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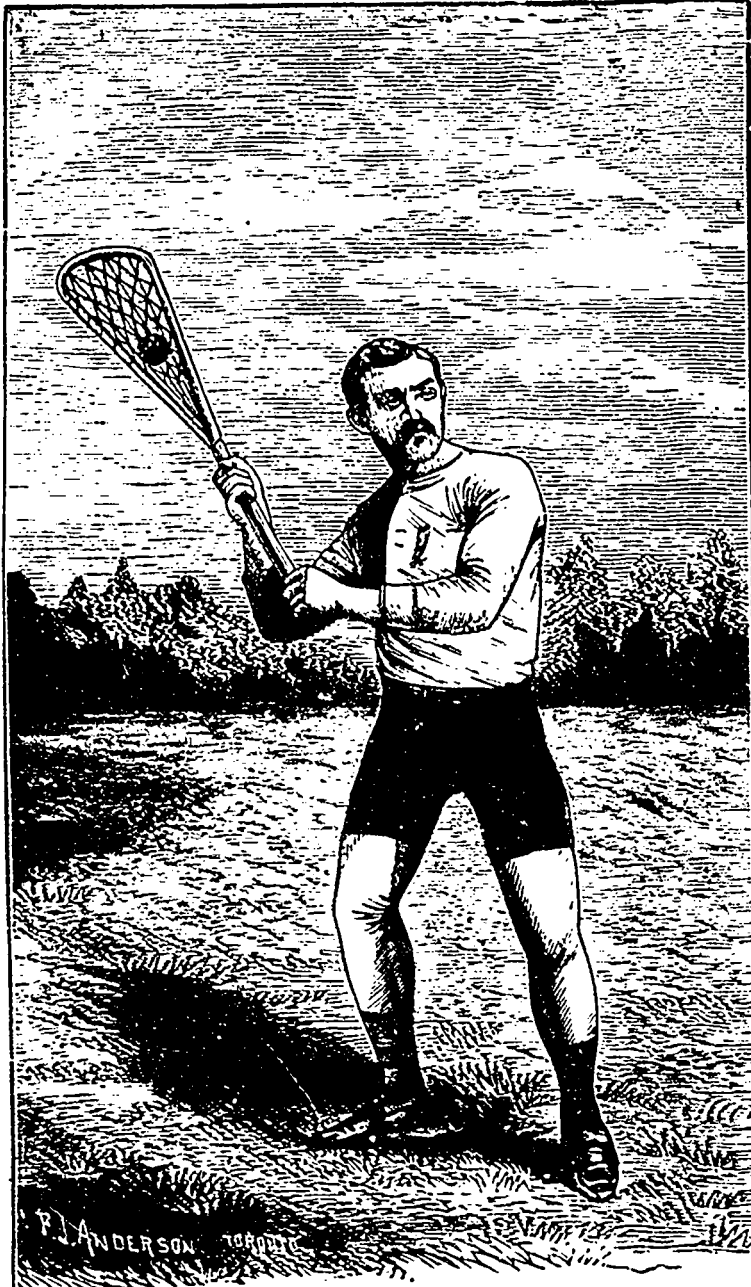
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BOOKS AND NOTIONS

ORGAN OF

THE BOOK, STATIONERY & FANCY GOODS TRADES OF CANADA

VOLUME II }
No. 9 }

TORONTO, APRIL, 1886.

{ ANNUAL SUBSCRIPTION
FIFTY CENTS.

MRS. FRANK LESLIE.

A WOMAN'S ENERGY, PLUCK AND RARE EXECUTIVE ABILITY.

The Dying Wishes of a Great Publisher—Triumph Over a Long Succession of Difficulties and Obstacles—A Woman of Refined Taste and Femininity.

"Go to my office, sit in my place, and do my work until my debts are paid," were Mr. Leslie's last words to his wife after hearing that he could no longer live.

It was in the winter of 1880 that Mrs. Leslie lost her husband. The great publishing house of Frank Leslie was at that time involved in a tangle of debt, and the business already in the hands of an assignee. Almost the dying words of the publisher were a noble testimonial to the good wife, the intelligent, ready help-mate, as he honoured her with a sacred trust. He told her to take his place at the desk, to finish the work he had left undone, to lift the reproach of debt from his name, and when that was done she was to continue the business of the publishing house herself.

She was a young and very beautiful woman, that sad-hearted widow, who turned from a grave to face difficulties the most perplexing, to begin a contest that many wise ones prophesied would end badly for her. But those sage, incredulous, head-shaking financiers did not know what a woman can do, who has energy and pluck united with rare intelligence and a mind formed for executive work. By a legal process and in response to her husband's wish, Mrs. Leslie abandoned her Christian names of Miriam Florence and became in the law and to the world "Frank" Leslie. To the business world she became even more than Frank Leslie; when the slender, sweet-faced, gentle-voiced woman walked into her husband's office, and putting back the sad announcing folds of her crepe veil, announced she had come to stay, her gentle, gracious femininity won the sympathy of those about her. But when she came the next day as early as the earliest clerks, and the next day and the next, something more than respect and sympathy for the brave little woman came into their regard for her.

DEVELOPED A REMARKABLE FACULTY.

She sat at her desk like a Napoleon over his war maps. She developed a remarkable faculty for knowing news, for seizing upon the very things that caught and charmed the public mind. A thousand and one things in the history of illustrated newspapers originated in her brain, and were executed for her papers. All day long she bent to her desk, and was her own wise counsellor. The best of it all was that Frank Leslie was not afraid. Big contracts did not frighten her, notes to pay did not cause her to get nervous, reading interminable pages of proof did not fret her, thinking out new features for her paper did not perplex her. Always cheery in her speech, and with considerate words and hopeful for her employes, it is no wonder that both men and women fell in love with the new Frank Leslie and gave her the best work of which they were capable. The dying wishes of Frank Leslie have been carried out, but only after his widow has encountered and triumphed over one long succession of difficulties and obstacles.

Opening out of the main editorial room on the Park place front is the private office of Mrs. Leslie, the presiding genius of the entire establishment. A peep within its walls will discover a rare and attractive combination of the surroundings of a woman of refined and cultured taste and of active business habits. Sitting in her bijou sanctum in the mid-summer glory of triumph, Mrs. Leslie presents a thoughtful and unusually earnest face. Her wondrously expressive gray eyes seem to pierce to the inner humanity of sense and motive; a mouth extremely mobile in its play is added to the whole contour of regular features that at once arrest admiration and respect. One cannot help taking in also a finely-shaped head, that is abundantly stocked with brains.

She is a thorough woman of business. Every morning she is found in her office by 9 o'clock, and there she remains until five or half-past five in the afternoon. She signs all checks and money orders, makes all contracts for supplies of every sort, looks over proofs of all articles before they are published, and approves the make-up of every periodical before it is sent to press.

Mrs. Leslie is that most gracious and attractive of all human beings, a woman's woman. She has never been too busy to talk to a woman. She has ever been

quick to detect their talents, and to give them the friendly hand of help. She has proved herself one of the greatest, most enterprising, and shrewd of the publishers of this age, the equal in enterprise, ability, discretion, of any man in the world; and alas! she is not only a pretty woman, but she is fond of dress, has pretty feminine airs, and is, at the proper times, devoted to society.—*Literary Life.*

TORONTO PUBLICATIONS.

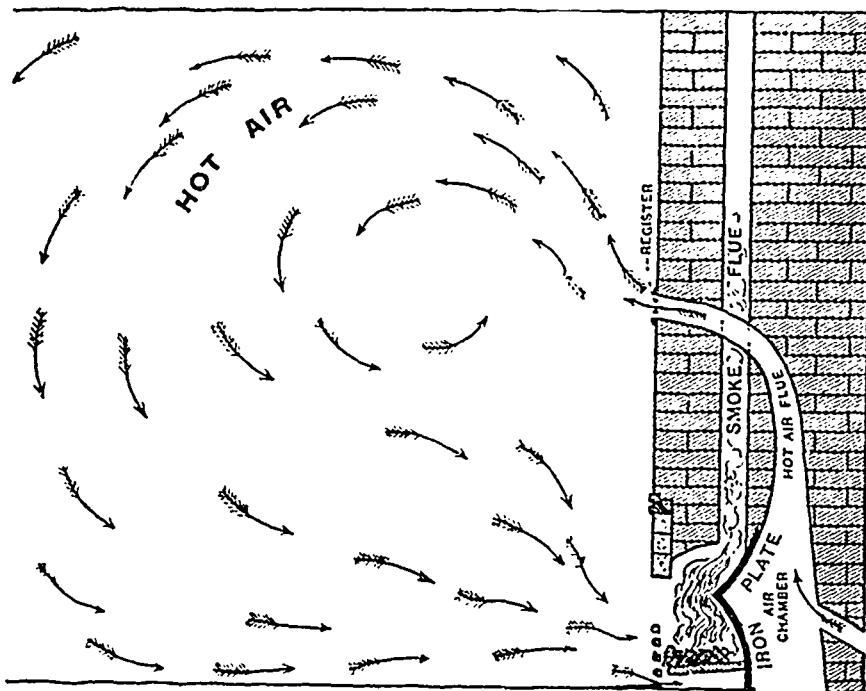
"School Architecture and Hygiene, with plans and illustrations for the use of School Trustees in Ontario," by J. George Hodgins, M.A., LL.D., Deputy Minister of Education, Toronto. Printed for the Education Department.

"Manual of Hygiene, for Schools and Colleges." Prepared by the Provincial Board of Health. Toronto: William Briggs.

These two works, prepared under the direction of the Minister of Education, are very valuable in the lessons taught. Proper ventilation is much more effective and less costly than doctors' prescriptions, and yet how little attention is paid to this most necessary adjunct to daily life. The badly constructed old-fashioned school house, even when assuming the dignity of brick, showed a sad neglect of the absolute requirements for the comfort and health of teachers and scholars. It is therefore wise to give information to those interested on these vital subjects.

A remembrance as a teacher long ago of the stifling winter afternoons, and dozy, indifferent, and suffocating summer days passed in a country school, makes us look with delight on the wise plans advised for the benefit of present day schools.

Another feature, on which both books treat, is the source of water supply, no less important than proper ventilation.



By the courtesy of the publisher we give a picture of the author's idea of "Converting the fire-place into a species of 'Galton's stove.'" He says "it is a simple means of saving heat and at the same time warming the air. For this purpose a tight flat chamber of masonry of no great depth, and a few feet wide is to be provided in the space behind the mantle. The heating surface may be increased by making the smoke flue form an open grate stove of ordinary pattern passing and down in this space, making several (say four) bends and exposing a great length to the air of the chamber, which then enters the room from a register. Fresh air supplied to the chamber communicating directly with the other air

THE COMMERCIAL AND STATISTICAL ATLAS OF THE WORLD.—Toronto: Canada Publishing Co. (limited), \$2.50. This new atlas, just issued, contains the best of the old styles, with some things new that give an additional stimulus to the study of the nations' boundaries. Within the last few years several changes have occurred in the lines of demarcation between countries, notably the republics of South America and the interior of Africa. The new boundaries are clearly set forth, and add much to the knowledge of the ordinary student of geography. The Australasian Islands have due prominence given them, and one of them, Tasmania, that we have been accustomed to look on as a mere dot on the surface of the earth, is here shown in a separate map, with its 18 English-named counties, its capital, Hobart, and its large towns, its rivers, its railways, its mountains and its lakes. The map of Japan is full and explicit in details, showing the several municipal divisions into which this new-old country is divided. To us, the maps of our country are, of course, the most interesting. These are, Canada as a whole, Ontario (showing the new divi-

sions of districts north of Lake Superior), Quebec, the Maritime Provinces, and in one map the great North-West. They are complete up to date, so much so as to show the Canadian Pacific in its full length and traces the lines of the steamers to be subsidized—the one to China, the other to New Zealand. It brings us to write of the Commercial Chart of the World, showing the principal trade routes, caravan railway—balloon paths not yet traced out—with submarine cables, telegraph lines, etc. After the Atlas proper is the Statistical Table of the Nations of the Earth, giving in a small compass a large amount of information, from the beer used per capita in every nation, to the sum total of population, and the various intermediate grades. The work as a whole is good. The maps are well drawn, and the colouring distinct and clear of flaws. Every map and many are necessarily very much crowded, but plain and easily read. These, making up the chemical portion of the work, go far to render it a pleasure. Of more than ordinary merit, it meets the want of a thoroughly reliable, handsomely printed atlas at a reasonable price.

THE Rose Publishing Company (Hunter, Rose & Co., Printers), of Toronto, have issued several new books during the past few weeks.

Among the more important is an 800 page Royal 8vo. volume of "Canadian Biography of chiefly Men of the time," being a collection of persons distinguished in professional and political life, leaders in the commerce and industry of Canada, and successful pioneers. Edited by Geo. Maclean Rose.

"Tecumseh: a Drama. By Charles Mair." This volume has been well received, and the edition is now nearly exhausted.

"New Grammar of French Grammars." This is a Canadian reprint, from English stereos, of a very celebrated work by Dr. V. De Fivas, which has been used for many years in our colleges, schools, and by private students. It is not now necessary for our patrons to order this work from abroad, and under our copyright laws the pirated editions are excluded from our market.

"Buchan's Sterling Equivalents and Exchange Tables." This is a work intended for bankers, brokers, merchants, etc., and will meet a felt want. No banker can do without this work.

"The High School Reader," formerly known as the Fifth Reader, is now in the press, and will be ready for the trade in August. It promises to be a very neat book.

IN ADDITION to those books mentioned last month, the Willard Tract Depository will shortly publish "Was Moses Wrong?" by Pastor J. Donovan. It will be one vol., crown 8vo., about 200 pp., and will consist of a series of popular papers on questions that are causing a great deal of discussion just now.

"Light for the Last Days." The wise shall understand. A study historical and prophetic, by

Mr. and Mrs. H. Grattan Guinness, authors of the "Approaching End of the Age," etc., etc., etc. This will be demy 8vo., about 500 pp. The works of these writers have always commanded large sales.

"Rifted Clouds," the life story of Bella Cook. Crown 8vo.

LIFE IN A PARSONAGE. Illustrated. W. H. Withrow, D.D. 50 cents. W. Briggs, Toronto.

The breezes of the Canadian woods, the lake and dell, so familiar to the itinerant of Methodism, seem to come to us in our study as we read this charming story from the pen of one of our most prolific, as well as most distinguished of our literary men. What makes the book the more interesting is it deals with men whom, if we know not personally, at least by well earned reputation.

THE "Stock Investors' Handy Book of Rates," by a Bank Accountant; Toronto, Hart & Co. This is a neat and admirably printed little book designed for those who, buying stocks, can see at a glance the exact nett interest they will receive when bought either above or below par.

The same firm send us a handy Register of Insurance Expirations—a necessary office book.

A FAIR MYSTERY, by the well-known authoress, though unknown to real life, Bertha M. Clay, is No. 28 of the American Library. It is a book that will sell.

BOOK NOTES.

HOUGHTON, MIFFLIN & Co., in their April announcement say of a new book by John Burroughs: "Hearty welcome awaits any new volume from Mr. Burroughs. Good readers have so thoroughly accepted him that he is no longer on trial. They know that each new book from him brings new sources of intellectual and literary refreshment. Whether he writes of Nature or of Man, he is sure to write with originality, the freshness of personal observation, and the cheer of a healthy spirit. His 'Signs and Seasons' will therefore be cordially greeted by a host of readers glad to have another book from one who charms so wisely. The following are the appetizing subjects of which the new book treats: A Sharp Look-out, A Spray of Pine, Hard Fare, Tragedies of the Nests, A Snow Storm, A Taste of Maine Birch, Winter Neighbours, A Salt Breeze, Spring Relish, A River View, Bird Enemies, Phases of Farm Life, Roof-Tree."

They also announce a new story, "Snow-Bound at Fagles," by Bret Harte, who needs no introduction to the Canadian public, and who was the first to give a correct description of the characters and life in the California mining regions. A book that probably will take well.

The latest number of the "Riverside Aldine Series," the Backlog Studies of Warner, and a new school edition of Richard Grant White's Words and their Uses are the other more interesting late publications of the old Boston firm.

MR. LAURENCE HUTTON's articles on "American Book Plates," which have been appearing in the *Book Buyer*, have opened up a new subject for study and research among bibliomaniacs. In the April number there is a new instalment of engravings, reproducing the book plates of Daniel Webster, William H. Prescott, Charlotte Cushman, Winfield Scott, and others.

MESSRS. CHAS. SCRIBNER'S SONS have been obliged to postpone the publication of Mr. Frank R. Stockton's new novel, "The Late Mrs. Null," until late in the present month. Orders for the full first edition have been secured.

MR. QUARITCH is, so Mr. Andrew Lang tells us, "At the sign of the Ship," in the new number of Longman's, going to publish a catalogue of Mr. Frederick Locker's books which will contain descriptions of some of the rarest volumes of English literature. His library is noted not only for the rarity of its treasures, but for the large number of books which, as presentation copies, or as annotated by their authors, have a peculiar interest and value. The descriptive catalogue will thus possess an abiding importance for bibliographers, and as it is prefaced by a charming "Ballade on the Rowfant Books," will certainly secure attention.

FOR activity in literature commend us to Mr. William Sharp. We have hardly finished with his excellent edition of Shakespeare's "Songs and Sonnets," when the "Sonnets of the Century" was announced, and now we see he is to edit Scott, the prose Shakespeare, for the "Canterbury Poets." To

compress into two volumes the poems of Sir Walter is a difficult task, but from the list of contents already issued we are sure it will be satisfactorily done. Departing from his usual procedure, the publisher announces Praed as the May, and "Hogg" as the June volume in the same series. We trust that the March volume of "Whitman" (to which there is an excellent portrait prefixed, an example, we hope, of favours to come), will introduce to many for the first time the "good grey poet." Mr. Ernest Rhys in his prefatory notice is enthusiastic, and we do not wonder, for Walt. Whitman has struck a new and real note in poetry.—*The British and Colonial Bookseller and Stationer.*

MR. FREDERIC HARRISON'S new volume on "The Choice of Books," and other literary essays just issued by Messrs. Macmillans & Co.

MR. GIFFEN (whose statistics in the just issued "First Report on the Depression of Trade," are now attracting general attention) is engaged on a new series of "Essays in Finance," which, in addition to papers read before the Statistical Society and some published without name, will include several which have not yet seen the light. Men of business anticipate much from so high an authority.

NOVELTIES.

SOME very pretty wine sets are in the market. They come in cut crystal and in Bohemian ware. Plush-covered boxes, satin-lined, are used for some of these goods. Imagine one containing two decanters, with a set of tiny glasses hung on hooks on the inside of double doors.

A GRACEFUL fancy in Vienna ware is made in the design of a large leaf, with curling edges. A rose-tree forms the handles, and at one end, resting upon the edge of the receiver, is a cluster of roses and rose-leaves.

MANY people are familiar with the musical top which has been widely sold; but a new musical top lately imported contains a "music box," which is so arranged that the motion of the top in spinning will cause it to play tunes. This is imported.

JEWEL cases in new and fanciful designs worked in metal are among the attractions. Several beautiful styles come in gold bronze, with silver filigree work.—*Trade Lounger in the American Stationer.*

ONE of the best things in the "gum stickum" line that I have yet seen is a cake of prepared mucilage. This is of the consistency of a thick jelly, a little stiffer perhaps than the composition on a printer's roller. It is of a creamy-white colour and comes enclosed in a paper wrapper. No brush is required. All that is needed is a damp sponge. The edge of the tablet, after being drawn across the wet sponge, is applied to the paper which is to be fastened, and one stroke of the tablet deposits enough mucilage to make a firm joint. I have seen a piece of paper torn in two and this tablet passed across the ragged edges, which were then butted—not overlapped—together,

and, after drying, it was easier to tear the paper in any other part than at the point of junction.

PERIODICALS.

THE *Railway Signal*, published by the Railway Y.M.C.A. of Toronto, in its third year, is enlarged and greatly improved. A very interesting journal, well edited.

THE *English Illustrated Magazine* continues to be attractive, particularly to the old countryman who would like to read of scenes and times "at home."

Some of the illustrations of late have been particularly good, notably those by the late Randolph Caldecott in his sketch of Fox Hunting.

In the February and March numbers two instructive and fully embellished papers have given a vivid description of Life Boats and Life Boat Men.

A special feature in the magazine are the most artistic headings, ornamental friezes, etc., etc., that embellish almost every article.

GRIP'S caricatures are still of at least equal merit with its former self. It is too much the habit to decry the merit of home publications, but some of our would-be critics, were they to look through their spectacles, not over them, would find that some of Grip's designs in conception and execution are worthy of commendation.

A CANDIDATE for public favour is *The Arrow*, a new Toronto comic weekly. No's. 1 and 2 are out, and not only out, but out of print, the demand has been so keen. The designs of the cartoons are quite original and so pointed as to hardly need the explanatory line beneath. The title page is particularly good. It is published at the popular price of 5 cents and is a credit to its printers, the *Mail Job Room.*

AN exceedingly interesting volume is "Lord Beaconsfield's Correspondence with his Sister, 1832-1852." These are of even greater value than the former volume, published last year. Mr. Ralph Disraeli, who edited the former volume, has performed similar service for this. He states "that they were written without thought of publication, and to a sister who fully believed in the writer's power." This gives them an especial charm, because it gives us a glimpse of the great man with his mask off, so to speak. There is no attempt at posing for effect. The editor hints that they may be thought too egotistical. Not a bit. The more a writer writes about himself, when he is not writing with a view to publication, the more attractive the work becomes. The letters are full of the most amusing details with regard to Sir Robert Peel, Lords Houghton, Shangford, and Mulgrave, Mrs. Gore, Charles Villers, "L. E. L.," John Murray, the O'Connells, Bulwer, Count d'Orsay, Hume, and others. There is also much about Mrs. Wyndham Lewis, who afterwards became Mrs. Disraeli, and subsequently Countess of Beaconsfield in her own right. The collection is one that all friends of the late Lord Beaconsfield—and, for the matter of that, enemies too—will peruse with the greatest pleasure.

LONDON NOTES FROM "THE BOOKBUYER."—Of a totally different class from those that flood the circulating libraries, is "Barbara Philpot," by the Honourable Lewis Wingfield. This has been kept back since November last, and now it is out we find it has been well worth waiting for. Readers need not be dismayed when they hear it is an historical novel. Mr. Wingfield has the rare talent of carrying his readers into the period of which he writes, and imbuing his audience with the actual spirit of the time. The action of the story takes place during the first ten years of the reign of George the Second. Many incidents in the careers of two notable actresses of the time—George Anne Bellamy and Sophia Baddeley—have been embodied in the adventures of the heroine, Barbara Philpot. Many well-known characters who flourished between 1727 and 1737, from Sir Robert Walpole to Glory Kilburne, the Clink scavenger, have been drawn with a graphic touch. The story is a strong one, admirably developed, especially powerful in the third volume; and all the accessories giving the true local colour of the time have been introduced with admirable effect. The work ought to be a great success, for Mr. Wingfield is one of the very few, since Thackeray wrote "Esmond," who can make his historical novel not only palatable, but popular in the present day.

This novel is dedicated, by the way, to Sir Henry Thompson, "surgeon, painter, author, amphitryon, and good fellow." It may be well, therefore, to mention in this connection that Sir Henry is about to publish a story entitled "All But: a Chronicle of Luxenford Life." It will be illustrated by himself. Those who remember his capital tale of "Charley Kingston's Aunt," which he published under the nom de plume of Pen Oliver, may look forward to being thoroughly amused. The hospital and many of the characters in the last named book are well known to many who are acquainted with the University College Hospital in Gower Street, where Sir Henry spent some years of the beginning of his career.

The first volume of "The Literature of Egypt and the Soudan" shows the importance of the work which has been well accomplished by Prince Ibrahim-Hilmy. It treats the subject from the earliest times down to the year 1882, inclusive. It is a bibliography, comprising printed books, periodical writings, and papers of learned societies, maps, ancient papyri, manuscripts, and drawings. The matter has been exhaustively treated, and will be complete in a couple of volumes, the second being published at an early date. The Burmese question is occupying so much attention just now that anything bearing upon the subject can scarcely fail to be acceptable. Among such publications may be especially noted "A History of Burmah," by Lieut.-Gen. Sir Arthur Phayre. This includes Burmah Proper, Pegu, Taungu, Tenasserin, and Arakan, and extends from the earliest times to the end of the first war with British-India. Another volume bearing upon this is "A Description of the Burmese Empire," by Father Sangergomo, translated by William Tandy. This is compiled chiefly from native documents. The original author went to Burma in 1783, and remained there for fifteen years.

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OF CANADA.

PUBLISHED THE FIFTEENTH OF EVERY MONTH

OFFICE:--

20 WELLINGTON ST. EAST, TORONTO.

ANNUAL SUBSCRIPTION - - - 50 CENTS.

RATES OF ADVERTISING:--

	1 month	12 months
1 page.....	\$16 00.....	\$160
1 column.....	10 00.....	100
1/2 do.....	6 00.....	60
1/4 do.....	3 50.....	35
1/8 do.....	2 00.....	20

All Letters and Communications intended for publication must be sent in not later than the 8th of each month.

Subscribers will oblige by informing us at once of any irregularities in delivery.

J. J. DYAS, Publisher.

FOLLOWING A GOOD EXAMPLE.

Advices from Winnipeg are that the trade is considering the question of forming a Booksellers' and Stationers' Association—we presume for Manitoba. It is a hopeful sign, and one fraught with augury of good to the most honourable occupation of bookselling in the Prairie Province.

There are reasons why success should crown the effort. There is, we write from reliable information, though little personal knowledge, an intelligence among the dealers in the North-West, particularly in Winnipeg, that will compare very favourably with any.

The enterprise and courage that first incited the pioneers, and the manful struggle through the hard, hard times, shows that the material for success, individually, and therefore collectively, exists, and we will with pleasure learn of the formation of the new association, daughter of Ontario's, both in the nativity

of its members, and in following the footsteps of the parent.

Our best wishes are with you.

ANOTHER SCHOOL BOOK PUBLISHER.

In accepting the tender of the Methodist Book & Publishing House, of Toronto, for the publication of "A Manual of Hygiene," it has been stated by some that a departure has been made from the rules of trade in giving it to an establishment owned by a religious body. This, were the publication of secular works by such concerns a new thing, might be fairly opened for debate, but to question now what has been the practice for many years in different countries, and by the house now referred to,* there is no room for debate or discussion.

It is an historical fact that the great founder of Methodism, John Wesley, published several books besides those, strictly speaking, religious. The practice has been continued in England to the present day, now under the name of Theo. Woolman, who publishes a large variety of miscellaneous works. In the United States the second largest publishing house is the Methodist book concern, conducted by two stewards, in the firm style of Phillips & Hunt. To name simply two of the books published by them, we may mention "Collins' Latin Course in English," and "A short History of Rome." In Australia the Methodist Book House publishes various educational works and miscellaneous volumes.

With these examples before us and the fact that the Toronto house has from time to time given to the Canadian public a variety of secular works, we think that the book on Hygiene has found a peculiarly fitting publisher, particularly as the aim of the book steward is to give, as far as his power goes, the lessons not only of religious life, but also all that will tend to educate the people, whether in arts, mechanics, or the proper ventilation of the dwelling.

With the question of the cost of the production of this work, so much written about, we, under the circumstances, have nothing to do, as the trade is treated by the publisher with the same fairness as that characterized by the Rose Publishing Co., in giving proper discount to the trade.

*This house published a book descriptive of the Hudson's Bay Territory a quarter of a century ago, and since that a book on Logic, some sixteen years ago, which was used in educational institutions other than Methodist. Since then they have issued from time to time valuable books of education, history, poetry, &c., &c.

One of the uniting churches, the M. E. Church, through its publishing house, issued twenty years ago a book on Physiology and Anatomy.

TOO HEAVY A STOCK.

The evil of buying too much seems to be as prevalent now as though the dear bought experience of the world was never written.

We are fully cognizant of the fact that it is a very difficult matter to resist the blandishments of the traveller, who, sent out from his house to sell goods, feels that he must sell or lose at least his reputation as a salesman, if not his situation. But unless firm resistance is offered over-stocking is a natural consequence.

There might have been some excuse for large purchases in the old times, when the stage was the quickest mode of travel, and a canal boat made the fastest time on record. But now there is no reason for it. Within near distance of the centres, say Montreal and Toronto, or some smaller points, when goods can be got to a considerable distance within twenty-four hours, or less time, why buy large quantities. It may in some cases, if you have the money ready to pay for the goods, be judicious to buy a large line of staple goods, but it is so rarely wise, that it is only the exception that proves the rule.

If you have been buying too largely for your capital, or your trade, or both, apply the remedy at once. How? Take stock; note particularly what lines are slow of sale; make a memorandum of goods of which you should carry less, and next time you are offered that line refuse point blank to buy. Do this determinedly for a while, and within six months, or at the most a year, you will have your stock down to reasonable bounds, and you will find that instead of having to renew your bills at maturity you will be able to pay them promptly, and—the cream of the dish—your credit will have materially improved.

A King street (Toronto) bookseller the other day told a story illustrating the purchase of more goods than was thought wise. He bought six of a certain book from a publisher, who offered him an extra discount if he would buy twelve. Another dealer took the bait and bought a dozen. Result: The six copies were with trouble sold, the extra discount man sold five, leaving seven on his hands. A bad bargain was that extra discount.

QUESTIONS to be answered to yourselves.—Are you insured?

If so, what is the proportion of insurance to the goods you carry?

Is your policy correct in every particular? Some companies, when a loss occurs, want to pick flaws instead of paying losses.

“What is the proportion of insurance?” We re-

peat this question, because there is a possibility that you do not know.

You should know.

When did you take stock? Last month, last year, or—when?

Answer to yourself, for your own interest, and that of your own family if no other.

BUSINESS.—January trade having been so good it has made the business done from then up to the present time appear very poor. It has not been worse than former years; if anything there is a slight improvement. Collections are better than usual, the 4th of March, a trying day being in no case a disappointment to the wholesale houses. Very few renewals and the few at short date. The sales of albums have been large, and for some time several of the houses have had their travellers on the road with Christmas Card samples. Others who prefer that their representatives stay at home until what they consider a more seasonable time are keeping their travellers at home until early in May.

SHALL THE BOOK TRADE BE BETTERED?

Almost every publisher now in the trade recognizes the desirability of making some change, and there is general agreement that a reduction of prices by the adoption of closer discounts is the one change desirable. But most of the publishers concerned manifest a strong disinclination to take this step, because they believe they would not be supported by the retail trade. What they fear is that the only lists which would benefit are those which are strong in copyright books, on which there is, in a limited sense, no competition (although, in a general sense, they must compete with non-copyright books), and that the non-copyright lists would suffer because dealers would be all the more inclined to buy those lines on which the publisher's price was nominal and extravagant, but on which the discount nominally allowed was proportionately greater. Several houses have, in fact, thrown their weight against the proposed change, on the ground that the margin under reduced discounts would not be sufficient to do business, and the publishers most willing to take action really do fear that the retail trade would desert their lists for competing lines on which prices are purely artificial. This is an important point for the retail trade to consider, for at this moment it blocks the way to that method of reform. The further remedy suggested, in line with the idea of combination, is that publishers should refuse to sell to dealers like Wannamaker, Macy, and the bazaars generally. This course is not in accord with the modern idea of trade, and, even if there were no other objections to it, would not be possible to carry out. In many cases it has been found, indeed, that the stores which offer books at the lowest cut prices, have not bought direct from the publishers at all but through middlemen; and it is practically impossible to engineer agreements and keep up the sur-

veillance necessary to prevent stock being sold in the way. It seems to us unwise for the trade to waste effort in this direction. What we need is to bring back good business methods within the book trade, and then there will be less reason to fear the competition of the so-called bazaars, some of which, it must be said, are developing into large and well-conducted bookstores. It is scarcely fair to say that a shop like Wannamaker's is not a bookstore because it deals in quantities of other things besides books.—*From Editorial in Publishers' Weekly.*

TRADE NOTICES.

COLONIAL AND INDIAN EXHIBITION.—Canadian exhibit of account books, fine leather goods, bookbinding etc.—Canada and the trade are going to be well represented in the above class of goods. Brown Brothers of Toronto, at the request of the exhibition authorities, have sent a very fine assortment of articles representing the different departments of the trade, and from the opinion of experienced persons who examined the exhibit, Canada has no need to fear but that her honour and ability to produce the best of goods in this line will be more than maintained. The exhibit comprises a really splendid display of account books in all styles of Russia, Calf with Russia Bands, full and half bound, and an assortment from stock from the smallest vest memo. book, to the largest bank ledger. Bookbinding in all the finest style of the art is represented in handsome volumes, mainly of Canadian authorship. Also a very extensive show of fine leather goods, ladies' satchels—morocco, calf, plush—wallets, letter, and card cases, portfolios, music rolls, together with a line of Canadian diaries, the manufacture of which has reflected such credit to the firm for so many years past, the whole forming an exhibit that Canada, Toronto and the exhibition may well be proud of.

WE NOTICE the severance of the many years connection of Henry Silvester with the house of Warwick & Sons, which has just taken place. He was formerly junior librarian in the City of London Library (one of the most valuable of England's great libraries). Since then he has been a writer for many newspapers and periodicals, and was in correspondence with many of the leading literary men of Great Britain. He was so well known to the bookselling trade as to seem almost a part of the house he has just left.

A CALL at Wm. Bryce's new store, in Toronto, found him in a bustle in getting in new goods. His experiences on the ill-fated *Oregon*, on which he was a passenger, was naturally a topic of conversation. Himself happily saved, the goods he had on board were a total loss. A notice of his new and handsome business place will be given next month.

Dealers will find an old acquaintance to welcome them, in the person of Robert McPhail, for the last forty years connected with the trade.

C. M. TAYLOR & Co. have removed from their old warehouse to the commodious premises No. 52 Front St. West, lately occupied by H. W. Darling & Co., which they have laid out in a very convenient way, the first floor containing the offices, stationery and

THE REMOVAL

From London, and the loss of a line of goods on the *Oregon*, has unexpectedly delayed the opening of the

New Wholesale Establishment

—OF—

WM. BRYCE,

—AT—

31 Front St. West, Toronto.

—o—

Goods are arriving daily and are being opened up as rapidly as possible.

They comprise such leading lines as he has hitherto bought, but in greater variety and larger quantities.

Travellers will be on the road immediately North, East and West with samples of CHRISTMAS CARDS, BIBLES, BOOKS, ALBUMS, &c., &c., all of which have been specially selected from the publishers in Europe, by MR. BRYCE. The Trade are requested to delay placing their orders until the travellers have had an opportunity of drawing their attention to the new lines.

The Trade visiting Toronto, are particularly requested to call and see the new premises.

London business will be continued as formerly for the present.

entry room; the second, books and stationery, and the third, school books and fancy goods, the whole making a great improvement on their old premises, and will be found very convenient for their customers.

THE Gold Medal Christmas Cards, Hildeshimer & Faulkner, makers, have been in the hands of the travellers of the Toronto News Co. for some time. Fine as they were last year—we gave a full description then—there are new ones among the number that excel.

THE COPP CLARK Co., besides their own special lines of Natural Flowers, Heath, &c., Christmas cards, offer to the trade this season S. Hildeshimer's, Stevens', and Tuck's.

The Secretary of the Association has received the following:—

OTTAWA, March 20, 1886.

Dear Sir,—Enclosed please find one dollar for membership fee for 1886 in the Association. Am very glad to see there is a move in the direction of district associations, and hope some kind of canvass will be made with a view to getting every member of the trade enrolled. There are doubtless many like the writer, who have always intended to apply for membership but have never done so.—Yours truly,
N. S. TARR.

Accept the hint and profit by it.

We were pleased to have a call the latter part of March from George Dean, of Dean & Son, fancy stationers, London, England. He reports "Our Little One's Own" a great success. It is deservedly so.

We see it stated that 2,500 copies of "Endymion," published by Harper Bros., the great and we believe original pirates, now in love with copyright laws, have been seized in Montreal, as a firm in that city holds a copyright.

W. E. Wilson, of Bracebridge, has removed to Belleville, where owing to his intimate acquaintanceship in the neighbourhood, he expects to do a good business. His old stand is occupied by Isaac Huber, who was formerly in business there.

NOT IN OUR LINE—but very much in the line of some of the trade, an interesting and handsome catalogue of bicycles and sporting goods, sent us by C. Robinson & Co., Toronto.

SHERBROOKE, Quebec, finding itself in financial difficulties, has imposed a tax of \$20 per annum on every commercial traveller, commencing May 1st. Insurance companies have to pay \$100 each. One man represents fourteen. Rates will have to go up very much to pay this large fee, for that is how the insurance companies pay any extra tax.

A FIRE occurred in a Canadian city some little time ago, when damage was done to a stock of books and stationery. The stock was valued at \$10,000. Proper insurance, \$7,500; actual insurance, \$1,000. Happily in this case, only \$800 worth of damage was done, but why run such a risk?

BROWN BROS.,

WHOLESALE AND

Manufacturing Stationers,

66 & 68 King St. East, Toronto,

Beg to call the attention of the Trade to their large and carefully selected stock of New Goods.

PAPER. Hand-Made Linen, Super-fine Writing. Letter and Note Papers, exceptionally fine lines.

Blotting.—White and coloured, 40, 50, 60, 80 and 100 lbs.

Copying.—Tissue, white and coloured.

Cover Papers.—All tints and weights, large assortment.

Manilla.—All sizes and weights, and in rolls.

Coloured Poster.—Double Royal and Demy; cheap.

Printing Paper.—Large line, all sizes and weights

STATIONERY. Envelopes.—English, American and Canadian Cards and Card Board, Mourning Note Paper and Envelopes, Writing Tablets and Memorandum Pads.

Inkstands.—Endless variety.

Lead Pencils.—Faber's, Dixon, Eagle, Lyra, &c.

Ink.—Stephens', Stafford's, Antoine's.

Pens.—Gillott's, Mitchell's, Perry's, Esterbrook's Spencerian.

Copying Presses.—Best makes, folio, cap 4½.

Rubber Bands.—Rubber, Wax, &c.

Stationery-Hardware and Sundries.

ACCOUNT BOOKS. All kinds on hand or made to order, unsurpassed for style, durability or price.

FINE LEATHER GOODS.

An exceedingly fine stock of our own manufacture.

Ladies' Satchels, Wallets, Pocket Books, Letter and Card Cases, Portfolios, Music Wrappers and Cases.

New Goods Constantly to Hand.

Every Department Fully Assorted.

Close Prices.

BOOKBINDERS' MATERIAL. Leather, Cloth, Board, Marble Paper, Thread, Glue, Gold Leaf, Headbands, &c.

BROWN BROS., Paper and Binders' Warehouse, Toronto.

From advertisement of Mrs. Frank Leslie: "All Subscription Agencies forbidden to advertise the Frank Leslie publications at less than regular prices, and notified that orders from then will not be received unless they exact full rates from subscribers."

Would that all publishers would do likewise.

W. D. Taylor, of C. M. Taylor & Co., had, we regret to learn, been seriously ill early this month, but is now well again and able to attend to business.

J. I. ANDERSON, OF LONDON, and C. M. E. Ridge with Brown Bros., Toronto, start for a trip to Europe early in May.

The first Stratford District meeting of the Booksellers' and Stationers' Association will be held at the Windsor hotel, Stratford, on Tuesday, April 20th, at 2 p.m. We trust that all of our trade in the neighbouring towns will be present.

JOHN CONNOLY, stationer, Halifax, has failed. There are very poor prospects of a dividend.

THE first and final dividend from the estate of W. T. Baker, Trenton, was 26 per cent.

IN Toronto, and called:—W. Middleton, Kingston; W. E. Wilson, on his way to his new home, Belleville, H. Dobson, Simcoe, and G. Stafford, Whitby.

As there is some question as to the proper price of two or three periodicals, the list cannot be printed until after the meeting of the Toronto dealers, the Association having agreed to adopt Toronto prices. Some orders have been received, but nothing like the number that was expected. Not more than the number ordered will be printed, so it will be necessary to send in orders without delay.

NOVELTY INDEED! says old Grumpington, the stationer. "There are enough things already in the shop. Shouldn't wonder if we had to supply coffins soon." "Well, you know, my dear sir," says the traveller, "a novelty does heaps of good; draws customers to the shop; keeps your name before the public; and so on." "Yes, it is so on, and so on," retorts Grumpington; "if one bought a tenth of what you fellows want us to buy there wouldn't be room in the place to swing a cat." "Then clear them out; push them; get rid of them; sell them; make money by them." Each novelty you get gives you something to talk about to your customers, and that's something; in fact it's a great thing; if they don't buy the new thing it will make them think of something else they want from your old stock, and so it helps to push trade." "Well, well, I'll take half a gross; there's no one like a traveller to talk a man out of his money." "Thank you, sir, for your order," says the commercial, "and, as to your last remark, take it to heart yourself; have a traveller of your own. Take my word for he won't despise novelties."

ADVICE TO STATIONERS.—Make the most of your orders. Say you have to supply ten thousand envelopes; when they come from the manufacturer, let

The American Library!

—)o(—

1. A Naughty Girl's Diary. By the Author of "A BAD BOY'S DIARY. Price 15 cents.
2. The Adopted Daughter. By ELIZA A. DUPUY. Price 25 cents.
3. His Sombre Rivals. By E. P. ROE. Price 25 cents.
4. From Jest to Earnest. By E. P. ROE. Price 25 cents.
5. A Haunted Life. By BERTHA M. CLAY. Price 25 cents.
6. Lost for a Woman. By MAY AGNES FLEMING. Price 25 cents.
7. An Ambitious Woman. By EDGAR FAWCETT. Price 25 cents.
8. Maude Percy's Secret. By MAY AGNES FLEMING. Price 25 cents.
10. The Actress' Daughter. By MAY AGNES FLEMING. Price 25 cents.
11. Passion and Pride. By ELIZA A. DUPUY. Price 25 cents.
12. The Earl's Atonement. By BERTHA M. CLAY. Price 25 cents.
13. A Young Girl's Wooing. By E. P. ROE. Price 25 cents.
14. 49 The Gold-Seeker of the Sierras. By JOAQUIN MILLER. Price 25 cents.
15. Sworn to Silence. By MRS. ALEX. McVEIGH MILLER. Price 25 cents.
16. A Good Boy's Diary. By the Author of "A BAD BOY'S DIARY." Price 15 cents.
17. Lady Isabel's Atonement. A Sequel to "EAST LYNNE." Price 25 cents.
18. The Queen of the Isles. By MAY AGNES FLEMING. Price 25 cents.
19. Put Asunder; or Lady Castlemaine's Divorce. By BERTHA M. CLAY. Price 25 cents.
20. Dick's Sweetheart. By the Author of "Mildred Trevanion." Price 30 cents.
21. A Vagrant Wife. By F. WARDEN. Price 30 cents.
22. Dora Thorne. By CHARLOTTE M. BRAME. Price 30 cents.
23. Her Martyrdom. By CHARLOTTE M. BRAME. Price 30 cents.
24. Tell Your Wife. Price 20 cents.
25. The House on the Marsh. By F. WARDEN. Price 25 cents.
26. Her Mother's Sin. By CHARLOTTE M. BRAME. Price 25 cents.
27. The Earl's Secret. By T. W. HANSHEW. Price 20 cents.
28. A Fair Mystery. By BERTHA M. CLAY. Price 30 cents.
29. Tempted by Gold. By MRS. ALEX. McVEIGH MILLER. Price 25 cents.
30. Ruby's Mad Marriage. By GERALDINE FLEMING. Price 15 cents.
31. Audrey's Recompense. By MRS. GEORGIE SHELDON. Price 25 cents.

The Toronto News Co'y.

TORONTO & NIAGARA FALLS.

The Montreal News Co'y.

MONTREAL.

PUBLISHERS' AGENTS.

them stand in a prominent position, so that every customer who comes in may see them. Find out how long the purchaser will let you keep them: shift them about; make the most of them. So with all bulky goods. When people think you are doing a good trade they will flock to you. "Nothing succeeds like success."—*British and Colonial Printer and Stationer.*

A CONTEMPORARY prints a letter which deserves more than a passing notice. Discounts of a variable character are an unmitigated evil, but houses that will sell to different members of the same trade at different rates (not less a mere five per cent. for extra large orders!) ought to know that the practice can only be productive of loss to all concerned. Where you cannot place the fullest confidence, there you cannot trade to the best advantage. When will houses in our line take the very first steps in the way to permanent prosperity, by building up a clientèle that shall be able to trust to their word and never find themselves deceived?—*The Stationer, Printer, and Fancy Trades' Register.*

LET WELL ALONE.—We do not for a moment discourage enterprise; but there is such a thing as doing well, and then coming to grief through not being satisfied. The tendency in the present day is to have large establishments, immense stocks, and to do everything for yourself; but where the retailer is concerned, this is not always the best policy. If you have a snug little business which is being carried on at very little expense—be it stationery, fancy, or printing—think several times before you interfere with it. You may just be supplying a want, and the outside world know little of you. There is really no more want felt, and therefore if you obtain larger premises, or expend fresh capital in other ways, you will not be able to force fresh trade, and you will in addition be inviting others to compete with you. Whether you should expend money freely in extending your business is quite a matter for yourself, but always remember that because you make a certain clear income now with a given stock, it is not always a proof that greater outlay in any direction will increase the profits.

A CANTON newspaper contains the following advertisement of a local ink manufacturer: "At the shop Tae Shing (prosperous in the extreme), very good ink; fine! fine! Ancient shop, great grandfather, grandfather, father, and self made this ink; fine and hard, very hard; picked with care, selected with attention. This ink is heavy; so is gold. The eye of the dragon glitters and dazzles; so does this ink. No one makes like it."

I HEAR, writes the London correspondent of the *Leeds Mercury*, that an attack is about to be made on the newspaper monopoly of Messrs. W. H. Smith & Son. A standing order will be proposed, requiring, that in all future railway bills a clause shall be inserted providing that the railway bookstalls shall be open to local competition. The enormous command which the present monopoly gives to Messrs W. H. Smith & Son over the newspaper trade, is a matter on which a good deal of interest is felt. The proposition was defeated in the House of Commons.

Manual of Hygiene

FOR

SCHOOLS AND COLLEGES.

Prepared by the

PROVINCIAL BOARD OF HEALTH.

Authorized by the Minister of Education for use in all schools under the Contract of the Education Department. Large 12mo, 293 pages, strongly bound in cloth. Illustrated with 2 full page chromo illustrations and 86 wood engravings.

PRICE, - - \$1.00.

"It is wisely, carefully, and competently written in the language of everyday life, and in accordance with the latest discoveries in sanitary and general medical science. It supplies just such a handy book on the subject on which it treats as has long been wanted."—*The Globe.*

"It is compiled by men who are possessed of a knowledge of the subject of which they treat; it possesses the merit of being what it pretends to be, a trustworthy guide to the elements of sanitation. Though intended primarily for teachers and for pupils in attendance at the Normal and other schools of the higher grades, its sphere might be extended with advantage to parents and school teachers, and even members of local boards of health, judging by the experience of the past, need not disdain to profit by its teachings."—*The Mail*

For Sale by all Booksellers.

WILLIAM BRIGGS,

PUBLISHER,

78 and 80 King St. East, Toronto.

SELBY & CO.,

Paper Makers,

Wholesale Stationers

AND PUBLISHERS,

AUTHORIZED AGENTS

--FOR--

A. G. SPALDING & BROS'

Sporting Goods.

33 and 35 Scott Street, Toronto.

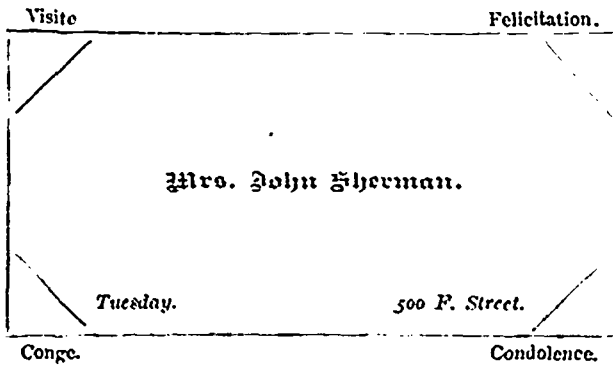
N. B.—Owing to very large orders for Base Balls and other lines, we have not been able to ship as promptly as expected. Are now filling orders as quickly as possible.

MISCELLANEOUS.

CARD ETIQUETTE AT WASHINGTON.

Etiquette prescribes engraved cards for use in calling, and it is customary for the lady to have printed upon one corner of her card the day of the week upon which she receives. Visitors in calling hand their cards to the usher or leave them upon the table in the hall. Etiquette prescribes that every lady, except the one presiding at the White House, shall return the first call of any one who calls upon her.

The etiquette of cards at Washington puzzles many strangers. The sizes and styles of cards are governed by the season, and autographs or written cards, one authority states, are to be used only among intimate friends. A married lady should always use the prefix "Mrs.," and she should always use her husband's name. The use of her own name is an indication that she is a widow. The corners of ladies' cards in Washington usually contain their residences and their calling day. It is common for a lady to take her husband's card with her, and it is by card that half of the calls of Senators and Representatives are made. The ladies do the calling. The custom of turning down cards prevails there to a larger extent than in other parts of the United States. To one who understands the language of the turned corners there is considerable advantage in it. The following diagram will illustrate it :



The signification of a card received with either of the corners turned as above indicated means : visite, a social call ; congé, a visit of leave-taking ; condolence, a visit of sympathy ; felicitation, a visit of congratulation. Turning down the whole right end of the card shows that the visit is for all receiving. This explanation will be news to many, and we have known girls to lie awake at night wondering why certain Senator's wives turned down the ends of their cards and others did not.—*Western Stationer.*

PAPER ROOFS.—Tiles made of fibrous pulp are claimed to be superior to slate for roofing purposes on account of lightness and other advantages. They are formed by pressure under machinery, waterproofed and baked, and then enameled and sanded. In addition to their lightness, these paper roofs are said to be stronger, more durable, less affected by changes of temperature, and more impervious to moisture than those composed of other material. They are also non-inflammable.


WIRTHS BROS.

CHRISTMAS

AND

NEW YEAR'S

CARDS.

 Wait till you see the above magnificent line before placing your orders, as they are without doubt the finest in the market this season. Samples ready about the 15th inst.

WARWICK & SONS,

TORONTO,

Sole Agents for Canada.

SPENCERIAN STEEL PENS Are The Best

ESTABLISHED 1860.
PEN WORKS—BIRMINGHAM, ENGLAND.

These Pens have a natural reputation for uniform excellence, comprising the essential qualities of ELASTICITY, DURABILITY and EVENNESS OF POINT. They are unsurpassed for correspondence and business purposes. A sample card of the Special numbers, 4 PENS, will be sent for trial on application to

BUNTIN, BOYD & CO., MONTREAL.

BUNTIN, REID & CO., or BROWN BROS., TORONTO.

THE Booksellers and Stationers' Association

OF ONTARIO.

Office; 20 Wellington Street East, Toronto.

MEMBERSHIP FEE, \$1.00 PER ANNUM.

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1st Vice-President S. R. HART, Toronto.
2nd " " W. MIDDLETON, Kingston.
Sec.-Treasurer J. J. DYAS, Toronto.

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PERIODICAL AND ANNUAL LISTS.

The attention of the Trade is called to the Price List of Periodicals and Annuals prepared under the supervision of The Booksellers and Stationers' Association of Ontario, it will give a complete list of all that are ordinarily sold, and will be a handy guide to the dealer in trading with his customers. It will enable him to hold firmly to prices, in that he can explain that the price is uniform.

The card of the dealer (as little wording as possible) will be printed on first page.

Price, 250 \$1 00
Price, 500 1 75
" 1000 3 00

Money to accompany order, or on receipt of goods.

J. J. DYAS,
20 Wellington St. East, Toronto.

TECUMSEH. A DRAMA.

BY CHARLES MAIR.

"Whether considered as poetry, as history, or a contribution to the right understanding of one of the most pressing of contemporary problems, the Indian problem—is eminently deserving of a wide measure of public favour and interest.—W. D. LE SUEUR, in *The Week*.

ROSE PUBLISHING CO.,
TORONTO.

Fancy Goods, Toys, Novelties.

—:—

W. H. BLEASDELL & CO.

Direct Importers.

Travellers have on their respective routes special value in the following:—

Inflated I R. Balls, Grey and Colored,
Grey I R. Bat Balls,
Grey and Colored Solid I R. Balls,
Grey Sponge Balls,
Lacrosse Balls, Foot Balls,

BASE BALLS A 1 LINE AND VALUE.

Lacrosse Sticks, Cicketing, and Tennis Goods,
Tops, Jumping Ropes, Alleys, Marbles, &c.

A LARGE VARIETY.

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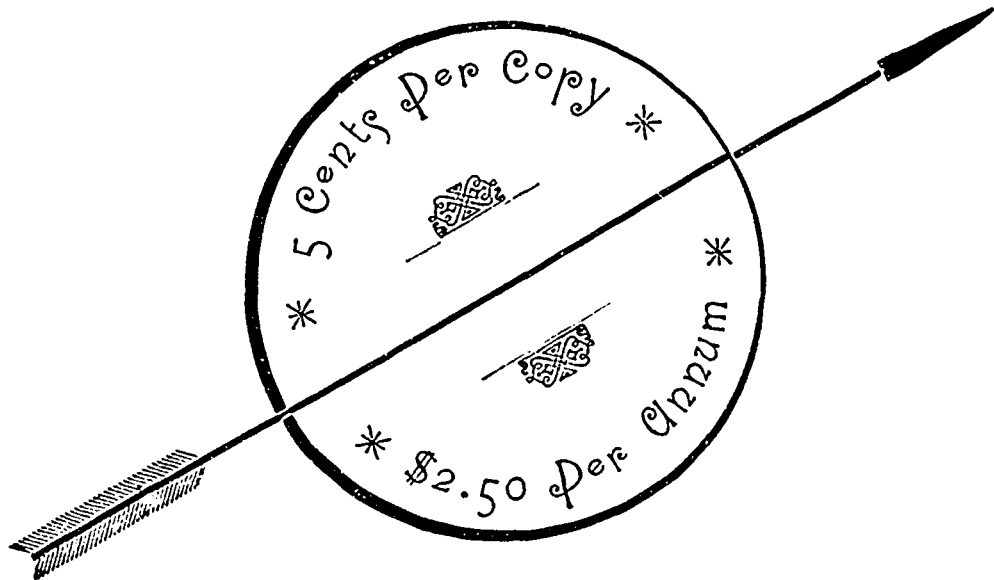
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