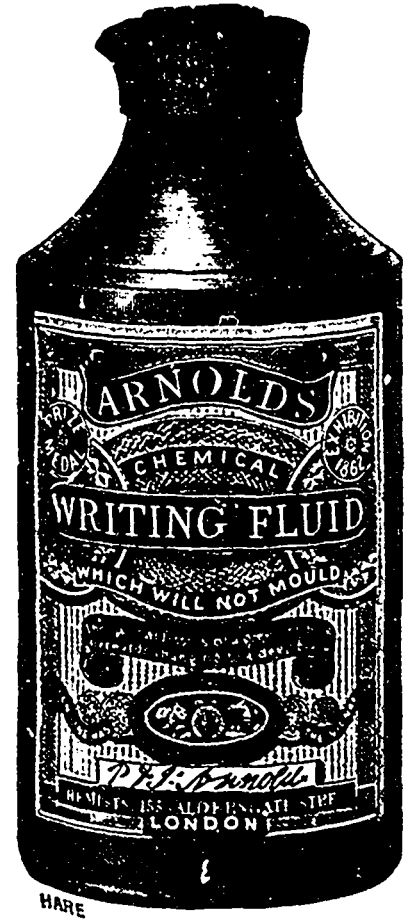
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# BOOKS and NOTIONS

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

Vol. IX

TORONTO, JANUARY, 1893.

No. 1

## SPRING TRADE, 1893.

HEADQUARTERS FOR  
LaCrosse, Baseball, Cricket, Tennis, Croquet, Express Wagons,  
Tricycles, Velocipedes, Wheelbarrows, Marbles, Allies, &c., &c

**"PHOENIX" BRAND  
HOLLOW GREY, AND COLORED RUBBER BALLS.**

Special Spring Catalogue will be out shortly

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**W. H. BLEASDELL & CO.,**  
DIRECT IMPORTERS.

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with a Complete range of seasonable  
goods.*

*With Compliments of the Season  
to all our friends, we are*

*Yours truly,*

**W. H. BLEASDELL & CO.,**  
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CANADIAN JOBBING AGENTS  
FOR THE NEW

**National Wall Paper Co., of New York,**  
Capital \$20,000,000.

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ROBERT GRAVES CO.; F. E. JAMES Co.; JANEWAY &  
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PAPER CO.; W. H. MARIS & CO.; HOBBS & CO.;  
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FENIMORE; THE BARTHOLOMEW CO.; A. A.  
YERKER CO.; NEVINS & HAVILLAND.

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1755 AND 1757 NOTRE DAME ST., MONTREAL.

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A COMMENTARY ON THE  
SUNDAY-SCHOOL LESSONS For 1893.

EXPLANATORY! ILLUSTRATIVE! DOCTRINAL! PRACTICAL!

Suggestions to teachers and Library References

BY  
REV. F. N. PELOUBET, D. D., and M. A. PELOUBET.

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# THE BARBER & ELLIS CO.

Nos. 43, 45, 47 and 49 Bay St., Toronto.

AND

823 Craig St., Montreal.



THIS is the time of the year that is chosen by the great majority of business houses to carefully review the transactions of the past year, and to prepare for the year now upon us. One of the secrets of success is, doing a large business on a small stock, in this way saving interest and always having a clean and fresh stock. As we manufacture the greatest variety of staple goods of any house in the trade, it follows, that goods purchased from us are always new. We also aim at continually sorting up our stock, and in this way avoid shop-worn goods. Our stock for the Spring trade will be unusually attractive, as our sales for the past three months have exceeded our expectations. Our stock is lower now than it has been for years, and the new goods on the way are largely in excess of previous years importations.

Our travellers are now preparing to call on the trade from Halifax to Victoria, B. C. Mr. Easton is now in Manitoba; Mr. Davison is on his way to the Maratime Provinces; Mr. Willson, one of our oldest employees, takes the Western Peninsula; Mr. Kerr takes the East, and last but not least, Mr. Clark, the North.

Our staff in the warehouse thoroughly understand the wants of the trade and are anxious to please, so that all orders by letter will be most particularly attended to.

Mr. W. T. Clark, our city representative, finds the demands on him too great to enable him to give proper attention to all, and we have decided to employ another to divide the work with him. Our city friends will find in Mr. Logie, a gentleman well worthy of their confidence.

Thanking all for their generous support of the past year, and wishing all a Prosperous New Year, we enter upon its duties with confidence as to the result.

**BOOKS AND NOTIONS,**

ORGAN OF THE

**BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.**

Subscription, \$1.00 a Year in Advance.

OFFICE,

No. 10 FRONT ST. EAST, TORONTO.

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E. Desbarats, Manager.

New York Office: Room 41 Times Building  
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**RATES OF ADVERTISING:**

One Page.....	1 Month.....	\$25 00
One Half Page.....	"	15 00
One-Fourth Page.....	"	8 50
One Column.....	"	10 00
Half Column.....	"	6 50
Quarter Column.....	"	3 50
Eighth Column.....	"	2 00
One Page.....	12 Months.....	\$250 00
One-Fourth Page.....	"	85 00
Half Page.....	"	150 00
One Column.....	"	100 00
Half Column.....	"	60 00
Quarter Column.....	"	35 00
Eighth Column.....	"	18 00

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

BOOKS AND NOTIONS, TORONTO.

Vol. IX. Toronto, Jan., 1893. No 1

**THE MODEL BOOKSELLER.**

A DEEP seated lament is often heard among the book jobbers of this young country that our booksellers are not familiar with publications, ancient and modern, as they should be. It seems to be too true that the bookseller of this country is generally a dealer also in stationery and fancy goods. If he is, then you cannot deceive him as to the value of stationery, for he is thoroughly posted on all the different makes and qualities of the long ranges of papers. You cannot tell him anything about values in fancy goods. When he glances his eagle eyes over a sample, he knows, within a few cents, the price per dozen. He has thoroughly mastered the facts, and is prepared to do business on his knowledge. From that he expects to reap a gain, because it enables him to pay only what an article is worth. Moreover, he knows just what will sell in stationery; never loads his shelves with unsaleable goods, and turns his money over several times a year. If he finds a line unsaleable in the regular way he adopts some little expedient to clear it out.

But start to test the knowledge of such a man on books. He knows what he ought to pay per shilling if it is an English book, and by looking at the binding of a book he can tell within fifteen or fifty cents of what a book will bring, if it sells for anything less than two dollars. For books which sell over that price he has no use; he can not see why a small book should be a large price. But get down to paper covered books, and the Canadian or United States bookseller is at home. You cannot fool him there. He under-

stands their value; but don't ask him anything much about a book bound in cloth.

What is the result? Simply this; paper bound books are sold where cloth bound books should sell; trashy literature is disseminated through the country degenerating the minds of the mass of book-readers. People forming a taste for reading will take books that are pushed on them. Give them trashy novels, and their taste will not rise to that height whence they catch a partial glimpse of knowledge, and long for glances down the broader vistas. One elevating movement on this northern continent has been the Chataqua reading circles. This movement has done a great deal towards cultivating among the youth of our land a taste for more intellectual reading than is found in the majority of paper bound novels. Booksellers can help on this movement by making themselves masters of the new works published, which can be done only by the careful reading of book reviews and book notices. The dealer cannot make bricks without straw, and the reviews of all the latest works are always published sufficiently, so that no man may want for information if he will only take it.

Looking at the matter more selfishly, it can easily be seen how beneficial to the bookseller such a change would be, in the matter of profits. If higher class literature were demanded by the public, the gross sales would be enormously increased, and profits materially enhanced. The book-selling business in the Dominion of Canada, which has never reached a high plane, would be raised from a back trade to a noble profession. No more noble and manly profession exists in the broad world of to-day than the directing of the public mind into proper channels of literature, and booksellers may take a leading part in this if they would but rise to the occasion and their opportunity. Some few dealers here and there are leading along proper lines, but there is needed a more radical change.

The bookseller must not refuse to handle cheap literature, but while keeping it he should handle small quantities of the newest and most deserving works, and push these. There is more profit in selling half a dozen dollar novels than in selling two dozen twenty-five cent copies. This is a point which should be carefully borne in mind by every ambitious and thoughtful retailer of books. A competent critic of the trade expresses the belief that there has been an improvement in the past year's trade in this direction. Let the good work go on.

**CHRISTMAS LESSONS.**

Fancy goods are being sold more largely by the dry goods dealers. These men sell on closer margins than ordinary fancy goods dealers and thus are gaining the trade.

Booklets sold fairly well, but evince no symptoms of a firm hold on the affections of the public. They may sell for another season or two, but those who know say it will be in decreasing quantities.

Calendars had a very fair demand. Their sphere is too limited to expect much from them. They were shown in great

variety, and in rural districts will sell better next year.

Flat cards sold in small quantities. Comics and novelties lead, but the quantity was not sufficient to allow of much profit. The wise dealers are buying more in variety than in quantity. They will continue in favor with certain classes for some years yet.

Christmas numbers sold better than ever. In Toronto they sold extremely well; the largest quantities being sold by enterprising youngsters, who worked on the maxim that everything comes to him who goes after it. They sold a large number of copies. The city booksellers sold less than in former years. The rural booksellers sold, in most cases, more than ever. The city dry goods stores sold a few copies; but it is probable this will not occur again, as better arrangements will be made to centralize the trade with one firm. Thus the distributing can be easily and perfectly regulated, and no copies given to dry goods houses. By concentrating the business all in one distributing house, the retailer can afford to carry less stock, as he is assured of getting copies whenever he needs them, and in such quantities as he desires. No doubt the sale of these holiday numbers affected very much the sale of cards and booklets.

Annals, we are sorry to notice, are declining with regular booksellers. The firms who control them have allowed them to get into the hands of the dry goods houses, and that settled the profit business. But just as soon as this happened the sale of both separate numbers and bound volumes began to decline. The bookseller is slow to see some things, but he knows how to get even with men who happen to make a slight mistake in regard to business procedure. The future of the annual trade is very uncertain. Some change must be made or it is doomed. And this in spite of the fact that some of the annals contain the best reading that could possibly be disseminated through a reading community.

**THE POET LAUREATESHIP.**

The Pall Mall Gazette publishes a number of responses to the question: Should the Poet Laureateship be continued or abolished? Prof. Huxley writes that the position of Court Poet is a survival of a different state of society, yet it is undesirable that any state recognition of the value of literature should disappear.

Prof. Max Muller says that when ever the time comes and the nation longs once more to honor a living poet, there will be no difficulty in reviving the cherished laurel wreath. In the meantime no greater honor could be paid the dead Laureate than leaving the place vacant.

Mr. Leckey, the historian, says he would be sorry if the position should be abolished.

Sir John Lubbock, President of the London Chamber of Commerce, writes in favor of the retention of the office.

Prof. Blackie says the Laureateship ought certainly to be continued, as evidence that the highest person in the realm takes public notice of the exercise of one of the highest functions of the human soul.

Prof. Dowden declares that the post should cease to exist.

## CURSED DETAILS.

Cursed details is a phrase which is neither new nor nice, neither are the details themselves.

**B**UT to a man of business a clear comprehension of details is indispensable to success. In a small business, the details of a transaction which amount to a few dollars, mean loss if neglected, and gain if carefully attended to. For example, you buy an article for \$10 and sell it for \$11 after paying freight, etc. You wait three or four months for your money, and you also neglect to pay your wholesaler inside of the thirty days and lose your five per cent. Thus the transaction entails a loss instead of a gain. You buy a dozen articles for \$1.80 a dozen and sell nine of them for 20 cents each, or \$1.80; the other three are shoved away and become dead stock. You are the loser. Again, you buy \$20,000 worth of stock each year. Terms are four months, or five per cent. thirty days. You take the four months. Another man takes the five per cent. and his gain from this source is \$1,000. That is a nice profit for a small business; made from a detail. These are examples of how the details of a business, if well looked after, will make it profitable; if neglected will make it ruinous.

No man who wishes to be successful can afford to neglect details, yet nearly every business man abhors them. Some do not. There are men who poke into every little detail of their business and nearly worry themselves to death. In order to see that their business is properly conducted, they try to perform everything themselves down to the most minute particular. The result is that they are rushed and worried. They haven't a minute to call their own, and occasionally something important is neglected, and serious loss results.

Thus a comforting result has been arrived at. Neglect details and the loss will be serious. Attend to details and you worry yourself to death. Hence details are generally termed "cursed." The way out of this Cretan labyrinth is not an easy one. The head of a firm must not bother himself with all the petty details of a business, the most unimportant of these he must leave to his clerks, after having thoroughly trained them in their duties. An occasional inspection will then reveal any defects in the clerks' management, and a suggestion will generally remedy this. If it doesn't get new clerks. But as to details in finance or other office work, the merchant must attend to these himself. They should be the chief object of his attention. The most minute attention is necessary moreover, to estimate closely the expectant or resultant gains and losses. In these days of close and keen competition profits are close and margins narrow, and unless expenses are kept within proper bounds, the net profits will not be great. It is in such circumstances that details are most important, and must be watched separately and collectively. In the details of selling and stock management the details should be carefully watched by means of a system in which subordinates are required to do the watching.

## KATE FIELD AND MR. CRAWFORD

**K**ATE Field, the celebrated journalist, speaks in her "Washington" as follows: The days of Sydney Smith are gone past redemption. This witty man saxed merry over the New World, wanting to know among other conundrums, who wrote or read an American book. It is not in the nature of things that backwoodsmen should evolve Homers, Thackerays, or Sir Joshua Reynolds. Considering, however, the age of our civilization—two hundred and fifty years at most—we are really doing as well as could be expected, so well, in fact, as to put an extinguisher on the unmitigated native snobs who still think this Republic hopelessly commonplace and only fit for money grubbers. Their attitude reminds me of a delightful retort Walter Savage Landor once made to an English nobleman whom he met at Lady Bessington's in London, where all the men worth knowing congregated, among them Louis Napoleon, then a poor exile. "What a fool that Prince Napoleon is, Landor," exclaimed his countryman, who hated France and would see no good in anything or anybody belonging to la grande nation. "It takes a fool to discover that he is not a wise man," replied Landor.

It takes a good deal of an idiot to discover that there are no American authors. Irving and Cooper, Hawthorne, Poe and Emerson, Bryant, Lowell and Whittier make a tolerable beginning. Now, Mr. F. Marion Crawford returns home to tell us what our idiots do not yet know—that it is unnecessary to go abroad to find material for novel-writing. Mr. Crawford lays his scenes in Italy because he was born there and has lived there most of his life. To write American stories, he says it would require a residence of several years among his characters. Even then, I doubt whether he would get the real atmosphere, American characterization being so at variance with what Mr. Crawford has observed and studied for years. Bret Harte has found a home in England for his body but not for his genius. I question whether anyone who could write the classic "Delphine" of George W. Cable had not been steeped in Creole life from plastic youth.

Here is what Mr. Crawford said to the New York Tribune:

I think there is a richer field for the novelist in the United States than in Europe. There are more original characters to be found here, and they are in greater variety. Just think of it. Here you are not only getting immigrants from all over the world, from Japan, China, and so on right around the globe, but they are intermarrying, producing an entirely new species of character. You not only have all the characters that the old world affords, but have the aboriginals of the new world, and the descendants of the immigrants of a later day, and the new characters that are produced by the intermarriage of all these different people. You have the richest field in the whole world for the novelist to work in right here in the United States, and when properly handled and developed it will make the United States the great arena for the novelist, as it is already the centre of almost everything else.

"When properly handled"; there's

the rub. If our authors can't find subjects, it is because they don't know how. There is the fault, not the lack of material lying around in profusion waiting for the touch of genius to spring into immortality. Irving found his material at his own door; so did Cooper; so did Hawthorne; so have our few poets; so have Bret Harte and Cable. Let it never be forgotten that it was a woman who led the negroes out of bondage in "Uncle Tom's Cabin," that it was a woman who found romance and nobility in the betrayed and despised Indian. Harriet Beecher Stowe inspired a revolution which abolished slavery. Helen Hunt Jackson inspired reform in her "Century of Dishonor" and her passionate story of "Ramona."

Mr. Crawford is right. Here is the material for American writers of all kinds, and as they smack of their native soil, so will they command attention and reap a reward more or less enduring.

## AN ADVERTISING AGE.

This is the age when people are doing business by advertisements. It is a grand rush for trade, and the man who can write the best advertisements as regards space and quality is the man who gets the biggest share of the trade. It is an age of splurge; and unless you can cast something into the sea of public thought which will cause a bigger ripple than what your neighbor casts into the water you are unnoticed. Circus methods are now business methods. P. T. Barnum and his brother circus managers have led the business world a great deal. The departmental stores began to use printers' ink in profusion, and now the retailer, wholesaler, jobber, or manufacturer who does not advertise liberally cannot succeed—unless he has a monopoly.

A leading merchant, in being asked a few days ago if he believed his advertising paid, replied that he didn't know. "It is like casting your bread upon the waters; but you know everybody caters to the public taste in the advertising line, and unless you keep yourself prominently before the public you are lost sight of."

The retailers of Canada cannot do business without spending a certain amount in advertising. People expect advertisements, look for them, and read them very critically—if they are worth reading. They read them if they are chatty, or if they tell them something which will perhaps be the means of enabling them to make savings on future purchases. They must contain knowledge in some form or other. Moreover the advertisements must not be stinky. It is lamentable that the size of advertisements are generally taken, if other circumstances correspond, to be a criterion of the trade and a few dollars saved in this way may not be a few dollars earned. Advertising must be liberal or it may be wasted. It must be hearty and healthy. It must be witty, pithy and learned. It must be fresh and important. It must be continuous and impressive. It must have all these qualities, because this is an advertising age.



## THE INSOLVENCY BILL.

A JOINT deputation from the Boards of Trade of Toronto, Montreal and London waited on the Government on the 15th ult. to ask for the enactment of an insolvency law as a Government measure in the coming session of Parliament. The members of the deputation were as follows: Hugh Blain, first vice-president of Toronto Board of Trade; F. Wyld, Paul Campbell, S. Caldecott, E. R. C. Clarkson, D. E. Thompson, Q. C., and Edgar A. Wills, all of Toronto, and the following gentlemen from Montreal: E. B. Greenshields, James A. Cantlie, James Slossor, A. L. Kent, C. P. Hébert, J. B. McLean, J. B. Learmont. The London Board of Trade sent the following delegates: M. Masuret, president, and Mr. Thomas. They were received by the following members of the Government: Sir John Thompson, Hon. G. E. Foster and Hon. A. R. Angers.

Mr. Greenshields made a long and able speech. The deputation represented, he said, all the business interests of Ontario and Quebec, where there was an almost unanimous sentiment in favor of a Dominion insolvency law. At present a distribution of assets act existed in only two provinces. They were simply insolvent acts under another name, and without any provision for discharge. There were no preferences under the laws of Quebec, but there were in Ontario, such as chattel mortgages and preferential judgments, which were first claims on the estate. A transfer of book debts, even when dated back several years, became a first lien on all the book debts, including those contracted since the execution of the transfer. Under the existing law in Ontario "A", debtor, may sell out to "B", and the sum realized may be handed over to "C", a creditor in the same town, to the detriment of other creditors. The maritime provinces were a hotbed of preferences. He gave several illustrations of the state of the law down there, which, he declared, was so unjust that it should not remain on the statute books. It might be said, he knew, that wholesale merchants should shorten their credits or sell for cash, and not make bad debts. That was almost impossible so long as they had to compete with the merchants of the world. The agents of British merchants came over and offered long credits and goods equally cheap and Canadian merchants had to offer equal terms. They looked to the wisdom of the Government to provide a way out of their difficulties.

Mr. Blain advanced the argument that it was not in keeping with the character of the confederation that there should be different laws in the different provinces discriminating in favor of local creditors. They would be loth to return to the insolvency law of 1875. There were serious defects in that law, and there was no doubt a feeling of relief when it was abandoned. He thought they could frame a law without these defects. With that object they had brought down a draft of a bill for the consideration of the Government. In framing it they had had the benefit of the great experience of Mr. Clarkson, as an assignee, of Mr. Thomson, who was generally acknowledged to be the most competent commercial lawyer in Toronto, of the opinions of Mr. Walker,

general manager of the Bank of Commerce, and the views of a number of merchants in the chief commercial centres.

Mr. Thomson explained the salient features of the bill. It proposed to apply the law to traders only. The Government have to consider the question as to whether the law would have to be made applicable to all classes, as it was in England, but upon that point they had nothing to say. Under the act of 1875 the assignee got things ready for liquidation before calling a meeting of the creditors. Instead of that the bill proposed the appointment of a guardian, who would usually be the sheriff in Ontario and the prothonotary of a court in Quebec, but in the case of large interests a special officer appointed by the Board of Trade, to whom every estate in the first instance must go. Such guardian would hold the assets until the creditors could be got together, and he was declared ineligible for the appointment as liquidator, leaving the creditors free to deal with that appointment, and thus removing one of the most serious objections of the act of 1875. In regard to the granting of a discharge, it was proposed to do away with compositions altogether. The liquidator was in every case to sell the assets, leaving the creditors, if they chose, to give him his discharge, but independently. As to the granting of a discharge by a court, it was not supposed that the Government would set up a bankruptcy court owing to the additional expense which for small estates in a young country would be unjustifiable, but it was felt that under the jurisdiction of the local courts there was no uniformity of practice, and a creditor was driven to go all over the country in the settlement of difficulties. It was thought that a particular court, say in Ontario, a division of the high court of justice, might be indicated for administering the law. It ought not to be regarded as a hardship on the debtor if he was to be relieved of the payment of his debts in full if he should be compelled to go to a forum convenient to his creditors instead of vice versa. Under the proposed bill there would be no official assignee. There would be a temporary guardian, and then a liquidator would be appointed by the creditors, but without the intervention of a court. They had a law in Ontario providing against preferences, but the legislature in dealing with this subject was hampered by the question of jurisdiction. For instance, they had never provided for discharge. Nor was there jurisdiction to seize on a man's assets and distribute them. It was true, as stated by Mr. Greenshields, that if a man could sell his assets for cash he could pay over that cash to one creditor alone to the exclusion of all others. In the proposed bill the discharge clause was practically as in the act of 1875, except that the grounds have been made a little more clearer, and it was proposed that if the debtor applied to the court direct without the consent of the creditors to put the onus upon him, whether it was opposed or not, showing a title, and that he had dealt fairly by his creditors.

Mr. Foster, in reply to the deputation, said: "We are very glad to hear your views, and I have no hesitation in promising, for Sir John Thompson and the rest of my colleagues, an examination of your bill, and a thorough consideration of the whole subject, and

if you will indicate to me within a few days the names of a small sub-committee of this deputation, if we should wish to consult you, then when the time comes we will call upon you for further explanations, either as to the principles or details of the bill."

Copies of the bill were left with the ministers.

The following members of the deputation were subsequently named as a committee to be at the call of the Finance Minister in promoting the measure: Messrs. Thompson, Greenshields, Blain and Kent.

## MAGAZINES.

The January Overland appeared in Holiday colors, of cream and gold, with an entirely new cover design representing California, as on the official seal of the state, surrounded by a conventional design on which a medallion of the Overland Bear is prominent, and a grouping of characteristic Pacific coast flowers. The number contained stories and sketches appropriate to the season, among which is a thrilling Christmas story, illustrated, entitled *Brander's Wife*, by Flora Haines Loughland.

The piquant title of Mark Twain's new sketch in the January Century, "The £1,000,000 Bank-Note," is borne out by the no less piquant motive of the story, which is a wager between two Londoners that a man with nothing but a £1,000,000 bank-note could not live thirty days and keep out of jail. The story records the unique adventures of the man who tried the experiment. Other stories are the third of Miss Grace King's Louisiana "Baleony Stories," entitled "La Grande Demoiselle," in which the author sets forth an interesting type of New Orleans society, and a story of official life in Washington, entitled "The Reward of the Unrighteous," by George Grantham Bain, attractively illustrated by Wenzell. Add to these the second part of Mr. Bales-tier's western novel "Benefits Forgot," the third part of Mrs. Burton Harrison's New York society story, "Sweet Bells Out of Tune," and it will be seen that the fiction of this number has much variety of scene and style.

The Journal of Political Economy is a new magazine emanating from the University Press of Chicago, of which D. C. Heath & Co. are the directors. The initial number appeared in December, and contains much solid matter. The opening article is an essay on the study of political economy in the United States.

## A NEW FIRM.

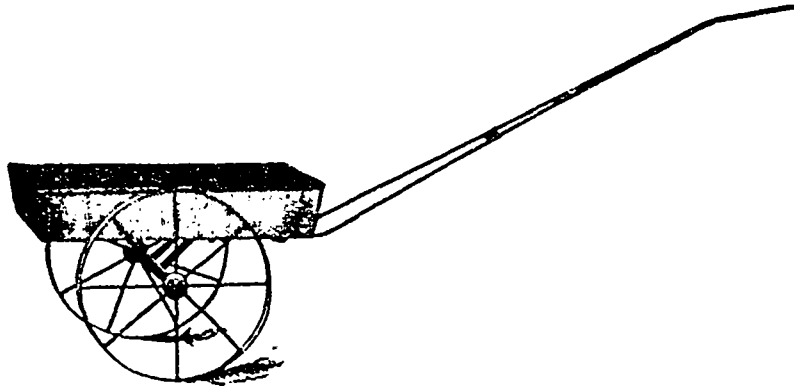
Tait, Sons & Co., a corporation with a capital of \$150,000, has recently been organized to do a strictly copyright publishing business in America, and begins its career in artistically appointed offices over Brentano's, in Union Square, New York. It is the announced policy of this concern to publish only a high class of books, and it starts out with a very interesting list of new issues. The president of the company, Mr. J. Selwin Tait, is well known in literary circles, both in that city and in London, as an author and as a contributor to periodicals. The concern has secured as foreign literary adviser and reader, Mr. Edmond Gosse. The company has also engaged as its manager Mr. A. B. Yohn, formerly of Indianapolis, who has been actively engaged in the publishing and book selling business for more than 25 years.—N.Y. Sun.



## THE TOY SEASON.

THE toy season has not been an extra heavy one in toys, although perhaps as much carved wooden animals, tin animals, Noah's arks, jumping jacks, etc., have gone entirely into disfavor. They cannot be sold now, and a dealer who is stuck with them should unload as quickly as possible. Their place has been taken by toy books, and mechanical and other substantial toys. People will buy only better and substantial toys, and they seem willing to pay more for them. The dealer must accordingly buy smaller quantities and better goods.

The change should be beneficial to all classes. From point of view of the public, it is more economical to buy less trash; from the retailers' point of view it ought to be beneficial in smaller stocks and less waste, and the same may be said of the wholesalers. Retailers should carefully think out and estimate the tendencies of the trade in their district, and allow those to govern their purchases during the present year. Toys are not going out of favor, but a different class of toys is demanded. In the cities the demand has left the small dealers, and now



falls on the big store, with its huge and bewildering variety, its long ranges and its close prices.

### THE TOY TRADE.

To cater for young Canada in this line of business must be an ingenious task. In going and coming among the toy trade one is much impressed with the immense quantity of toys passing through the wholesalers' hands to the retailer, and so on to the consumer, where they in the first place came from and, finally, where they all go to. One season follows another so rapidly these days that in order to keep in the front rank or to cater successfully in this peculiar line of goods, the wholesale merchant and the retailer too must be a "live" man, ready to discern quickly and correctly what is going to take or be the "rage" among the children. After marbles and peg tops have had their run, what comes next?

Messrs. H. A. Nelson & Sons, the pioneers of the toy trade, seem to have this happy knack of hitting the correct "rage" every time. In going through their large and commodious warehouse this week it was really marvellous to see how rapidly they have changed their lines. Less than a month ago Christmas and holiday goods were in grand profusion. Now they are things of the past, and rubber balls, marbles, allies, skipping ropes, peg tops, fishing rods and tackle, air guns, hammocks, tennis, cricket, croquet, and dozens of different lines of spring and summer novelties too numerous to mention are in their places. They are evidently anticipating a good spring trade, and if a "good line" is any criterion to go by

they will have it. The stock carried by this firm is immense. They visit the leading markets of the world and ferret out the "best" of everything, pay spot cash, which in itself is a sure and certain sign of the low prices, and stock up for the coming season, relying on their many years' experience not to overload themselves on any one article, and so give their many friends—the trade—the benefit of having their orders filled completely as soon as placed. Some houses have been doing an import trade, carrying a full line of samples, and making up shipments from orders taken up to a certain date; and taking the risk of whether factories can fill orders promptly. Now this has been proved, time upon time, to be most unsatisfactory to the retailer, it being about one chance in fifty whether the goods arrive in time.

### TOM THUMB CART.

The accompanying cut shows the Tom Thumb Dump Cart, one of the latest and best toys in the market. People are demanding durable and worthy toys, and the manufacturer who got out this toy has been carefully watching the tendency of his trade. It is large and imposing looking. The parts are separate, the double wire spearlike tongue can be re-

moved by a spring from the box, the wheels can be removed from the axle by removing the nuts, and the axle can be removed from the box. This enables it to be packed in a small compass, and also makes it a more interesting toy. The materials used in its construction are strong wire and heavy sheet iron, thus it is almost indestructible, while at the same time it is attractive. It is sold on the Toronto market by Nerlich & Co., 35 Front street.

### ADVERTISING ADVICE.

The following from the *Petroleum Advertiser* is peculiar, but worth considering. The editor says: "The Xmas trade of Petroleum has been very satisfactory all round, and more especially is this so with those who have freely used the columns of the newspapers to advertise their wares. Several of our most prominent advertisers have been good enough to express their satisfaction to us personally of the good results of advertising in the *Advertiser*. It is very gratifying to us, more especially as we have been the direct means of our patrons paying that strict attention to the wording, and the frequent changing of their advertisements, without which attention advertising is next to useless. Some merchants will decide to try advertising for a few months and in a hastily written copy, leave it standing an age without change, and then come to the conclusion that advertising don't pay. Advertisements must be attractive, both in matter and typo-

graphical appearance, and should be changed at least twice a month to be successful in accomplishing the object for which they are intended. This takes a little time, but it is the best spent time a merchant employs. We take a special interest in our advertisers when we are permitted to do so. We write many an advertisement for our patrons, free that merchants in other towns and cities pay big prices for, and it is only too seldom appreciated."

### THE COPYRIGHT QUESTION.

The Ottawa correspondent of one of the Toronto dailies, writes under date of December 29 as follows: It is evident from a passage in one of the recent interviews given to the press by Gen. Foster, the United States Secretary of State, that a misunderstanding exists in the United States as to the recent action of Canada on the copyright question. An assurance was given on behalf of the Imperial Government to Mr. Lincoln, the American Minister in London, that if the United States Copyright Act were made available for British authors, United States authors would thereby become entitled to register for copyright in the colonies as well as in Great Britain. This statement of the law is not strictly correct, so far as the colonies are concerned. In Canada, for example, the Copyright Act only allows that privilege to citizens of foreign countries having a treaty on the subject of copyright with Great Britain, and it is therefore not in the power of the Canadian Government to allow registration to American authors, notwithstanding the assurance to the contrary given by the British Government. The Dominion Government did nothing more than state the condition of the Canadian law on the subject. That law has been in force for 17 years, not only with the express approval of the British Government, but by virtue of an Imperial statute, which was passed to give it effect. This view of the question was evidently overlooked by those who gave Mr. Lincoln an assurance on behalf of the British Government, but the blame in connection with the misunderstanding is certainly not to be attached to the Government of Canada. Even if the Canadian Government had issued a copyright in accordance with the assurances referred to, it would have been found to have been worthless, and the British authorities maintain that Canada has no power to amend her Copyright Act without the sanction of the British Parliament.

### IN THE COMING SCHOOL.

Parent—My boy Sammy doesn't seem to be learning anything about figures. He can't do the simplest example in addition.

Teacher—Your boy Sammy is one of the brightest pupils I have, Mr. Wriggles. He can mend a hole in a tin pan as well as a regular tinner, go through the newly imported Danish exercises in calligraphy without a single mistake, put an invisible patch on an old shoe, take a watch to pieces and put it together again, tie a sailor's knot, do a chess problem, and putty a pane of glass in a window as neatly as a glazier can do it.

But he doesn't seem to know anything about reading, writing and spelling.

My dear sir, we don't teach those studies any more.—Chicago Tribune.

## THE POPULARITY OF BARGAINS.

Job lines possess a wonderful fascination for many people. The moment they perceive a notice to this effect, people are irresistibly attracted to the spot, and seldom leave without practically testing by way of purchase whether the articles are really as cheap as they profess to be. No matter what the state of trade and the money market may be, there are always plenty of people to buy the job line. In many cases simply because it is described as such. Just like the old lady who made a point of attending sales, and always bought something or other that she could use simply because it was cheap. They were job lines that she bought on account of the price. That old lady has countless imitators, who are the welcome visitors of the clever tradesman, responding to his invitation to relieve him of goods that he would be better without, and is willing to sacrifice in order to make room for fresh stock. He could not sell them in the regular way at the regular price, but the moment there is any intimation of a sacrifice being made there are not wanting ready purchasers to take advantage of it. Why is it that there seems to exist such a keen delight in getting goods if possible under cost? It is a trait of nineteenth century character, which, if properly understood, and manipulated accordingly, is one of the best allies of the tradesman. And it is perfectly wonderful how the majority of the public implicitly believe in the "job line" and "great sacrifice," so much so that some little time ago a certain class of ornament was being sold readily in the west end "at an enormous sacrifice." The sacrifice (?) being only 25 per cent. higher than the price charged by the importer in the east end. Of course, the shop ought to have realized at least 50 per cent. profit, and we felt sympathy with the sacrifice they were making. This, of course, is the sort of "job line" which really victimizes the customer instead of itself; conscience and the pusher of such a line are never on speaking terms. But there is the legitimate job line, which does good all round, clearing itself out of its master's shop at a price which justifies the purchaser in considering that he or she has really acquired a bargain. Not the kind of bargain which has been defined as a commercial transaction in which each one thinks that he has cheated the other, but a something that the purchaser could not have afforded to buy had not the tradesman, for reasons of his own, marked it down within their reach. There is no doubt that job lines are a distinct boon to a certain and large section of the public, and deserve to be encouraged in the way they are. Everyone deals in job lines nowadays under various names, and the "Great Sale Now On" at Messrs. Fashion-Fitwell & Co.'s, or "Great Clearance of Autumn Stock" by the Universal Enterprise Co., Ltd., is simply a genteel way of announcing "Job Lines on View." The sales of "Remnants" also teach a lesson on the store that is set on job lines by the cream of society. Our monster retail houses have long recognized the value of job lines, and many of the smaller houses in the stationery, fancy and drapery trades will doubtless find it to be an advantage to make a good deal of job lines this coming Christmas season. If trade turns out well, the season be bright, and plenty of people in the streets, the intimation and display of job lines will be followed by the said lines clearing out and in times of depression when stock has accumulated on the shelves, and customers in a general way do not crowd

up the doorway, the display of goods attended by the magic words here and there will have a wonderful effect in attracting trade and clearing the counter. "It is better to have loved and lost than never to have loved at all," and it is better to have lost a little and got rid of one's sometime loves than to watch the dust accumulating on them, and to sadly calculate the amount of room they are occupying. Room which is being paid for at a fixed rate per annum. The season of the Christmas shows it eminently a season for the magic move, and where this is done in a systematic manner the decks will be left much clearer for action next year. This is specially applicable to the middle-sized and smaller shops, who least of all can afford to carry over goods from season to season with only a small working capital. Display your job lines and do not be afraid to let the public know it.—The British and Colonial Stationer and Printer.

## A TALK ABOUT WALL PAPER.

The news from across the line with regard to another combination or agreement between the wall paper manufacturers has been very gratifying information to the wall paper men in Montreal. BOOKS AND NOTIONS' Montreal representative had a chat with Mr. Colin MacArthur the other day, the substance of which should prove interesting to our readers.

"The wall paper men in Canada," said Mr. MacArthur, "ever since the pool was broken up in the States some years ago, have had to work on a very narrow margin; indeed, they have found it pretty difficult at times to make ends meet, owing to the fact that American makers came into Canada and were active competitors, despite the 30 per cent. duty. The reason is simply they made it a slaughter market, and of course the fact is a serious drawback to Canadian manufacturers. How they can sell goods at the prices they do I cannot understand, but the fact remains. For instance, they sold some lines of goods on a basis of 31-2 cents, the very paper for which cost them 3 cents. They had to pay for the grounding, printing, cutting, etc., out of the other half cent, and it is a mystery how they can do it. The only possible explanation is in the large market of over sixty millions which they have to cater to; they no doubt get returns from one section which more than offsets the low prices at which they sell their surplus to Canadian purchasers. Our case, however, is entirely different. We have only five millions to supply, and under the same circumstances 51-2 cents would be our very inside figure. Why, our patterns alone cost \$75 a set, so that the simple outlay for the 13 or 15 sets we are compelled to have so as to be up with the mode mean a considerable outlay, and this does not include the \$350 each that it costs for cutting before we are ready to go ahead with the mere manufacture.

"Yes; all things considered, I am glad that the makers across the line have decided to cease cut throat competition and

I hope to derive material benefit from the fact, so that although the year just past was much more satisfactory than 1891, I am expecting still better returns from 1893.

"Now that I am on wall paper, I might also say that I very much favor the system in vogue in Great Britain of handling it. There the business of placing the paper with the actual user is done by the painters and decorators, and not as in Canada by the hardware and other dealers. The consequence of this is that it is to the interest of the decorator to turn out a good job, and we have none of the glaring incongruities that you will see in Canada. The painter and decorator here, as he has no interest in supplying the wall paper, is perfectly indifferent about the matter, and we have one kind of tinting and another kind of wall paper put up by one entirely different person, which does not harmonize at all. Of course, in the small places throughout the country this method might not work, but in the big towns and cities I think a good deal of benefit would result if my suggestion were adopted. In Montreal, for instance, there are only three painters and decorators who absolutely handle wall paper. All the others do not think of it at all and the result of this is that we have more unpapered houses in Montreal than in any other city anywhere. We may get educated up to this in time, but in the meantime I wish you good day and the compliments of the season."

## JOY AND SELIGER.

The fancy goods firm, Joy & Seliger, Newark, N.J., are hustlers. They have decided to secure the Canadian trade more fully than in previous seasons, and for this purpose have established an agency in Toronto. Mr. Geo. H. Evans, a gentleman well known to the trade, will be the manager for Canada, with headquarters at 13 Wellington east, from which office all the business in this country will be controlled. The show rooms will be of first-class character, and will no doubt attract a large number of buyers. This firm are extensive manufacturers of aluminum, white metal, and plated fancy goods, and are well known for the superior character of their wares. They have large offices in New York and Chicago, and believe in controlling trade by being in the midst of it. Their idea of establishing a Canadian agency is a good one, and will shortly be followed by many of the leading foreign firms, who now have no agent in Canada. An agent here will secure a greater bulk of trade than can possibly be secured by visiting salesmen. Orders will be larger and more numerous, while there will be less likelihood of serious losses on account of failures or defaultations.

On the 29th ult. the building occupied by Reid, Craig & Co., paper manufacturers, was totally destroyed by fire. Their loss on stock is estimated at \$15,000, and on building \$10,000, but is fairly well covered by insurance.

# KINDERGARTEN AND School Supplies

SELBY & CO., 42 Church St., TORONTO.

## NEW PUBLICATIONS.

**THE DUTIES OF MAN**, addressed to workmen by Joseph Massini. With the advance of democracy thought the name of Joseph Massini, the Italian patriot and revolutionist, grows brighter and sweeter. His was one of the strongest and sweetest spirits that have blessed our century by their presence and counsel. While Massini was an ardent patriot and advocate of struggling nationalities, he also believed most emphatically in the unity of mankind, and hence he is a moral teacher for all men. All his writings are permeated by an unwavering faith in the people and a profound religious spirit. The most characteristic and important of his utterances are to be found in his essay, "The Duties of Man," now reprinted by the Funk & Wagnalls Company, and from which hundreds of valuable quotations may be culled and used to advantage by the writer, speaker, student, and all others interested in that vital topic of the times, the ethics of labor. Reprinted; 12 mo., paper, 146 pp., 15 cents. New York, London, and Toronto: Funk & Wagnalls Company.

**THE COLUMBIAN HISTORICAL NOVELS: Vol. IV., Pocahontas, a Story of Virginia.**

Pocahontas is a name to conjure with on this continent; a name that strikes a sympathetic chord in every generous breast; a name which can hardly fail to awaken a passing regret that a race capable of producing so noble a type of womanhood should have been doomed to extinction in the inevitable struggle for race supremacy.

Pocahontas belonged to an epoch—the period of the early settlement of Virginia—and she illuminated one page of history, at least, with her charming personality. Our author has done wisely in selecting her as the heroine of the historic drama of that period, while historic truth demanded that she and that splendid type of heroic manhood from the old world, Captain John Smith, should be assigned the leading parts. Our author has been prominently successful in the delineation of the dramatic personae, calling up from the dead past the real men and women who figured so conspicuously in the thrilling events of that time; and, while historic accuracy has been his chief aim, the romantic interest never flags.—the brilliant setting of the story fixes historic characters permanently in the reader's memory. As in the preceding volumes of this series, an Estevan plays an important part, the Estevan of "Pocahontas and Virginia" transferred to English soil becomes plain Philip Stevens. Illustrated with full-page half-tone engravings and other illustrations. Cloth, 12 mo., gold stamps, etc. \$1.50. New York, London and Toronto. Funk & Wagnalls Company.

**EVANGELINE**, by Longfellow, is a poem which has stirred and will always stir the deepest feelings in the hearts of Canadians. It is a sacred poem in the Land Acadie, among the people there, who trace their family history back to a previous century. A beautiful edition has been issued by Houghton, Mifflin & Co., which contains photogravures of sixteen designs by F. O. C. Darcy. It is beautifully bound in green colored cloth, 8 vo., gilt top. It is certainly a volume which the Canadian trade would do well to examine carefully, as it touches the history of this country, and is a most artistic volume from whatever standpoint it is considered.

**THE SONG OF THE BROOK**, by Alfred Tennyson, is published in a chaste holi-

day edition with fifteen original and beautiful photogravure illustrations after original drawings by W. J. Mozart. The title page and text of the poem is printed in red and black, and each stanza is illustrated in such a way as to produce a physical picture to correspond with the mental one. The picture which illustrates the couplet, "Men may come and men may go, but I go on forever," is exceedingly touching. Beside the brook stands a small boy fishing, while behind him is an old grey-haired man who stands meditating on the time when he was a boy and delighted to throw flies in that self-same brook. Simple but expressive and touching is the verdict. Joseph Knight Co., publishers, Boston.

**SUN PRINTS IN SKY TINTS**. By Irene E. Jerome, author of "In a Fair Country," "Nature's Hallelujah," "One Year's Sketch Book," etc., contains over thirty illustrations engraved on wood, accompanied by appropriate selections in poetry and prose. It has an elegant cover design, and is bound in English cloth. Size 7 1/8 by 11 1/4 inches. Its description on paper can give no idea of the beauty of the book itself. Its delicate bluish-colored scenes, its beautiful sky-colored printing, and its artistic bluish cover, give it an appearance which is original, fresh and striking. The poems are selected from the numerous poets who have written concerning nature in its various aspects when viewed under an open sky. They are full of confidence and exultation over the beauties of that great open world whence they drew their inspiration, thoughts, and language. Lee & Shepard, of Boston, are the producers of this artistic holiday book.

**SCOTLAND ILLUSTRATED**, with pen and pencil, by Rev. Samuel G. Green, D.D., and Thomas Faulkner. Hurst & Co., of New York, are publishing a series of volumes describing some of the principal countries of the world, and exhibiting their most picturesque features by numerous illustrations by the best artists. These are about 9x12 inches in size, about 200 pages and about 200 illustrations each, the type being very large, the paper very heavy and of excellent quality, edges gilt, binding fine cloth with rich ornamentation, enclosed in a neat box. This book on Scotland is one of these, and to a people who, while domiciled in a new land, look back, always with a feeling of veneration, to the mother country as a source of inspiration, this book will be a pleasing gift. No place of interest is omitted from description and illustration, and the book needs only to be seen to be appreciated. It is certainly one of the finest holiday books ever published.

**EM'S HUSBAND** is a sequel to Em, both of which are by that well-known author, Mrs. E. D. E. N. Southworth. It is republished in the Ledger Library by Robert Bonner's Sons. The story possesses considerable literary merit, and is an interesting tale.

**THE FALL OF SEBASTOPOL**, is published by Chas. E. Brown & Co., Boston, in the Roundabout Series. The author, Mr. G. A. Henty, is well known as a writer of thrilling tales, and in this book he has raised his reputation. It is a book for boys, commencing with school days, and contains a charming history of the Crimean war and the adventures of Jack Archer on his first trip into the world. Alma, Balaklava, Inkerman and Sebastopol, all are names which raise exciting thoughts in the mind of the student of the events which made their names famous forever. To the youthful reader they bring noble thoughts and stimulate lat-

ent ambitions. It is a large and handsomely bound book, well illustrated and printed.

**TWO KNAPSACKS**. A story of Canadian summer life, by J. Cawdor Bell. Williamson & Co., Toronto.

There can be no question as to the ability shown in this story. It is clever, interesting and witty, from cover to cover, and the writer has certainly no reason, but quite the reverse, for using a non de plume, if such is the case. Of course, the story has its faults. Perhaps a little too much quotation from favorite poets; a little too much of the usually clever dialect—Irish, Scotch, English, Canadian, French, southern and negro—and occasionally a little too much exaggeration of characteristics—as "Mr. Rawdon" in his social intercourse with the Carmichaels and Mrs. Thomas the widow.

But this fairly exhausts the list of faults, and even they are excusable where so much genuine humor and witty caricature are introduced.

The story is based upon a holiday tramp through the country, beginning by the shores of lake Simcoe and undertaken by two young Toronto men. One, Mr. Coristine, is a lawyer; the other, Mr. Wilkinson, a teacher, pretty well up in the public schools of the Queen City. Both are doing very well financially, though neither has any superfluity of means. They agree, however, in a pronounced aversion to the fair sex, whom for years they have looked upon as being, metaphorically, roaring lions travelling through society seeking helpless bachelors whom they may devour. Consequently, when the question of a summer vacation comes up, the mutual sentiment is a desire to get away from large towns and social centres, and out into the forests and fields in order to revel in the solitary beauties of nature. Wilkinson is addicted to botany, literature and the poets, while Coristine is a jolly, rollicking, witty Irishman, enjoying a tramp and anything tinged with adventure and change. On the train to Lefroy, whence they intend to strike into the country on foot, they hear of the presence of two girls who know them by name, and with one of whom Wilkinson is slightly acquainted. Upon this the whole story turns. They avoid them upon this occasion by rushing into the smoking car, but all through the narrative, whether it be on lake Simcoe in a crazy craft, with a captain and one man, whom the tourists denominate "The Crew," in the woods of Muskoka, or on the level roads and in the pleasant farm houses of other parts of Ontario, they are sure to meet relatives, friends or enemies of these two girls, and occasionally the girls themselves.

The characters are well drawn; the whole book is interesting; the situations are clever and witty; the descriptions capital, and the writer should win a marked reputation, and the publishers a considerable profit from the appearance of this genuine Canadian novel. To Toronto people it should be especially attractive, and we are glad indeed to welcome so bright a book from whom the publishers announce as a new native author. Certainly the writer is both promising and clever.

**A CONFEDERATE SPY**, is a true and thrilling story of the civil war in the United States, by Thomas N. Conrad. This gentleman was a spy from the rebel army and had some exciting experiences. Therefore he has written in a charming and exciting way, without being too dramatic for a novel. To those who remember the movement of the armies during that stir-

ring time, and to persons interested in military matters, as well as to general readers, this novel will be most acceptable and instructive reading. Paper 25 cents. J. S. Ogilvie, New York.

**A FAMILY LIKENESS** is the title of a well-written story by B. M. Croker. The scene is laid partly in England and partly in India. The hero of the story falls in love with a beautiful face in a painting; but the trouble is that the lady has been dead a full century. After a time he encounters one of her descendants, a beautiful image of the ancestor, only living and modern. True love meets with many difficulties, and, after the usual romantic episodes, successfully surmounts all barriers. The characters are not ideals. They are genuine personages, whom the reader can easily understand and appreciate. The action of the story is lively, and the interest of the reader is well sustained. Canadian Copyright edition by the National Publishing Company, Toronto. It is issued both in paper and cloth.

**THE MAKING OF A MAN**, is a book written by the Rev. J. W. Lee, D.D., and well worthy of the consideration of every thoughtful reader. The author regards man as the highest product of creation—in fact, the consummation of the creator's purpose. He says, "He was the realization of an ideal which gave meaning to the long periods of preparation. As the final expression of the creative process, he was at once the interpreter and the interpretation of all that had gone before." The author maintains that there is more in the universe than matter and force, and asserts that gravitation, capillarity and chemical affinity are but terms used to define the operations of mind. He marshals powerful arguments to prove that mind must have existed before matter. Truly, this is not a book for flippant readers; it is the christialized thought of a scholar who has studied and examined the question of "What is Man?" in its every aspect. The Cassel Publishing Company, New York.

**THE GENESIS AND GROWTH OF RELIGION**, by Rev. S. H. Kellogg, D.D., is a series of lectures delivered at Princeton University by the eminent Canadian linguist. Mr. Kellogg is not unknown as an author, and is well-known as a preacher, especially to the Presbyterians of Canada. He has lately gone to India to aid in translating the Bible into the Hindi dialects, of which he has long been a master. This is his latest book, and is well worth perusal by any person desirous of broadening his views on religious subjects. Mr. Kellogg is a man of broad views as most scholars are; and these lectures are remarkable for their historic knowledge and their thorough criticism of the origin, meaning and growth of religion. The author has dissected very carefully the opinions of all previous writers, scholars and divines on this phase of the religious question. New York, McMillan & Co. Cloth, \$1.50.

**A SUBLIME FAITH.**

"Ah!" remarked the experienced magazine editor, as he opened a thick envelope, and took from it a manuscript story. "here is a writer who has a sublime confidence in his powers."

"How can you tell that before you read a line of his story?"

"Because he has used such flimsy paper that it won't stand the wear and tear of more than one reading and rejection."  
—Truth.

**AMONG THE WHOLESALERS.**

**N**ERLICH & Co. are stock-taking, and find that their stock is fairly light.

"A Rose of a Hundred Leaves," is a new book by Amelia E. Barr. James Clark & Co., of London, publish the English edition of this lady's books, and their sale in Canada is controlled by the Copp, Clark Co. This edition is handsomely bound in gilt ornamented cloth and with gilt top. It is also exceedingly well illustrated.

The Copp, Clark Co. have already sold out four-fifths of their Canadian edition of Don Orsino. All Crawford's works are selling well.

The Toronto News Co. are showing some nice ranges of valentines. The designs are new and in many cases very striking.

J. T. Sutton, one of the oldest travellers in the Maritime Provinces district, has joined the Warwick & Sons' staff of travellers, and will go east from Toronto. Mr. Sutton was formerly with Robert Miller, Son & Co., of Montreal, and latterly with W. J. Gage & Co.

Mr. George R. Warwick, of Warwick & Sons, has gone on his annual trip to the North-west and the Pacific coast, and the editor of this journal expects a bunch of violets from Victoria sometime in February.

Mr. Riddell, of Hart & Riddell, stationers, King street, is now in the city for the first time since entering into his present partnership.

Mr. S. B. Gundy, who for many years represented W. J. Gage & Co. on their eastern ground, has accepted the position of manager of the wholesale department of the Methodist Book Room. He sails shortly for Europe to make their purchases for the coming year.

W. J. Gage & Co. have issued a neat greeting card wishing their customers a prosperous new year. They have had a prosperous year. Mr. Dimick, who has done their city trade successfully for considerable time, now takes the eastern trip for this house.

Mr. Solomon and Mr. Anderson have both severed their connection with the

Methodist Book Room. They were energetic and honest salesmen, and genial companions on the road. Their friends throughout the country will miss their genial smiles and happy jokes. Both will doubtless succeed in other spheres, because they had that grasp of business knowledge which ensures success. Mr. Solomon has gone to New York.

January 4th was a heavy day with most of the wholesale houses, but reports indicate a good settlement by retailers. The amounts to be met this year were greater and more numerous than in former years; but nevertheless payments were satisfactory. Requests for renewals were not for large amounts or for long periods, and this shows that money must be fairly plentiful. The strong Christmas trade has seemingly placed retailers on their feet, and collections seem also to have been very satisfactory with all the rural dealers, many of whom do a heavy credit business.

The Canada Paper Co.'s calendar is to hand in style much the same as last year. It will be much appreciated by the trade. This house report a very prosperous year's trade.

Nerlich & Co. are pushing their new novelty in the shape of a net bag containing 25 bronzed marbles. It retails at 10 cents, and should be a good seller. They carry a long range of china, blood, and glass allies and other novelties of this class.

Messrs. Brown Bros. have been forced to work their employees overtime in order to keep up their orders for leather goods. They have done well during the past season in their lines of leather goods of all classes. One line of ladies' handbags was an enormous success, and the stock is entirely depleted. Just now they are pushing purses, wallets, blank books, stationery and office goods.

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## CANADIAN PULP AND PAPER MILLS.

MR. J. D. Rolland, president of the Rolland Paper Co., of Montreal, is just now in England upon matters of a city character in connection with Montreal finance; but happening to pass Shoe Lake, he called at our office on Monday last, says the Paper Trade Review. Our first question was: How about the Canadian Paper Trust?

Said Mr. Rolland: "He was not personally interested so much in it as very many of the mills, for his company only manufactured loft-dried writing papers and fine book papers, of which they had just completed a new sample book."

"Concerning the prospects of the proposed Trust?"

"The steps taken at present may be looked upon as preliminary, being more an effort to unite proprietors of the mills and concentrating their ideas, bringing them down to a crisp, solid and all-important reasonable working basis, for negotiations."

"As regards the actual progress," continued Mr. Rolland, "the mills making browns and manillas had come to an understanding as to price of selling, and are worked harmoniously at rates which are reasonable to the consumer."

"On the other hand, the mills running on news and book papers, of which there are about a dozen, have not yet settled as to price, and competition continues to be excessively keen. The Eddy Paper Co., of Hull, near Ottawa, and the Royal Pulp Mills, have increased their output considerably, thus tending to still further depress prices, a factor which may have an important influence in causing an early decision as to a combination price."

"And the outlook?"

"It is evident to the commercial mind that these new mills cannot be making much profit, therefore as soon as all are united as to the selling price, it will be easier for the proposed paper trust to negotiate."

Enquiring as to the welfare of some of the mills in Ontario we heard that the Toronto Paper Manufacturing Co., of which Mr. John R. Barber is president, a gentleman, who, through his energy in carrying the mill through even the most troublesome times withoutmost safety, is running full time and maintains its reputation."

"The Napanee Paper Co., are producing a very good quality of cheap news, and their capital location helps them in trade."

"The operations of the Eddy Manufacturing Co., Ltd., are looked upon very critically by their opponents, now that they have two machines, both eighty-four inches. The general excellence of the quality of their output affects some smaller mills very seriously."

"The Canada Paper Co., Ltd., are a strong concern, making a good grade of news and book, and run four machines."

Concerning the Rolland Paper Co., Mr. Rolland was naturally very quiet, but it transpired, after some pressing, that "the company were contented with their prospects. During the summer the mill had been extended, additions being made to the loft drying and finishing departments, two new super calenders having lately been put in."

Mr. Rolland spoke very well of the work done by, and value of, refining engines, and he was not surprised at their steady introduction into this country for they are most economical in use.

"How are our friends, Messrs. Buntin & Co.?"

"The firm of Alexander Buntin & Co. is

a good old-established house, and lately they have made some additions as to their machinery. They have two wide Fourdrinier machines, running chiefly on news and book papers."

Reverting to the pulp trade Mr. Rolland said: "A great deal of chemical pulp is shipped to the States by the Eddy Co., the Royal Pulp Co., and the Chatham Co., but the manufacturers of ground wood pulp are in a depressed condition and there is a feeling that efforts must be made to stimulate the Government to put an exportation tax on wood shipped to the United States, as American pulp producers are buying large quantities, which naturally tends to be detrimental to the manufacturing interests of the trade of the Dominion. Advanced men in the trade speak very strongly upon this question, and are likely to make united efforts before long to get remedial measures carried, and in this movement they will have the good will of the whole Dominion."

"The largest chemical pulp mill is that of the Maritime Chemical Pulp Co., Ltd., who are one of the principal exporters of chemical fibre; they produce a pulp of very good quality. The shipments are mostly to the New England mills of U.S.A."

## WHITTIER AND TENNYSON.

William J. Fowler, in the December Arena, offers some thoughts on the resemblances and still more important differences between Whittier and Tennyson. Tennyson had more of the sense of melody that may be thought essential in a poet; yet it sometimes seems as if this advantage had been turned to loss and that his fancy was the slave of the melody he loved to make. Much of his poetry seems the play of a dilettante. On the other hand, Whittier's work is all characterized by intense earnestness, even the lightest touch of his fancy bearing earnest purpose; and this atones in the eyes of the masses for artistic defects. There is a good deal of "art for art's sake" in Tennyson; but Whittier's art is all for use.

Before the death of Hallam, Tennyson was full of noble aspirations and hopes. He was in step with the progressive spirit of the time. But that death came as a pall to his hopes. He lost step with his time and became morbid. Whittier's career shows how surely spiritual strength grows by use and exercise. Early in life he took upon himself the burdens of an oppressed race, and as life advanced his sympathies broadened. Tennyson vainly sought perfect comfort for his personal bereavements. Whittier found happiness under far heavier burdens. Tennyson, too, acknowledged the idea of self-effacement; but while Tennyson sang, Whittier realized it in his work.

The lesson of these contrasted lives is that there is no consolation for sorrowing hearts like work, especially work that helps mankind. It is not alone that work absorbs the faculties; a thrill of keenest exaltation rightly belongs to all who contribute in smaller or greater measure to the happiness of humanity. "Reveries are not sacrifice. Introspection, if carried to extremes, is morbid and injurious. But in working for human welfare, the highest energies of the soul may be employed without waste or loss of power. No rust can corrode a life based on love for one's fellowmen."

"The world will never outgrow Whittier's thought, because it is based on pure

love for mankind." But England has already outgrown much that Tennyson lived for. He will not be a teacher of future generations; his lines will be grateful as expressing, in beautiful language, ideas that the world is outgrowing.—Weekly Review.

## THE DEVELOPMENT OF THE NOVEL

"Figures given by a trade journal," writes Richard N. Titherington in Munsey's Magazine for December, show that of 4,665 books published in America last year, 1,105 were novels, of 5,796 books published in England, 1,216 were novels. *This one class was much more than twice as numerous as any other; and a glance at the statistics for former years shows that its tendency has been toward a steady increase.*"

The novel is indeed the most characteristic form of contemporary literature. It is a form essentially modern, since the last century saw its birth. It is easier to recognize a novel than to give a definition of it. It may, perhaps, be characterized as a fictitious narrative founded on the human passions. Love is almost invariably, though not necessarily, its central motive. A considerable degree of length is a mechanical necessity, to differentiate it from that much older form, the short story.

The novel was created in England, and in the eighteenth century. Its development has been foreshadowed in various ways by the literary schools of Italy and Spain, whose monuments are the Decameron and Don Quixote, and it was partially paralleled in France by the productions of Lesage; but as far as time and place can be set by the birth of a new idea in literature, the honor of its paternity belongs most truly to the work of Samuel Richardson, Henry Fielding, and Tobias Smollett, during the decade between 1740 and 1750.

The first American novelist, in point of date, was probably Charles Brockden Brown; but it was Cooper who first gave to transatlantic fiction the flavor of the soil.

Mr. Titherington reviews briefly the literary careers of the English and American novelists, pointing out the salient features and characteristic tendencies of the work of each of them. "If a score of critics," he says, "were called upon to select the one most typical instance of the English novels Vanity Fair, would perhaps be named more frequently than any other." It is typical in its theme, characters, and keen satiric humor and constant under currents of didactic purpose. As to this last point—didactic purpose—it is remarked that the moral strain has run along the whole current of English fiction.

There has never been an English Zola. The French theory that bids literature, be artistic only and never didactic, is squarely contradicted by every great English novel. Of course, admits Mr. Titherington, there have been variations in the moral level. Excess produces reaction, and the studied refinement of Richardson brings out a protest in the coarser tones of Fielding and Smollett.

George Eliot's "Romola" it is said, is regarded by some good critics as the first novel of this century. Coming to our own day, the greatest literary success recorded is Thomas Hardy's "Tess of the D'Urbervilles."—Weekly Review.

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## BOOK BOOMING.

By W. J. Lampton

I AM reminded by a recent article in *Printers' Ink* on the advertising of books that our vaunted Yankee ingenuity has to a large extent left uncultivated a field of gain which does not speak well for our Yankee thrift. If so be our Yankee thrift is in all respects what tradition would have us believe it is, I refer now to the booming of books. Possibly the term is new; the practice is not altogether so, though as yet it has never been systematized.

To begin with, then, a book is as worthy to be advertised as a patent medicine or a piece of calico is. A book meets a want just as any other material matter does, although it may not be applied in quite so material a manner. As we now have it, books are advertised only in certain publications, and to reach a certain class. Hundreds of good readable books in every department of literature never reach more than a merely nominal sale, and they are left to die on the shelves. We have sixty-five millions of people in this country, thirty millions of whom we may say, can read a book. They do not, however, at least, the same book. If an author can sell 20,000 volumes he is doing wonders, and if his sales reach a hundred thousand he is a phenomenon in literature. Yet there are millions of copies of newspapers sold every week. With this state of affairs before us, why is there not good business in the organization of a firm with say a million dollars capital whose sole object shall be to boom such books as it may own outright or have on royalty?

To be more explicit: Let such a firm buy a good strong readable book suitable to all classes. "Ben Hur" for instance, and begin a systematic and widespread advertising of it in every newspaper in the country and on the walls and bill boards if necessary. Let it use catch phrases: "Good Morning! Have you read 'Ben Hur'?" or something of that sort. Advertise it exactly as any other useful article is advertised, and as copiously. Get people to talking about it. Let them know there is such a book. Spend money in displaying its merits, print the book in cheap and expensive styles to meet all purses, and whoop it up from Maine to California. It may shock the aesthetic ideas painfully and make the author tired, but business is business, and his wounds will find a panacea in the pay he gets. There is no reason why a good book of fiction, by a standard author alike interesting to all, should not sell a million copies. Even at this date Scott, Bulwer, Dickens, Cooper, and others equally as old, could be boomed in this way, and made to sell everywhere, for it is safe to say that nine tenths of our people have not read these authors, but would if they had the opportunity thrust upon them. The thing must be done in a purely business way, however, and persisted in as any business is that finds its success in the liberal application of printers' ink. Trusting to the people to grab a good thing when they see it will not do. Experience has shown they will not do it. It must be rubbed in on them and shoved at them from every nook and corner. The outlay, except for advertising would be comparatively small, as well known books past the copyright age would be the best to begin with, and new books could follow, say at the rate of one a year. Too many books is not good either. A man who advertises and booms a patent medicine has but one

as a rule, and gives that his entire attention. So with books to a large extent.

Of course, this suggestion is largely a theory; but it occurs to me that a theory which works out well in practice in one line should at least be fairly successful in another, and there is somehow a power in printers' ink which gives confidence in all things, and, as well, a success, almost, if not quite, equally as great.

In any event, I present the suggestion, and with it a prediction that the time will come, if it is not now at hand, when this method of booming a book will be the vogue, and will result in money to the boomer as well as to the author.—*Printers' Ink.*

## SHARP PRACTICE.

The American book papers are speaking sharply to the publishers who stock bazaar stores. The *Publishers' Weekly* says:

We made an indirect reference a couple of weeks ago to the practices of certain publishers in stocking up bazaar stores to the immediate disadvantage of the bookseller, and to their own ultimate undoing. This seems to have aroused curiosity in certain quarters, and enquiries have been put to us as to the meaning of our reference. For the benefit of those querists we find an illustration ready in a recent experience ventilated in the columns of our contemporary, the *Newsman*. The case in point is briefly as follows:

Three thousand copies of a bound copyright book were placed on the market at 84 cents wholesale. It was sold entirely to the legitimate trade at this figure. As only about one thousand copies were sold during the first three months, the publishers hit on a trick to make them move, and offered them to a dry goods syndicate for 30 cents apiece, spot cash. The books were found, within a few days after, retailing in the dry goods stores as low as 35 cents, or less than one-half what the regular trade paid for them at wholesale.

Let us presume that John Jones, the bookseller, bought five of these books at 84 cents, and sold three of them, say at \$1.15 apiece. In the meantime Jenkins, the bazaar owner, gets his lot for 30, and advertises them for 35. Jones is stuck on two copies, and the customer who bought the other three must bear of the cut in price, charging Jones as a swindler, never to be patronized again. Not much subtlety about a case like this, yet it is on the records as true, and will happen again.

This case is a sample of hundreds. It is no secret who established the book departments in most of the bazaars, nor is it a secret that some of the promoters of the scheme have had reason in more than one case to regret their enterprise most bitterly, simply because the creature became greater and of more importance than its master and exchanged places with him.

We recognize the necessity of fighting unfair competition even with the enemy's weapons. The most effective and legitimate way of overcoming this and other evils would be through organization towards which we hope more decided steps will be taken during the coming year than were in the year just drawing to a close. The south is bestirring itself, and the west is working hard to perfect its organization. Let the eastern and middle states but recognize the importance, or rather, the necessity for such a course, and then let the four sections combine in one effort, and the tenure of existence of such impostors as those de-

scribed above will be as brief as can be desired by even their most impatient victims.

## BOOK ANNOUNCEMENTS.

The National Publishing Co. have secured a large number of excellent novels for publication in Canada. These will be issued very soon. They have just published *Royal Blood*, by Grant Allen, and *A Family Likeness*, by B. M. Croker, in both cloth and paper binding. Among the new novels which will shortly issue from this house is *Lady Verner's Secret*, by The Duchess, of which they control also the American edition; *A Secret Quest*, by G. Manville Fenn; *Vanity's Daughter*, by Capt. Holly Smart, and a new story by Mrs. Oliphant. This company have put some excellent works on the Canadian market, and they should be patriotically supported by Canadian booksellers.

Among the new books announced by the Methodist Book and Publishing House is Rev. E. E. Young's "Stories from Indian Wigwams and Northern Campfires," which will be ready in a few weeks. This promises to be one of the most attractive books the Book Room has yet published. This author's previous work, "By Cannon and Dog Train," has already reached a sale on both sides of the Atlantic amounting to nearly 50,000 copies. The new work promises as great popularity.

The Methodist Book Room report the largest Christmas trade both wholesale and retail in the history of the house. They are preparing to issue a volume, entitled "This Canada of Ours, and other Poems," by J. D. Edgar, M.P., which will undoubtedly have a strong demand. They have just issued a handsome morocco-bound edition of the Canadian Hymnal for organists' use. It is well finished in every particular in beautiful binding and gilt edges. They are now preparing the second edition of Pansy's latest and best book, "John Remington, Martyr." This book has had a greater sale than any of the previous stories by this intellectual lady.

Messrs. W. & A. K. Johnston, Edinburgh, will shortly commence the issue of an entirely new series of works. The history of the Scottish regiments, though treated of in a meagre way in previous publications, has not in years received that attention which it undoubtedly deserves. In this forthcoming series the letterpress will give an accurate history of each regiment from its foundation to the present time, as well as lists and biographies of officers who served at particular periods, and the four, or, in some cases, five full-colored plates will show the present as well as all or as many as possible, of the old uniforms of each regiment. Each battalion will be treated of separately according to the old designations—that is, before the introduction of the territorial system in 1881. The first of the series—the *First Battalion Black Watch (Royal Highlanders) 42nd*—will be issued early this year, and the others will follow as rapidly as possible. In each book will be announced the title of the following history. The size of the books will be royal quarto (10 by 12 1/2 inches). They will be printed on thick paper, and be bound in pictorial cover with cloth back. The selling price of each book will be 3s. nett in Edinburgh, or about \$1.50 in Canada. This work should sell well in Toronto and Montreal where Highland regiments of infantry exist, as well as to general readers everywhere.



## FANCY GOODS.

THE great trade in fancy goods during the holidays has come and gone. It was not very different from its predecessor in point of volume, but was slightly better in regard to profit. The wholesalers nearly all report an increased trade in all lines. During the past year the wholesale trade was much affected by the slaughtering which was done in regard to the stock of Hickson-Duncan & Co., in Toronto, and that of Holland & Co., in Montreal. But in spite of this, the year's volume of trade has been larger than last year. The failures so far have been very few, although a few losses will be experienced during the next few months, as two or three meetings of creditors have been already called.

When the position of the retail trade is considered it will be found that the situation is not so favorable as in previous years. This is due in a great measure to the hold obtained by the dry goods dealers on the fancy goods trade. In the city the small fancy goods store is a thing of the past. The departmental stores have cleared these out, and the few that are left will be gone inside of twelve months. In Toronto they are being exterminated by the ruthless onslaught of the big dry goods stores. In Montreal the same state of affairs obtains. People now flock to the toy department or the fancy goods department of the big dry goods store, and there secure a variety to choose from, which they could not obtain by visiting a half dozen of smaller stores. Mr. Harris Fudger has placed a stock of fancy goods in a departmental store in Toronto and sells these there while he does a wholesale business at his own warehouse. He can hardly be blamed in one way, because he acted on the maxim, "If I don't, somebody else will." Nevertheless, it opens up a huge possibility. If goods can be sold retail in the city departmental stores at wholesale prices, why can not the same thing be done in smaller towns? It will perhaps force the wholesale men to establish branch stores in the leading towns, and there sell retail at wholesale prices. This is not visionary; it has been in actual contemplation. The middleman's profit is getting to be too large. Some of the retail fancy goods men are avoiding it by going to the big manufacturing centres and buying direct. But this cannot be done to any great extent. If the retail fancy goods dealers of this country want to preserve the present mode of doing business, they must prevent the wholesalers selling at retail. Otherwise a change will gradually be made; and some day the units in the business will wake up under an avalanche from which they cannot possibly escape.

The past season has witnessed a continuation of the demand for cheap plush goods, and as far as can be learned no substitute has been found for the coming season. Plush can be secured which will make a neat and showy article at a price which cannot be touched with any other material. This year will again see a large demand for cheap plush goods. In better goods, leather and natural wood will be leaders. Wood can be made into so many designs and patterns that it offers great variety to the buyer, and consequently will remain in favor. Leather goods come high, but the better class of customers demand them. They will continue strong in albums, handkerchief and glove sets, companions, music rolls, etc.

There is one contingency which may affect the cheap plush trade. If cholera rages in Europe these goods cannot be imported. But it is doubtful if this will

occur in such a way as to block the trade entirely. Still it is a factor which cannot be overlooked.

Albums have had a better trade this past season than in the two former seasons, as photo holders were less in favor. This season will see some pretty albums in combinations of natural wood and plush or metal and plush. Some American varieties shown this past season had a solid metal front cover neatly engraved with a floral or other design. Bright silver ornamentations will again be prevalent.

Collar and cuff boxes, glove and handkerchief boxes and folders, manicure sets will all be good stock for next season. Brush, comb and mirror sets are nearly run out, except in the more durable class of goods, such as silver backed goods.

Fancy novelties, such as match safes, pin holders, watch cases, and the like, are not so much in demand as formerly. They are not sufficiently useful to catch the trade. An article must be useful as well as ornamental—in fact, must be personal rather than general in order to retain a place in the tastes of practical people.

There is a growing disposition, says the American Stationer, on the part of some of the importers and jobbers of fancy goods to handle more articles of stationery than formerly. Time was when the latter lines were confined almost to a few specialties, but of late years staples and sundries have occupied a distinguished place among the importations, and have been placed in competition with those goods sold by the regular dealers. There does not appear to be any special opposition to this method of rivalry. The regular stationer knows from experience that the lines which divided one business from another years ago are not so sharply defined in these days. The dry goods houses have their stationery and fancy goods departments, and although the fancy goods houses have not as yet made a specialty of dry goods, the conclusion that their displays may in the future include even these goods is perhaps not violent. The truth is there is no business quite safe from the intrusion of other lines apparently foreign to it. The "cobbler" no longer "sticks to his last." Old fashioned business ways no longer obtain. Where the dollar is there will the enterprising man be found. There is a tinge of sadness perhaps in this breaking up of old and well understood customs where each man followed a distinctive calling. Modern methods, however, are considered the more progressive and must therefore in a great measure supplant the old. It would be interesting to know just what this progress and these methods will develop in the course of the next twenty years. The great trouble is that the dry goods houses undersell the regular stationery trade, sometimes going to the extreme of low prices, marking goods down to or under cost, so that they may attract customers who, tempted by the surroundings, will be led to buy in other lines. We cannot too strongly deprecate this mode of doing business. Manufacturers who sell to such houses are responsible to this extent for the low prices against which they make so frequent outcry.

Articles in tortoise shell are very popular, and the multitude of ideas expressed surpasses anything for years. Numerous articles heretofore fashioned out of more or less valuable metals are now passed over for those made of tortoise shell. Formerly the chief use of tortoise shell

was for making combs and fans, but now combs and fans are only a small portion of the goods made from this remarkable and beautiful product. Lorgnettes, opera glasses, covers for books, hand mirror frames, manicure sets are among the leading ideas of the day, but besides these are lots of things turned out of tortoise shell, some solid and others in combination with silver and gold.

Fourteen and Twenty third street windows are exhibiting crates of Japanese goods—all imported specially for each house, of course. I wonder, by the way, how many of these Japanese goods have been made by the less skillful fingers of the Teuton and the Hungarian. The fact is that hundreds of cases of so-called Japanese goods come from Germany and other parts of Europe every year, and, while it is one of the most transparent of tricks, yet the average buyer doesn't appear to know it, and, as the western phrase goes, "What's the dif, anyway?" so long as the buyer is satisfied.—The American Stationer.

## WOLCOTT BALESTIER'S NOVEL.

In the December Century Magazine is printed the first instalment of "Benefits Forgot," a novel from the pen of the young American author Wolcott Balestier, whose early death in Dresden a year ago cut short a career which such friends as Henry James, Edmund Gosse, and W. D. Howells believe would have brought the highest credit to American literature.

The scene of "Benefits Forgot" is laid in Colorado. Balestier twice visited that state, and to the end of his brief career his last sojourn in the west remained his most vivid and fascinating experience. The large issues of life in Colorado moved him profoundly, and though an eastern man by birth and a resident of Europe at his death, it was to Colorado that his imagination turned, and it is to that state his notable work belongs.

At Leadville, in 1884, he made the first rude sketch of the novel which has now begun to appear in The Century. It was there that he found the large and vital background for the virile types of humanity that his imagination was so fond of creating. The characters in "Benefits Forgot" are of a much higher type than Balestier has depicted in his short stories, "Reffey," etc.; and the towns of "Maverick" and "Topuz" are as real as Denver and Leadville—although it is the Colorado of ten years ago that Balestier describes.

The manuscript of "Benefits Forgot" was sent to the editor of The Century by a common friend in England. The name of the author was withheld, and the story was virtually accepted for serial publication with no knowledge of the author. A short time after, Mr. Balestier was in New York, and while he was in The Century office arranging for the publication of "The Naulahka," which he and Rudyard Kipling had written together, the editor happened to mention with praise "Benefits Forgot," and in his half-concealed pleasure the "secret" of its authorship was forthwith revealed.

His death from typhoid fever came a few months later, and so it is that "Benefits Forgot" is a posthumous novel, and the last piece of writing from the pen of its talented young author.

## TORONTO SCHOOL SUPPLIES.

THE Toronto School Board recently asked for tenders for supplying stationery and drawing books to the public schools of the city. Nearly all the stationery firms tendered, and on January 4th the Printing and Supplies Committee recommended as follows:

1. That the tender of Messrs. Copp, Clark & Co. be accepted for:
- |  |         |
|--|---------|
| (a) High School Drawing Books per 1000 | \$26.18 |
| (b) Kindergarten                       | 47.50   |
| (c) Practice                           | 22.20   |
| (d) Business Forms, Nos. 1, 2, and 3.  | 59.50   |
2. That the tender of Messrs. Gage & Co. be accepted for:
- |   |                    |
|---|--------------------|
| (a) Writing Books, per 1000                                       | \$14.50            |
| (b) Dictation, Exercise and Note Books per 1000                   | 24.00              |
| (c) Paper, as selected from time to time, as per samples, per ton | \$15.00 to \$16.00 |

As there are about 25,000 children to be supplied with these articles, it will be seen that a huge amount of this merchandise will be required. The prices are slightly lower than the ordinary jobbing rate, and the board has made a good bargain. The tender for dictation, exercise and note books at \$24 per 1,000 seems somewhat ambiguous, and allows, seemingly, a certain amount of profitable discretion to the tenderer.

But the board has also had another matter under its consideration, and has, we venture to assert, come to a decision which is detrimental to the best interests of education in this city. A sub-committee of the board was recently appointed to come to an understanding with Mr. J. A. Currie regarding his offer to supply all the scribbling books required for use in the public schools free for one year; he to use the cover and four outside sheets for advertising purposes; all advertisements to be subject to the approval of the chairman of the board, the chairman of the school management committee and the inspectors. It has since been decided to accept Mr. Currie's offer.

To a disinterested observer it seems that such an arrangement would be a lowering of the educational dignity of the Toronto school system. It would certainly be profitable to the school board, but it would be displeasing to many of the parents throughout the city. They want their children's books to be free from all outside influences which would in the slightest impair the elevating influence of education or prevent them receiving the greatest possible amount of good from their undivided attention to their duties. Certainly parents will object to the advertisements of patent medicine men, of prize guessing contests, and others of like ilk. But if some advertisements be allowed there is no telling where the line will be drawn. It will depend on the tastes and carefulness of the board which manages it, but it is one of that class of things, the tendency of which was noticed by Pope when he said:

"Vice is a monster of so frightful mien—  
That to be hated needs to be seen;

But seen too oft, familiar with her face,  
We first endure, then pity, then embrace.

The first thin edge of the wedge should not be allowed to find even the smallest opening, and only thus will the elevated plane of our educational situation be maintained.

There is nothing now to prevent the board securing readers interleaved with advertising pages, without cost to themselves. In fact, the franchise of supplying books to the Toronto public schools will soon be as valuable as that of the street railway. Mr. Currie's name will go down in the pages of Toronto's history as one of the inventors of the century—the inventor of cheap education for the masses.

The board should communicate with the manufacturers of Pears' Soap for an offer on the advertising mediums which are now offered for sale. Perhaps the manufacturers of Burdock Blood Bitters would make an offer. It is indeed lamentable that education is by the Confederation Act placed under the control of the provinces, because a national system of education run on the principles adopted by the public school board would be a great source of revenue, and help in materially reducing the public debt.

## DOMESTIC WALL PAPER.

The Toronto Globe has had an enterprising reporter going through the country at present looking up the grievances of the people. But a few days ago he met a Conservative merchant who was mean enough to tell him a few things about the Canadian wall paper trade which were hardly true. It seems strange that the reporter should be led to assert that there is but one firm of wall paper manufacturers in Canada. The man who doesn't know that there are two manufacturers in Montreal—Watson and McArthur—and one in Toronto—Staunton, ought to be careful about his public statements. These firms are doing a large and increasing trade, and every wall paper merchant knows better than to deny this to a man who knows anything about the wall paper trade. He cannot close his eyes to the fact that the product of these mills is increasing in volume and quality in a manner which is indeed remarkable. In the report it is said that all our gilts are imported. This statement is untrue. Our domestic manufacturers are selling gilts, and these are worthy of notice also. He states that there were a number of items 12 1-2 cents a roll on some of the invoices shown, and the duty was 10 cents a roll. Now there is no rate in the tariff which calls for 10 cents a roll. Some embossed gilts and some plain gilts cost 12 1-2 cents a roll

in the States, but on the former the duty is eight cents, and on the latter it is six cents. Further, he says that some papers cost six cents, and nine cents duty was paid. For this also we find no justification in the tariff book. There cannot possibly be any such rate paid. The reporter should go back to that town with a brickbat in his pocket.

True, the duties are very high and may need a slight reduction as our manufacturers become stronger. But this is no justification for a misrepresentation of the state of the Canadian wall paper trade.

## AT BOTH ENDS.

"By Jove," said the youngster, "I'd like to have a hundred thousand dollars to go into business with in the proper shape."

"Ugh," growled the veteran, "I'd like to have a hundred thousand dollars to go out of business with in the proper shape."

How do you run business? It is astonishing to notice some of the methods in vogue. Nine men will buy on credit where one will buy for cash, while eight out of the ten could pay cash if they followed the example of the one. Take ten men with an even start and the cash buyer will be ahead of all the others in two years. The value of cash is nowhere better exemplified than in buying stock. By paying cash inside of 30 days a man can get five per cent. discount. If he does not pay within 30 days he gets perhaps three months longer. Therefore, the five per cent. discount represents the discount for three months or 20 per cent. per year. In the face of this it seems strange that so many business people prefer to take credit. Perhaps they pay as promptly as the cash buyer, but they pay just three months later, and for that short accommodation they pay an immense interest that might as well be kept in their own pockets.—Uxbridge Journal.



ON GUARD.

Jones stays at home to watch the meter.

**B. F. Stevens's American Library and Literary Agency**

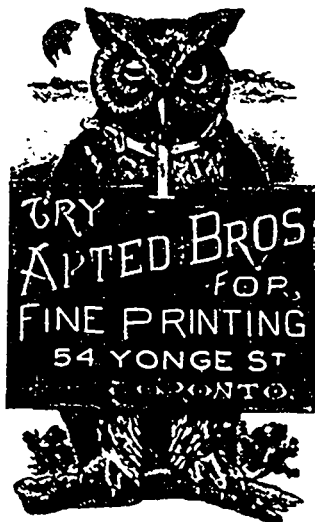
Was established in London in 1864 for the supply of European books, new and old, to Public Libraries and private collectors in the United States and Canada, in large or small quantities. The facilities and economies offered by this agency to book buyers include:—

Prompt execution of orders. All books are despatched by early mail or steamer.

New Books are charged at trade prices, which are usually twenty-five per cent. off the price of publication.

Old or second-hand Books are charged at lowest net prices.

Commission of ten per cent. on trade or nett prices.



**ANNUAL VOLUMES 1892.**

JUST RECEIVED:—

- Band of Hope Review, 33 cts.
- Child's Own Magazine, 33 cts.
- Cottage and Artisan, 50 cts.
- British Workman, 50 cts.
- Children's Friend, 50 cts.
- Family Friend, 50 cts.
- Friendly Visitor, 50 cts.
- Mother's Companion, 50 cts.
- The Prize, 50 cts.
- Our Darlings, \$1.00.
- The Pansy, \$1.00.
- Little Folks, \$1.25.
- Little Wide Awake, \$1.25.
- Leisure Hour, \$2.00.
- Sunday at Home, \$2.00.
- Boys' Own Annual, \$2.00.
- Girls' Own Annual, \$2.00.

**JOHN YOUNG,**

Upper Canada Tract Society,  
102 Yonge St., TORONTO.

**Brokers and Commission Merchants**

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

**THE GOODRICH HARD RUBBER CO., AKRON, OHIO.**  
Manufacturers of  
**Hard Rubber Stationers' Sundries.**

- PEN HOLDERS, Finely Finished.
- RULERS, Flat, Round and Flexible.
- INK STANDS, Round and Oval.
- VEST POCKET INK STANDS.
- MATCH BOXES, in Unique Designs, etc., etc.

Send for Illustrated Catalogue and Discount Sheet.

**THE B. F. GOODRICH CO.,**  
Akron Rubber Works,  
AKRON, OHIO.

Manufacturers of  
**Soft Rubber Stationers' Sundries.**

- Sterling Shell Erasers, Fluted Erasive Rubbers, Crown Erasive Rubbers, Pointed Erasive Rubbers, Akron Improved Ink Erasers, Type Writer Erasers, Etc., Etc.
- Sling Rubbers, Copy Press Sheets, Key Foot Balls, Bladders for Foot Balls, Lawn Tennis Racket Handle Covers, Elastic Bands, all sizes and of Pure Rubber.

Send for Illustrated Catalogue and Discount Sheet.

**B. MARCUSE, MONTREAL**

**MARCUSE**

IMPORTERS OF  
**FINE FANCY GOODS,**  
FRENCH,  
ENGLISH,  
GERMAN,  
AMERICAN  
and JAPANESE

It is my aim to import principally such lines of goods as are not sold by everybody.

**ORIGINALITY AND VARIETY**  
are the chief characteristics of my stock.

366 ST. Paul ST.

**J. S. RUSSELL,**

IMPORTER OF

**FINE FANCY GOODS**

Gold and Silver Lace, Fringe, Stars and Tassels

- Pocket Cutlery,
- Spectacles,
- Stereoscopes,
- Briar Pipes, Cigar Tubes and Pipe Mounts
- Purses,
- Bill Books,
- Native Indian Goods,
- Perfumery,
- Combs,
- Whisks,
- Banner Rods,
- Fancy Brass Goods,
- Society Buttons.

**WALKING STICKS,** in endless variety.  
**NORTH-WEST INDIAN CURIOS.**  
Lake Superior Amethysts and Agates.

114 BAY STREET. - TORONTO

**MENU AND GUEST CARDS**  
HIGH CLASS

Illustrated Catalogue free by Mail. Goods through all Shipping Houses.



Perfect Models of beautiful Flowers, etc., and Charming Decorations for the Dinner Table.

**J. TAYLER FOOT,**  
18 Poland St., London, England.

Just opened an extensive shipment of **MARBLES** and **GLASS ALLIES**.

Our assortment is larger than ever and contains some very nice novelties.

**“25 Brilliant Marbles put up in a little Net-Bag.”**

To retail at a popular price.

Write for Price List and Samples.

TELEPHONE 2207.

**NERLICH & CO.,**

35 Front St. West,  
TORONTO.

**ALEX. PIRIE & SONS, Ltd., ABERDEEN, SCOTLAND,**

—MANUFACTURERS OF—

Papers, Envelopes, Cards, Gummed and Enamel Box Papers.



**FINE PAPERS A SPECIALTY:**



To be had of all Wholesale Stationers. Ask for these goods.

## THE STATIONERY TRADE.

**T**HERE is no period in the year when greater activity is shown in the stationery and blank book trade than during the first two months of the year. Retail stationers make an extra effort to catch the trade, and this, reacting on the jobbers and manufacturers, makes the movement more rapid than at other seasons. The old year's business is being closed up and the new year's business requires new books of all kinds. The demand runs into blank books, bill books, travellers' order books, high-priced quarto books, counter blotters, promissory notes, receipts, drafts, etc. Just now the wholesale houses are making extra efforts, each one being very anxious to secure a larger share of the trade.

Most of the houses report a splendid trade during 1892. The paper jobbers are also well pleased. One of the latter remarked that one-sixth of one per cent. would cover their losses from bad debts during the year. This is an exceedingly satisfactory state of trade, and shows that the weak dealers are well weeded out.

Papers of all kinds are ruling very steady in price at present.

### NOTES.

Office diaries are selling well at this season of the year. Where dealers cannot carry a stock of the larger sizes, they are often able to sell from catalogs. The Copp, Clark Co. have a good stock of these books in all sizes. They are well made and contain superior paper. A new writing tablet has just been placed in the market by this firm, called the Golden Rod Writing Tablet. The cover is illustrated with a representation of this unique Canadian flower, which reminds one strongly of August strolls in shady woods. The paper in the tablet is of very good quality, and is shown in both quarto and octavo sizes.

Every dealer should read carefully the announcement of the Barber & Ellis Co. in this issue. They have made some changes which are worthy of notice, especially among their staff of travellers. They report having had one of the most prosperous years of their business career, a great deal of which is attributed to an increased use of advertising mediums.

A new series of scribblers is now being shown by the Copp, Clark Co. The Boom-Ta-Ra is a neat 200 page scribbler with a leatherette cover. The Highlander is a demy sized scribbler of 300 pages which can be retailed at five cents each. The Modjeska and Maecissa are the names of two lake steamers well known to those crossing from Toronto to Hamilton, and a handsome picture of each is used to embellish the covers of two lines of scribblers. They are also issuing a line of tinted blank books containing what is known as eyesight paper. The cover of each of these books bears a certificate from Toronto's eminent oculist, Dr. Ryerson, which states that the paper is the best that he has seen. Dealers will no doubt profit by this new idea. In cap quarto size they show two neatly covered books, the Mayflower and Pramrose; in post quarto, the Cibola and Chicora are the steamboats chosen to be used in illustrating the cover.

W. J. Gage & Co. are doing a steady trade in all lines of scribblers, note books, and writing tablets. This house has a reputation par excellence in this class of goods.

A line of handsome tablets, padded by the Johnson process, is being placed on

the market by C. M. Taylor & Co. They have four distinct lines, designated respectively the Columbus, Steeplechase, For Queen and Country, and British-American. The quality of paper used is the best, and the designs for the covers are original and taking. This is a range of tablets which no dealer can afford to overlook. With the same designations, but with different cover designs, they have issued a new line of exercise books. This firm recognize that good paper alone will not sell a tablet or an exercise book, but that the covers must be attractive and pleasing. They have secured these qualities in these new ranges which they are now offering.

## PRANG'S ART GOODS.

L. Prang & Co. are famous for the beautiful art work which they turn out. In Christmas and New Year's cards, fine art pictures, etchings, and fine art novelties, they lead the world. Their work is of a distinctive American character, all the designing, lithographing and printing being done on this continent. Samples of their goods have reached this office, but words cannot describe the harmonious blending of colors and nicety of detail displayed in these goods. Even in their little booklets, such as "The Wheel of Fortune," "The Cup of Happiness," and "Golden Treasures," there is a rare charm in the art employed. In their Christmas cards and art calendars there is a freshness of design and a pleasing combination of colorings which give the goods of this firm a separate sphere in the world of art. In shape cards and booklets, such as "Silver Chimes," "The Cradle of Liberty," and "Old Nantucket," they have introduced some very striking novelties, which must prove taking with the buying public. Their larger fine art pictures were the rage last year. This year "The Minstrels" and "At the Party" are two elegant productions, which show some charming views of kitten life, while another picture, entitled "Fast Asleep," which represents a golden haired child lying in her cot with her doll in her arms, is a very touching production, and will be a favorite. But their aquarelle fac-similes are triumphs of lithographic art. They have all the delicate tints of a water-color picture. "A Glimpse of the Sea," and "The Pines in Winter" are two such beautiful reproductions of the paintings of Louis K. Harlow. Messrs. Prang & Co. have surpassed their work of last year, although the impression of many was that such a thing would be impossible. Their work has not the cheap gaudy appearance of a great deal of the German work with which the American markets are flooded.

## DOES ADVERTISING PAY ?

There is no necessity of arguing the question.

Whether it pays to advertise.

Whether it pays to hustle.

Whether it pays to send out well-written circulars.

If you think it doesn't pay.

Take down your signs.

Pull down your blinds.

Keep very quiet and don't mention business.

The goose may possibly lay a golden egg in your woodshed at home. Who knows?—Exchange.

## WALL PAPER AND FRIEZES.

**P**ERHAPS the first thing to make up your mind about with regard to wall paper is whether you want it to be merely back ground or to form anything like decoration. That will depend, to some extent, upon whether the walls are to be furnished with pictures or not. But, even where you have pictures, it is a poor compliment to the artist to "sky" them; and it may be desirable, therefore, to divide the walls in two, using a simple all-over pattern in two shades of one sober color as a background to the frames, and above that to mark off a frieze to the required depth. The depth of the frieze needs to be judiciously proportioned with regard to the room; there is often some feature of construction which will indicate its limits. Should the frieze you wish to use be rather too narrow for your purpose, it can be helped out with a band of plain paint—and with advantage, since what most frieze papers lack is just that border of plain color which is necessary to separate them from the wall below. In any case a frieze is best divided from the wall below by a picture rail of wood, which is decoratively as desirable as it is actually useful. On the whole it would be safe to advise that the frieze be deep. A narrow frieze has only the value of a border, and is hardly worth while, seeing that it is comparatively expensive; for the price of a narrow five-inch border one could have a frieze of ordinary paper 21 inches deep, which would form really a feature in the decoration. But deeper frieze, designed specially as such, is now made in plenty, and may be very effectively used. If it is worth while having a frieze, it is ordinarily worth while having it of sufficient depth—say from 18 inches to three feet deep. One can get then some effect, and on a part of the wall which is not broken by furniture, a very simple paper is often quite enough below; and the cost of even a comparatively expensive frieze, added to that of a single print paper below, amounts to not more than a single rather more elaborate paper all over the wall would have cost.

The more useful colorings are on light grounds. A common error of the paper stainer against which we have to guard ourselves, is to make the frieze approach too nearly, both in character and color, the paper of the lower wall. The effect is lighter and airier when the frieze is more in the key of the cornice and ceiling. It is a popular superstition that this brings down the ceiling. It does nothing of the kind. The eye is not arrested by this lighter wall space, but carried up to the ceiling above.

For a frieze, however, to be hung in one continuous length around the room, this added use of stenciling is a great help to the printed pattern, and admits of a variety of color practically beyond the range of wall paper printing.—Magazine of Art.

## WM. BARBER & BROS.

Paper Makers.

GEORGETOWN, - ONTARIO

BOOK, NEWS AND COLORED PAPERS.

JOHN R. BARBER.

AN  
ADVERTISE-  
MENT  
IS A  
TRAVELLER.

KEEPING  
EVERLAST-  
INGLY AT IT  
BRINGS  
SUCCESS.



**T**HE secret of successful advertising is to make the advertisement as interesting as the editorial page, or the Market Reports. Change it regularly, put life in it and you will soon discover why advertising pays. Is it not worth a trial? Tell your customers and probable buyers through your advertisement what your travellers would tell them, and see the difference in the results. Our subscribers tell us that they read the advertisements that are changed regularly with as much interest as any part of the paper, because they contain much valuable information of new goods, where they may be had and of changes in prices.



WHAT  
OTHERS  
HAVE DONE  
OTHERS  
CAN DO.

SUCCESSFUL  
MEN ARE  
ALWAYS  
SAFE  
GUIDES.

## TRADE CHAT.

A demand of assignment has been made of A. Periard, bookseller, Montreal.

G. C. McLean, wall paper merchant, Brockville, Ont., has assigned to James Smart.

H. H. Lunn & Co., stationery and fancy goods, have removed from New Westminster to Vancouver, B. C.

Several valises were stolen on the night of December 10th from the bookstore of Charles Ouellette, Tilbury Centre, Ont.

Mr. Edward Harrison, stationer, of Belleville, one of the oldest and most esteemed citizens, was last Monday prostrated by a severe illness.

Mr. Laley, the well known lacrosse manufacturer, Cornwall, Ont., has been honored by his fellow townsmen by a recent elevation to a municipal executive office.

The commercial travellers of the Northwest gave a most successful ball in the Manitoba hotel, Winnipeg, on the evening of the 28th of December.

Mr. C. M. E. Ridge, representing Messrs. Austin, Robinson & Co., of Montreal, who met with an accident at Calgary some time ago and has been confined to his bed, will be around again in a few days.

The National Wall Paper Company, popularly known as the Wall Paper Trust, has filed a certificate of the increase of its capital from \$14,000,000 to \$30,000,000. The capital is divided into 100,000 shares.

W. H. Bently, proprietor of the American Fair, 334 Yonge street, Toronto, has assigned. Liabilities \$25,000, assets nominally the same. This merchant was doing a cash business, but the dry goods stores were seemingly too much for him.

Mr. J. H. Dobson, of "Big 20," Bow manville, has probably one of the largest and finest stores between Toronto and Kingston, and does a very nice business. For reasons, which will be satisfactory to any person or persons wishing to go into the book and stationery business, he may sell out his business next month. Intending purchasers will do well to correspond with him.

One of the neatest calendars to reach this office is issued by the publishing firm of J. & A. McMillan, St. John, N.B. This firm is steadily making its way to the front in the Maritime Provinces, and is now doing a huge trade as bookbinders, stationers, publishers and printers. They do both a wholesale and retail trade, and have an excellent reputation for their pushing business methods.

It may not be generally known in Toronto that the publishing firm of Messrs. Suckling & Sons opened a branch of their flourishing business in Montreal last September. They were prepared to make a success of their venture, but had no idea that their enterprise would result in such a great success as that which they have achieved. They are now going on a step further, and are opening another branch in Detroit for the purpose of publishing for the American market and wholesaling only. This departure, coupled with the previous one, will take from Toronto musical people a young gentleman who will be greatly missed. Mr. I. E. Suckling



has left for the purpose of conducting their business in the United States.

A Petrolia paper says: "Not the least successful among our merchants during the past year is the firm of Attwood & Co., the newdealers and stationers, three doors west of the post office. Prior to his opening up business in Petrolia Mr. Attwood was a prosperous and highly respected merchant in the town of Walkerton. Our citizens are very conservative in their dealings, and do not as a rule patronize new men, the consequence befall Mr. Attwood at first suffered a want of patronage that time only could secure for him. Within the last year business has steadily increased until the Christmas trade came on, and we are more than pleased to learn that this year's holiday trade has brought him a volume of business greatly in excess of his highest hopes and places him in a position to lay in a greater and more complete stock than ever. Mr. Attwood is of the good old English school with a high sense of honor and indomitable perseverance. No merchant in town has earned a more liberal support than he, and we are delighted to know that it has been extended to him. We wish Attwood & Co. a very prosperous New Year. The firm is in every way worthy of the fullest support."

## OUR MONTREAL LETTER.

The chief feature of the month has of course been the holiday trade in many lines of fancy goods suitable to the season and canvass of the trade generally elicits satisfaction with the turnover this year. The demand has been spread all the way from plush goods to toys of all sorts.

## NOTES.

It only requires a visit to the warehouse of H. & A. Nelson & Co. to prove what a business they have done in toys and holiday goods. Four weeks ago the shelves and counters were fairly groaning under their load of toys, notions, etc.

Now it looks as though there had been a sweeping auction sale, the clearance being general.

The stationery trade is rather quiet, but the houses are sending out their travellers, and expect to have some orders in the course of a week or so. Mr. Davidson, of Barber, Ellis & Co.'s Montreal branch, will leave on a trip shortly.

In fancy goods and plush stock the men are now out, and some orders have commenced to dribble in on spring account, but not sufficient to give any real indication. The Reinhardt Manufacturing Co. are offering some new and taking novelties this season.

John Lovell & Co. report that they are so rushed with their regular printing work that they have no time to devote to the book business, and don't expect to until well on into February, although January is usually the month for new publications. By the 15th of February, however, they promise the public something new, which BOOKS & NOTIONS will advertise in due time.

The news companies who have been handling the Star Almanac do quite a rushing business. The work was quite up to expectations, and the issue ran away up into the tens of thousands.

The Montreal News Company report business quiet in regular fiction, but say they have no reason to complain of the returns on the lines of regular holiday specialties that they handled. Manager Brophy mentions that the demand for the Star Almanac was especially good.

In wall paper the makers here state that the average for the year was much better than for 1891, and that they stand on the right side this year. The sorting up trade was good also, and orders on this account still lead to a fair volume of business. Mr. Colin MacArthur returned from New York during the month with some 14 or 15 new sets of patterns for next season's output. The manufacturers are now engaged in winding up the orders still on hand, and working on the samples for next season.

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Ask for "Velvet Lead" Glass Finish Pencils.

Correspondence solicited. Sample free to trade.



## COPYRIGHTS.

6720. The Montreal Supply Company Contract No. —. Form. Henry W. Loeb, Montreal, Que.

6721. The Montreal Supply Company Contract No. —. Form. French version. Henry W. Loeb, Montreal, Que.

6722. The Need of Minstrelsy and other Sermons. Memorial volume of the late Rev. E. A. Stafford, D.D., LL.B.; with introduction by Rev. D. G. Sutherland, D.D., LL.B. Wm. Briggs, book steward of the Methodist Book and Publishing House, Toronto, Ont.

6723. Insurance Expiry Book. Byron E. Bechtel, Waterloo, Ont.

6724. Jubile Sacerdotal de S. E. le Cardinal E. A. Taschereau.—Noces d'Or de la Societe St. Jean Baptiste, 1842-1892. M. l'Abbe Charles Octave Gagnon, Quebec, Que.

6725. Goldman's Instantaneous Index. Henry Goldman, Montreal, Que.

6726. Four Responses to the Commandments." Composed by W. H. Medley, Barriefield, Frontenac county, Ont.

6727. Poems—Lyrical and Dramatic. By John Henry Brown, Ottawa, Ont.

6728. Photographie de la Maquette du Monument de Maisonneuve, profete sur le carre de la Place d'Armes, Montreal. Joseph Michel, Chahsoux, Montreal, Que.

6729. Come Home. Song for baritone or Contralto. Words by Mrs. Hezema, music by Thos. H. Mason. The Anglo-Canadian Music Publishers' Association, Limited, London, Eng.

6730. Out of Sight Lancers. By E. E. Farringer. The Anglo-Canadian Music Publishers' Association, London, England.

6731. The Star Almanac, 1893. Hugh Graham, Montreal, Que.

6732. Diplome du Tiers Ordre de la Penitence. Jos. Wilbrod Perron, Pretre, Quebec, Que.

6733. Ontario Practice Reports. Volume XIV. By T. T. Rolph barrister at law and reporter to the court J. F. Smith, Q. C., editor. The Law Society of Upper Canada, Toronto, Ont.

6734. Wander Web of Stories. by Margaret Ruby Charlton and Caroline Augusta Fraser. F. E. Grafton & Sons, Montreal, Que.

6735. Converse with the King. by Rev. W. H. Porter, Brantford, Ont.

6736. Advertising Chart for The Evening Times. Hamilton, Ont. Herbert Ellisworth, Hamilton, Ont.

6737. Psyche Polka. For piano. By Mrs. Frank Mackelean. I. Suckling & Sons, Toronto, Ont.

6738. The Bell Telephone Company of Canada, Ltd., Eastern Exchanges, Subscribers Directory, Ontario Department, November, 1892. The Bell Telephone Company of Canada, Ltd., Montreal, Que.

6739. Ljudmachi. 1866-1892. efter Jon Olafsson. Book Jon Olafsson Wainpær, Man.

6740. Loving Hearts. Wenn zwei sich lieben. Melody. von Adolph Czibulka. Op. 10. Augener & Co., London, Eng.

6741. Monnet a l'antique en M. bemol. Pour piano, par Anton Strechka. Augener & Co., London, Eng.

6742. Valseuse Hamour. Wiener Gemuthlichkeit. Polka Francaise pour piano, von Adolph Czibulka. Augener & Co., London, Eng.

6743. Valse Brillante. By Moritz Moszkowski. Augener & Co., London, Eng.

6744. Happy Moments. Waltz. Par Leonard Gautier. J. B. Cramer & Co., London, Eng.

6745. Ave Maria, in B flat. Solo for

soprano or tenor, by J. A. Fowler. I. Suckling & Sons, Toronto, Ont.

6746. Souvenir Medal of Steamship "Beaver," 1835. Charles Wesley McCann, Vancouver, B. C.

## BOOKBUYERS.

Every bookseller, writes a correspondent to the Book Lover, must have noticed the different methods which customers employ who purchase books.

There is the customer who drops casually in in a disinterested sort of a way and glances generally about the shelves and concludes by asking for a catalogue, which, by the careless way he thrusts it into his pocket, shows that he will probably never read it, or if he does, will not appreciate the desirability of the books offered. This kind of client generally buys showy sets and table books at the more prominent shops. He is the collector that sees.

Next is the customer who comes in and asks to "look around." He has learned a little something of book lore and hopes to catch a bargain. If the dealer tries to engage him in conversation, in order to discover his taste and to offer books of a kind to gratify it, he is likely to be politely rebuffed in a manner which shows that the collector is afraid to be sold something he doesn't want. This kind of collector must be adroitly dealt with, for he is generally inoculated with the idea that he knows it all. He is the collector that looks.

Look at the man who enters a bookstore in an assured manner, and proceeds with confidence to inspect the shelves. Note how his eye scans the top shelves and runs down to the larger volumes below. He rapidly perceives the arrangement and classification of a stock, and skips whole sections of books which he knows are "out of his line." He will slowly encompass the whole shop, and if then he does not find books to please him will approach the dealer and make intelligent enquiry. Then very likely there will ensue a chatty conversation which will prove of benefit to both. There will be an interchange of ideas, and a kindling of enthusiasm if the dealer has books on which he can expatiate. There will almost surely be a barter and sale, and when after a half hour or so the customer departs he goes away pleased, the richer in books and the knowledge of them, and resolving to come again. The dealer is gratified, less at the pecuniary part of the transaction than by the pleasure of having made almost a friend by the magic free masonry of book love. We have described the customer who observes.

The door opens quietly, and there enters a man of secretive aspect. Upon being asked his requirements he replies "Nothing oh, nothing, just to look around." He takes a comprehensive glance over the shop, and, disdainful of the sets of books and those of fine appearance, gravitates surely to the dusty dusty volumes huddled together. Now, observe him carefully, and note how he takes up volume after volume, inspects it critically, and turns promptly to see the price upon the fly leaf. If the price is too high in his estimation he puts it back with a sigh, if moderate his hesitation is evident, and he will probably put the volume on one side and for consideration a little

later. If cheap, note how he brightens up and promptly claps the volume under his arm. If he gathers several cheap books he is apt to disregard all those he hesitated over, and with his selection he will go to the dealer and ask him what he will take for the lot. As the dealer glances over them he knows he has marked them too low, if anything, and yet he knows he must do better on the lot or lose a customer who always pays cash. So he makes a virtue out of necessity, gives a slight deduction, surrenders the books, and, with a rueful countenance, watches his customer depart, for he suspects he has been "bested." We have attempted to describe the book hunter.

There are very few of his class in this country, for, as a general thing, Americans are too much occupied in carrying on their own lines of business to acquire any knowledge of books. Our leisure class, the favored few, are almost entirely "busy idlers." The truest book-hunter is the book-dealer himself when he makes a sortie into other dealers' shops. With what keen delight does he lay aside in an apparently unconcerned and business-like manner certain treasures which he knows will delight the souls of some of his customer friends. The dealer selling, while he knows his brother dealer is getting some advantage over him, cheerfully lets the nuggets go, with the reflection that he will return the compliment some day. Moreover, it is to the good of the trade, and "a fellow feeling makes us wondrous kind."

## A GOLDEN RULE.

The Brantford Expositor of December second, contained the following, which should be thoughtfully perused:

"No business in the city of Brantford has made more marked progress in the last decade than that of Mr. George Caudwell. About fourteen years ago Mr. Caudwell began business in a comparatively limited manner. Personal attention, steady application to business, keen and shrewd perception of the wants and tastes of his customers, together with that principle which is the root of all business success, the ready cash basis, has built up step by step one of the most successful and enterprising concerns in Brantford. The one store has doubled itself and grown into two, so to speak. The large premises next to the old store have been acquired, beautifully fitted, and filled to repletion with a magnificent stock of notions, dolls, fancy goods, niceness of the most unique and artistic shapes and designs. The pongees, fancy baskets, yarns and Berlin wools are without an equal in the city. Mr. Clemens has charge of this store. The dry goods store is under the control and management of Mr. James Beckett, one of Mr. Caudwell's most trusted lieutenants. The stock comprises a full line of dry goods, gloves, hosiery, and so forth. The staff comprises two men and 20 young ladies, all of whom are kept as busy as hatters. On Saturday last Mr. Caudwell's people served one thousand customers. What is the secret of Caudwell's greatness? asked the guileless reporter. "Ready cash, ready cash! I buy with cash, and buy cheap, and I sell for cash, and sell cheap, and the ready reply."

**S**ORTING UP.  1893.

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