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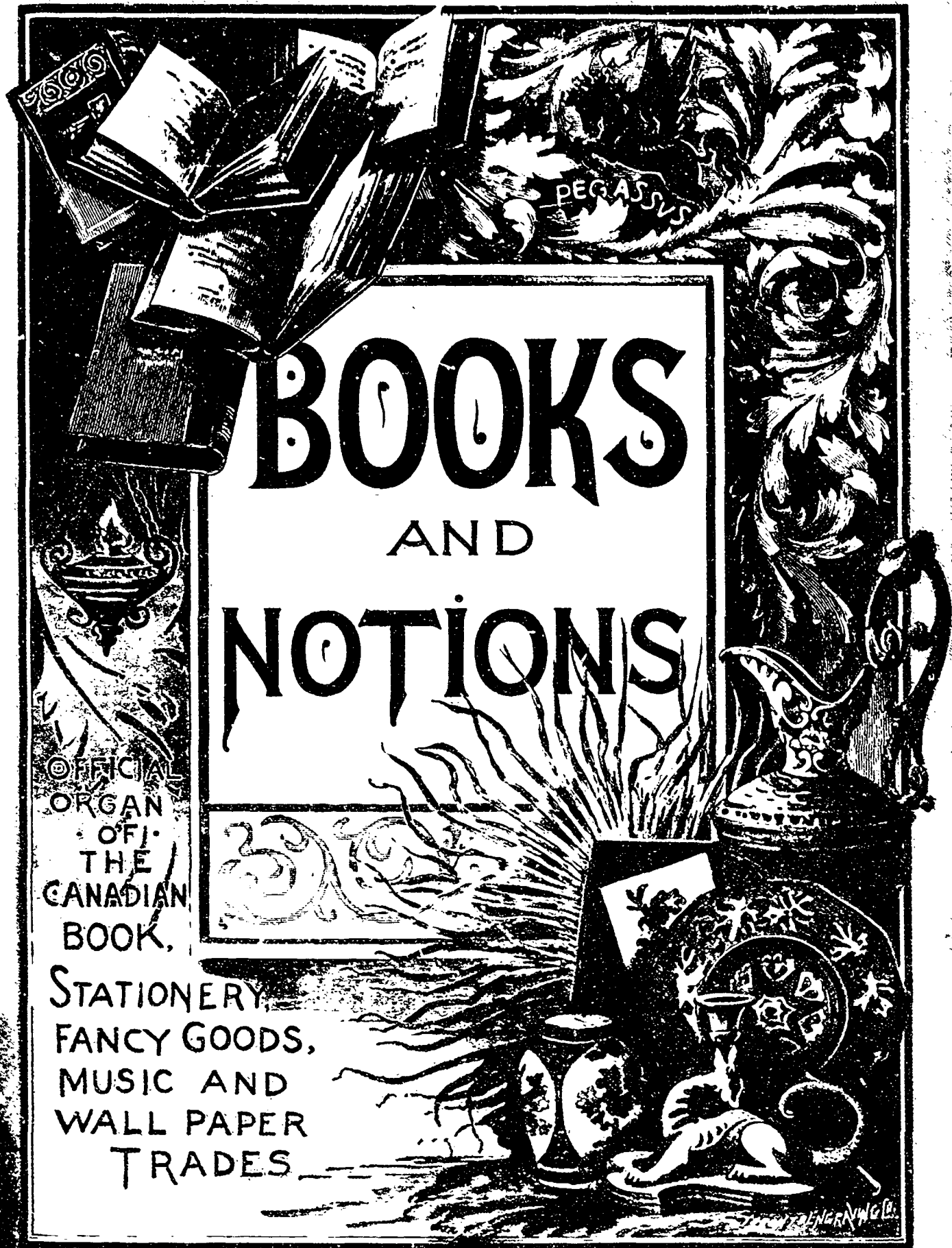
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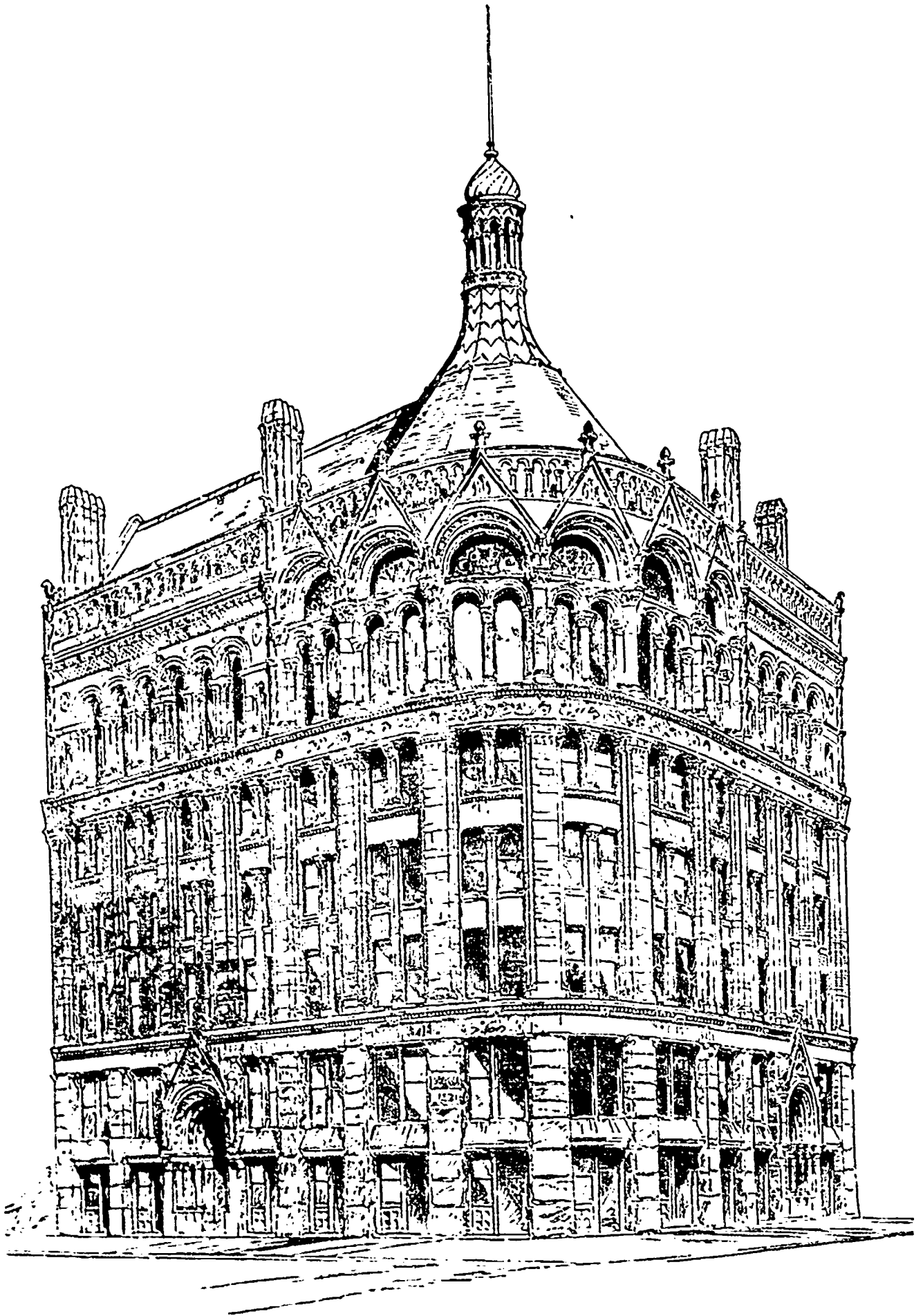


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NOTIONS

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 FANCY GOODS,
 MUSIC AND
 WALL PAPER
 TRADES

FRITZ LINGENWALD



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Now in course of erection.

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

Vol. 5.

OCTOBER, 1889.

No. 58.

Xmas and Holiday Goods.

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VASES, ORNAMENTS, DOLLS,
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They are Extra Strong, Round Pointed, non-Corrod-
In one gross - ble and Flexible. \$1 per gro.
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Of the following leading manufacturers, at factory prices.

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Our Travellers are on their respective journeys with the above Samples

1889 CHRISTMAS & HOLIDAYS. 1889

WE beg to announce to the Fancy Goods Trade of the
Dominion, that we are showing a full line of Samples at
our Warehouse 25 Front Street West, Toronto, and our
travellers are out on their regular Autumn trip with the finest lines
of samples on the road, especially plush goods, Xmas toys, dolls,
of great variety, albums, fine leather goods

Wait and see their samples.

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SUCCESSORS TO W. H. BLEASDELL & CO.

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We manufacture by far the Largest Portion of these goods consumed in Canada. Prices and samples cheerfully supplied.

ACCOUNT BOOKS.

We make nothing but a First-class article. Our prices are as low, if not lower, than any other make of equal quality.

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Meadowdale and Vancouver are two well known lines for Note and Letter Paper, also for Note, Memo, and Letter Heads.

Old English Vellum and Burnese Ivory, with Envelopes to match, for fine trade.

St. Neot's superfine and extra superfine papers we can confidently recommend as ahead of any other lines in the market, both in quality and price.



LEAD PENCILS.

We carry the most complete line in Canada, and can promise satisfaction.

STAFFORD'S INK.

Now is the time to order for winter this staple writing fluid. We are headquarters for this ink.

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Our stock is very complete and well assorted. As we buy largely and right we can give very liberal terms to buyers.

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We have a great variety in colors.

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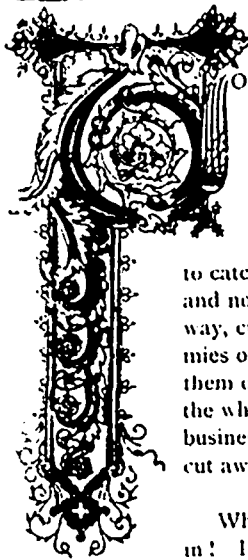
VOL. V. TORONTO, OCTOBER, 1889. No. 58.

RATES OF ADVERTISING.

	1 MONTH	12 MONTHS.
1 Page	\$25 00	\$250 00
1 Column	10 00	100 00
"	6 00	60 00
"	3 50	35 00
"	2 00	18 00

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

Address, BOOKS AND NOTIONS, Toronto.



TORONTO booksellers are not having a monopoly of the cut-rate nuisance. My article in the September number of BOOKS AND NOTIONS has brought in letters from Guelph, Hamilton, Ottawa, Peterborough and St. John, N.B., pretty nearly all to the same effect—somebody in the trade trying

to catch a little more of it than belongs to him, and not having the wit to secure it in any other way, cutting prices on special lines, making enemies of the other members of the trade, starting them on the same evil course, with the prospect of the whole lot winding up with the same amount of business with which they started, but profits all cut away.

What wise work for business men to be engaged in? Does the man who starts the reduced rates suppose that he will have that course all to himself? Why, it is more catching than measles. He has not got fairly started before his opponent knows all about it and goes him one better. My correspondents ask me for a remedy, one of them wants a blacklist started in BOOKS AND NOTIONS, a list of all dealers who cut on rates, and he wants it kept standing, so that jobbers and publishers may refuse to sell them any goods, another proposes that when these men fail or ask for a compromise they shall in no case be allowed to start again in business to help to ruin the respectable members of the trade.

My advice is—local associations of booksellers and friendly intercourse with your competitors. Be ready to yield a point for the sake of uniformity. Take the word of an old hand who has been through the mill himself—nine out of ten reports of cutting rates will be found to be misrepresentations, principally by customers hoping by such means to make you lower your own prices.

Two complaints come from Peterborough, one that a dealer is selling Toronto dailies by the month at yearly rates; the other, about cutting on school books. The newspaper complaint was easily settled by a reference to the publishers, who immediately notified the offender that prices must be maintained or supplies would be stopped. The school book trouble could not be ended in this summary and satisfactory manner, because the Government has taken such good care to protect underselling.

The St. John, N.B., letter, which is given in another column, asks advice as to starting a local association. The plan is simple. Let Mr. Watson go to some other square dealer and ask his assistance. Then the two should visit each bookseller and news dealer in the city and suburbs, ask them to meet in some convenient place to talk over matters. Appoint a chairman and a secretary. Discuss troublesome questions in a friendly spirit. As far as possible agree on a uniform scale of prices, and then try honestly to live up to them. If trouble arises, and if complaints are made, let the chairman and secretary go quietly to the party complained of, and talk over the matter in a conciliatory spirit, and even if the man has been sinning he will almost certainly yield to kind words.

When the association is formed let it be the duty of the secretary to send a report to BOOKS AND NOTIONS, and to keep us constantly posted on trade events in his locality. This is helpful, not only to the home association, but likewise to the vast body of traders who are always looking to BOOKS AND NOTIONS for comfort and advice.

The failure of the Belford, Clarke Publishing House, of Chicago, attracts the attention of the Canadian trade, not so much on account of the large amount involved, as because all the members of the firm are Canadians and formerly carried on a publishing business in Toronto under the title of The Belford Publishing Company. They did a large book publishing business here, as well as carrying on a monthly magazine and a subscription book department under the management of Mr. Clarke. Many of the books now published by the Rose Publishing Company are printed from plates made for the Belfords.

Bradstreet's reports say that the business was started in Chicago by Belford, Clarke & Co., in March, 1879. They became involved in January, 1880, and settled at forty cents on the dollar. In May following they incorporated the business into a stock company, with a capital of \$10,000. In 1881 the company became involved by the failure of John Lovell, of New York, but eventually came out all right, and the capital stock was increased to \$50,000 in February, 1882. The business was gradually extended by establishing twenty-five agencies in several large cities, the New York branch being opened in August, 1883. Extending the business required a large amount of capital, and, as a consequence, the company borrowed largely. In March, 1884, the capital stock was increased to \$250,000, of which, it is declared, \$200,000 has since been paid up. The company continued doing a large business until the fire in May, 1886, which destroyed the building which it occupied, with the contents. Since then the company has contracted its business materially, and reduced its branches to two, one in New York, the other in San Francisco.

On September 25, judgment was entered against the house in Chicago for \$29,885, and another for \$13,000. Attachments were issued, but shortly after the place was seized by the sheriff and a receiver was appointed. Thomas C. Hammond, a member of the firm of Walker, Oakley & Co., leather merchants, is the receiver. His bond is for \$100,000. Prior to the appointment of the receiver, Donahue & Hennebery, who are among the largest creditors, filed a bill in which it is stated that the firm's capital was \$500,000, of which only \$200,000 had been paid in. The nominal assets, according to this bill, amount to less than \$200,000, while the indebtedness will exceed \$400,000. Deputy Sheriff Anderson took possession of the New York store of Belford, Clarke & Co., No. 22, East Eighteenth Street, on an attachment for \$25,000. The attachment was granted on the ground that Belford, Clarke & Co. are a foreign corporation, the headquarters being in Chicago. The branch in Brooklyn was also seized by the sheriff.

Belford, Clarke & Co. were perhaps the largest publishing house west of New York. They were extensively engaged in publishing standard works, and in this respect were one of the largest houses in the United States. Mr. Newman, attorney for several creditors, said that three things were responsible for the failure. In 1886 their entire plant was destroyed by fire, causing a net loss to them of over \$150,000. The firm promptly resumed business, but during the last two years suffered very heavily by the failures of customers. The collapse of one firm in San Francisco alone cost about \$70,000. In addition to this, the competition on standard works has been so brisk that the market has been wholly destroyed, so much so, that books which two years ago sold from \$1 to \$1.50 now bring from 25 to 50 cents. He said that in his opinion the assets of the company, consisting of stock accounts, plates, cuts, dies, copy rights, etc., would amount to about \$400,000, and the liabilities to about \$350,000 or \$400,000. The principal creditors are the Trow Printing Company, over \$150,000, Donahue & Henneberry, \$75,000, The First National Bank of Chicago, \$30,000, S. A. Maxwell & Co., \$13,000. Besides these there are creditors in New York and San Francisco. The receiver will continue to issue Belford's Monthly, a magazine which the firm has been publishing for some time, which has a subscription list of over twenty five thousand.

Another lawyer, discussing the cause of the failure, said that Andrew McNally, of Rand, McNally & Co., who is Mr. Belford's father-in-law, had been backing the firm for some time, and that his refusal to endorse the firm's paper prompted the First National Bank to enter up judgment.

COMPETITION.

Competition in trade is a boon the English-speaking people owe, neither to accident nor the grace of their rulers, but to the hard-headed steadfastness of their forefathers. To them it was the commercial embodiment of "the greatest good to the greatest number," and in its purity that is what trade competition is. But in its pithy where shall it now be sought? Like many another good thing that has become venerable with the fulness of years, it is now laden with corruptions, and is to-day attracting more attention as the source of evil than of good.

So keen has the struggle for existence in late years been, that in many lines of business no money has been made. Bare solvency has been maintained against fearful odds. But for those who so precariously stand, how many fall: At one local centre of trade some dealer, usually for a sinister purpose, begins the depression of prices. His competitors must do the same or submit to loss of custom. Consumers regard this as their opportunity. Cheap goods are bought until some dealers fail, and all are

crippled. This is not at once followed by the restoration of healthy trade. The bankrupt stocks are next sold at a rate on the dollar, and upright dealers have still longer to bide the time of their tribulation.

Trade-history thus repeating itself in hamlets, villages, towns and cities throughout the country, the loss must fall heavily upon the wholesale dealers, and importers. These, here and there, will be forced to bankruptcy and accommodations, Canadian credit will get a bad name abroad, and this will retard national progress in many other spheres than those directly affected. Thus the effects of unhealthy competition fall upon the consumers themselves, who are engaged in pursuits that must be greatly advanced by the good financial condition of our country in the eyes of the nations.

But another result of abnormal competition reaches the people in a less roundabout way. If they buy goods at less than what pays a living profit, they must expect either to ruin the merchant or to get goods that are inferior, adulterated, or short in measure. They obtain for their money a lower quantity or quality of goods than they wanted, or else goods that do them harm.

To purge competition of these corruptions there is just one reform necessary. The credit system that now prevails in many lines of trade should be corrected or abolished. No retailer should receive goods, of whom it is not known that he can pay for them, and pay should be exacted when it is due. When a man's money is in his business, he is more likely to husband that business, to the end that he may increase his money. There is then no temptation to try to convert other people's goods into his own capital.

LONG DATING.

A great deal has been said this fall at the Hamilton Carnival and in the press about the evil of bankrupt stocks, unfair compromises, etc. Complicated methods have been proposed for the handling of "40c. on the \$" goods, so as to prevent competition with regular trade, some retailers even seriously proposing that the shop-worn goods should be returned to the wholesalers. To all these suggestions we feel like saying with Shakespeare, "Bosh!" The only way to obviate this bankrupt stock difficulty is to have no bankrupts, and this can be approached very much more nearly than is generally supposed. Business failures are nothing more or less than running sores on the commercial body of the country, and so long as we continue to eat unwholesome food we need not expect to be cured of the disease. What, you will ask, is the unwholesome food we refer to? Why, simply the present pernicious system of long credits, with its attendant evils of straw men, adventurers, supply accounts, chattel mortgages, bills of

sale, etc., etc. To any wide-awake retailer it must be evident that the only salvation for him and the trade generally is to have the whole system done away with and replaced by cash and at most thirty day payments. Instead of retailers trying to prevent wholesalers from selling their goods to houses in opposition to them, let them demand as a condition of their purchases that the firms they buy from will not sell to any one in their town on thirty days. Their opposition will very soon be a legitimate one then or cease to exist.

NO BAZAAR.

Very often the original purpose of a custom gets overlaid with accidental or contingent additions to it. These additions greatly interfere with the discharge of the duties for which it was created, sometimes, indeed, they suppress the prime functions of the institution altogether. Have we the beginnings of this state of things in our Industrial Exhibition? The original, unmixed purpose of the exhibition is expressed in its name: it is a show. It is not any the less a show that it is sometimes addressed to more than the people's eyesight, a common use of the word show is in the sense of illustrate. A display of the products of nature or art, and an illustration, where necessary, of their workings—these make up an exhibition. But it is no part of an exhibition to be a place of sale. It degrades the institution to make it one. If it is permitted to exhibitors to sell their wares at their stands, after a while we shall have neither a pure exhibition nor a mixed exhibition, but an unadulterated bazaar.

Everybody knows how annoying it is to be solicited to spend money. This very annoyance is itself a feature that will tend to make the exhibition less popular. The fine custom of bringing the people together yearly to look upon the best their country has produced is so highly regarded that we feel the most jealous mistrust of anything that can vitiate it.

Another reason for our objection to the sale of wares at the exhibition is the insufferable infliction it puts upon the genuine exhibitor who is forced to be the neighbor of an energetic salesman. The voice of the hawker, the crowd he is always holding, the obstruction his crowd is always causing, are some of the inconveniences that are felt by his neighbors. Our voice is for the bazaar feature to be dropped.

The stock of Ewan & Co., in Yarmouth is advertised for sale by auction.

Mrs. M. Jones is selling out her stationery stock on Spadina avenue, Toronto, with the intention of retiring from business altogether.

Rice & Chapple, the London stationers, have sold out one of their stores. Sell them all, R. & C., if you want to do a satisfactory wholesale trade.

WARWICK & SONS

Manufacturing Stationers ———▶

BLANK BOOKS.

We hold in stock the following lines of Ledgers, Journals, Day-books, Cash Books and Minute Books.

MEDIUM AND DEMY BOOKS.

Bound in **Half Red Russia**, Hub Back, Extra Finished, Round Corners, made out of American Linen Ledger paper.

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Full Rough Calf, Double Russia Bands, Hub Back, Extra Finished, made out of 15lb. cream laid paper.

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Full Canvas, Russia Corners, Hub Back, made out of 13lb. cream laid paper.

No. 1 Books, Half Persian Calf, Hub Back, made out of 14lb. cream laid paper.

No. 2. Books, Half Rough Sheep, made out of 12lb. cream laid paper.

Samples of Paper and Ruling forwarded on application.

☞ A large assortment of Letter Books, Blotters, Memorandum Books, Time Books, Bill Books, Invoice Books, Pass Books, Index Books, Private Ledgers, etc., etc., in every style of Binding.

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 **Importing Stationers**

NOTE PAPER ENVELOPES

In all Grades, Weights and Sizes.

We would call attention to the following leading lines :

ROYAL CANADIAN—

Large and Small 8vo., 16, 20 and 24 lbs., cream and white wove.
Envelopes to match, cream and white—No. 6, Small 8vo. and Large 8vo.

EGYPTIAN VELLUM—

Large and Small 8vo., 20 and 24 lbs., Antique finish.
Envelopes to match—No. 6, Small 8vo. and Large 8vo.

ELKHORN—

Large and Small 8vo., 16, 20 and 24 lbs., cream and white, in Small 8vo., white only in Large 8vo.
Envelopes to match, cream and white—No. 6, Small 8vo and Large 8vo.

INLAND—

Large and Small 8vo., 16, 20 and 24 lbs., cream laid.
Envelopes to match—No. 6, Small 8vo. and Large 8vo.

We carry also in stock lines of **Fancy American Embossed Notepapers**, with Envelopes to match.

Pirie's Superfine and Fine, also

Pirie's Antique Parchment and Old Style, with Envelopes to match.

Marcus Ward's Irish Linen and Pure Flax, with Envelopes to match.

THE INDUSTRIAL EXHIBITION.

To the man who looks upon an industrial fair as a mere aggregation of the marvellous and monstrous specimens of production there must seem to be little serious reason for its existence. But looked upon as an illustrated report of the year's best normal achievements, as an estimate of the reasonable possibilities of the future, and as a stimulus to progress, an industrial exhibition must be of immense national service. To the people themselves it is a sort of yearly bulletin of the health of each of their country's industries. To the visitor from other states it is an imposing table of contents of the resources of the country and the people's energies.

In this view of the office of a national fair we studied our late Industrial Exhibition, and found its graphic account of the year's accomplishment full of encouragement and instruction. In nearly every department of industry superiority was typified. This year the horn of plenty overflows with the best, both of the labor of the field and the skill of the workshop. So, at all events, he who ran might read at the Industrial Exhibition.

This absolute excellence in the various lines of industry any observer, native or foreign, could appreciate. The comparative excellence of the exhibits could be realized only by those who had visited the Exhibition in former years. To them this year's show must indicate that everything has got farther along the line of progress. Progress even in one line often bespeaks progress in several others, but few industries can thrive where there is not general thrift.

As we look upon the finished product of skilled labor, or the matured result of cultivation, we are apt to do so as lightly as we look upon the beauty of a flower. But the flower toils not, neither does it spin. On the other hand, the fine specimens of industrial art or cultivation are the blossoms of patient, arduous labor. We are glad to believe that last week's grand display—the offering of clever hands and strong arms—was not the work of underpaid toilers. In our country we now hear few murmurs of industrial discontent: so that, while the Toronto Exhibition marks advance in the range and quality of our productiveness, it throws a side light also upon improvement in the lot of the people.

WARWICK AND SONS' EXHIBIT.

The exhibitors are a firm of manufacturing stationers, bookbinders and printers, whose long experience, combined with active enterprise, enables them to make an exhibit which is well worthy of close attention. In these branches of trade a keen competition is continually going on, and the result is that a class of work, especially in the blank book department, is turned out which would appear marvellous in a bookbinder of one generation

past. Strength, durability and elegance, combined with the most modern practical ideas of utility, are the characteristics of this particular class, and considering that the books are actual stock, drawn from the shelves of the warehouse, and not specially gotten up for the purpose of show, they are the best evidence of the improvement and advancement which mark each successive year and of which the public get the advantage in receiving a better article without additional cost.

A commendable feature in this enterprising firm is their readiness to take hold of patents which possess great merit. This is exemplified in their own patent, now extensively known in this country, the United States and Great Britain as the "Johnson Process of Padding." Writing pads of every description, padded by this process, were on view, and formed an interesting portion of the exhibit. There are also two patents which are worthy of more than passing notice, cuts and a description of which are given in another column, of which Warwick & Sons are the owners, namely Kinnard's "Handy Arm Rest," and Kinnard's "Ready Book Leveller." The former is used to support the arm while the lower part of the account book is being written on. It is an ingenious contrivance which can instantly be adjusted to the height required, and, as it is not inserted between the leaves, soiling or crumpling is obviated. The other device is used to support the thin side of the book when open to the level of the thick side, and is readily arranged to suit any height required. Both of these patents will commend themselves at sight to bankers, merchants, insurance companies and other bookkeeping corporations, and generally to all who use large blank books for accounts or records, as they successfully supersede appliances which have no other merit than that of ancient usage. The "Arm Rest" and the "Leveller" have met with great success in the United States, and their general use in this country may be predicted with certainty.

MESSRS. BROWN BROTHERS.

Independent of the accidents of display, the books at all times to be seen at Messrs. Brown Brothers' place of business on King Street exact admiration on sight, not merely through literary or book-keeping sympathies, but through the general sense of taste. But when a large assortment of the finest of them are presented in a well-ordered group, a careful study of effect, they make a spectacle that is rich in the resources of attractiveness. Such was the impression made by the display the Messrs. Brown Brothers had at the Industrial Exhibition. There, books for both the counting-house and library, bound in morocco, Russia, calf, and vellum, bearing on their backs the names of the mercantile and financial institutions for which they were ordered, showed the style of work done by the Messrs. Brown Brothers' workmen. The leather goods portfolios, bill wallets,

letter and card cases, ladies' satchels, purses, wallets, music-rolls, etc., in calf, Russia, morocco, silk, plush, etc., alone made a charming department in the Messrs. Brown Brothers' collection.

THE MESSRS. BARBER AND ELLIS COY.

The most random selection, the most *neglige* disposition, of books as they are bound at the Barber & Ellis Company's establishment, could not make a collection of them a commonplace feature in any large assemblage of beautiful objects. But the display of them at the Industrial Exhibition had all the advantage of artistic arrangement, and a goodly spectacle it made. Blank and letter press books in morocco, Russia, calf, etc., illustrated the high class of work which is done at the Messrs. Barber & Ellis Company's manufactory. Their blank-book exhibit was one of the largest ever in Toronto. It included all the varieties between the most ponderous volume and the tiniest booklets in the world. The whole collection was of ordered work, for banks, loan companies, importing, manufacturing, and wholesale houses. The exhibit was a comment on both the excellence of the work and the compass of the trade of this great firm.

THE WORLD'S EXPOSITION, 1892.

In a circular issued from the Press Bureau of Chicago, the journalistic suffrage of the continent is asked in behalf of that city as the site of the World's Exposition of 1892. That the Exposition will be in the United States is so far settled, that the American people are scarcely guilty of indecent haste in pondering at this date which of their cities shall have the honor of holding it. After the pretensions of all claimants have been sifted Chicago and New York stand forth as the ultimate candidates. Between these two cities it is not for Canadian journalists to presume to arbitrate, but we may express our prepossessions.

The occasion is one supposed to be of world-wide interest, and the scene of it may be the circumstance in which it most affects the interests of our own country. Chicago is no doubt the place which best suits Canadians. Visitors to the Exposition are there nearer our still roomy territories in the North-West than they would be in New York, and the enormous benefit of having those lands viewed by travellers from all parts of the world must weigh greatly with us. The choice of Chicago must also be to the advantage of our railways.

Travellers can reach Chicago from either of our shores as cheaply through Canadian territory as they can through United States territory. We cannot but have a large share of both passenger and freight traffic. We are certainly more likely to be the better of overflow from Chicago than from New York.

MEETING OF WILLARD TRACT DEPOSITORY.

The seventh annual meeting of the Toronto Willard Tract Depository was held in the Board-room of the Depository, September 23, when there was a good attendance of representative shareholders. The chair was occupied by Mr R. Kilgour, president. A very satisfactory report of the past year's business was presented, showing an increase of sales of nearly \$1,000 per month over those of the previous year. The usual dividend of 6 per cent. per annum has been paid, and the sum of \$600 has been carried to the credit of the free distribution account, and in addition to this over \$2,000 has been written off the fixtures and other accounts, and a further sum of nearly \$700 set aside to cover other contingencies. The directors desire to place on record the heavy loss sustained by the Depository in the sudden death of Mr. Wm. Gooderham. A committee was named to prepare suitable resolutions regarding Mr Gooderham's services. The following were elected as directors for the ensuing year: Robt. Kilgour, Hon. S. H. Blake, Q.C., W. H. Howland, Elias Rogers, H. O'Brien, Rev. H. N. Parsons, D.D., Geo. A. Cox, J. D. Nasmith. At a subsequent meeting of the board, Mr. R. Kilgour was elected president, Hon. S. H. Blake vice-president.

L. H. Doll has sold his Donald, B.C., jewellery business.

The wholesale trade is complaining of the system of cutting in perishable goods such as rubber balls. Said a leading importer last week: "After paying expenses we sell our rubber balls at a loss, and besides, cannot avoid carrying over a stock which is of no use the following year."

THE BOOKSELLERS' AND STATIONERS' ASSOCIATION.

A special meeting of the local members of the Executive Committee was held in the office of Messrs. James Bain & Son on the 30th ult.

There were present Messrs. Donald Bain, N. T. Wilson, and J. J. Dyas, secretary. Mr A. G. Watson was absent owing to press of business.

The meeting was called to consider the forthcoming annual meeting, which will be held on Thursday, the 31st inst., at two p.m., at the Queen's Hotel. The session will probably last until six, and, if found necessary, another meeting will be held in the evening. A radical change in the constitution (the proposition is that membership in the future be confined to members of the retail trade and editors of book trade journals), will be brought forward.

One other question that has been agitated from the time the association was organized will again be talked over, namely, the postage on periodicals.

Another, relating to the same branch of our business, and one that also affects almost every bookseller, will be open for discussion. The question is, "Are the margins on periodicals sufficient for a fair profit?"

Booksellers are requested to communicate with the secretary if they desire any other question discussed. The three questions named are of vital importance, and should ensure a large attendance.

Raymer & Co., in Edmonton, N.W.T., have dissolved.

N. T. Mills, well known in more than one place in Nova Scotia has ended up by having his stock advertised for sale in Amherst.

HOW TO SELL GOODS

Send Ten Cents to the HARDWARE PUBLISHING Co. for a copy of B. F. Cumming's Prize Essay on "How to Sell Goods."

Books and Notions Publishing Co.

6 Wellington St. W., Toronto.

RUBBER STAMPS

ALL KINDS OF

Rubber and Metal Stamps

AT LOWEST PRICES.

Write for Prices

Books and Notions Publishing Co.

6 Wellington St. W., Toronto.

"HARDWARE"

The Organ of the WROUGHT, CAST, STAMPED, SHEET and SPUN METAL TRADES

PUBLISHED WEEKLY, \$2.00 A YEAR.

ADVERTISING RATES:

Business Chances,
Wants, Auction Sales
And Insolvent Notices.

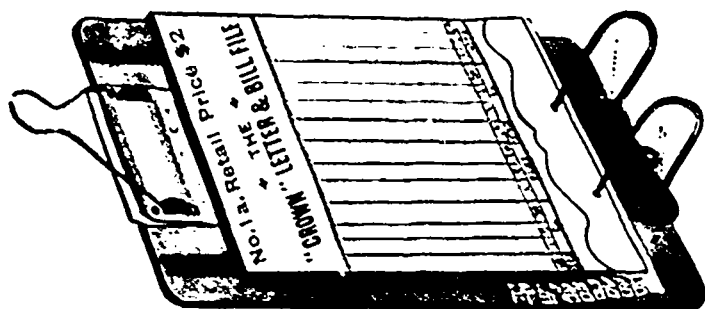
When set up solid, one cent a word each insertion. In initials and figures each counted as one word. Displayed advertisements are charged 15 cent a line each insertion.

ADDRESS HARDWARE,
TORONTO, ONT.

To The Retail Stationer.

WE MANUFACTURE THE

CROWN LETTER & BILL FILE & SHANNON TRANSFER BINDING CASE.



BINDING CASES. 1 doz. lots, 30 per cent. 2 doz. lots, 33 1-3 per cent. 1 gross, 37 1-2 per cent. With the ordinary CASH DISCOUNT—30 Days.

The Crown Files are in every way the same as the old Shannon, and only have a slight change in the action, which change is a great improvement, and allows the File a capacity of fully one-third more papers and does not get out of repair. We will be pleased to ship you a sample order enclosed with any orders of the Wholesale Stationers of this city.

Office and Factory:

20 LOMBARD STREET, TORONTO.

THE OFFICE FILES MANUFACTURING CO'Y,
B. H. MAITLAND.

WE are now putting our goods on the market direct to the Retail Stationer, and giving you the whole profit, therefore you save from 20 to 25 per cent. by buying direct from the manufacturers, thus giving you a reasonable profit and not as you have been obliged to handle this class of goods with small profit.

No. 1. A. - Crown File, \$2.00 each; former price for this File was \$2.25 each.

No. 1. A. Crown File, no Punch, \$1.40.

No. 1. C. - " " " 1.25.

No. 4. A. - Shannon Bind Cases, 4.50 per doz.

NOTE THE DISCOUNT.

One dozen lots 40 per cent. on Files.

Two " " 45 " "

Three " " 50 " "

NOTES.

The statement published in last issue, that Smith & Peebles, Smith's Falls, had assigned, is untrue. It appeared in all the city dailies, and in several other trade papers, as well as in the change sheet of one of the mercantile agencies, and we were thus misled into publishing it.

The Toronto News Co. have received their shipments of Hildesheimer & Faulkner's gold medal Christmas cards, put up in boxes costing \$10, \$15 and \$20, net, each. Each box contains a splendid assortment of cards, which were specially selected by the artist in England, where the boxes are done up. Those firms which have already stocked up will find these packages very convenient in freshening up their stock.

One of the cheapest lines offered is fifteen volumes of Dickens now being placed on the market by the Toronto News Co. at \$5. Each volume is nicely bound, profusely illustrated, printed in large type, and put up in strong cases. Retailers should get not less than \$7.50 for the set.

Local wholesale trade has been good, and the outlook is fair.

On another page we present our readers with an illustration from that excellent Canadian periodical, "Dominion Illustrated," which is now in its second year, and with increased capital is doing good work in supplying Canadians with a journal illustrating the beauties and the progress of their own country. The work so far has been first rate, as good as produced anywhere, in fact many people thought too good for the constituency, but the results appear to have justified the expenditure. The trade should do their utmost to secure for this purely Canadian publication the support of all their customers who buy illustrated periodicals.

DISPOSAL OF BANKRUPT STOCKS.

At the Hamilton Convention it was intended that Mr. Parkinson, of Exeter, should read a paper on the disposal of bankrupt stocks. Unfortunately that gentleman was too ill to do so. He has, however, very kindly allowed us to publish the address which he had prepared, as follows:

"In my opinion the time has come that bankrupt stocks must go. With the amount of mercantile intelligence that we have in this country it seems to me we should be able to devise some scheme for the disposal of bankrupt stocks in such a way as not to ruin our business, as it is now doing.

"There is plenty of capital in this country waiting for some profitable investment. My idea is, that by forming a joint stock company (if you like to call it such) of the wholesale men of, say a quarter of a million dollars capital, divided into shares, each wholesaler, and retail men if desired, to take one or more shares; open a warehouse in some central place, say Toronto, and when a stock has to be closed out turn the whole stock over to the company at a rate on the dollar, the company paying the cash over, and wind up the estate. Then we have one trader less. All such stocks to be handled in the same way. Then sell them back to the general trade in such quantities as retail merchants require for sorting up stock, thereby getting rid of the bankrupt stock nuisance and the unjust compromises that are now ruining and demoralizing the mercantile trade that once was an honorable calling.

"In no case should there be a compromise for less than 75 cents on the dollar, and that only after the most thorough investigation has been made and found that the dealer was worthy of it in the true sense of an honest trader.

"Merchants are always ready to grasp bargains of that kind, and would, I have no doubt, take advantage of the opportunity to secure such goods for leaders in their stores, and thereby would keep such stocks run off in such a way that would not be injurious to the trade, and would go a long way towards stopping the great slaughtering of goods that is going on just now, and would, I believe, keep up the standard price of goods. I have

BUSINESS CHANCES.

Under the headings "Books Wanted," "Books for Sale," "Business Chances," "Situations Vacant," "Situations Wanted," one cent a word is charged for each insertion. Initials and figures are each counted as one word. If it is not desirable to give the advertiser's address, replies may be sent to Box —, care of BOOKS AND NOTIONS.

ADVERTISER WANTS SITUATION IN WHOLESALE or retail stationery and fancy goods warehouse. Good window dresser and salesman, first-class references. Address A.H., "Books and Notions."

BOOKS, STATIONERY, FANCY GOODS.—Our increasing wholesale trade requiring our undivided attention we offer for sale on advantageous terms one of the best retail businesses west of Toronto. Rice & Chapple, London.

BOOK, STATIONERY AND WALL PAPER BUSINESS for sale, in good Western town. Clean and well-assorted stock, about \$1,500, handsome store, net profit, \$1,500 annually. proprietor going into a larger city business. an exceptional chance to secure a good paying business. Terms easy. Apply Box 10, Books and Notions, Toronto.



**E. AULD'S
PURE
MUCILAGE
Sticks Everything
BUT THE BUYER.**

**OFFICE AND FACTORY:
759 Craig Street, Montreal.**

J. Q. PREBLE & CO.,

MANUFACTURERS OF

BLANK BOOKS, ENVELOPES, WRITING PAPERS

Tablets, Pads and Papeteries.

WE ARE THE ONLY HOUSE IN THE UNITED STATES WHO MANUFACTURE THIS COMPLETE LINE OF GOODS

Sole Proprietors of **BELFAST, MANCHESTER and ULSTER LINENS** and the Celebrated **WASHINGTON and ROYAL STEEL PENS.**

Nos. 10 & 12 THOMAS STREET, NEW YORK.

no doubt even wholesale men would often find it to their advantage to pick up job lots in such a warehouse. Besides, both wholesaler and retailer would find it a convenient place to dispose of their unsalable goods, which we often have and want to get the money out of them, even at a loss, and would dispose of such goods at a rate on the dollar.

"In this way wholesalers would be interested in such a warehouse, as they would draw a dividend regularly from it, and they would also be better able to sell their own goods, and they would be more particular whom they sold to, and would not be so ready to sell goods to men with little or no capital.

"Why I think the wholesale men are the ones to form the company is, that they would be more responsible, thereby realizing the importance of reducing their imports; otherwise there would be a danger of their overloading the country with imported goods. That is one of the great difficulties just now, the imports are greater than the demand.

"I believe that we have as many goods in the country now as the trade requires for the next two years to come. Take the cotton mills and sugar refineries and what do we find? When they have an over production of stock on hand they shut down for a few months until the surplus stock is run off, thereby keeping up the price of their product and realizing fair profits. Then why not the importers do the same? Reduce the imports for a few years and run off the surplus stock that is now being slaughtered all over this country. Make goods scarce. Scarcity makes the demand for the article.

"I am of the opinion that with such an arrangement, a shortening of credit and a little more caution in selling to retailers, that in a few years bankrupt stocks in every town and village would be a thing of the past.

"There have been some great reforms within the last twenty-five years, although men have been found prophesying beforehand that such reforms would never come to pass, so it is just possible for even wise men to be mistaken. True, reforms of this kind are often slow, caused largely by some men hanging on behind the movement with the hope of making their prophecy come out true.

"What is needed now is associated effort of the merchants of this country to make this the greatest reform that has ever taken place in this nineteenth century."

"The Free of Knowledge," by G. M. Robins, has just been issued from the press of John Lovell & Son, Montreal.

The Bagster Bible is now a household word. An evangelist or minister does not think he is fully equipped unless he has a wide margin, large-type Bagster Bible. Manager A. G. Watson, of the "Willard," reports the sales of this line as very large this year. After looking at the books in various bindings we are not surprised, as they fully merit the high encomiums accorded them.



E. A. Archer, so long and favourably known in Petrolea in books, stationery, fancy goods and toys, has just sold out to Lowery Bros., his old opposition. We should have thought there was room for both in a town so prosperous as Petrolea.

It is with more than ordinary regret that we this month ask his brothers in the trade to mourn the death of Mr. J. B. Clougher, for many years identified with the stationery business in Toronto. Thoroughly posted in his line Mr. Clougher had at one time a very comfortable living until he was suddenly reduced almost to the starting point again by the never-to-be-forgotten Campbell smash. Men of sterner natures would probably have refused to do what Mr. Clougher did—endorse paper without receiving value for it—but in the place where dollars do not buy position perhaps our old friend's kind disposition will not lose by his seemingly unwise act of kindness.

G. A. Odell, so long known in Woodstock as the leading stationer of the town has bought out Thos. McAuley's book store and bindery in Kingston. We can hardly liken Mr. Odell to a rolling stone for he has managed to gather considerable moss, but he has, nevertheless, been in three places to our recollection. Ingersoll was the first, where he bought a store from Mr. Wood, now of Tilsonburg, to whom he sold it again moving to Woodstock. Here, it will be remembered, he sold out in August to Harkness & Co., of Toronto, who in turn transferred the business to R. O. Smith, of Mitchell. This is Mr. Smith's third town also. Query—Is it good policy to change about in this way?

Mr. Frank R. Stockton has written a new and characteristic story called "The Merry Chanter." It will begin in the November *Century* and run through four numbers. The story takes its name from a vessel which started from a Massachusetts port on a peculiar cruise. The owners, a young married couple, are on board, and the vessel is commanded and manned by four village captains of unusual experience. Mr. Dana Gibson will illustrate it. The November *Century* is also to contain a new story by Mark Twain.

Mr. W. R. Pringle has gone over to J. B. Rolland & Sons, Montreal, and will hereafter represent them in the Maritime Provinces.

Buyers visiting the city should see the newest and choicest designs in wall paper borders and decorations for the spring of 1890 shown by C. M. Taylor & Co., Toronto, who have effected special arrangements with the following well-known American manufacturers to supply the Canadian trade at factory

prices, viz.: Henry Gledhill & Co., F. Buck & Co., Whitney & Sons, New York; Wilson & Fennimore, Philadelphia.

The removal of Buntin, Gillies & Co., Hamilton, 70 King Street East, "opposite the Gore," was a move in the right direction. The increase in trade and visitors to the new premises is quite perceptible, besides they feel more at home themselves, having five large commodious flats well lighted and ventilated, easy of access both front and rear. In these premises they are able to display their large assortment of paper and stationery goods, a heavy stock of which is kept constantly on hand. Their show room contains all the "novelties" and varieties of the stationery trade.

Mrs. Mary A. Livermore, writing to Mrs. Moody, the author of "Alan Thorne," says "I occupied my first leisure in reading your delightful story. It is a most interesting presentation of Christianity in its true light, not as a creed, but a life. You do not treat us to a discussion of beliefs, but you give us an object lesson which verifies the assertion of the Christ, that we 'shall know the truth, if we do the will of our Father in Heaven.' 'Alan Thorne' should have as large a reading as 'Little Lord Fauntleroy,' its tone is so noble and its spirit so Christian."

The publishers of St. Nicholas announce that that popular children's magazine is to be enlarged, beginning with the new volume, which opens with November, 1889, and that a new and clearer type will be adopted. Four important serial stories by four well known American authors will be given during the coming year.

To Let.

OFFICE - ROOM - IN - TORONTO.

Having secured the Most Centrally Located Offices in Toronto, at No. 6 Wellington Street West, North Side, a few doors west of Yonge St., we will provide

DESK ROOM, HEATING

— AND —

OFFICE ATTENDANCE

For Toronto Agents of MANUFACTURERS OF JOBBERS.

Rent Moderate, Good Attendance, Centrally Located

J. B. McLEAN.

6 Wellington St. W. - Toronto.

OUR TRAVELLERS

Are just starting out with a full range of

FALL FANCY GOODS,

Jewellers'

CASES and FINDINGS,

Stationers and'

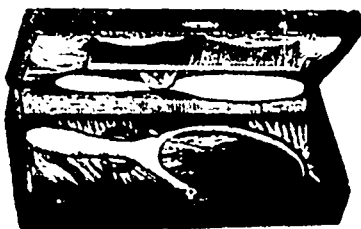
Druggists' Sundries,

ETC., ETC.

IN PLUSH GOODS

They will carry one trunk of what we have have found to be the best selling lines, and thus give those who have not ordered for Christmas an opportunity to see our samples again. We are afraid of no competition, either in quality or price, and invite all close buyers to compare our goods with all others being shown.

These are facts that we can back up at any time.



Our Vases, Bisque Figures and Purses are very complete, and are special value. Look carefully at them.

THE HEMMING BROS. CO.

(LIMITED),

29 ADELAIDE STREET EAST,

Toronto, Ontario.

JULIAN SALE

AND COMPANY,

MANUFACTURERS OF

Fancy Leather Goods

TORONTO.

POCKET BOOKS,

PURSES,

LADIES' SATCHELS,

BILL BOOKS,

CARD CASES,

MUSIC ROLLS,

FOLIOS,

Memorandum Books,

etc., etc.

SAMPLE ROOM :

20½ Front St. East.

FACTORY :

169 Bleeker St.

J. THEO. ROBINSON'S

"POPULAR" SERIES

OF :

HIGH CLASS FICTION.

ZORA, a Love Tale of Modern Egypt... 30c.
By Elizabeth Balch.

THE ONLY ONE..... 30c.
By Harry W. French

THE TERRACE OF MON DESIR,
A novel of Russian life..... 30c.

FELLOW TRAVELLERS..... 30c.
By Edward Fuller.

A MODERN MEPHISTOPHELES, 30c.
By Louisa M. Alcott.

STEADFAST, the Story of a Saint and
a Sinner..... 30c.
By Rose Terry Cooke.

PICKED UP IN THE STREETS 30c.
By Mrs. A. L. Wister

THE MONK'S WEDDING (From
the German)..... 30c.
By Amelie Rives.

A BROTHER TO DRAGONS ... 25c.
By Amelie Rives.

MR. NAYDIAN'S FAMILY PARTY 25c.
By the author of "Loser Lustratus"

VIRGINIA OF VIRGINIA..... 25c.
By Amelie Rives, author of "The Quack or the Dead"

MR. AND MRS. MORTON 30c.
By the author of "Silken Threads."

SILKEN THREADS 30c.
By the Author of Mr. and Mrs. Morton.

HOW I ESCAPED 30c.
Edited by Archibald Claverling Gunter.

JOHN BODEWIN'S TESTIMONY, 30c.
By Mary Bal'ock Foote

THE BATTLE OF THE SWASH
AND CAPTURE OF CANADA .. 25c.
By Sam'l Barton.

A STRANGE MANUSCRIPT
FOUND IN A COPPER CYLIN-
DER 30c.

JOHN WARD, PREACHER 25c.
By Margaret Deland 2nd Edition.

THE MYSTERY OF MARTHA
WARNE 25c.
By Arthur Campbell

LETTERS FROM HELL 30c.
Translated from the Danish.

IN THE MARKET, or FROM 18
TO 20 30c.
By Elizabeth Jaudon Sellers.

THE ROSE OF PARADISE 30c.
By Howard Pyle.

THE ADVENTURES OF JIMMY
BROWN 25c.
By W. L. Allen.

PIKE COUNTY BALLADS 10c.
By Col John Hay

FRENCH AT A GLANCE 25c.
By Thunin

These books are well printed, with attractive covers. Posters, etc., are supplied liberally.

SPECIAL TERMS ON LARGE ORDERS.

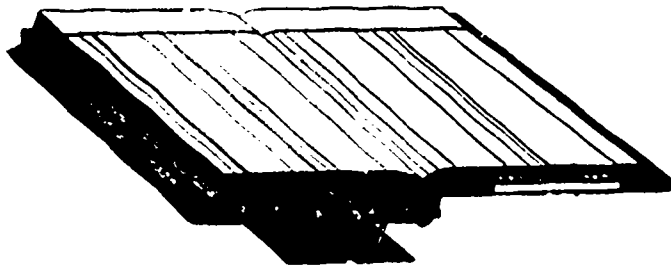
J. THEO. ROBINSON, - Publisher,
MONTREAL, P.Q.

The Montreal News Company, Montreal.
The Toronto News Company, Toronto.

WHOLESALE AGENTS.

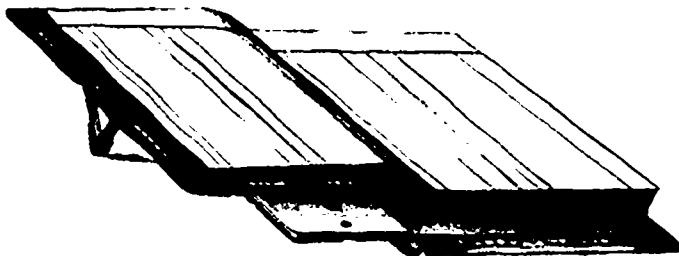
KIMNARD'S HANDY ARM REST AND READY BOOK REST.

The advantages of the "Handy Arm Rest" will be readily seen by all practical accountants. It is bound inside; both front and back covers can be drawn out easily and adjusted to any required height instantly, and as quickly placed in its original position when finished with. Being made of



nickel it will not tarnish or get out of order, and as it does not pass between the leaves of the book, the constant source of annoyance of soiled pages is obviated. A trial will secure its continued use. All those keeping books of records or accounts have experienced the difficulty of writing a uniform hand towards the bottom of a page after the natural support of the book itself has failed, and no better substitute for that support than the "Handy Arm Rest" has as yet been produced.

The "Leveller" is second in usefulness only to the "Arm Rest." It is always ready for use, is quickly adjusted, will not mark the desk, and is strong enough to sustain any weight necessary to be placed upon it. It is a vast improvement on the only way



known hitherto of placing a book or block of wood under the cover when using front or back part of book. When not required, the "Leveller" sinks into the cover of the book flush with the binding. The great advantages this invention secures can hardly be overestimated by those wishing a uniform level surface to write upon. Warwick & Sons are the patentees.

Canadians are now in England to raise \$5,000,000 to build a ship railway across the Nova Scotia isthmus, from the Gulf of St. Lawrence to the Bay of Fundy. It will save ships a seven hundred miles sail around Nova Scotia, by carrying them across the isthmus at the rate of ten miles an hour

A SUBSTITUTE FOR COAL.

Petrole is the name given to a manufactured substitute for coal, made by a firm in Minneapolis, and is the direct outcome of the scarcity of fuel which has retarded the birth of manufacturing industries in that city, and in fact the whole North-West. It is made from sawdust, the residuum of crude petroleum, and a number of other ingredients which are not made known by the in-

ventors. The residuum of petroleum is mixed with the other material, and is heated in a large sheet iron tank to 400 degrees Fah. It is then run into a mixing machine where it is thoroughly mixed with the sawdust, and is afterward carried by means of a chute to a heavy press, where it is subjected to a pressure of 1,000 pounds to the square inch, and molded into blocks ten inches long, four inches wide and three inches thick. It is claimed for this new fuel, which has been successfully tested, that it is cheaper, and its results as satisfactory in every way as coal. Arrangements are being perfected in Minneapolis for its manufacture on a large scale, and the right to use the invention has already been sold in a number of states. It is as well adapted for domestic as for manufac-

turing purposes, and the blocks can be shipped and handled conveniently on account of their size. [Mechanical News.]

Mr. Thomas went to Cannington last week to arrange for the erection of the Ball Electric Light Co.'s poles.

The Lachute Paper Mills are now running partly by steam, owing to the lowness of the water.

The \$35,000 worth of notes stolen from the vault of W. C. McLeod, Woodstock, have been found. They were picked up in the cellar of the store on Friday. The box which contained them had been broken open, and valuable papers were scattered over the floor and left there by the burglars.

MUSIC

The ANGLO-CANADIAN MUSIC PUBLISHERS ASSOCIATION and EDWIN ASHDOWN'S businesses both being in the same premises it pays dealers and others to order all Music of them direct. Address,

SYDNEY ASHDOWN,

MANAGER

Anglo-Canadian Music Pub. Ass'n,
13 RICHMOND ST. WEST,
TORONTO, ONT.

PRESBYTERIAN

HYMNALS AND

PSALM

BOOKS

HART & CO.

Have pleasure in informing the Trade that they have a full line of PRESBYTERIAN HYMNALS with PSALM BOOKS to match in 20 different styles. Many new bindings.

The "SLIP CASE" and "DROP CASE" sets are the finest offered to the trade.

Send for Prices and Terms.

HART & CO.

Publishers

31 and 33 King St. West, Toronto

Shorthand! Shorthand!

If you wish to secure a thorough practical BUSINESS OR SHORTHAND EDUCATION you will save time and money by attending the

SHORTHAND UNIVERSITY,

Corner King and Church Sts., Toronto.

Each pupil instructed INDIVIDUALLY; no classes formed, therefore success is certain. Catalogue mailed free on application.

SEASON 1889-90.

Our First Shipment of

**H. & F. GOLD MEDAL
CHRISTMAS
CARDS**

Has arrived, containing
carefully selected
Lots at

\$10 NET
\$15 "
\$20 "

We have had these lots made up specially
for dealers who have not had the time, oppor-
tunity or desire to order from samples.

BOOKLETS

Will be ready for delivery about the end of
October, when our assortment will
be complete.

TOY BOOKS

A FULL LINE AT BOTTOM PRICES.

DICKENS -Large type; illustrated; 15 vols.
Trade price, net, \$5.
Standard Fiction Xmas Books -a full stock
at lowest prices.

CORRESPONDENCE SOLICITED.

**THE
TORONTO NEWS COMP'Y**

111 BAY ST., TORONTO.

MACNIVEN & CAMERON'S } Renowned { PENS

The Waverley. The Pickwick.
The Owl. The Nile.
The Flying Dutchman. The Flying J.

A counter Show-case of M & C. Pens is a sure saleable
line. Illustrated Catalogues mailed on application.

MACNIVEN & CAMERON. - Waverley Works. - EDINBURGH

PATRONIZE CANADIAN INDUSTRY.
GOWER & CO.

Only Makers  Canada.
Samples Free on Application } 10 QUEEN STREET, MONTREAL.

J. S. RUSSELL,
IMPORTER OF
FINE FANCY GOODS

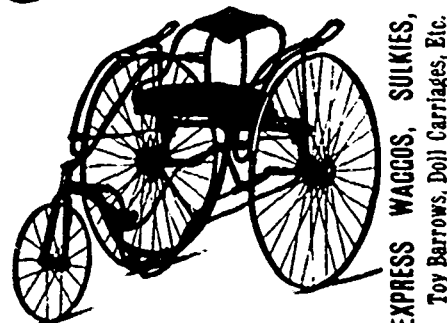
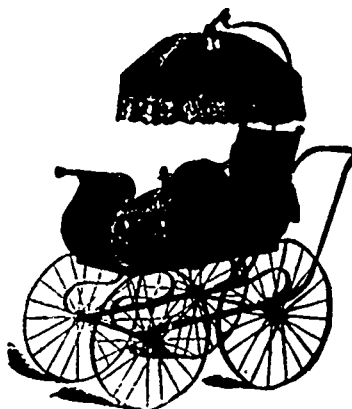
All the Newest Lines in
PLUSH, BRASS AND LEATHER NOVELTIES.

Walking Sticks of Every Description
Gold, Silver and Steel Laces, Fringes, etc., for Regatta
and Dress Trimmings.

Natural Indian Goods, Moccasins, Snowshoes, Tobogans, etc.
110 BAY ST., TORONTO.

THE GENDRON MFG CO., Limited,
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R. W. Stoddard & Co., the Montreal jewellers have been distinguishing themselves. The story runs—Absent from home, demand of assignment, judgments without number, seizure of stock. What will the final be? A ten cent dollar for the creditors.

H. Girard & Co., fancy goods dealers of some prominence in Montreal, are asking an extension.

J. F. Belfry on the 16th ult. sold out his Shelburne drug store to E. F. Brown. C. F. Gamon & Co. of the same place are gaining a nice trade.

Among the important business changes that it is our duty announce every month we have to-day no less startling an event to chronicle than that Wing Tat & Co., the Toronto fancy goods celestials, have dissolved partnership, Chong Chuck, Esq., retiring. We have not yet been able to interview Mr. C. C. but presume he will in future live on his accumulated surplus.

S. B. Roos, the Hamilton jeweller, has never made Davis & McCullough or Thomas Lees tremble for trade in the ordinary way. He therefore advertised his stock for sale on the 9th ult. We have not heard the results.

Wm. McDonald, the Tilsonburg druggist, was unfortunate enough to be burned out early in September losing above his insurance something in the neighbourhood of \$1,000. Nothing daunted, however, Mr. McDonald moved what undamaged stock remained after the fire to the surgery belonging to his brother Charles, a local doctor of some eminence, and in this way has managed to hold his trade while he is building again on the old stand. It is not difficult to learn the lesson of this little history—Insure and insure sufficiently against loss by fire.

Hardy & Co. druggists, of Morpeth, Ont., are going out of business.

Mrs. S. Field is offering her fancy goods business in Victoria, B.C., for sale.

W. A. Knowles, fancy goods, Spring Hill, N.S., has removed to Oxford, N.S.

Geo. Lamontagne, of St. Roch, Quebec, is in hard luck again, having had his store visited by fire. He has a varied stock of jewellery, fancy goods, musical instruments and silverware. In '87 he failed and was supposed to be just getting on his feet again.

C. J. Johnson & Co., of Winnipeg, who had a fancy goods store on Main street, near the Hudson Bay store, have been closed out by Hodgson, Sumner & Co., who have a chattel mortgage on the stock. Johnson was always spoken of as well posted in his business and we are surprised at this unhappy climax.

Dr. C. A. Black, of Amhurst, has given up his drug store.

"I have sold more plush goods since July," said a druggist to us the other day, "than I have during any Christmas season." What does this mean? Simply that plush goods are no longer a luxury but a staple line, and that the prices having been reduced so that they are within the reach of everyone they are recognized as suitable presents for birth days, weddings, or any other such occasion. Plush has been proved to be much more serviceable than it was at one time supposed to be, and there is certainly nothing as yet in the market that can take its place.

Bisque figures are selling rapidly.

Rose Jars are becoming very popular. For an inexpensive wedding present they are specially suited.

POINTS FOR THE CLERK.

The object of business is to make profitable sales.

To stand much in the front door may delight the girls who pass, but it detracts from the business character of the establishment.

Dirt is destruction; a clean store is the customers' delight.

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

Use the watering-pot in the garden, if you please, but never in the store.

Master the whole business, and the way to fortune has been mapped out.

Learn but little and work but little and you can remain an errand-boy forever.

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

Finger-nails should never be allowed to appear in mourning.

A feather-duster disperses but does not remove the dust from the store.

A customer secured is a promise of greater salary in time.

A reputation for truthfulness is indispensable to permanent and satisfying success.

The "Smart Aleck" enjoys but a brief and perishable popularity.

Work can always be found in a store with out a double-million microscope.

Every line of goods embodies a history and a science worth years of study to understand.

Goods conveniently located save time, money and temper in the showing.

Newspapers give light—by cleaning the glass better than any other substance.

Don't neglect the corners either of glass panes or tills under the counter.

Exterminate moths and prevent them by killing moth-millers on sight. Also by frequent and thorough brushing of woollen goods.

Don't be afraid of your employer; if you give him faithful service you are worthy of

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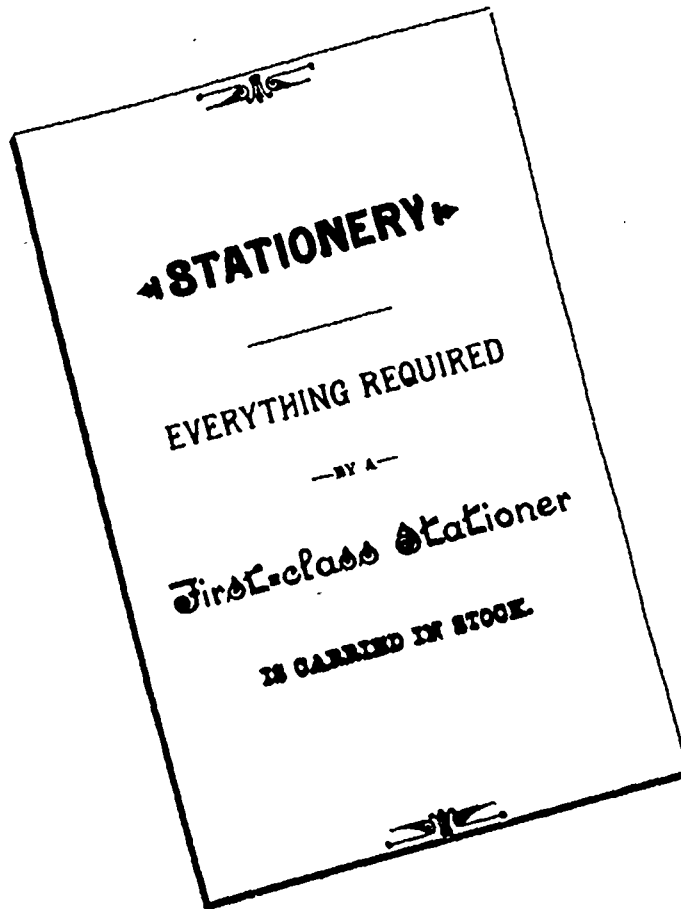
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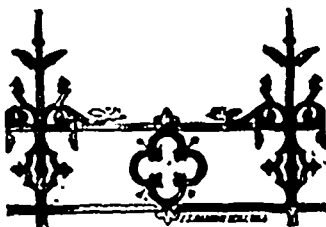
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your hire and of his respect; if not, you should be ashamed of your cheating, and reform at once.

Master your temper: the calm and pleasant salesman makes friends and sales, while the touchy fellow makes neither. [Grocer and Trade Reporter.

A MODEL AND A CURIOSITY.

A man has reached a desirable condition of mind as well as an important stage in his business career when he can say "No," pleasantly, but firmly, to a drummer who coaxes him to buy goods. Such is the conclusion reached by Mr. A. S. Irving, of the Toronto News Company, who adds: "We have kept on practising at that little difficult word until its use does not come half so hard as it used to. But I confess that to say bluntly 'No' to a man who addresses one so humorously and originally as the writer of the following, is beyond ordinary human nature." The letter is from an American manufacturing company, and a correspondent of Mr. Irving's rightly describes it as "a model and a curiosity":

"DEAR SIRS,- Have you no orders for goods that you can favor us with to-day?

"We have called upon you so many times that we suppose our communications no longer interest you, but are silently folded, like the tents of the Arabs, and laid away or consigned to oblivion in the waste paper bas-

ket. We send this one, not as a forlorn hope, but in pursuance of the time-honored notion that perseverance will have its reward. We confess that our faith in the old proverb has sometimes been shaken, but perhaps that is because the 'deadly silence' we often encounter is not the kind of reward we expect, although it may be what we deserve. As a sort of compensation for the supposed fate of our predecessors, will you not keep this letter long enough to write our address upon an envelope in which to enclose your next order?"

"We shall be glad to send anything you want. Small orders do not vex us or injure our feelings in the least. They are just what we are all the while trying hard to get, although we do not refuse large ones. We earnestly desire to secure not only your custom, but also your good-will. To this end we seek your acquaintance, believing that we are able to serve you a little better than any one else, and that we can make your relations with us of the most satisfactory character. Won't you try the experiment? We promise careful attention to your requirements, prompt replies to inquiries, and liberal treatment all along the line.

"It may be that, as you have never dealt with us, you would prefer to get prices before buying. If you will send us a memorandum of the articles you need or are likely to need soon, we will submit quotations. That will not take much time, will only cost two cents, and may possibly be of ultimate benefit. At

any rate it will be a cheap way of making a fellow being happy, which is a consideration of some consequence from an ethical and humanitarian point of view.

"Will it be too much of a trespass upon your time and good nature if we ask the favor of a reply at your convenience, either in the form of an order or an inquiry? the former preferred.

"Very truly yours,
"THE -- CO."

It is quite evident that the ingenious writer of this appeal had studied the maxims of an American statesman of the last century, one of which was, "Take things by the smooth handle." He possesses, besides, the virtue

it is not always a virtue, however of polite pertinacity, and we firmly believe that the writer of this letter has had experience enough, and has acquired self control enough, to do what Alex. Belcher's book describes a commercial traveller as doing on one occasion in Canada. The man to whose shop he went had taken offence at the house this salesman represented, and replied to the traveller who addressed him, "Do you see that door? get out, quick!" The traveller bowed, went out by the door indicated, which happened to be the front one, walked round the lane and coming in the side door, walked up to the proprietor, saying, as he looked him squarely in the face, "Now, sir, I have filled your last order, and I shall be glad to book you for a line of goods." [Monetary Times.



TORONTO, Sept. 11, 1886

DEAR SIR, In publishing the account of the interview with the Minister of Education you omitted one item of information not referred to at the time that we waited on him which is of a good deal of importance.

To place the matter right, I quote from **BOOKS AND NOTIONS**, December, 1886, a paragraph from the editorial "Progress," being an account of the first interview we had with the Minister.

"One thing was brought out very strongly, namely, that had such an organization as the Association been in existence prior to the giving to the publishers the advantages they have on the readers, consultation would have been had with that body as to the just interests of the trade."

Now if this means anything it is (by inference) a statement that when the first five years will have expired the Association will be consulted on the question of discounts.

Some time after the publication of the number I had occasion to call on the Minister on some other matter. I called his attention to the article, and he admitted its correctness. Yours respectfully,

J. J. DYAS,

Sec. The B. and S. A. of O.

ST. JOHN, N.B., Sept. 9, 1886.

DEAR SIR, I have been requested by some of the book, stationery, and fancy goods trade of our city to ask your opinion of how to act in the matter of cutting prices on goods, particularly on school books. We have a few dealers that don't seem to care at what price they sell the goods, and it is very hard for parties that purpose to pay 100 cents on the dollar to compete with such dealers. We have been considering about forming a society for our protection. How would you advise us to start. Any information you can give us on the subject will be duly appreciated by yours truly,

W. G. J. WATSON
of Watson & Co

P.S. Trade in this part of our fair Dominion is good, every one seems to feel better and spend their money more freely than they did a year or two ago. Business in all branches is good, and we look forward to a great Xmas trade. If we could only educate our people to speak of Canada as the only place that flourishes, we would be all right, but there appears to be too much of the saying about them that the United States is the place, that is what we feel down by the great and only St. John, N.B.

NANAIMO, B.C., July 31, 1886.

DEAR SIR, Your request for a few lines from *British Columbia* duly to hand. We may say that trade on the Pacific Coast has not been up to average this year. Nanaimo is peculiarly situated, being entirely dependent on the coal industry, and the ups and downs of the coal trade govern business prosperity. The next year will most probably see the inauguration of new industries here. The book trade here has often to suffer from other branches dabbling in goods during the holidays. We find that houses here are besieged by the travelling agents representing the wholesale trade, who make a point of visiting the trade first, ensuring the trade orders, and then scouring the town selling to Tom, Dick, and Harry small batches of goods at the same price they supply the regular trade at. Those parties generally cut goods down to far below regular prices, and the result is doubly disastrous, first, to the regular trade and, secondly, to the wholesale dealer. It has been spoken of among the trade that the only reliable remedy is the total refusal of orders to travellers. This will undoubtedly have to be resorted to, for the regular trade do generally give the orders which make a visit to British Columbia profitable. Another important point which will tell against eastern trade is lack of good reliable rates per railroad. There is now laying on the wharfs here a consignment of goods rated at \$2.80 and the railway are demanding a payment at the rate of \$8.00. The railway officials want the bill to be paid and a demand entered for overcharges. Now, the red tape system of sending this claim for refund will most probably delay the refund if paid some months. Why should a shipper be out of funds for months be a use the railways make some blunder in the freight bills. The last rate we paid was \$4.00 per 100 lbs. on velocipedes and wheelbarrows. Now the original bill was \$38.00, and it cost \$14.25 to get them to the store. This is going to discriminate against the eastern trade: the same goods would have come from the United States for \$1.50 freight, and duty \$13.50, making a total of \$15.00, with goods on hand in about five or six days from date of invoice. That is allowing the cost to be the same at both purchasing markets, viz., Toronto or San Francisco, U.S.A.

We hope your efforts to secure impartiality in periodicals mailed to subscribers, versus the retail trade, will be successful. The best plan to adopt is to secure from your customers a yearly subscription to those periodicals and have them mailed by the publisher to customer, or, another way, to customer in your care.

We hope to see your **BOOKS AND NOTIONS** grow with the coming year as in the past. It is always a welcome visitor, containing good and valuable hints to the trade. Yours respectfully,
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The Stock, Good Will, Fixtures, etc., of the late John B. Clougher, 151 King St. West, Toronto, is now offered for sale. This is one of the oldest book businesses in Toronto, and is an unusually good opening for an energetic man with small capital. Address.

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TO THE TRADE

Mr. W. R. Pringle begs to notify the trade that he has this day severed his connection with the Barber & Ellis Company, and wishes to thank his many customers and friends for the liberal patronage which they have so kindly bestowed upon him.

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BOOKS.

4902. "The Ontario Reports." Volume XVI. Containing Reports of Cases decided in the Queen's Bench, Chancery and Common Pleas Divisions of the High Court of Justice for Ontario. Editor: James F. Smith, Q.C. Reporters: Queen's Bench Division, E. B. Brown; Chancery Division, A. H. F. Letroy, George A. Booner; Common Pleas Division, George F. Harman; Barristers-at-Law. The Law Society of Upper Canada, Toronto, Ont.

4993. "Magic Medicine Guide." Wm. B. Soper, London, Ont.

4994. "Examination Questions and Answers on Criminal Law." By Henry Newbolt Roberts, Toronto, Ont.

4995. "Canadian Score Book." J. & A. McMillan, St. John, N.B.

4996. "Marooned." By W. Clarke Russell (book). The National Publishing Co., Toronto, Ont.

4999. "Maritime Court, Ontario." General Rules (1889) and Statutes, with Forms, Tables of Fees, etc. By Alfred Howell and Alexander Downey, Toronto, Ont.

5000. "Bryce's Souvenir Guide to Toronto." Toronto to-day; with a glance at the past. By G. Mercer Adam. Wm. Bryce, Toronto, Ont.

5001. "Roland Oliver." By Justin McCarthy, M.P. Wm. Bryce, Toronto, Ont.

5002. "The Telephone Chart." Henry Ryerson Harvey, Toronto, Ont.

5003. "The Curse of Carne's Hold." By G. A. Henty (book). John Lovell & Son, Montreal, Que.

5005. "Against the World, or, Life in London." (Drama). Heinrich B. Telgmann, Kingston, Ont.

5007. "Daughters of Belgravia." By Mrs. Alexander Fraser. The National Publishing Co., Toronto, Ont.

5008. "Adele." A true story by "Lily." John Dougall & Son, Montreal, Que.

5009. "The Boys of Our School." By Bernardo (book). John Dougall & Son, Montreal, Que.

5010. "Favour and Fortune." By the author of "Jack Urquhart's Daughter." Wm. Bryce, Toronto, Ont.

5011. "Principes de Litterature." M. l'Abbe Joseph Seguin, Cure de Vercheres, Que.

5012. "A Life Sentence." By Adeline Sergeant (book). John Lovell & Son, Montreal, Que.

5015. "Catechisme d'Hygiene Privee." par le Doc. J. I. Lesroches, Montreal, Que.

5016. "Code of Civil Procedure of the Province of Quebec," by W. A. Weir, Advocate. Amedee Periard, Montreal, Que.

5019. "Introduction au Nouveau Cours de Calligraphie Canadienne. B." J. A. Lan glais, Quebec, Que.

5020. "Our Own Country, Canada." By W. H. Withrow, D.D. Wm. Briggs, Toronto, Ont.

5023. "Good Times." A Book of Dialogues for School Entertainments. By Miss E. Weaver. Wm. Briggs, Toronto, Ont.

5024. "Comedy of a Country House." By Julian Sturgis. John Lovell & Son, Montreal, Que.

5026. "Henderson's North-West Brand Book." Second edition. James Henderson, Winnipeg, Man.

MUSIC.

4997. "Trust." Song. Words by Frances Ridley Havergal. Music by W. O. Forsyth. A. & S. Nordheimer, Toronto, Ont.

4998. "Sweet and Low." Words by Alfred Tennyson. Music by Clarence Lucas. A. & S. Nordheimer, Toronto, Ont.

5006. "Triumphant Songs, No. 2." By E. O. Encell. Wm. Briggs, Toronto, Ont.

5013. "Mia Bella." Waltz. By Otto Roeder. The Anglo-Canadian Music Publishers' Association, Ltd., London, England.

5014. "Christmas Roses." Valse. I. Suckling & Sons, Toronto, Ont.

5017. "Tell Me to Stay." Song. By F. Paolo Tosti. Chappell & Co., London, England.

5018. "Winged Echoes." Song. By F. Paolo Tosti. Chappell & Co., London, England.

5021. "Thy King." Sacred Song. Words by Henry Vaughan, music by Paul Rodney. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

5022. "Little Gleaners." Waltz. By Otto Roeder. The Anglo-Canadian Music Publishers' Association, Limited, London, Eng.

5025. "Ecce Homo." Sacred Song. Written and composed by M. Piccolomini. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

PHOTOGRAPHS.

5004. "Premier Concile Provincial de St. Boniface, Manitoba, 16 Juillet, 1889." Photograph. John Best, Winnipeg, Man.

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259 to 278. "Briar and Palm." "Ursula Vivian, The Sister Mother." "The Gates of Eden." "Doris Cheyne." "Hazell and Sons, Brewers." "Robert Martin's Lesson." "St. Vides." "Dorothea Kirke." "Carlowrie, or, Among Lwothian Folks." "Wrongs Righted." "Marion Forsyth, or, Unspotted from the World." "Mistaken." "Miss Baxter's Bequest." "A Divided House." "Twice Tried." "The Secret Panel." "Thomas Dayburgh's Dream." "Sundered Hearts." "Shadowed Lives." "Across Her Path." By Annie S. Swan. Wm. Briggs, Toronto, Ont.

279. "Hairbreadth Escapes of Major Mendax." By Francis Blake Crofton, Halifax, N.S.

J. F. Devergne, druggist, Montreal, died on the 11th September.

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