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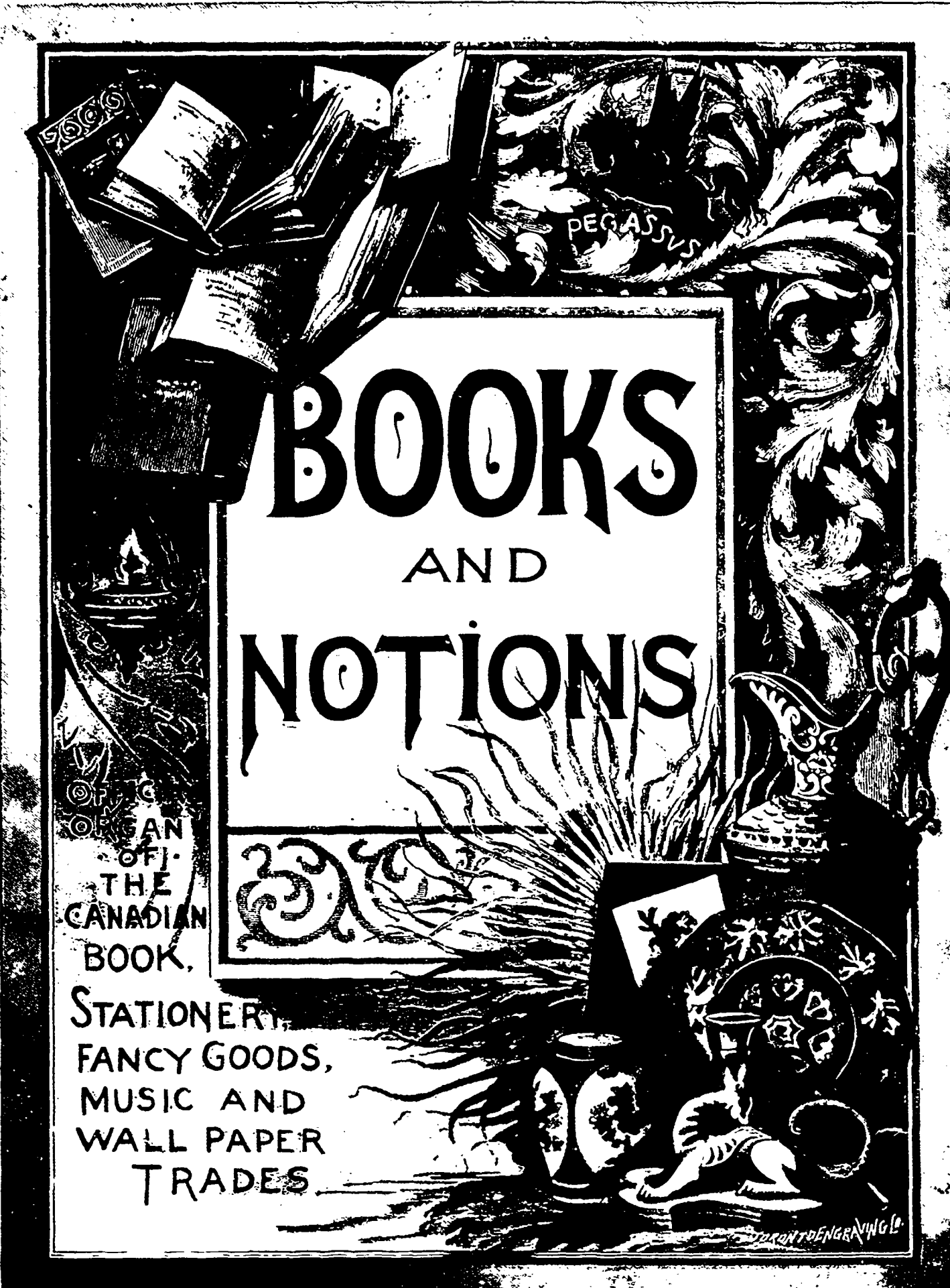
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Vol. 7

TORONTO, DECEMBER, 1891.

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Vol. VII. TORONTO, DECEMBER, 1891. No 12.



E are on the threshold of the Christmas trade, and the prospect is cheering. In the present season there appears no cause for that contraction of wants which discounted expectations so largely a year ago. A year ago there were reasons why buying should not be free; a dull market

isted for the substantial products of the country, our yield was limited, and the tone of commercial health throughout the world was low, the big financial catastrophe of the Barings having caused a general lack of confidence. Canada now stands in a much better relation to the markets of the world than she did at this time last year. She has much more to sell, while European consumers have much more to buy. Canada's crops this year exceed those of any former year.

It is true the bulk of the grain is yet in the hands of the growers, and the bulk of the money in the country lies in the banks, whence it will not begin to move in its circulation from pocket to pocket until the ownership of the grain begins to be transferred. The price of wheat is not yet up to a dollar and the open weather permitted late farming operations to be continued; these are the causes of delayed selling. It is to be hoped they will not retard trade much longer. The wealth is in the country if only it were converted into

money. The last Bulletin of the Ontario Bureau of Industries shows that the excess of this year's yield over that of last year in this province is very large. Ontario has taken off the soil seventeen million dollars' worth more of products than she did last year. She has therefore seventeen million dollars' worth more to spend than she had a year ago, and it is to be hoped a good deal of it will be available in time to benefit the books, stationery, fancy goods and kindred trades at Christmas.

Other classes of traders can as a rule look on with some patience at the backwardness of the season, as they have reasonable assurance that good times must eventually follow the conditions realized. But dealers in books and allied stocks aim to catch the Christmas tide, which will be a strong one only if money is plentiful. Hope deferred beyond the holidays is hope frustrated. No matter how good the times become after that there will be a volume of stock which has missed its season, and in which capital must be helpless for another year. The grocer, the hardware man and the dry goods man can turn all their fine Christmas lines into trade as soon as buyers are eligible and forthcoming, because those lines are not made with the sole purpose of making somebody happier at Christmas. Fancy articles, cards, booklets, art books, special editions, etc., are in but little request after Christmas. Hence, the desirability of the delivery of grain beginning on a large scale before holidays.

The closing week of the past month was one of better experiences in selling than the trade have had for a long time. This may be an earnest of the volume of business which is to be handled on this side of the middle of January. That week shows improvement in nearly all classes of trade, so that the movement is beginning to gather head. But it is gratifying to note that there is no over-sanguine feeling among the book and kindred trades. Stocks have been laid in on the whole rather sparingly, so that if the demand is not fully ripe for big buying at Christmas, the traders will not be in so bad a position as if they had calculated on a great run. The replenishing of stock at the last moment is becoming easier than it used to be, because of the increasing practice of leaving much for sorting up. Conservative trading has become a habit that should not be thrown aside without good warrant. The condition favorable to holiday trade should be clearly realized before stocks are very heavily recruited with lines that are but ephemeral in their hold upon public interest.

Jobbers have gone into assortments this year more than they did in the past. Lots of a heterogeneous make up are cased and marked at \$5, \$10, \$20, etc. The assortments are generally composed judiciously, the due proportion of catchy-priced goods blending with a smaller number of dearer goods. The value of this method is that it avoids sameness. A trader who had to buy a dozen or at least half a dozen of a particular line in order to get any of that line in his stock frequently let the article go altogether because he felt assured that the lowest order he could get filled would more than go round the customers he could look to for buying such goods. By assorted parcels the lots of any particular thing are broken up and divided among several, instead of going in dozens to one. The varied stock enables the retailer to sell more than purchase in homogeneous lots would. Oddness goes further with most people than any other attribute of a notion. Hence, anything that is without a counterpart or is at most but duplicated will sell, though probably it would stay on the shelf if it were one of a stereotyped series.

The holidays, at all events, are at hand. November closes with weather that savors of the old-fashioned winter, and so far the signs are hopeful. An old-fashioned Christmas is what we want now to make trade glow with the health that is seasonable. To our friends we wish nothing worse than stores crowded with customers all accompanied by well filled purses. To the trade we wish an unusual Merry Christmas and a Happy Newyear.

MEN OF THE TIMES.

HORATIO W. NELSON.

Mr. there is but one Horatio Nelson in the world.

—Southey's Life of Nelson.

Though Canada abounds in material wealth and all the conditions requisite for national prosperity, it has not yet reached an age to compare with the old world in examples of commercial stability. Across the water are to be found old mercantile houses whose name has been kept before the public by several generations of the same family. These old concerns are held in veneration by their juniors, though such a sentiment seems hardly in keeping sometimes with the years of the reigning chief. In this country the instances of families whose current is kept running for two or three generations in the same commercial channel are necessarily few, and the extent of the past covered by them is necessarily limited. But Canadians feel a pride in every such example we have of strength and continuity of growth from our own soil. They are one of the indications of the vitality and substance of our resources. They are a good sign for a young country.

A house which has enlisted in its ownership and management two generations of the same family is that of H. A. Nelson & Sons. The senior partner of the Toronto branch of this house is Mr. Horatio W. Nelson, whose name stands at the head of this sketch. Mr. Nelson is a Canadian. He was born in Montreal in the year 1846. In that city also he received his education and the business training he has since made so good use of. He was to the manner born, it may be said, as six years before his birth, his father, the late Mr. H. A. Nelson—whose name appears in the style of the firm—associated with Mr. Isaac Butters, founded the Montreal branch of the present business. The original partners traded for several years on N. Gall street under the firm name Nelson & Butters. Then they bought the property on St. Peter street, where they built warehouses. A few years afterwards, Mr. Butters' health failing, he sold out to Mr. A. S. Wood. The style of the firm then changed to Nelson & Wood. That style be-

came further modified to Nelson, Wood & Co., upon the admission to the firm in 1868 of Messrs. Horatio W. and A. D. Nelson, sons of the senior partner. In 1873 Mr. Wood sold out his interest to his associate partners. Upon his retirement the house took in Messrs. C. H. and F. E. Nelson, and adopted the style of H. A. Nelson & Sons. The last change in the composition of the firm took place in December, 1884, when Mr. H. A. Nelson, the senior partner, died. The business was then taken over by his four sons—the remaining partners—and continued both at Montreal and Toronto under its present style.



The Toronto branch was opened on York street in 1868 by Mr. Horatio W. Nelson, who in that year at the age of 22 was admitted into partnership. He has been identified with the western house since its establishment. His colleague here is Mr. C. H. Nelson, who joined the firm in 1873. The Montreal branch is in charge of Messrs. A. D. and F. E. Nelson. Both branches of the business have made remarkable headway in their present hands. While the history of the Toronto house has been one of continuous advance, it has not been at the expense of the parent establishment, whose trade has

grown at an equal rate of progress. The Toronto branch is one of the few instances of the successful growth of an offshoot of a Montreal house in this city. Many branch stores from the eastern city have been planted here, but only a small proportion of them outlived their youth. At the outset the firm's brooms and whisks were made in Montreal. In 1871 a factory was opened in this city, and in 1881 the manufacture of brooms, etc., was discontinued in Montreal. Since the latter date all the huge stock handled by the two houses has been made here. Their rate of output is 160 to 175 brooms and whisks per day. These figures require no comment. They show that a larger business is done in this line of production than was believed to be done by any single concern. The other well-known departments, embracing lines of woodenware, full stocks of fancy goods, sporting goods, toys, etc., find an equally large outlet in the trade demand that is tributary to H. A. Nelson & Sons' business.

The magnificent western business is an addition for which the chief credit is due to Mr. Horatio W. Nelson. The scope of that business is the measure of his work, and it is a flattering tribute to his energy and ability. The large and choice trade connections in Manitoba, the Territories and British Columbia are the rich acquisition of Mr. Nelson's foresight and push. He made one of the earliest trips over that ground himself. His efforts of course were well seconded by his very capable coadjutor Mr. C. H. Nelson, and had behind them the weight of a prestige that honorable dealing had secured for his house. The record of a good past is the best key for the unlocking of a good future, and his house had a respected name,

which made the opening up of new fields, if not easier, at all events surer. It is a certainty, however, that no amount of prestige will make up for lack of force in the individual.

Mr. Nelson has so far turned a deaf ear to the temptations of political and municipal opportunity. Though favored by repeated requests to come out into public life, he has not seen fit to do so. The claims of business have had the preference with him up to the present, and he has had the satisfaction of seeing his business expand as the result of his concentrated attention to it. One of

his canons of business is promptness. No letter remains unanswered, no order remains unexecuted beyond the time that prompt attention requires for the forwarding of goods or information. This is a more important cause of success than many imagine. Its opposite is certainly one of the most fertile causes of decline in business. He believes in employing as travellers men who possess ability for their work, who are of gentlemanly and steady habits. As a rule he considers he has been happy in his selections. He is a judicious advertiser. His theory is that the trader is the man to make the impression upon. He consequently addresses his advertisements through mediums that reach the trader, and finds that the latter works up the demand among consumers better than advertisements to consumers do.

UNIMPROVED COPYRIGHT.

The consummation of international copyright between Great Britain and the United States hurried the copyright question in this country into its acute stage. As was stated in last issue, the reciprocal arrangement between the Motherland and the United States was not long effected before applications from authors of the latter country were made for copyright here. Under the advice of Sir John Thompson, as was also reported in our last number, these applications were refused by the Minister of Agriculture. There have been no new developments since the taking of that decided step.

The position of Canada in this matter is logical whether it is legal or not. If her publishing industry were kept down by the unconditional copyright-tenure of non-resident authors who were eligible for protection before the international arrangement, much more would that industry be depressed by adding to the incubus upon it the protection of the authors of another great country. Acquiescence in such an arrangement would virtually amount to self-exclusion from rights of publication of anything but Canadian books. Since the unproclaimed Act of 1889 aimed at the redress of a grievance, it is unlikely that the Government which introduced that Act or the two Houses which un-animously passed it will countenance a large extension of the grievance which it sought to remove.

Prior to the international agreement, entered into last summer between Great Britain and the United States, the process whereby a citizen of the latter country could become possessed of copyright in Canada, was somewhat roundabout. He had first to become a resident of some part of the British Empire, and the most nominal sojourn in any corner of it constituted legal residence, as was proven in the recognition of Mark Twain's claim for copyright. A few days' stay in Montreal made that author eligible. The next he had to do was to publish his work in London. That condition

was met by an equally shadowy and fictitious fulfilment. Publication did not necessarily mean printing, and the appearance of two or three copies in London before the book was issued elsewhere, at once secured the author the monopoly of the right of publication in every province or territory in the British Empire. Then the book would be published in the United States, and on copies exported into this country the author collected his royalty under the Foreign Reprints Act of 1847.

Under the international copyright arrangement between Great Britain and the United States, a citizen of the latter country is supposed to be directly eligible for protection here, without residence, without registration or publication in London. Availing themselves of the privilege thus believed to be secured to them, certain United States authors sought to register here, but have not been permitted. They are met by the statement that Canada is not included in the arrangement any more than she is in the Berne convention, from which she gave notice of withdrawal some time ago. Of course, if Great Britain is not competent to involve Canada in the one, she is not in the other, and according to Sir John Thompson's opinion, she is not in either, as Canada's autonomy in copyright legislation is as full, he considers, as it is in trade legislation. Hence, though the two years are up during which the reserve of proclamation is tantamount to the repeal of it, it is expected that some sort of proclamation will be given the Act by the Canadian Government, if the address of the House of last session is not followed in due time by royal proclamation.

All legal rights should be attended by legal duties. The right to obstruct was never intended in the concession of copyright. An unimproved copyright should lapse, as a land patent does in default of settler's duties. When an author is given the power to restrain others from publishing his book, it is on the assumption that he will do it himself.

BOOK POSTERS.

A great many publishers of magazines and books send out book posters to the retailers, but most of these never accomplish their purpose, because they are not used as they are intended to be. The carelessness of retailers in this respect is much to be condemned, because these posters will help to make the windows and bill-boards attractive, and undoubtedly aid in the sale of the book or magazine they advertise. Every news-dealer or bookseller should have some place where he can paste these posters to advantage, such as a board just outside the door. Besides being an aid to sales, they would indicate to the public and to the news-dealer's customers that this dealer is pushing the sale of the best works on the market, and that his place of business is the place where,

in all probability, they can secure the best and newest goods in every line that he carries. Also, these posters, being larger than copies of books or magazines, draw attention to themselves and what they concern more readily.

WHO BUY BOOKS?

It is strange how general is the custom of borrowing books. The possessor of books usually loves them, and has collected them at the expense of time and money, but he is almost expected to lend them to his friends. The average reader does not have the earnest wish to own the books which he delights to read. When he wants to read the latest novel he looks for a friend who has bought it and borrows it from him.

This kind of man is excelled in meanness only by the man who buys a cent newspaper and then reads all the periodicals which the bookseller has displayed on his counter for sale. If the right spirit were in readers they would deny themselves many things to have books, and if properly educated, instead of reading over another's books, they would desire to own them as completely as they own a costly reproduction of an oil painting which hangs in their drawing-room. The real love of books is still rather a weak seedling in our lives, and we are not training it as well as we should and as is our privilege to do.

Books are very valuable presents from which much real and lasting pleasure can be taken, while much bracing mental food is being absorbed. More pleasure and benefit can be obtained from them than from non-descript vases and ornaments, card receivers, paper cutters and such like articles which find favor as presents.

ANTICIPATE THE RUSH.

The week before Christmas is always a busy time for all merchants, but for none more than for dealers in books, fancy goods and toys. Everybody waits as long as possible until all come with a rush, sales are made hurriedly and even carelessly, while this period lasts. Then after Christmas day the merchant takes a view of his stock and finds that in one or two lines he has a large quantity left, which must be carried over or sold at a sacrifice. In most cases these goods would have been sold if there had been time and opportunity to show them, but in the hurly-burly they were overlooked. Then how aggravating to have a customer come in and remark, "These are nice; I wish I had seen them. I was just wanting something of that kind for a present, but I could not find anything to suit me."

This could be avoided, to a great extent at least, in several ways. If the dealer would send out to his best customers a pleasant invitation to call early and inspect his stock before the last week, stating that he had several nice articles which he knew

would please them, and mentioning some of them, it would prevent the carrying over of good articles and the disappointment of desirable customers. Some dealers get their customers to do this and have the goods papered, labeled, and put away to await the buyers' pleasure. This plan enables dealers to see what line of goods will sell easiest and what varieties need to be pushed.

Another plan is to issue attractive catalogues and educate customers to select their goods from the catalogues, so that they do not buy only what they see, but ask for articles which they want and which perhaps clerks have no opportunity of showing to advantage. This plan needs to be closely and regularly followed to ensure good results. Catalogues should be issued regularly and should be of such a nature as to be easily understood and to serve as a useful guide to intending purchasers. People are wondering what they will buy, and catalogues help very materially in arriving at decisions. They will bring in new customers and increase the sales to regular buyers.

In these days of close and keen competition the dealer must use every justifiable method to procure and hold customers and increase the volume of his business.

SHOP DECORATIONS.

The interior of a store should be attractive, but especially so at this time of year. Neatness always attracts customers, the well-ordered store being an index of a well-managed business. The ceilings must be of snowy whiteness or, if decorated, of clear, bright colors. The painting should be of a light color, the counters well-polished and the show cases clean and shining.

But at this season of the year more than this should be attempted. A few flags, some Chinese lanterns and boughs of cedar, spruce or hemlock, hung and fastened throughout the store, will be very appropriate. Do not be afraid of having your store too attractive—you cannot over-do it. It is a season of rejoicing and people will tolerate a great deal of this; in fact, you must do a considerable amount of it before it will be noticed at all. Appropriate mottoes, made in various ways, will be appreciated. Nice mottoes can be made from pasteboard letters, covered with cotton batting, over which should be sprinkled silver powder. Or, better still, they can be made with pasteboard, gold or silver paper and gummed letters. The artistic clerk will produce many such that will draw attention to certain articles, or serve merely ornamental purposes.

Pictures, even if used for advertising purposes, will always add to the beauty of a store if possessed of artistic merit. Though here the dealer must guard against drawing too much attention to decorations and too little to his wares; decorations of whatever kind should be made auxiliary to the display

of goods. Much freedom should be given to the displays of merchandise. The arrangement of show cases and their contents, the placing of goods on counters or tables, should be of such a nature as to attract attention while serving to display goods to the best advantage.

The selling of fancy goods and novelties is very different from the selling of staple lines. The latter may safely be kept in the background, and prominence should be given to the former; and all store decorations should subserve this one great purpose of displaying attractively goods that sell only at this season.

OF CONCERN TO THE TRADE.

It is whispered that certain officials of the Education Department in this province seem to have forgotten that the depository method of distributing educational books was discarded years ago in the interests of honest trade. That disgraced system, it is stated, still finds favor and support in the practice of the officials in question. Two persons holding office in the service of the Department are especially mentioned, and an inquiry is likely to be made. If all we hear is true it is possible that a commission may be asked for to investigate the matter, as grave abuses of position are alleged. A searching inquiry might result in very considerable benefit to legitimate trade and enterprise, which, if certain statements agree with facts, have been seriously handicapped for some time.

STATIONERY NOTES.

Barber & Ellis Co. are selling Howards Olde Parchment Note in large quantities.

It would be hard to say whether it is the boys, business men or housewives who buy the Perfect Pocket Printer and thus make for it such a large sale. For the boys it is a printer's outfit, for the business man a rubber stamp (the cheapest and handiest he can buy), and for the ladies a linen marker.

James Bain & Son have imported a number of new lines from New York. Among them are a full line of Whiting's Society Stationery, an assortment of new American memos, and ladies' visiting and shopping lists, and many other new novelties for the holiday trade.

The Age Cabinets which appeared on the market, about two years ago, are still in great demand, and no wonder, as they are the handiest and cheapest office or home cabinets yet made. Every one needs one, and so the sale is correspondingly large.

The manufacturers of the Rival Fountain Pen were seen during last month by one of our correspondents at their factory in New York, and he spent a profitable hour in watching and learning something about their manufacture. These pens are giving "unrivalled" satisfaction. No doubt this is owing to the fact that each pen is tested by the head of the firm personally at the factory before shipment.

BOOK NOTES.

SONGS OF A HUMAN, by W. P. Mackenzie (Toronto: Hart & Company), will be on the market in a few days.

The DeWitt Publishing House, New York, have in preparation a new book for children, by John Kendrick Bangs, entitled "Tiddlywink Tales."

Over 1,000 copies of Stolen Sweets have been sold in the United States during the past three months. W. W. Knott, of Chicago, is the author.

The second edition of Gospel Hymns No. 6 has been issued by The Copp, Clark Co. They expect to have the purely letter-press edition ready in about a week.

Williamson & Co.'s Household Expense Book is meeting a very hearty reception, it being deemed the very thing needed to introduce order into the household finances.

Chas. E. Merrill & Co., New York, announce that they have concluded arrangements with Mr. Ruskin's English publisher, by which, hereafter, they will be the only authorized publishers in America of Ruskin's books.

The following is a translation of an advertisement of a Japanese bookseller:

"The advantages of our establishment: 1—Prices cheap as a lottery. 2—Books elegant as a singing girl. 3—Print clear as crystal. 4—Paper tough as elephant's hide. 5—Customers treated as politely as by rival steamship companies. 6—Articles as plentiful as in a library. 7—Goods dispatched as expeditiously as a cannon ball. 8—Parcels done up with as much care as that bestowed on her husband by a loving wife. 9—All defects, such as dissipation and idleness, will be cured in young people paying us frequent visits, and they will become solid men. 10—The other advantages we offer are too many for language to express."

MAGAZINES, AND SPECIAL NUMBERS.

The Christmas Judge will cost nineteen and sell for twenty-five cents. It should be good for that price.

An increased demand has been experienced during the past month for the English Illustrated Christmas Numbers. The Ladies' Pictorial has had an uncommon run, twice the quantity of copies estimated having been sold already.

The Announcements of The Youth's Companion for 1892, seem to touch about all healthy tastes. Its fiction embraces folklore, serial, sea, adventure and holiday stories. Frank Stockton, Clark Russell, Will Allen Dromgoole, Mary Catherine Lee are a few of the distinguished story-writers. Its general articles cover a wide range: Self-Education, Business Success, College Success, Girls Who Think They Can Write Natural History, Railway Life, Boys and Girls at the World's Fair, Glimpses of Royalty, How to See Great Cities, Practical Advice are some of the lines to be written on by eminent specialists.



BIANCA.

Specimen of Photo-Gravure - Half Tone Engraving - engraved and printed by DESBARATS & Co. 71, St. James Street, Montreal
From the painting by Titkov.

Burtin, Reid & Co.,

WHOLESALE STATIONERS,
Paper, Envelope and Blank Book
Manufacturers,

TORONTO.

The Oldest Established House
IN THE TRADE.

FULL LINES OF

English, Scotch,
French and German
Writing and Colored Papers.

Straw Boards,
Pulp Boards
and
Mill Boards.

Fancy papers
in great variety
for Box Makers
and Printers.

Twines,
Card Boards,
Writing and
Printing Inks,
School Books,
etc., etc.

Printers, Stationers and Paper Box
Makers will do well to get our prices
before ordering elsewhere.

BUNTIN, REID & CO.,

29 Wellington St. West,

TORONTO.

WHOLESALE ONLY.

Christmas Papers Simultaneous Publication

—IN—

London, Paris and Toronto.

	Price.
The Illustrated London News.....	50c.
The London Graphic	50c.
The Lady's Pictorial.. ..	50c.
Holly Leaves	50c.
Yule Tide	50c.
The Pictorial World.	50c.
Father Christmas	50c.
Chatter-box Xmas-box.....	50c.
Black and White.....	50c.
The Art Annual.....	75c.
Le Figaro (French).....	1.50
Le Figaro (English) ...	1.50

American and Canadian.

Puck.....	25c.
Judge.....	25c.
Life.....	25c.
Saturday Night (Toronto).....	50c.
Dominion Illustrated.....	50c.

CHRISTMAS CARDS,
In \$2, \$3, and \$5 Lots.

TOY BOOKS,
At 10 per cent. Special Discount.

POETS' GIFT BOOKS, BOOKLETS,
ANNUAL VOLS. all at best prices.

Correspondence and Inspection
Solicited by

THE TORONTO NEWS CO.,
42 Yonge St.,
TORONTO.

-THE- Red Letter Series

—OF—
SELECT FICTION.

Latest Issues.

No. 144. A HARD LESSON. By Mrs. E. Lovett Cameron.....	—
No. 143. BACK TO LIFE. By T. W. Spolight	—
No. 142. AT ANY OLD CHATEAU. By R. S. Macquoid	—
No. 141. BEATRICE AND BENEDICK. By Hawley Smart	30c.
No. 140. DUMARSO'S DAUGHTER. By Grant Allen.....	30c.
No. 139. OUT OF EDEN. By Dora Russell	30c.
No. 138. A FASHIONABLE MARRIAGE. By Mrs. Alex. Fraser.....	30c.
No. 137. THE WHITE COMPANY. By A. Conan Doyle	30c.
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No. 126. THE WORLD, THE FLESH AND THE DEVIL. By Miss E. Braddon.....	40c.
No. 125. TIES, HUMAN AND DIVINE. By B. L. Fargeon.....	40c.
No. 124. IN THE HEART OF THE STORM. By Maxwell Gray, author of "The Silence of Dean Maitland".....	50c.
No. 123. A BAFFLING QUEST. By Richard Dowling.....	30c.
No. 122. THE LAIRD OF COCKPEN. By "Rita".....	30c.
No. 121. THE HOUSE OF HALLIWELL. By Mrs. Henry Wood, author of "East Lynne".....	40c.
No. 120. BASIL AND ANNETTE. By B. L. Fargeon.....	50c.
No. 119. THE HONORABLE MISS. By L. T. Meade.....	30c.
No. 118. STAND FAST CRAIG-ROYSTON. By Win. Black.....	40c.
No. 117. HOODWINKED. By T. W. Speight.....	30c.
No. 116. THE SOUL OF COUNTESS ADRIAN. By Mrs. Campbell Fraed	30c.
No. 115. FORESTALLED. By M. Betham Edwards	30c.
No. 114. MY FIRST LOVE AND MY LAST LOVE. By Mrs. J. H. Riddell.....	30c.
No. 113. THE WAGES OF SIN. By Lucas Malet	40c.
No. 112. PHRA THE PHOENICIAN. By Edwin Lester Arnold	30c.
No. 111. THE LIGHT THAT FAILED. By Rudyard Kipling.....	30c.
No. 110. A MINT OF MONEY. By Geo. Manville Fenn	40c.

The Toronto News Company,
TORONTO.

The Montreal News Company,
MONTREAL.
Publishers' Agents.

JUDICIOUS ADVERTISING.

Chas. E. Bonnell, Chicago, writes to the American Artisan under date of Nov. 17:—

I note in your issue of the 14th inst. an extract from a letter in which a comparison is made between verbal and newspaper advertising, one of your correspondents claiming that \$1 in verbal, or, we presume, travelling salesman, produces better results than \$5 in newspaper advertising. I am disposed to take issue with your correspondent. Of course the circumstances have much to do with results. If the advertiser has an article of only local interest, if his trade is confined to local trade, then, perhaps, his premise is correct; but given an article on which there is no territorial limit, an article of merit, then I speak from experience when I say that he is wrong. Judging from his language—"the — was tried as an experiment lately but did not get there"—he tried some journal for a few issues, and, perhaps, for a year orders which he could trace to the journal containing his "ad." did not loom as he perhaps thought they should, hence "advertising is a failure." Having put in the largest half of my few years as an advertiser to a greater or less extent, and much of that time having unbounded faith in advertising and but little money to back it with, I found it necessary to give it much more thought and care than do some firms who spend a fortune annually. I not only watch my own "ads," but I watch others. I read trade papers and my conclusion is that a large percentage of the money spent for advertising is wasted, even with meritorious articles and good mediums. Large advertisers are beginning to realize the value of this branch of their business and are employing high-priced men to manage it, but in a majority of cases when the amount spent is from \$2,000 to \$5,000 per annum the advertising is in the hands of perhaps the busiest member of the firm. In the beginning of the year after profits have been figured a stipulated sum is set aside for newspaper advertising, the size of advertisement is determined upon, then the one in charge writes up the matter, devoting less time to it than he would to a business letter involving a \$100 transaction, the composition

is sent to the job printer to be put in type; if all the words are spelled properly it is marked "O. K." and a given number of electros ordered. Now the advertising man is equipped. Everything that comes along is patronized if the price is cheap, the main object being to get contracts to the amount of the appropriation. When that point is reached he heaves a sigh of relief, for now there will be no more bother with advertising or advertising men until the next year. These are the kind of people that usually think there is no benefit in advertising, but

of 5,000 with possible customers is better than 20,000 of whom only 20 are probable buyers: the best is always the cheapest although it may cost most money. Always if possible take preferred space, that is, next to reading matter, or if the paper runs a department under which your article comes get next to that; this costs extra but it pays. A small "ad" in the right place is better than a big "ad" where it is not so apt to be seen. Use striking head lines to attract attention. Say as little as possible and yet make your "ad" tell the whole story. Don't

go on the principal that because you are an old house that everybody when they read your firm name knows all about you. There are lots of people who never heard of you and do not know what you make or what its especial points are. Change copy often and change every month. Don't neglect the "news notes;" lots of people whom you want to reach read those that otherwise would never see your "ad." All trade papers are glad for any pointers given them for these items; in fact, make it a part of your contract that you are to have such mention. Lastly, but most important, stick to it; it's not as productive of immediate sales as traveling men, but when it does win it wins big. No better introduction can be given a traveling man than an "ad" in the best trade papers, and if you employ both means don't give the traveling man all the credit; give each his due. It must not be inferred that the writer opposes the employment of salesmen; I simply say that if the entire United States are to be covered it can be done much cheaper and in the end with much better dividends for the advertiser by judicious advertising than by traveling men.



CUPID.

Specimen of Half-Tone Engraving by the Toronto Engraving Co., Toronto.

some competitor does it and they must do likewise. The writer does not wish to pose as an advertising expert, but having built up a business that affords at least three square meals a day, and solely by advertising, he feels that his views on the subject are not wholly theoretical. Of course I claim the advantage of having meritorious goods, for even liberal and profuse advertising can not perpetually "boom" disreputable productions.

And now for my hobbies: Use your best efforts to select only good journals which go to the trade you want to reach; a circulation

of 5,000 with possible customers is better than 20,000 of whom only 20 are probable buyers: the best is always the cheapest although it may cost most money. Always if possible take preferred space, that is, next to reading matter, or if the paper runs a department under which your article comes get next to that; this costs extra but it pays. A small "ad" in the right place is better than a big "ad" where it is not so apt to be seen. Use striking head lines to attract attention. Say as little as possible and yet make your "ad" tell the whole story. Don't

go on the principal that because you are an old house that everybody when they read your firm name knows all about you. There are lots of people who never heard of you and do not know what you make or what its especial points are. Change copy often and change every month. Don't neglect the "news notes;" lots of people whom you want to reach read those that otherwise would never see your "ad." All trade papers are glad for any pointers given them for these items; in fact, make it a part of your contract that you are to have such mention. Lastly, but most important, stick to it; it's not as productive of immediate sales as traveling men, but when it does win it wins big. No better introduction can be given a traveling man than an "ad" in the best trade papers, and if you employ both means don't give the traveling man all the credit; give each his due. It must not be inferred that the writer opposes the employment of salesmen; I simply say that if the entire United States are to be covered it can be done much cheaper and in the end with much better dividends for the advertiser by judicious advertising than by traveling men.

A highly sensational romance entitled "The Peer and the Woman," by W. P. Oppenheim, is to be published at once by John A. Taylor & Co., of New York, in their Mayflower Library. Dora Russell's admirers in England assert that she is the legitimate successor of Miss Braddon as a writer of sensational domestic romance. Over a score of her books have been reprinted in this country, her latest having been secured by John A. Taylor & Co. of New York. The title is "The Other Bond," and we understand it will be first published serially in The New York Ledger.



WARWICK & SONS



MANUFACTURING
AND
IMPORTING
STATIONERS.



HEADQUARTERS
FOR
SCHOOL
SUPPLIES.



TORONTO.



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

—MANUFACTURERS OF—

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



FINE PAPERS & SPECIALTY:



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

TOILET PAPERS

IN PACKAGES AND IN ROLLS. PERFORATED AND PLAIN.

Made from very Choicest, Purest Stock.



⊗	IN PACKAGES	⊗	PERFORATED AND PLAIN	⊗	
IMPERIAL.	4½ x 6½	1000 sheets.	⊗	ROLLS	⊗
ROYAL.	4½ x 6½	Special	STANDARD,		HOTEL,
PURITAN.	5½ x 7½	1000 sheets.	FACTORY.		ATLANTIC.

SPECIAL BRANDS AND WRAPPERS PUT UP TO ORDER. ENCOURAGE CANADIAN MANUFACTURE.

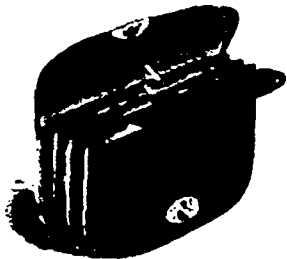
We are sole owners in Canada of all the Patents and Rights of The Albany P. W. Paper Co.

Prices Attractive and Discounts Liberal.

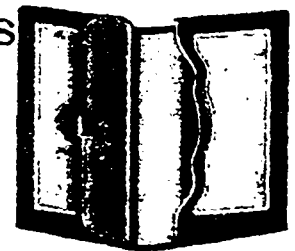
THE E. B. EDDY CO., - HULL, CANADA.

:- HOLIDAY GOODS :-

Our arrivals for the Fall and Holiday trade have been unusually Extensive, Complete and Choice, and every day adds to the assortment. Our stock is large and cannot be surpassed for Variety, Freshness and Close Prices. We have a wonderful assortment of



Stationers' Novelties AND Specialties
Photograph and Scrap Albums,
Inkstands and Office Supplies,
Staple and Fancy Stationery.



This Season's line of our own Manufacture is exceedingly complete, excelling any former period.

Fancy Leather Goods, Wallets, Purses, Portfolios,
Fine Memos and Pocket Books.

THE COMPLETE STATIONERY HOUSE OF THE DOMINION.

BROWN BROS.,

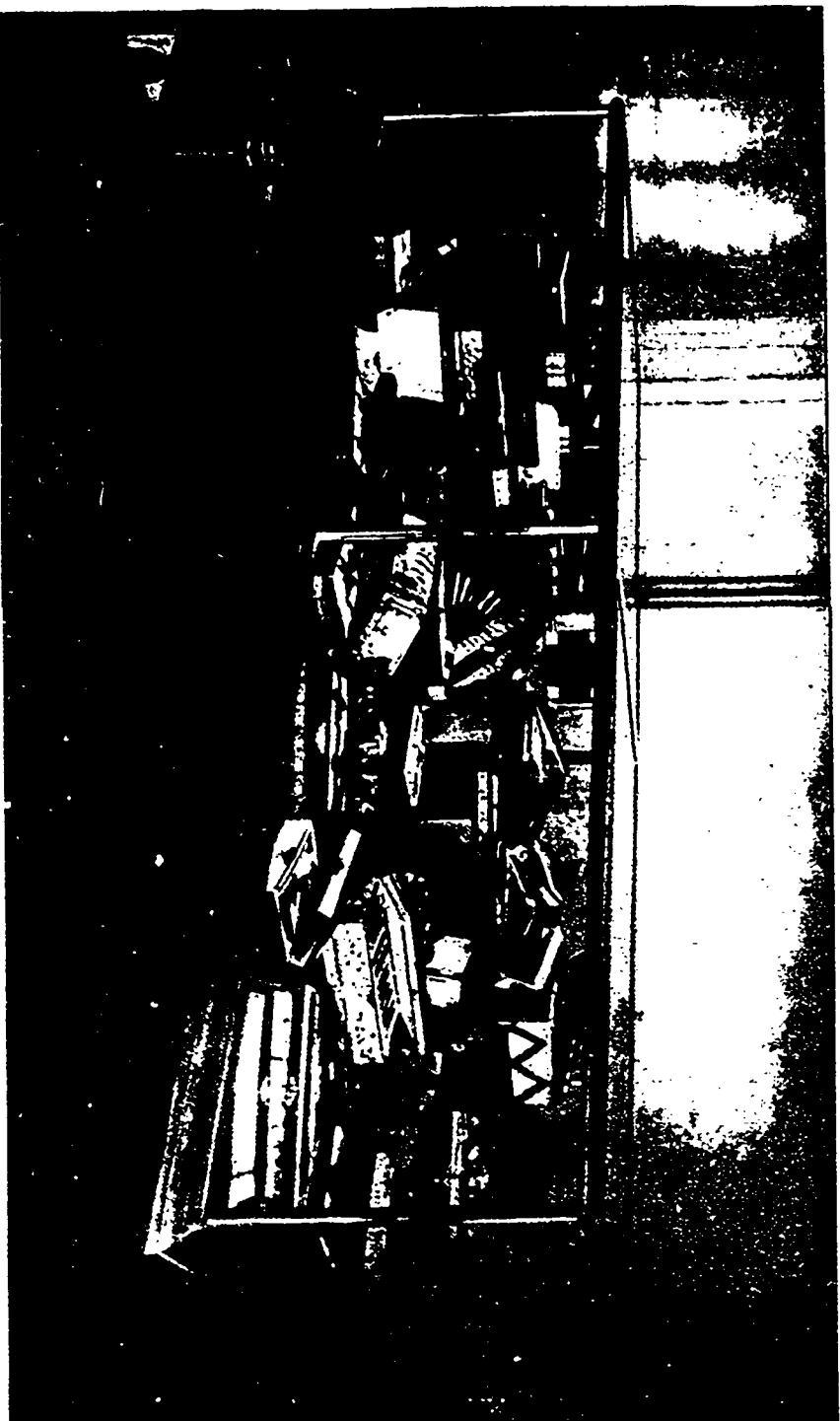
Importing and
Manufacturing Stationers.

64--68 KING St. EAST, TORONTO.

THE BARBER & ELLIS CO. TORONTO

Manufacturers of Plush Papeteries, Dressing Cases, Jewellery Cases, etc.

THE BEST VALUE AND FINEST ASSORTMENT IN THE MARKET.



SPECIAL DESIGNS TO ORDER ON SHORT NOTICE

B. MARCUSE, MONTREAL

**M
A
R
C
U
S
E**

IMPORTER OF
FINE FANCY GOODS,
FRENCH,
ENGLISH,
GERMAN,
AMERICAN
and JAPANESE

823
**CRAIG
ST.**

It is my aim to import principally such lines of goods as are not sold by everybody.
ORIGINALITY AND VARIETY
are the chief characteristics of my stock.

Horrock's & Co'y

VANCOUVER, B.C.

Direct Importers of Every Description
of

JAPANESE GOODS.

Wholesale Lowest Cash Prices.

Write us for anything in these lines
that you want.

J. S. RUSSELL,

IMPORTER OF

Fine Fancy Goods

New, fresh and distinctive in all leading lines for Fall and Holiday Trade.

Full varieties of Plush, Oxidized and Leather goods, superior make and finish.

Extensive lines of Pocket Cutlery, Stereoscopes, Briar Pipes, Cigar and Cigarette Tubes, etc., etc.

Walking Sticks, an immense variety, Gold, Silver and Steel Cords, Laces, Fringes, Trussels, Sponges, etc., etc.

Native Indian Goods and Curios, Lake Superior Amethysts and Agates, etc., etc. Moccasins, Snowshoes, etc., etc.

114 BAY STREET. - TORONTO.

GEO. WATERSTON & SONS,

Manufacturers of

"Bee" Brand LETTER, EXPRESS, **WAX**
BOTTLING, PACKING, AND ENGRAVER'S



Eleven Prize Medals



For all Purposes, and Guaranteed for Every Climate.

"The Premier Wax of the World." "The Standard of Excellence in the wax trade." Sold by all wholesale dealers.

LONDON, - EDINBURGH.

**WILLIAMSON'S
BOOK BULLETIN AND ANNOUNCEMENTS**

Loyalty, Aristocracy, Jingoism.

Three brilliant lectures delivered before the Toronto Young Men's Liberal Club by Prof. Goldwin Smith; one vol. nearly ready; paper covers, 25c.; neat cloth, 50c.

Common Sense versus Criticism.

Two popular lectures by the Rev. John Dignum, Warrington, England; two lectures in one volume; neat paper covers, 50c.

The Moral Crusader, William Lloyd Garrison. By Goldwin Smith, D. C. L.

A biographical essay founded on the four-volume "Life of Garrison," by his sons; crown, 8vo., about 250 pages; cloth, \$1.

"In dealing with the story of Garrison's life an Anglo-Canadian writer is not encroaching on American ground. Garrison was recognized as a fellow-laborer with Wilberforce, Clarkson and Buxton. He belongs not only to the United States, but to England as the great emancipating nation, and to Canada as the asylum of the slave."—Author's Introduction.

Christianity and Some of Its Evidences.

A lecture by Hon. Oliver Mowat, Q.C., LL.B., Premier of Ontario; extra paper, gilt, 50c.; cheaper edition for general circulation, 25c.

Canadians in the Imperial Service.

A series of short historical sketches of native Canadians who have distinguished themselves in the naval and military service of the Imperial Government, by J. Hampden Burnham, M.A., Osgoode Hall, barrister-at-law; crown, 8vo., illustrated, cloth, \$1.50.

A Canadian Pioneer--Reminiscences of the Last Fifty Years.

By the late Samuel Thompson; crown, 8vo., cloth, \$1.50; of exceeding interest.

The Birds of Ontario.

Being a list of birds observed in the Province of Ontario, with an account of their habits, distribution, nests, eggs, etc., by Thomas Mellwrath, superintendent of the Ontario District for the Migration Committee of the American Ornithologists' Union; 304 x 15 pp., crown 8vo., cloth, \$1.50.

Inlaid Interest Tables--4 per cent. to 10 per cent. on each page.

To secure absolute safety in calculating rates. The inlaid coloured figures are placed at moderate distances apart, so that the eye can easily follow the line. This new edition is printed on fine heavy toned paper and stoutly bound. Price, \$5.00; plain edition, \$3.00.

Booksellers would consult their own interests by keeping some of our publications on hand.

BOOKSELLERS, TORONTO.

TRADE CHAT

McCrum Bros., Walkerton, have bought Anderson's book store in Paisley.

Edison proposes to modify the phonograph so that it can be used as a substitute for raised books for the blind.

Mr. J. R. Kerr, of the Central bookstore, Victoria, B. C., was married some days ago to Miss Pope, of that city.

The wife of Mr. J. B. Ferguson, a prominent book-publisher and stationer of Winnipeg, died very suddenly last week.

Mr. A. Scott, bookseller, of Barrie was in the city last week, pushing the sale of his white-wood goods, with views of Toronto.

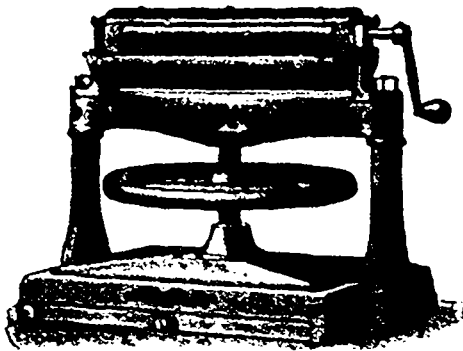
Robert Duncan, stationer, Hamilton, who for the last three or four weeks has been very ill with typhoid fever, has taken a turn for the better.

One of the largest losers by a fire in Hamilton on 22nd, is John C. Wood, whose loss, through damage to his stock of toys, fancy goods, games and other articles, injured by water and smoke, will amount to \$800 or \$1,000.

BAILEY'S LETTER COPYING MACHINE.

Vast strides have been made in late years in the manufacture of copying presses, but the limit of perfection is brought several degrees closer in Bailey's Patent Copying Machine, of which we present a cut.

This machine combines several new features, which go to make it one of the most complete in the market. First, a moistening attachment, consisting of a colored tank holding water (easily detached for purpose of changing water, in which turn one or two rollers, imparting uniform moisture to the copying pads in passing through. These



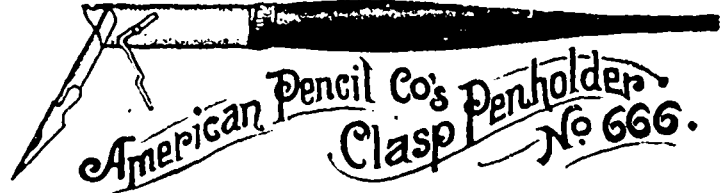
rollers, being adjustable, any degree of moisture can be readily obtained. Second, a press having a large hand-wheel in the centre of a double acting compressing screw, whereby proper pressure is rapidly and easily produced; and third, an air-tight drawer for holding copying pads moist and ready for instant use.

Besides these splendid advantages Mr. Bailey has made all the metal parts, which come in contact with water, of composition metal which will not rust. The moistening appliances are also sold separately, and prices of these and of the press can be procured by writing the manufacturers the Bailey M'fg Co., Hartford, Conn.

THE GLASP PENHOLDER.

A new method of holding a pen is inaugurated by the introduction of the Clasp Penholder. This invention is patented by the American Lead Pencil Co., 50 Howard St., New York; and is of such a nature as to readily find its way into general use. The Clasp is illustrated on this page. The pen is placed in the tip passing underneath a little lever, the lever is then pressed back

with the thumb, which forces the pen so tightly against the tip that it is immovable. To release the pen one has only to throw the lever away from the tip when the pen drops out. The article is brought out at a popular price so as to reach the multitude, and its simple construction and excellent features ensure its ready sale. The company are ready to forward samples free to anybody in the trade or otherwise especially interested.



Just Published :

A NEW BOOK

By Annie S. Swan,

Who Shall Serve ?

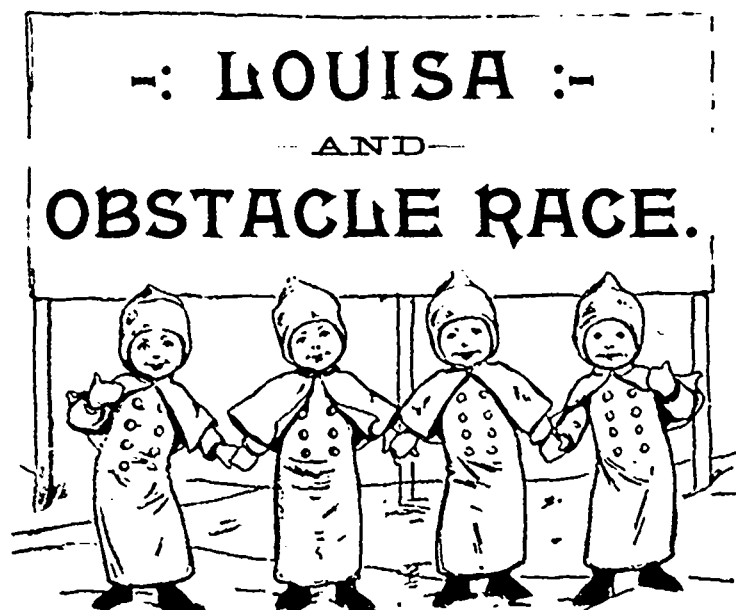
Dealing on the Labor Question, full of interest from beginning to end. Cloth, 408 pp., \$1.00.

TRADE SUPPLIED.

WILLIAM BRIGGS,

29--33 Richmond St., W.,
TORONTO.

OUR LATEST GAMES.



RETAIL, \$1.00 EACH.

The Copp, Clark Co. Ltd.,
9 Front St. West, TORONTO.

MAIL ORDERS

XMAS NOVELTIES

CAREFULLY EXECUTED.

—AT—

Attractive Prices!

Persian Silver, Toilet Cases, Manicure Sets, Shaving Cases, Leather Travelling Cases, Writing Desks, Work Boxes, Albums, Vases, Fine Cups and Saucers, &c., &c.

DOLLS, TOYS, GAMES of all descriptions.

CASES OF ASSORTED TOYS AT LOW FIGURES. ONLY A FEW LEFT. ORDER EARLY.

SEND FOR ONE OF OUR ILLUSTRATED CATALOGUES.

H. A. NELSON & SONS,

56 and 58 Front St. West,

MONTREAL HOUSE : 59 to 63 St. Peter St.

TORONTO.

NERLICH & CO.,

TELEPHONE No. 2207.

—IMPORTERS OF—

Fancy Goods, Toys, French China, Glassware, Smokers' Sundries, Cigars, Tobaccos, &c.

35 Front St. West, - - TORONTO.

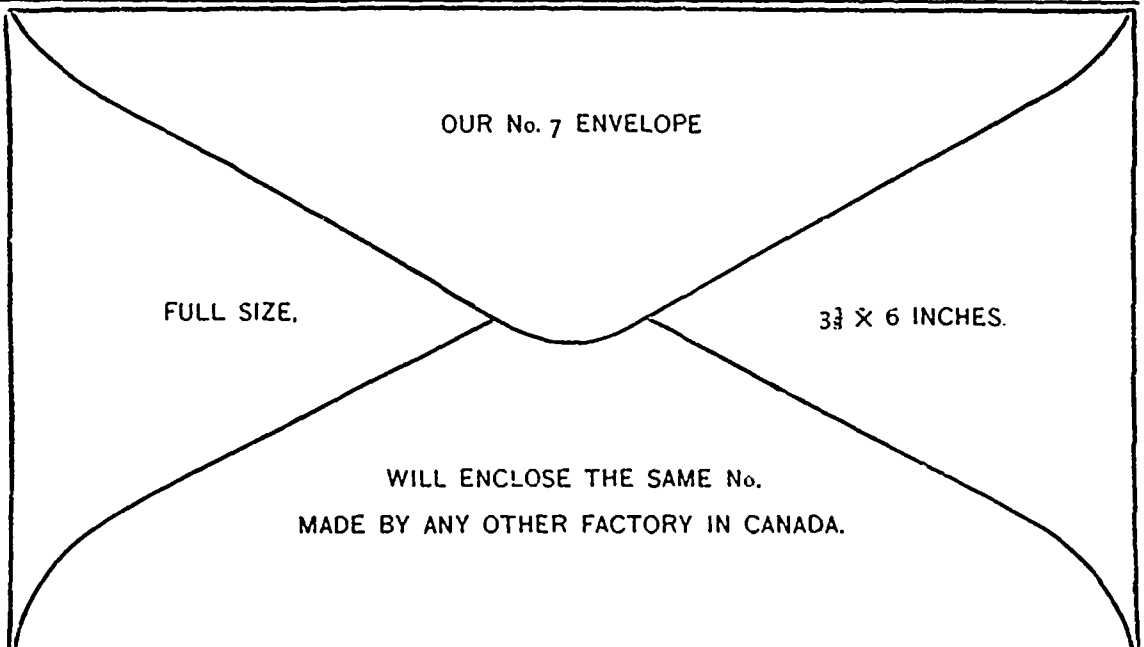
Canada
Paper
Co.,

Toronto and Montreal.

Paper Makers

—AND—

Envelope Manufacturers



RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 25th of each month to ensure insertion in the current month's issue.

BACK TO LIFE, by T. W. Speight. New York: John A. Taylor & Company. A strong story is this one, with enough of tragic shading in it to make it intensely interesting.

LIGHT LOVE, by Clara D. Marlean. New York: Worthington Co., in International Series. Price, 75c. The authoress acquits herself well. The tale is pervaded by an undertone of melancholy that has a strong hold upon the reader's interest.

A ROMANCE OF TWO BROTHERS, by Edgar Fawcett. New York: The Minerva Publishing Company. Play of motives and character delineation are subtly exhibited in this story, which maintains the author's reputation as an attractive writer of the ideal school.

HOLIDAY STORIES, by Stephen Fiske. Boston: Benj. R. Tucker. Price, 50c. The volume contains nine short entertaining stories, very suitable for holiday perusal, none of them being lengthy enough to take a reader long from any other description of pastime.

A RUBY BEYOND PRICE, by Sir Gilbert Campbell. New York: The Minerva Publishing Company. The same writer is the author of the *Mystery of Mandeville Square*. In this, as in the former story, he displays powers as a novelist that cannot fail to win readers.

MISS SYBIL BROTHERTON, of Brotherton Hall, with the face of an angel and the form of a Venus, is Mrs. Emma D. N. Southworth's story just published in Peterson's New Twenty-five Cent Series, which takes up the test of faith, and goes into the subject of—Is divorce sanctioned? Publishers, T. B. Peterson & Brothers, Philadelphia, Pa.

THE WHITE COMPANY, by A. Conan Doyle. **A FASHIONABLE MARRIAGE**, by Mrs. Alex. Fraser; **AT AN OLD CHATEAU**, by Katherine S. Macquoid, are Nos. 137, 138 and 142 respectively in the National Publishing Co.'s Red Letter Series. They keep up the reputation which the merit of their fore-runners have won for the series.

A HARD LESSON, by E. Lovett Cameron. New York, London and Toronto: John A. Taylor & Co. Price, 50c. This is No. 5 in the handsome and select Broadway series. The story runs evenly through its 343 pages, with the interest kept well suspended throughout. It is a piece of good fiction.

The Fleming H. Revell Company, New York and Chicago, have just published a social story under the title of **THE RE-**

DEMPTION OF EDWARD STRAHAN, by W. J. Dawson. The author is well known as the editor of *The Young Man*, and in this volume presents a scene of the misery in London's slums.

THE BACHELOR OF SALAMANCA, translated from the French of A. R. Le Sage, by James Townsend. New York: Worthington Co. Price, 75c. This well-known work is presented in the beautiful style made familiar to readers by the previous issues of the Rose Library. The illustrations are of the usual high quality.

The Fleming H. Revell Company, New York and Chicago, announces the publication of **ST. PAUL'S SONG OF SONGS**, an exposition of the eighth chapter of Romans, by Rev. J. R. Macduff, D.D. His name being so well known, it is only necessary to state that it is not an exegesis in the theological sense, but a practical exposition of St. Paul's famous songs.

THE WITCH DOCTOR'S DREAM BOOK. New York: The DeWitt Publishing House. A most interesting and complete book on the subject of dreams and their interpretation, recording many authentic instances in which important events have been foretold by dreams, together with much curious information concerning what may happen. Bound in boards, price 50 cents; paper covers, 25 cents.

RHYMES AFLOAT AND AFIELD, by William T. James. The contents comprise some sixty poems on subjects broadly indicated by the above title, many of which have already appeared at intervals during the past ten years in numerous Canadian, American and English periodicals. This, together with the fact that not a few have also been clipped and reprinted by the daily and weekly press, should be accepted as the best recommendation of the book to one unacquainted with the writings of the author. Price \$1.

THE LADY OF CAWNPORE. A romance. By Frank Vincent and Albert Edmund Lancaster. 12mo, Cloth, 420 pp. \$1.50. New York, London and Toronto: Funk & Wagnalls Company. The scenes are laid in New York and Benares, thus alternating between extreme modernity and excessive antiquity. The hero is a young clergyman, Marmaduke Allan, who is betrothed to one of his parishioners, a girl of birth and position. His religious faith is crushed by the combined efforts of occultism, agnosticism, and pantheism, and he loses his fiancée, Beatrice Orme, through the tactics of Dr. Billington (his father's executor), who desires her for his son. Prostrated by this double blow, which has compelled him, for Beatrice's sake, to appear before her in a contemptible light, from which he cannot redeem himself, he forsakes the pulpit and goes to Benares, where he is instantly plunged into a sensuous and dreamy atmosphere, in which rajahs, bayaderes, fakirs, and occultists combine to surround him with voluptuousness

and mystery. As regards the authors, Mr. Vincent made his mark twenty years ago by his "Land of the White Elephant." Mr. Lancaster is well known as a literary, art, and dramatic critic; an essayist and epigrammatist; a poet and a playwright.

WILLIAM LLOYD GARRISON, THE ABOLITIONIST. By Archibald H. Grimke, M. A. Cloth, 12mo, 405 pp. With Portrait, \$1.50. Funk & Wagnalls Company, New York, London, and Toronto. William Lloyd Garrison was one of those noblest men, a man called to be a leader of men in the fight against a nation's sin, who, influenced by the high and lofty purpose of the liberation of men held in bondage, and moved by a no less higher sense of duty, threw himself, heart and soul and body, with all his worldly substance, into the cause of Abolition, exhibiting throughout the stern struggle of a life-time a marvellous example of noble purpose, unflinching courage, and unswerving allegiance to truth. The story of this man's life is not only thrilling, but it lifts humanity—our humanity—up to the very mountains of nobility, and serves to remind us that the "higher education" needed to elevate a people and wean them from ignoble pursuits is to be found in the study of such a noble example of manhood as is afforded by the life of William Lloyd Garrison. The volume is admirably adapted for the home library, circulating libraries, Sunday-school libraries, and affords highly entertaining, instructive and inspiring reading for young or old.

CARDS, BOOKLETS, ART BOOKS.

Booklets have sold fairly well, especially Castell's lines, which seem to be favorites. Toy books also are having their usual large sales.

A beautiful line of books illustrating such songs as "Onward, Christian Soldiers," "Lohengrin," "Magnificat," and "Songs from Faust," have been introduced and should sell rapidly.

L. Prang & Company, in their publications, embracing Christmas and New Year's cards, fine art pictures, etchings and art novelties, art books, booklets and calendars, have, as usual, placed every resource of art under tribute to charm and delight all who behold their holiday gems. Their list is very long and rich in conceptions. The house has surpassed itself this year.

The great question among the fancy goods buyers is, What will take the place of booklets? They have not proved very satisfactory, although they were sufficiently novel to oust to a very great extent fancy Christmas cards. Will they run another year? They may. A dearth of new ideas is apparent, but nevertheless many new varieties of old ideas are apparent in this year's stock. This may continue another year—that is the same lines, with new varieties as regards shape and other features.



Music and paper holders, made with oxidized silver frames, are very attractive.

Folding manicure sets in plush and leather with instruments having celluloid handles are having a ready sale.

A pretty thing for a present is a handkerchief holder of hand painted silk with satin lining and of an odd shape.

A blotting pad attached to a narrow band of nickel with a handle in the middle is added to the list of useful novelties.

Candelabra in fancy designs and in great variety as to size form a new line of novelties which seem to be very taking.

A new article is a small dagger-shaped book-mark of nickel or silver. It is made to slip over a leaf and hold itself there.

Magic lanterns are increasing in favor, the assortment this year being large and varied. Some houses are carrying very expensive lines.

A ladies' companion in the form of a folding plush case, which when opened sends forth sweet musical sounds, is an old idea in a new form.

Papeteries with plush and leather cases in various designs, form a very taking line of goods placed on the market by the Barber

& Ellis Co. Some of the plush and satin cases are adorned with hand painting, and these goods should have a ready sale.

Whiskholders of many shapes are still numerous. Some with broad bands of plush, worked with arresene designs, are exceedingly pretty.

Card cases made entirely of oxidized silver or brass in box-shape are the newest things in that line. Some seal cases with silver mountings are very pretty.

There is a large variety of shape looking-glasses in the market. Some have etched patterns for part borders; others have pretty designs in nickel and silver.

Celluloid novelties are rapidly being introduced. Paper knives with celluloid blades and silver handles, paper weights, card boxes, cards for hand painting, these and many other forms will attract attention next year.

A combination calendar tablet made to stand on an office table is very attractive. The tablet is used for writing the day's engagements upon. Instead of a calendar some have a small clock; others a thermometer.

A very pretty thing is a jockey inkstand. A wooden shape like a half saddle forms the broad flat stand, the silver stirrup holds the whip shaped pen handle, and ink wells are inserted in the stand. Another elegant inkstand is an ink well enclosed in a ball-shap-

ed wooden case, which is attached to a wooden tennis-raquet shape; while upon the handle of the raquet is a metal pen rack.

Leading fancy goods dealers are now carrying a line of very fine pen and pocket cutlery, the "Tree" brand made by H. Boker & Co. They are made of the Wardlows, best English crucible cast steel, tempered and hardened by experienced workmen. Buyers need have no hesitation in ordering these goods for they are thoroughly reliable. Their razors and scissors are already well-known.

One very noticeable feature of this year's fancy goods, is the way in which oxidized, and other silver is taking the place of zylonite and celluloid, in the handles for the articles in dressing cases, manicure sets, etc. But zylonite has found a new sphere in taking the place of rubber in house balls, and it is surprising the 'bouncing' qualities they possess, while their variegated colors are quite pleasing.

Wire frames for building piano and banquet lamp shades are selling freely lately. Rice Lewis & Son, Toronto, are offering a large assortment of all sizes and patterns at \$6 per dozen to the trade. Some of the designs find a ready sale among the ladies for \$1.50 to \$2 each. It is becoming very fashionable for ladies to cover them with various shades to match the rooms.

A customer secured in a promise of greater and early in time.

CELLULOID NOVELTIES

Those who have not yet placed their orders for our CELLULOID NOVELTIES, will be safe in writing for samples. We have had greater success with this line than with any special line ever brought out before.

All our travellers are out with a full line of these goods and samples of such plush goods as are not yet sold out. Any one writing to us will be called upon at earliest possible date.

The Hemming Bros. Co., Ltd.
76 York Street, TORONTO.



CHRISTMAS ADVERTISING.

Editor BOOKS AND NOTIONS:

SIR,—Your remarks anent my humble efforts in the way of a special advertisement made me blush all over. I fear you are something of a flatterer. The advertisement I find, however, is going to bring returns beyond my expectations, as well as being the means of producing any amount of good feeling and home amusement for whole families. Several parents have spoken to me of the benefit already, and speak of the great fun all have in trying to make things rhyme. Some of the compositions sent in are cleverly conceived and others are more than amusing and funny and will make good advertising matter.

I have in mind and on the way a taking and excellent medium for the holiday season trade this year. I will have Santa Claus in all his glory and holiday outfit; a decorated horse and sleigh fitted up with holiday goods will drive through town and country and visit schools for ten or fifteen miles round during the month of December with advertising matter. But what I have that is new, and which is to be the completement of the Santa Claus outfit as a means of reaching parents and children effectively and securing sales, I don't feel like giving away for no thing altogether. If you care to announce that on the receipt of \$1 from anyone who would like to be put in possession of the scheme for holiday advertising (a scheme which I shall adopt myself in connection with the other this year), I will send particulars to anyone sending the \$1, which I am sure will be money well invested and returns will be some forty, sixty and hundred-fold if adopted and worked properly.

Enclosed you will find \$1, for which please send me as many copies of BOOKS AND NOTIONS November number as you can spare. I enclose \$1 also for renewal subscription.

Yours, J. K. CRANSTON.

P. S.—I am fitting up my basement, 14 x 50, as a white cabin for Santa Claus goods and advertising a grand opening of the white cabin for Dec. 1st. People are on the quiver to know what kind of a thing the white cabin will be. Lots are enquiring. I tell them to come and see on Dec. 1st or after, with lots of money and a big heart. They will find the white cabin is the cellar or basement of my store, all neatly painted and whitewashed; ceiling and floor, shelves, etc., are full to overflowing with all kinds of toys and holiday novelties and goods.

IMPORTANT DON'T'S.

(By an Old Clerk.)

In offering a few suggestions and noting a few don'ts that strike me as important in the calling of the booksellers, allow me in the first place to thank the editor of BOOKS AND NOTIONS for many helpful suggestions that have come to my notice through the medium of its columns. My first piece of advice is, let every one from the master down read and ponder and learn all about everything that is told about in our excellent trade magazine, as well as the several other magazines and papers published in the interests of the trade. It will pay. Merchants should take an interest in their clerks' reading and see that they get the trade magazines to read. It won't do any harm to question them a little on what they have read or noticed that was new and worth remembering in the last issue. Occasionally speak of something you noticed yourself, and ask what they thought of it, etc.

Don't let us forget that our clerks, if they are ever to become efficient money makers for ourselves or themselves must be thoroughly acquainted with the ins and outs of the whole trade and get a good book knowledge. It strikes me that too little attention is paid by employers to getting their clerks to become acquainted in a general way with the names of authors and the names of the books they have written, bindings, sizes of paper, etc., etc.

2nd.—Boys and girls—Don't be easily discouraged. There is much to try the patience and perseverance in the book business. It is not all learned in a week or even in half a life time. The more one knows, the more there is to know brought to view. Be determined when you enter a store as clerk to master its details one by one by patient perseverance and plodding. You can't learn things wholesale, though you may sell goods wholesale every day. One by one is the sure way to success and usefulness in the world.

3rd.—Don't stay down-hearted and neglect duty. Boys that go from home to learn storekeeping are apt to get homesick. It is not a bad sign, boys, that the love of the old home and father and mother remains. Such boys are the kind we like to get into our store. Only don't let the homesick feeling interfere with your duties. Be brave and manly. Write home often, every week at least, and have them write to you often, but don't wait for a letter in answer to yours before you write again. Thoughts of home and father and mother will help you to brave the world's temptations and keep you out of the snares and traps of the devil. Keep good company and live to please God.

Live for those that love,
For those that know you true,
For the future in the distance,
For the good that you can do.

4th.—Don't half do things. Some boys' and girls too, only half do things, and it's always to do over again. What you do do

well or leave it alone. Sweeping is a thing that boys usually have to do in starting life as clerks. It is not an easy job and one can make an awful botch of it. See that the floor is evenly sprinkled with water so that the dust will be kept down, and don't throw your broom up in the air to make more dust than you can't help. Dust ruins goods and soils are expensive, and please don't sprinkle water on goods that set on or near the floor. Lift them out of the way first. Fix and fill up your stove or furnace and make things comfortable before you sweep.

5th.—After sweeping comes dusting. The first thing to do is get two clean cloths, one a little damp and the other dry and your elbow-joints well greased, so that you won't tire too soon and only half do the dusting. Always dust and clean off the window and doorway and goods put outside first thing, and see that all the goods, papers, etc., that are used for display at the front are properly and neatly hung up and cleaned. Don't put the same goods outside for display too often. Change them about once a week at least, and see that they don't get wet if it comes rain or snow. See that they are put up so that the wind don't blow them away or tear and damage them. Have your sidewalk and part of the curbing on the street always nicely swept and clean in front of the store. Then do your dusting and arranging inside, commencing with the glass cases, counters, shelves, and storeroom, etc. It's important to pay good attention to the back yard and don't let waste paper or rubbish accumulate and muss it all up. Some yards look like a rubbish heap. Either put your sweepings into a box or into a heap and burn them up every day. If you do so you will get the name of being a tidy boy, and don't forget that that's the kind that get the best wages and places.

6th.—Don't have any idle time on your hands. After fixing store, sweeping, dusting and cleaning up a bit (or even while busy with your chores) be ready for business, and do what you can with a right good will and don't go about dawdling and half sleeping requiring to be wakened up every ten minutes. If you don't know what to do go to your employer or the clerk in charge and get something to do, and immediately that's done get at something else. Keep going, keep going and doing. There's no time for idleness in a bookstore. No not for five minutes in the day. Better to arrange what you arranged yesterday, even if it don't need it than be idle. Have a place for everything and keep it there. When you are sent a message or with a parcel, remember that your time is bought and paid for by your employer, and unless you want to be dishonest and steal your wages by idling and loitering on the way, don't do it. Go right about your business and pass by the game of ball or marbles and say to yourself after duty comes play. Nothing makes a boy more invaluable to an employer than correct-

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Assortments of Toys and Fancy Goods for Hol-
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cannot be excelled in Canada, and as to prices,
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Do the Leads in your pencils
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If so, you do not use the right
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The best are made by the

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Send TWENTY-FIVE Cents in
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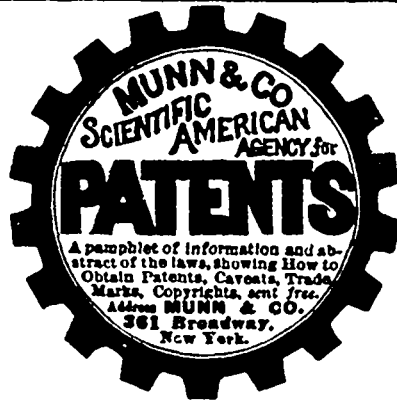
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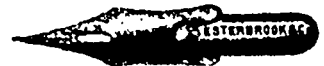


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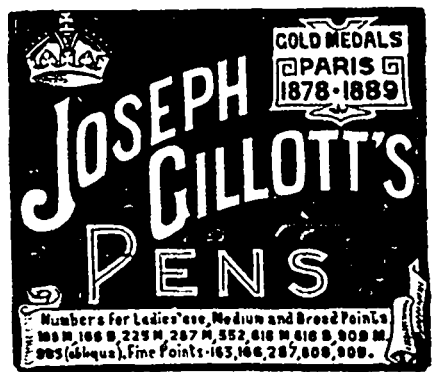
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SELBY & CO., 42 Church St., TORONTO.

ness, promptness, and dispatch in keeping appointments, delivering messages and parcels. Be prompt in getting the daily and weekly papers from the post as soon as the mail arrives, or if the train is late come back to the store and report, if you have time, before they are expected and report how long before the train will be along. Or if not time to do so, wait for them, and if you can, telephone to the store and say you are waiting as they are expected in right away. The same despatch and carefulness are as necessary when you go the post office with or for letters. It is best to carry a small bag, or something to carry the letters in, as you might lose one, and if it should be a money letter or one of importance you would save yourself from suspicion or a charge of carelessness.

7th.—Study to know your business and the wishes of your employer or the clerks over you. Be on the alert and watch for opportunity to assist and help any one when ever possible. Don't say oh I can't be bothered, that ain't my work, let him or her do it himself or herself, they have a better right to do it than me. Don't think like that, stop it. If you are not engaged with important work, or your work can easily wait, turn in and help. A boy or girl that is watchful and willing to help at anything are the kind that become men and women amongst men and women. They are loved, appreciated and honored by all, even if your wages are small to begin with. You may be sure if you make yourself so invaluable by little deeds of kindness, little works of love and little thoughts for others, etc., your wages will increase and increase, and your services will be sought for far and near. No one ever lost anything by courtesy, thoughtfulness, and a helping hand. Try it.

8th.—Don't be late. Some clerks get to the store late, ten, fifteen or thirty minutes in the morning or at noon. It don't do. Be on time. If it is 7, 7:30 or 8 that you are expected to be at the store, be there to the minute or before. If you have not an exact time to be there, ask your employer to state the time and keep to it. Don't be over your hour at noon if you wish to be considered faithful. Your time is not your own beyond your allotted time for meals, and it is not right to use part of it for your own purposes. Most employers will gladly give you an extra ten, fifteen or thirty minutes upon request, when there are good reasons for it, but no employer likes to have his clerks come in late (as a matter of course) without arrangement. Should you be delayed unavoidably always go to your employer and explain why you were late. Another thing that some clerks are not thoughtful about is this. When they are granted a few holidays (and paid just the same), some of them invariably take a half day, or a day or two longer than they asked for or arranged for, without sending a word about it or requesting the privilege. This is

seriously wrong, and no clerk who has ever been guilty of so doing should repeat it, as it is not only unjust to your employer, but is an injury to yourself. You can neither respect yourself or be respected. No dependence can be placed on you, and often important business arrangements are seriously hindered and interfered with by your conduct. Don't do it again. Return by the last train if you will, but be back on time or get the consent of the master to stay a little longer, if desired.

9th.—Don't let your friend think you have not much to do or that your store duties are unimportant. Some clerks can't and don't and won't work if they can talk to friends. It is right to be sociable and friendly with all, and all ought to be glad to see intimate friends, etc., but to allow a quarter or a half hour to be frittered away by pleasant chit chat and no work done is not right. No clerk ought to think of doing so. If your friends come in to the store to see you, give them a kind greeting and make them as welcome as possible. No one will object to your having two or three minutes chat with them, but when it stretches out to ten, fifteen, thirty, and sixty minutes it's out of the question. If your friends have leisure for more than two or three minutes, invite them to come with you and take them to the part of the shop where you are working, and go on with your work and talk too. It is easy enough to get friends to do so, and they will think more of you than if you idle away your time with them. Do not give them the impression that the business is not of much consequence. Your employer will think a great deal more kindly of yourself or friends if you pay attention to this hint. There are always some little jobs you could do and chat. Have a reserve of them for occasions of this kind, if necessary, but don't neglect your duties and work.

10.—Don't neglect noting stock wants. As soon as you notice that any goods are about out, note it in the store want book. This is an important rule. Don't forget it; it means money and increased sales for the store, and wages for yourself in a short time.

[TO BE CONTINUED.]

WINDOW DRESSING NOTES.

Five thousand dollars is the yearly salary of a window dresser in Boston.

To exhibit toys, dress the window close up to the front and fill it full enough to cover all the space. Form is not to be considered, as it has no effectiveness as a whole, but depends for its effect on the attractiveness of the separate articles.

When exhibiting your newest articles in fancy goods, the window should not be crowded. It should be nicely draped. Cheap white muslin, caught back with ribbons at the sides, and placed as a roof over the win-

dow space, running down behind for a background, enhances the effect. The muslin may be placed also on the floor of the window, arranged in ample folds, and on this the articles are tastefully displayed.

Do you want something startling to call attention to your newest article? Here it is. Make this sign and put it in your window:

This is the Latest. It will only disappear when its Nose is put Out of Joint by a fresh arrival.

For a Christmas window, and as a change for the Christmas tree, manufacture a large stocking, the larger the better, and fill it nearly to the top with paper, and have the wide top filled with toys of all descriptions. If you could have a "natural" hole at the heel, or in the middle of the leg, with a toy half-way out, it would add to its attractiveness. This huge stocking may be hung up in the middle of the window, or placed against the back, while the rest of the window can be covered with novelties of various kinds. If a fireplace could be arranged in the window with several stockings hung over it, and appropriate surroundings be arranged, it would be very attractive, but would require much pain and thought.

The Scottish Minstrel--10c.

Containing the following songs with Words and Music.

Callie Herrin—Auld Robin Gray—Bonnie Prince Charlie—Flora Mac Donald's Lament—Nae Luck About the Hoose—Scottish Blue Bells—Tak Yer Auld Cloak About Ye—The Braes o' Yarrow—Bonnie Dundee—Dear Land Ayeont the Sea—My Nannie, O—Tullochgorum—The Sweetest Word on Earth is Home—Pibroch of Donull Dhu—The Flowers of the Forest—Dinna Fash Yer Heed—The Land o' the Leal—Away Ye Gay Landscapes—Scotch Dainties: Brose, Parrich, Kail, Haggis, an' Bannocks—Wae's me for Prince Charlie—Oh! Saw Ye My We Thing—Sons of Scotland—When the Kye Comes Home Return, My Darling—My Heart is Scotland's Yet O! Are Ye a Sleepin', Maggie—Scots Wa' Hae!—Willie's Gang to Morville Castle—Whistle O'er the Lave O'—My Dear Helen! Laddie, O—The Scottish Emigrants' Farewell—Fear a' Bhata: or, The Boatman—Blue Bonnets over the Border

Post free to any address on receipt of TEN cents. IMRIE & GRAHAM, Music Printers, 26 and 28 Colborne St., Toronto, Can.

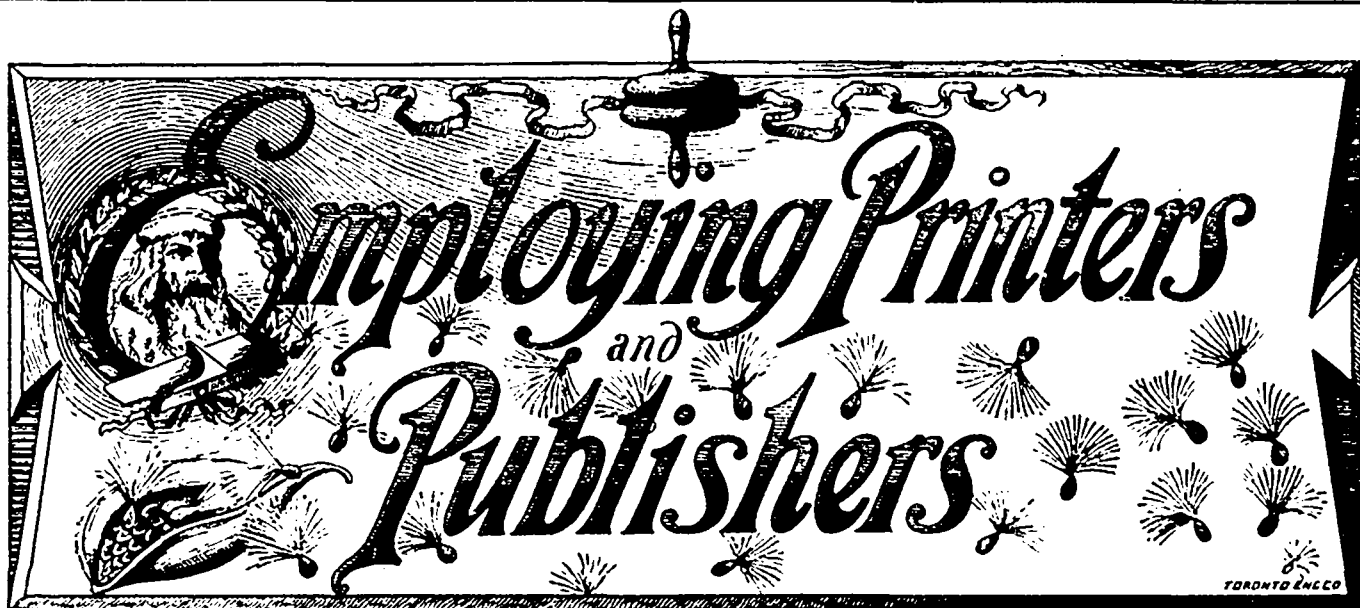
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 Treasurer—DANIEL ROSE.

CANADIAN PRESS ASSOCIATION.

The annual meeting of the Canadian Press Association will likely be held in Ottawa during the second week in February. The association is quite a different organization from that of a few years ago, when more interest was taken in the annual excursion than in matters of business. Now any one who suggests excursions is instantly expelled from the meeting. Men with common sense business ideas are received with open arms. Members come to the meetings to discuss and learn the best and shortest way to make money. These discussions have been very valuable. Important amendments are to be made to the constitution. The committee, which has been endeavoring to secure a reduction in plate matter will report. Among the other matters discussed will be, "The legitimate profits of a newspaper office and how they are curtailed;" "Newspapers' subscriptions, how they are paid and collected;" "Punctuation and capitalization," and matters relating to the mechanical department of the printing office. It is expected

that arrangements will be made with the railway companies to give free transportation for members and their wives in exchange for advertising. As Parliament will be in session at the time it is likely that there will be a large gathering.

A daily newspaper is projected at Fort William in Northwest Ontario.

It is rumoured that Sir Richard Cartwright will control the Montreal Herald.

S. F. Kennedy, printer, Wallaceburg, Ont., has sold out to Thomas Needlands.

A weekly paper in the continental free trade interests is likely to be started in Winnipeg.

The Chatham Planet will use one of the Rogers Typograph machines manufactured in Windsor.

Mr. H. J. Wooride, editor Manitoba Liberal, of Portage la Prairie, was in London on the 12th inst.

W. King, editor of the Barrie Gazette, died on the morning of the 20th inst., after a short illness.

The proprietorship of the Barrie Gazette has again changed, U. King, the former owner, taking the place of his deceased son.

Arrangements are being made to continue the publication of a paper at West Lorne, since the removal of Mr. Colwell to Leamington.

Unless an apprentice is possessed of an ambition and determination to excel, the chances are that he will always be a poor workman.

Hill & Weir's printing establishment on Temperance street, Toronto, was gutted by fire on 17th inst. Loss, \$20,000; insurance about the same.

Mr. J. H. McLean, one of the business staff of the Toronto Globe, proposes to secure a complete exhibit of a simultaneous issue of every leading newspaper of every capital or principal commercial city of every

country, state, canton, department or territory in the world, at the World's Columbian Exhibition in Chicago in 1893.

Wanted to purchase a second hand power press, must be in good running order and cheap, bed sufficient to print double royal. Apply to Leamington Times.

Mr. Philip D. Ross, proprietor of the Ottawa Evening Journal, was married on the 17th inst. to Miss Mary B. Littlejohn, only daughter of the late Col. A. Littlejohn.

The partnership between Mr. P. D. Ross and Mr. A. S. Woodburn, proprietors of the Ottawa Evening Journal, has been dissolved. Mr. Ross continues the publication of the paper.

Mr. Joseph Lang, the founder of the Owen Sound Sun, has severed his connection with that journal, which will henceforth be managed by Mr. Joseph Pratt, Mr. Lang's partner.

Mr. C. H. Allison, for five years past local editor of the Peterboro Examiner, has gone to Chicago, where he has accepted a position with a large advertising firm.

The Rochester Morning Herald has put on a new dress and it looks like a new pin in it. The Huron Expositor (Sealorth) has also treated itself to a new font of type.

Mr. A. T. Macdonald, who has for some time been city editor of the The Stratford Beacon, leaves in a few days for Chicago, where he will enter upon a wider sphere of journalism.

The office of Le Canada newspaper received a scorching on the 15th inst. The damage is estimated at \$2,500, and is fully covered by insurance in the Liverpool, London and Globe company.

"Printers and stationers in need of gummed paper which will lie flat and work easily under all circumstances, will find that placed on the market by Alexander Pirie & Sons, whose American office is at 33 Rose street, New York, to be all they can desire."

They are admitted to be the best in the market. They will lithograph in as many colors as one would care to use. They are now extensively used in the States. They can be purchased through the leading jobbers in Canada.

The Peterboro' Daily Times has suspended publication. Peterboro' is a lively and thriving town, but there is not yet enough of it to support three daily papers.

Skill in business, a well-earned reputation for uniformly superior work, a good financial credit, promptness, honorable and liberal dealing, correct and steady personal habits, are absolutely necessary concomitants of success.

The disposal of the Dutton Enterprise to Messrs. Blue & Smith, of the Dutton Advance, is taken to mean the consolidation of the journals, and the maintenance of one paper in the village.

A new paper called "The Trunk & Leather Novelties Review" is to be issued about Nov. 20th, by Clifford, Scott & Lawton, publishers of "The Upholsterer" Phila. Its title indicates its mission. Sample copies will be cheerfully sent to any one interested.

Sheriff Dawson the other mourning took possession of the Standard newspaper office. It is understood the principal claim against the concern is held by Mr E. J. Leavenworth under a chattel mortgage, amounting to over \$4,000.

The latest innovation is to drop the "m" in writing or printing the hour of the day. "10.15 a.," "2.30 p.," is the new style. Printers have occasionally, in tabular work, been obliged to adopt this abbreviation. It is now proposed to use it systematically. The suggestion is a good one.

Lon. Macdonald, formerly city editor of the Stratford Beacon, left on 16th inst. for Chicago, carrying with him the best wishes of many, and a purse of money contributed by personal friends. His successor in Stratford is Mr. John Markey, formerly of the Woodstock Sentinel.

The Montreal Herald Printing and Publishing Company has gone into liquidation. Mr A. J. White, the manager, has been appointed liquidator. He has the permission of the court to issue the paper till a meeting of the creditors can be secured and a statement submitted.

The handsome lithographed cover of The Copp, Clark Co's. new Catalogue is the work of Russell & Morgan, Cincinnati, whose advertisement appears on the back and who are noted for their excellent work in this department and also for all grades of playing cards.

The will of the late Hon. William Henry Smith, Lord of the Admiralty and Tory leader in the House of Commons, has just been probated. From a little bookstore in the Strand, Mr. Smith's business was extended until he controlled the sale of nearly all newspapers and periodicals in the United Kingdom. He leaves behind him a fortune of \$20,000,000.

The very oldest stationery warehouse in Montreal, the property of Mr. George Horne, of 71 St. Francis Xavier street, was consumed by fire on 13th inst. The office was in charge of an assistant, who attempted to light the lamps as usual, when a chandelier was loosed from the ceiling and one of the lamps exploded. The boy had a narrow escape from death. Mr. Horne has occupied these premises for 50 years, paying insurance during all that time. This is the first accident of the kind in his experience.

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6157. Chant des Sirenes. Melodie pour Piano, par Boyton Smith. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

6158. Toronto Directory: Where to go: What to see: What to do. Which is now being preliminarily published in separate articles in The Toronto Mail. The Mail Printing Co., Toronto, Ont.

6159. Kamame Oriental Guide to Health. Vol. 127, No. 7557. Robert Owens, Windsor, Ont.

6160. Yarmouth, Nova Scotia, 1829. (Photograph.) J. M. Lawson, Yarmouth, N. S.

6161. Yarmouth, Nova Scotia, 1858. (Marked A.) (Photograph.) J. M. Lawson, Yarmouth, N. S.

6162. Yarmouth, Nova Scotia, 1858. (Marked B.) (Photograph.) J. M. Lawson, Yarmouth, N. S.

6163. Columbine. (Scene de Theatre.) Sketch for the Pianoforte, by Michael Watson. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.

6164. The Nightingale and Zephyr. Morceau de Concert, pour Piano, par Boyton Smith. The Anglo-Canadian Music Publishers' Association (L'd.), London England.

6165. The Silent Reminder, 1892. (Chart.) Miss Jessie Gourlay, London, Ont.

6166. The Canadian Album. Men of Canada; or Success by Example. Part 6, Vol. 1. Edited by Rev. Wm. Cochrane, D. D. Thomas S. Linscott, Brantford, Ont.

6167. The Canadian Album. Men of Canada, or Success by Example. Part 7, Vol. 1. Edited by Rev. Wm. Cochrane, D. D. Thomas S. Linscott, Brantford, Ont.

6168. Illustrated Halifax. Its Civil, Military and Naval History, by Norbert Metzler. John McConniff, Montreal, Que.

6169. The Voyage of Life. Words and Music by Capt. Werry. Arranged by Comrade F. L. H. Sims. Luther Werry & F. L. H. Sims, Toronto, Ont.

6170. The outward and Visible Sign. A new and attractive method of religious truths and especially the Church Catechism, by the Rev. David Johnstone Caswell, B.D. Ph. D., Brantford, Ont.

6171. Castorologia, (pamphlet-prospectus) by Horace T. Martin, Montreal, Que.

6172. Burley's Mailing List for the Garden and Heart of Manitoba, Second Revised Edition, 1892. Charles Samuel Birch Burley, Portage-la-Prairie, Man.

6173. Anticipation Waltzes, for Piano, by Maud Snarr. Whaley, Royce & Co., Toronto, Ont.

6174. Dinsmore. Galop for Brass Band, by Harry Walker, Whaley, Royce & Co., Toronto, Ont.

6175. Code de Procedure Civile du Bas Canada, Annoté, par P. B. Mignault, avocat. Joseph Morse Valois. Montreal, Que.

6176. Traite Pratique de Manere Medicale de Therapeutique et de Toxicologie, par Hugues Evariste Desrosiers, M.D., &c., Montreal, Que.

6177. Home Study Leaflet. Rev. Thomas Francis Fotheringham, St. John, N.B.

6178. The Law and Practice as to Probate and Administration in the Province of New Brunswick, &c., together with a Collection of Forms, by C. A. Steeves, Barrister-at-law. The Carswell Co. (L'd.), Toronto, Ont.

6179. The Life of Christ. (Photograph.) Geo. Tomkins, Toronto, Ont.

6180. Who Shall Serve? A Story for the

Times, by Annie S. Swan. Wm. Briggs, Toronto, Ont.

6181. The Heart of a Maid, by Beatrice Kipling. John Lovell & Son, Montreal, Que.

6182. For the Defence, by B. L. Farjeon. John Lovell & Son, Montreal, Que.

6183. There is no Death, by Florence Marryatt. John Lovell & Son, Montreal, Que.

6184. Supplement No. 3 to Sharp's Civil Code of Lower Canada, from 1st October, 1890 to 1st October, 1891, by William Prescott Sharp, B.C.L., Montreal, Que.

TOYS, GAMES, AND PASTIMES.

To the long winter evenings now upon us the retail stationer is indebted for a large and most profitable trade in Games. The boys and girls must have some amusement at home, and the older people are not adverse to playing them either. In the Winter Evening Series now published by the Copp, Clark Co., besides those that have already attained a high degree of popularity, such as Halma, Gobang, Parcheesi, Fish Pond, etc., they have just added two new games, Louisa and Obstacle Race, both of which give promise of being large sellers.

BUSINESS CHANCES.

GOOD CHANCE—WELL-ESTABLISHED Stationery, fancy goods and picture frame business in Toronto for sale. Present stock valued at \$700. Reasons for selling poor health. Address, Leggott, 784 Yonge St.

AN OLD ESTABLISHED BOOK, STATION-ery, and Fancy Goods Business (with Blind-ery attached); situate in one of the cities of Ontario. Is offered for sale, owing to the ill-health of the proprietor. Goodwill and lease of present commodious premises may be had, or stock would be sold at a per centage. Address "Stationery," care BOOKS AND NOTIONS, Toronto.

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At the FINE POSTERS printed from NEW TYPE with BRIGHT INKS at the

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HOUSE OF THE
DOMINION**

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Backwoods Farmer (who has just finished the sign):—I kinder like the idea, somehow'r other there's a religious feellin' runnin' through it, an at the same time means bus'ness!—Canadian Almanac.

1892.

BOOKS & NOTIONS

FOR 1892

Will far exceed that of previous years not only from an editorial but a typographical point of view as well. It would be impossible for us to have a much larger circulation than we now have, but we would like to impress upon some of our advertisers the necessity of enlarging their space for the coming year. Think about it and let us have your decision for the January number.

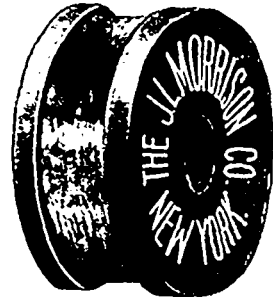
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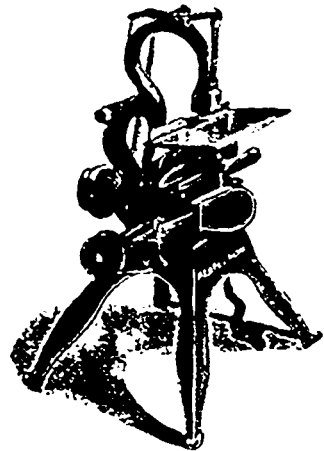


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Two new Tablets. **THE CRUSADER.** **GOLDEN ROD.**
 NOTE AND LETTER SIZE. NOTE AND PACKET SIZE.
 Retail 10 cents. Retail 5 cents.

We have great pleasure in recommending these two lines as sellers.

In leather goods for Christmas trade we have a large and fine line of card cases, purses, wallets and memorandum books.

Our stock of invitation cards, programmes, wedding stationery, etc., is complete.

Dealers will do well to see our travellers before placing orders for blank books.

INK---Underwood's, Stafford's and Stephens.

PLAYING CARDS--Popular lines of best makers--English, American and Canadian.

Buntin, Gillies & Co., Hamilton.

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At PARIS, 1878,

This being the HIGHEST and ONLY AWARD given for

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A SPECIALTY.

THIS paper has received THE HIGHEST PREMIUM over all others from the Cincinnati Industrial Exposition, Massachusetts Charitable Mechanics Association, Franklin Institute of Philadelphia, Louisville Exposition, Medal and Diploma from United States Centennial Commission, Medal of Progress, American Institute, 1877, and Medal of Improvement and Progress, Boston, 1878. Its PRINCIPAL ADVANTAGES are as follows: 1. It contains more linen than any other Ledger Paper, has a longer fibre, and is consequently, tougher. 2. Having a harder and better body, and being more thoroughly sized, the ink spreads less after making an erasure. 3. It is more uniform in Weight, Color and Finish. 4. It never cockles if properly bound. Its non-chemical action upon ink is such that it both writes and rules up better. For proof of the foregoing refer to a large number of Stationers, Bookbinders, Bookkeepers and Recorders, who have given it, after a severe test, the preference over all others. This paper is Double Sized, and will stand any climate or the most acid of the fluid inks.

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