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JUNE, 1889.

No. 54.

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VOL. V.

TORONTO, JUNE, 1889.

No. 54



SOME letters from booksellers in the April and May numbers on the question of the desirability of handling certain classes of books bring up the question of the standing of the bookseller in the community. Is he merely the commercial agent of the publisher, a mere machine for transferring the books from the binder to the reader, and receiving therefor a certain amount of money, or is he something higher?

I remember long ago when I was a boy the veneration with which I looked upon the bookseller. He appeared in my eyes to be just one step from the author; in fact, I do not know but I rather placed him on the higher step, because the writer might err in his judgment, but I knew that my bookseller could not; and I was not alone in my opinion of his position, his high standing as a citizen of education, intelligence and influence. I know that the clergymen who frequented his store treated him as a man equally well informed with themselves; the lawyers asked his counsel as to books and authors; the doctors spent their spare time in his company.

What a pleasant thing it is to know that the race of booksellers of that stamp has still some representatives. As I write I have in my mind's eye a few who are selling books as in the old way, and they are not all old men either. What a relief it is to do business with them. They know their wares; they have read the books or their reviews; they can speak to you intelligently of the authors; they know the salient points of the works. They know their customers—Jones reads theology; Brown likes architectural studies; Henry is after the latest novel. They are served at once because the bookseller knows what they want and where to get it.

Do they make money? That is the first question from our "practical" man. Yes, of course they make money. A thorough knowledge of one's business is just what is needed in a business man. Just as you expect your grocer to know all about tea if he is to make success of selling that article, so the bookseller should know all about books. The "practical" man in the book business, that is to say, the man who calls himself so, is apt to look down on the "bookman," as he terms my old style bookseller. What would he call the hardware man who knows nothing about his goods excepting their names and wrappers, or of the watchmaker who knew only the cases and the names of the various classes of works.

The actual buying and selling of the article are undoubtedly the prime points in a trade, but there is a great deal of difference in the system both of buying and selling, and if a man can weave into his work a little of his love, a little of himself, how much easier, pleasanter, better the work is. If a man's business just suits him, if it is his ideal business, and if he is thoroughly posted in all its details, it is no longer a labor to him, it is a pleasure; more than that his ease is a material agent of his success.

And now to the practical part of my work. Are you training up your assistants to know their business in the right way? Will there be any one to follow you when you drop off? You say this cannot be done under the present system of employing assistance. There is no longer an apprenticeship; no time nor inclination to learn. I am afraid this is all true. I do not see where our next generation of booksellers are coming from. Can you suggest a remedy?

I want to hear from booksellers about the "on sale" business. Is it an advantage or disadvantage to the trade? This subject is being warmly discussed over the lines, and dealers generally maintain that it is an injury to them. They say that publishers in order to meet the loss on return copies have to cut the margins closer; also that the good buyer has no advantage under the "on sale" system.

I propose to have something more to say on the duty on periodicals question in the next issue of BOOKS AND NOTIONS. I will lay the whole case before the newsdealers and let them see who is to blame. Promise after promise has been made that our trade should not any longer be handicapped with a jug handled duty, and during the last session of parliament, although the responsible parties acknowledged the injustice and promised amendment, it is not forthcoming.

An arbitration is on between the Minister of Education and the school-book publishers of Ontario. There is a clause in this agreement to the effect that in case the Minister considers that the prices charged on any school books are exorbitant, he has a right to call for an arbitration, as he has done. The publishers, however, are no chickens; they have, as the boys would say, "got the bulge" on the Minister on some of the details, and have compelled him to make the arbitration a "friendly" one. This means, of course, that there will be no changes in the prices of the readers and other books with large sale. There will probably be a reduction in the price of such books as have a very limited sale. This will make quite as good a showing as a reform, and won't hurt the publishers any to speak of. Dealers will govern their orders accordingly.

It would not be in order for the publishers to allow the trade a better profit. They can afford to do so as they make enormous profits. On the other hand, the regular trade sell most of the school books at or about cost, when express and other charges are taken into consideration. There is practically no excuse for them. They have the Minister completely under their control, and he dare not reduce prices. This was never better shown than in the present arbitration. The Minister and the arbitrators have to do just as the publishers say in the matter, as we shall show in later issues. It is said that two strong local firms have offered to produce the books at 50 per cent. less cost and to give the trade a much larger profit.

THE NEW POSTAGE RATES.

The following is a copy of the circular issued by the Postmaster General in regard to the postage increases, which came into force to-day.

The rate of postage upon letters posted in Canada, addressed to places within the Dominion or in the United States, will be 3 cents per ounce instead of 2 cents per half ounce as heretofore.

Upon drop-letters posted at an office from which letters are delivered by letter carriers, the postage rate will be 2 cents per ounce instead of 1 cent per half ounce. The rate of postage upon drop-letters, except in the cities where free delivery by letter carriers has been established, will be 1 cent per ounce.

The fee for the registration of a letter or other article of mail matter will be 5 cents upon all classes of correspondence passing within the Dominion. For the present and until further instructed the registration fee may be prepaid by using the 2-cent registration, stamps and postage to make up the amount.

Letters insufficiently prepaid will be charged double the deficiency, as heretofore, provided at least a partial prepayment has been made. Letters posted wholly unpaid will be sent to the dead letter office for return to the writer.

DISGRACEFUL JOURNALISM.

We seldom make reference to our daily press, but when occasion demands we feel it our duty to lift our voice in favor of honorable journalism. The disgraceful conduct of some of our city papers is fast reducing the standard to mere personal abuse. Instances of this character we regret to say are far too numerous. They are painfully frequent and seem to be designedly written with the view of catering to the depraved tastes of the worst phases of human nature. Such practices should be stopped. Surely the law of libel does not mean that an unscrupulous journalist should be permitted to fire his bullets of venom indiscriminately into a body of men any more than that he should be allowed to take deliberate aim at a single individual. Let any man with a keen sense of honor read carefully the pages of the Evening Telegram, and we venture to say he must feel humiliated as well as distressed to think we live in a

community which tolerates such degraded and degrading journalism. The public recognizes the true mission of the press, and even when it steps a little beyond the line in a righteous cause they are prepared to forgive. An example of this kind of recent date was this very paper in defending itself against the libel suit by our city contractors. Our people, however much they sympathized with the Telegram during the trial, took no delight in the persecution it kept up after the trial was over; and there was a general expression of regret when the Judge could not see his way to make the paper pay its own costs, purely on account of its conduct subsequent to the trial. We quote a few examples from the Telegram as follows:

"To say that that august body, the Court House Committee of the City Council, hadn't as much brains as a hen, is to throw a most undeserved slur upon the intelligence of that most useful biped."

"He has more clothes than he has intellect, perhaps, but the truth is that Ald. W. J. Hill can change his mind quicker than he can his raiment."

Such writing as this we know every respectable citizen thoroughly condemns with a most profound contempt for the paper that writes it, and yet such things are of daily occurrence among us. Is there no remedy for such outrages on our people? Must our aldermen give their time to the public free and also freedom to the papers to slander them at will.

CANCELLATION OF ORDERS.

If there is one thing more aggravating than another, to the ordinary wholesale merchant, it is to have an order for goods, which have been booked, refused or cancelled by the customer, for no other reason, perhaps, than since the order had been given the market price of these particular goods had declined or that a rival traveller had offered him the goods at a lesser rate than he had given his order for. It is annoying to the wholesale merchant, that, after an order has been booked for goods for import or forward delivery, if the market decline, a desire is expressed to have the order cancelled.

There are few, if any, wholesale houses in Canada, that will not deliver goods as promptly as possible, even though prices advance sharply after the order is booked. In fact, at the time the order is booked, all reliable firms, in turn, contract with the manufacturers or their agents on the basis of the sale, or else have previously covered their contracts by purchasing ahead, and, consequently, deliver at the same time profit in case of an advance, as they would had the market declined. But when in the event of a decline customers endeavour to cancel, or refuse to accept delivery, the wholesaler or importer is placed in an exceedingly awkward position. As for example: A, who is a consumer of galvanized iron in, say Woodstock, places an order with B & Co., a Tor-

onto wholesale firm, for two cases of galvanized iron at 5c. per lb., delivered at Woodstock. In order to deliver at this place it is necessary for B & Co. to have this iron shipped on a through bill of lading from London or Liverpool, as the case may be, and this is done. But before arrival of the iron A writes that he has been offered same quality at a lower price, and unless B & Co. will meet this figure he wants the order cancelled. For B & Co. there is but one thing to be done in order to protect themselves, and that is to insist upon the terms of the contract being carried out, but in most instances the buyer is a customer whose trade is, perhaps, valued highly by the wholesale house, and for this reason the latter does not care to insist on the purchaser taking the goods, and must, if he cannot otherwise arrange and does not see his way clear to lose money in accepting the price offered, have the iron held to order at Woodstock, and sell it when opportunity offers at whatever he can get for it.

This is manifestly unfair. No wholesale house can afford to pay travellers expenses and salary for the purpose of booking orders, and then have these orders cancelled, nor can they afford in every instance to insist upon delivery being taken; the results are clear. The wholesaler loses confidence in the retailer and in the next transaction must take into account the manner in which the previous transaction was regarded by the customer and ask for his goods a proportionate increase in price by way of protection. The retailer on his part must feel that he cannot continue to do business on the same footing with the wholesale house, and distrust and dissatisfaction, besides oftentimes pecuniary loss result from what may at the moment seem to be but a minor matter in the cancellation of an order.

Let it be laid down as a standard principle to guide every transaction of every business man of integrity and honour that whatever goods he orders he shall be prepared to take, and that without grumbling, no matter what changes take place in the market; and also it is well for the retailer to bear in mind that the wholesaler has his business to carry on the same basis though on a somewhat larger scale, and the same rules which govern one in a transaction or in the carrying out of a contract—should also govern the other.

KEEP CLEAR OF THEM.

At an informal meeting of creditors held at this city last week, an evil from which the trade is suffering was very clearly demonstrated. The firm in question showed assets of about \$4,000 and liabilities of about \$6,000. The chief creditors were represented. They were made thoroughly conversant with the case and unanimously urged the firm to assign. On the advice of the solicitor who accompanied them to the meeting, they positively refused to do so, but tried to force a settlement at

on the dollar on the ground that the estate would not realize that sum. Although the meeting had been adjourned from the day before, it broke up in confusion. The insolvents showed a deficit of about \$2,000, and clearly had no interest in the estate beyond seeing that full value was realized for the assets. One creditor pointed out that the meeting could have no legal status without an assignment, that he wished to closely question one of the creditors who had only a few days previously grossly misrepresented his affairs, and he stated that in all his business experience he had never known such a villainous outrage to have been perpetrated on a meeting of creditors. The same gentleman said that these needy, second-rate, pettifogging lawyers in the country did more harm to business than all the bad law on the Statute Book.

We can readily see the great injury to business men, and especially to the retail merchant, by coming in contact with this class of lawyer. A retailer is probably threatened by some impatient wholesaler, and perhaps ashamed to go and consult a well-known barrister. He rushes to one of the class of lawyers referred to above. Immediately a scheme is devised by this rotten limb of the law to ask for a compromise, and the client that went into this plotter's office an honest man goes out with his head full of perplexities and the assurance that he will be pulled through his difficulties to his satisfaction. In order to do this a "statement" has to be "prepared," and of course this must appear as favourable as possible for the insolvent. The beginning is made with just a little misrepresentation, and when the end is reached the unfortunate merchant is as dishonest as his adviser. Stripped not only of his business chances but of his honor and integrity as well, he is turned out into the world an object of reproach by respectable people. The wholesale houses make a bad debt. The retail trade has to compete with bankrupt stock, and the consumer buys in quantities far beyond his actual wants. It seems to us that with the exception of the unfortunate insolvent the consumer is the greatest sufferer. Under the allurements of big bargains, he buys goods that he does not require and that he will never use and that must become an absolute waste. The next greatest sufferers are the remaining retail merchants, whose whole trade is demoralized until the market is relieved of these bankrupt goods.

All this is brought about by consulting a "sharp" lawyer, who has no interest (his client not being considered) except to make fees for himself out of the wreck. When a merchant finds himself in difficulties his manifest duty is to go straight to his largest creditors and consult them. They will advise him to do what is best in his own interest as well as in theirs. The record of the Toronto merchants warrants us in saying he will be dealt with generously. Besides, he will have

to come before his creditors some time, and he had much better do so before putting himself in a false position. Whatever he does, let him avoid consulting lawyers, and especially sharp ones, they are in bad odor with the wholesale merchants, and an insolvent attempting to be steered through his troubles in this unsavory way is sure to receive but little consideration from his creditors.

CHEAP BOOKS.

As noted last month, books will be very cheap during the coming season. The standard 12mos., poets, etc., will be sold at very low prices, owing to the great competition among the manufacturers in New York. One large house is offering the 12mos. as low as 16c. to 17c. Cheap novels are now sold in New York as low as 5c. apiece. From this it will be seen that the book market is "in the soup," so to speak.

DUTY ON PAPERS.

The question of duty on Christmas papers has not yet been finally settled. If it be imposed it will prove a very serious matter to the trade.

Toronto and Hamilton booksellers pay an import duty of 3½c. or 4c. per copy on Harper's Bazaar, while in other cities, such as Ottawa, this publication is admitted free. This is manifestly unfair. Toronto and Hamilton should be placed on a par with other places.

THE MERCHANTS' CONVENTION.

The following is the copy of a circular sent out by the Hamilton Board of Trade:

HAMILTON, Ont., May 29th, 1889.

DEAR SIR, At a meeting of the committee in charge of the Merchants' Convention, held at the Board of Trade Rooms on the 21st inst., a resolution was passed, "That the Secretary be instructed to write to all Boards of Trade, and to merchants in all towns in Ontario, explaining the object in view in holding the convention, and the reasons for fixing the dates during the carnival week in Hamilton on the 19th to 23rd August next."

In accordance with the above resolution I have the honor to inform you that for some time past there has been a desire on the part of merchants all over the Province to meet and discuss matters in connection with trade and commerce affecting their particular interests. Such a meeting must result in finding remedies for many irritating elements which at present are a serious evil to trade in general, and to the retail trade in particular.

The wholesale and retail merchants and manufacturers of Hamilton desire to bring together representative men of every branch of commerce, and have proposed a merchants' convention, to be held in this city during the carnival week, and have selected a committee

of the most prominent business men to carry out the proposed convention to a successful issue. These gentlemen are doing all in their power to arrange matters so that delegates from Boards of Trade and merchants from every place in Ontario who may take the opportunity afforded by the convention, shall be cordially welcomed. The carnival week has been selected, thus combining business with pleasure.

You are particularly invited to be present, and to forward at your earliest convenience any suggestions on any subject relating to trade and commerce which you may deem it advisable to be discussed. This will very materially aid the committee in arranging for the business programme of the convention.

I may mention that the committee have already decided upon three important subjects to be brought forward, viz: 1st In relation to bankrupt stocks the best means for their disposal so as to cause the least injury and annoyance to others in a similar branch of business in same locality. 2nd—Unjust compromises. 3rd—Insurance.

Special rates with railways and steamboats are being arranged for all those who may attend the meetings of the proposed Merchants' Convention. I have the honor to be, dear sir, your obedient servant,

C. R. SMITH, Secretary.

THE TRAVELLING MERCHANTS.

The old adage that "goods well bought are half sold" is a good one, and one that every merchant should keep constantly before him.

Years ago when a merchant had need to replenish his stock in trade he was compelled to leave his place and travel great distances to find the manufacturer of the class of goods he handled, and this entailed much expense and loss of time. But the times have changed. Now the manufacturer or importer finds it to his advantage to do the travelling, and so he gets together small samples of his goods and sends his drummer, or travelling salesman, out over the country to do for the retail merchant what he formerly had to do for himself. Like all new systems, however, this one met with obstacles and was not looked on favorably at the first. The mission of the drummer was not thoroughly understood, as his reception in too many cases demonstrated, but the system has grown, and now the travelling salesman is a fixture, and has come to be looked upon as a valuable adjunct to trade. The drummer may be regarded as a necessary evil, or a blessing, according to the man; but the merchant and the drummer are of mutual benefit to each other, and every travelling man should be entitled to a courteous reception and subsequent considerate treatment. For change in prices, new goods, and a hundred and one other points of information, we are dependent on him. So treat him nicely. A thorough perusal of prices current, advertising leaflets, and such matter as he may hand you, is well worth the time

spent. If nothing shows itself of immediate advantage to you, there are points to make memoranda of, and cuts you will need some time, that should be transferred to an indexed scrap-book. The next man who comes in may want just what you saw on a circular. A short time spent in conversation with each salesman will generally give you enough information regarding his line of goods to pay for the time spent. Let it be understood, when you say you do not want any goods this trip, you mean it. This knowing your wants will save you much annoyance by men hanging around the store, expecting to urge or worry you into buying a bill. [Storekeeper

VALUE OF COURTESY IN BUSINESS.

If it were possible to determine the money value of business courtesy, the majority of people would be wonderfully surprised to find at how high a figure it was rated; and stranger yet, if this same quality could be gathered up or manufactured into a marketable form, we believe that it would find very few purchasers. In other words, courtesy is a something the worth of which is little appreciated, and most people would not care to take it even as a gift. How important a factor it is in the general affairs of life is not a question to be discussed in a trade paper, but on the other hand it is eminently proper to point out the influence of this personal ingredient in the business world. Furthermore, the subject is especially pertinent just now, when the celebration of the centennial anniversary of General Washington's inauguration is turning men's thoughts back to the customs of the last century. To be sure, the chief attention is given to the military ways of our ancestors, but along with this there is a good deal of investigating into the every-day habits a hundred years, more or less, ago. Whoever looks up the history of business and reads old correspondence and papers relating to past methods of trading cannot but be struck by the more dignified and courteous tone that pervaded the dealings of the merchants then, and if the written records they have left are marked by an old-fashioned courtesy we can depend upon it that the manners of the day possessed the same charm. It is no excuse to say that business men of the present are subject to such fierce competition and are so driven in their work that they have no time to waste in being courteous, for a gentlemanly manner will facilitate rather than delay a trade, even if it is but swapping jack-knives. Furthermore, as there is little prospect of the hurry of business life abating yet a while, we should be all the more careful to guard against the consequences that come from fret and worry, lest our future behaviour become intolerably rough.

Looking at the matter simply from a mercenary standpoint, it will require but little reflection on the part of sensible people

to discover that courtesy in business brings an actual money reward. There is no one but can recall instances in his experience where the manner of a salesman had as much to do with a bargain as the quality of the goods. It would seem to be true, however, that this personal element enters with greater force in small transactions than in large ones, for where considerable money is involved we are less influenced by our feelings in the matter. A pleasant address will win a fortune for a book agent, while the president of a big corporation can be as crotchety as he pleases without coming to bankruptcy. Nevertheless, the amount of business lost through the offensive behaviour of a company's agents is an indeterminate factor, and very likely it is the difficulty of estimating the losses from this cause that makes us undervalue it. If, as not infrequently happens, we are kept from purchasing a lot of goods or from awarding a contract by a disagreeable manner, we are not apt to tell the person the reason why we do not trade with him, and such people are seldom modest enough to divine our motives. But if it is the price of the work or quality of the goods that deter us, we have no hesitation in letting our reasons be known. In the first instance, the man injures his interests without knowing how, and we will likely repeat the folly many times over, while in the second case we have cited the obstacle to the trade is understood and can readily be removed. As we intimated above, the influence of courtesy increases as we approach the last division in the distributing trade, and is greatest with the retail salesman, but in every department of business it is too important a factor to be ignored. It is extremely difficult to write about this subject in a general way, and it would require an infinite number of practical illustrations to cover the whole field. The best we can hope to do is to direct attention to it, and let each one reason out for himself the money value of business courtesy. After all, courtesy is much like advertising; we know that it is a good thing, but cannot tell exactly how many dollars it is worth to us. Metal Worker.

A QUEER SET OF BOOKS.

A correspondent of Stoves and Hardware, of St. Louis, who signed himself "Travelling Tinker," revamps a story current in many quarters and presents it with new features, which entitle it to consideration. The story is told as coming from some one sitting on a soap box or a nail keg in a store telling stories of a winter's evening.

"Talking about bookkeeping," said he, "the queerest set of books I ever saw was kept by a chap I used to know by the name of Ted Oliver. Ted was as smart as they make 'em, but couldn't read a word, although he knew all about figures, I guess. He was one of the best arithmetickers I ever saw, and could do any sum you gave him without

making a mark. Before the war he used to make his money trading round, and about twice a year he'd build a flatboat, load it up with truck, and steer it down the river to New Orleans, sell out the stuff and then sell the flatboat for firewood or lumber, whichever it was best for, and take a steamboat and go back home. Chickens was one of his best things, and he used to always have a lot of them on board, but good smoked side meat was about as good paying.

"When the war came on it stopped that business, and Ted started a store down to the river landing near where I used to live. He knew everybody round that whole country, and he used to trust nearly everybody for anything, and he kept most everything any fellow wanted, but how he kept track of things used to get the fellows that knew he couldn't read, and they tried to get the best of him sometimes, but they couldn't do it. Ted would open his books just like a city bank clerk, first look in front to see where a fellow's account was, and then turn over to it and tell him exactly what he owed every time. But Ted got more than he could do himself in the store, and got me to help him.

For a good while he wouldn't let me see his books, but everything he put down himself. One day a chap come in and bought a grindstone, and Ted put it down, but about three or four months after that when the same fellow wanted to know what he owed, and Ted told him, he reckoned the account wasn't right. Ted said he knew he was right, and the chap asked him what it was he got, and he read off to him a whole lot of things—an axe, a side of meat, a grubbing hoe, some nails, a cheese—and when he comes to the cheese the chap said he'd never bought a cheese from him. Well, after jawing awhile about it, Ted brings out his book and shows him just how he knowed what it was he bought, and there was a picture of everything, with a figure to it, which was the price, and that was the kind of books Ted kept. Well, the axe and the side of meat and the nails and other things the fellow said was all right, but he hadn't got no cheese and he wouldn't pay for it. Just as they was both getting hot over the business, I remembered about the grindstone, and tells them about it, and sure enough that's what the picture was for, but Ted says what fooled him was that he hadn't put a hole in the middle, and so thought it was a cheese. After that I got a good look at Ted's books, and before long I got so I could read them off pretty near as good as he could.

"But the cutest thing about it was what you fellows would call the index. You see, Ted knew all the fellows' names that bought of him, but he couldn't write them down, and he knew where they all lived, too, so what does he do but make a map on the first four pages of his book of the country round them parts, and it was just as snug as if it had been drawn out by a county surveyor. All the roads was down, and the river where it turned

ound the big head, and Catfish Slough, and the creek that ran up between the hills, and everything that a fellow could go by. He divided the country up into four parts, and had one page on each. So, as he knew where a fellow lived, he just put a number down on the map at that place, and that was the same as the number on the page where he kept the fellow's account, and that's how he could find it easy. There was lots of things, though, that Ted didn't know how to make a picture of, like calico, and molasses, and such like, so he had another book fixed up to show him what the signs for them was in his other book. He'd make a certain kind of mark for calico in this book, and a piece of calico pinned on by it; and for molasses he had a picture of a barrel with the bees flying around it. But one day he got a set-back when he found that the bees was about as bad round the cider and vinegar barrels as they was at the molasses, so when he fixed them he put an apple tree to one and the picture of a sour-looking old woman he'd cut out of the paper to the other, and then put a mark to each, which he used in his other book. Ted got along all right with them books, but I guess he'd be pretty well mixed up if he kept store now, there's so many things a fellow has to keep. I wonder what he'd a-done if he'd kept baseball masks and bustles. Them's pretty near alike you know. But I guess he'd got round it by making some kind of a mark to show where they wear 'em."

CITY vs. COUNTRY BOYS.

Have country boys, young business men I mean, a conception of the advantages they possess over their city cousins? I fear not. For the most part the idea seems to prevail that the city boy has all the opportunities, while the country boy has only privations and disappointments. And yet when we come to look the business of the city over,

we find that among the successful men, those of city birth and training are in the minority, while those who spent their boyhood in the country, and commenced the race apparently handicapped, are in the majority. New York City is a striking instance of this fact. The merchant princes, so called, and the railway magnates, as they are commonly termed, together with those bankers, brokers, lawyers, doctors, manufacturers, judges, editors, inventors and accountants, with hosts of others too numerous to name, who have achieved the most distinguished success in their special field of labor, are not, as a rule, New Yorkers by birth and education. The leading men, with very few exceptions, in all the walks of life in the metropolis were educated outside of the city, and not a small proportion of them were country boys a few years ago. The reasons for this are not very hard to discover. In the first place, the procession of events before the gaze of the city boy is so rapid that he has no time to seize upon any one thing for himself. If it be only a book or a paper that comes in his way it is not prized, because of necessity it must make way for its successor of the morrow. Again, business is conducted on so large a scale that as an observer or apprentice he can only become acquainted with a subordinate part. He seldom has the opportunity to study a given business in its entirety. Opportunities for amusement are so many and the habit of indulgence formed in childhood is so hard to break through that much valuable time is lost in that direction; and so we might go on enumerating many other things equally unfortunate for the training of the city boy for the active responsibilities of a successful business. Last, but not least, the average city boy has not the physical stamina that hard work, the only method of attaining success in the business world, so imperatively demands. On the other hand, the country boy has leisure. He has few amusements, and he prizes and therefore

BUSINESS CHANCES.

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

A GOOD CHANCE IS OFFERED IN LONDON, Ont., to commence business—large Church of England connection—stand, the most central; rent low, stock, say \$3,000; percolical list about \$3,000 per year. Address, B. A. Taylor, London, Ont.

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

BOOK, STATIONERY AND FANCY GOODS BUSINESS in a western city for sale.—Stock about \$6,000. Established 30 years; best stand, stock all good, leading business reason for selling, proprietor going into another business. This is undoubtedly the best book and Stationery business for sale in Canada.—For full particulars address Box 10, Books and Notions, Toronto.

TO BOOKSELLERS, STATIONERS AND FANCY GOODS DEALERS.—Young man of experience wants situation—First-class references.—Address A. H., Books and Notions, 5 Jordan Street, Toronto.

studies the books and papers that fall in his way. He finishes one thing before he takes up another. If he learns any business while in the country it is one so small in extent, and of so few details, that he comprehends every feature of it. If he has decided ability for management, it is not at all strange to find him in the direction of affairs long before his city cousin of the same age has left school. He early learns self reliance. As a rule he is of robust health, and having long been thrown upon his own resources, he is not abashed when some unexpected difficulty is encountered in his business career. But beyond all else he has been trained to work diligently and continuously the year through. He has fixed habits of industry. Accordingly, when he comes to the city to live, the odds are largely in his favor, although it is very possible that neither he nor his city cousin appreciates the fact. The very belief, however, that he is at a disadvantage in the race causes him to make greater effort, and ere long he finds himself away ahead of all competitors. Country boys should take heart and

J. Q. PREBLE & CO.,

MANUFACTURERS OF

Blank Books, Envelopes, Writing Papers

Tablets, Pads and Papeteries.

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

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

Nos. 10 & 12 THOMAS STREET, NEW YORK.

be encouraged, while on the other hand, the city boys, in view of the almost uniform success which their country cousins achieve, should emulate their methods, their industry, their persistence and self reliance, and putting aside the pleasures and frivolities of every-day city life, train themselves in a way to insure to their benefit the great natural advantages by which they are surrounded. {The Office.

STARTLING, BUT TRUE.

The first time a man looks at an advertisement he does not see it.

The second time he does not notice it.

The third time he is conscious of its existence.

The fourth time he faintly remembers having seen it before.

The fifth time he reads it.

The sixth time he turns up his nose at it.

The seventh time he reads it through, and says, "Oh, bother!"

The eighth time he says, "Here's that confounded thing again!"

The ninth time he wonders if it amounts to anything.

The tenth time he thinks he will ask his neighbour if he has tried it.

The eleventh time he wonders how the advertiser makes it pay.

The twelfth time he thinks perhaps it may be worth something.

The thirteenth time he thinks it must be a good thing.

The fourteenth time he remembers that he has wanted such a thing for a long time.

The fifteenth time he thinks he will buy it some day.

The sixteenth time he makes a memorandum of it.

The seventeenth time he is tantalised because he cannot afford to buy it.

The eighteenth time he swears at his poverty.

The nineteenth time he counts his money carefully.

The twentieth time he sees it, he buys the article, or instructs his wife to do so.



We have to congratulate R. Hicks, the Kincardine stationer, who was burnt out in the beginning of May, on having his stock covered by insurance. Insurance these days costs so little that if only for peace of mind one would think everyone would avail himself of its advantages. To a man who buys for cash no one has a right to dictate, for his goods are his own to run risks with, but for those who owe large sums to the wholesale

houses to neglect to insure their stock, which in reality is not their own, is, in our belief, nothing short of criminal neglect.

Mrs. Parmenter, the Winnipeg stationer, was also burnt out the first week in May, but we have not heard about her insurance. We only know that the total loss by fire of the burnt stock was \$50,000, while the insurance only aggregated \$18,000.

Trade is very good for the season of the year.

Mr. J. M. Young, of C. M. Taylor & Co., has returned from a very successful business trip to the Pacific Coast. Mr. Bell, of the same firm, is in St. John, N. B.

The Toronto News Company has arranged to send out early in July sample lots at \$10, \$15 and \$20 each, representing the entire line of Hildesheimer & Faulkner's Christmas cards.

The removal of the Clifton branch of the Toronto News Company to Toronto has given great satisfaction to the trade. It has effected a saving in express charges and is much more convenient in every way.

Samples of Hageberg's booklets have been received by C. M. Taylor & Co. They maintain the high reputation that has already been won by this firm, and promise to sell as well as their Christmas cards.

Mr. Vizetelly, the well known bookseller of London, has been sentenced to three months' imprisonment for publishing Zola's novels.

"The Sliding Scale from Scriptural Truth and Primitive Rites to Union with Rome" by a Septuagenarian, is the title of a little book offered to the trade by the Willard Tract Depository.

The Toronto Mail is offering two prizes for the best designs for an advertisement of their "Birth, Marriage and Death Announcements" column. The first prize will be \$25.00, the second prize \$5.00. The designs are to be in the first of July.

Anyone who has got it into their heads that the good old custom of sending friends and loved ones Xmas cards at the holiday season is dying out has only to look over the order books and samples of the publishers to have that idea quickly exterminated from their minds. The display of cards, booklets and novelties for this season far exceeds that of previous ones, while the prices are considerably lower, and one would wonder how they could be put on the market at so low a price. In looking over the work of the well-known house of Raphael, Tuck & Son, we were shown a reproduction of the great Raphael masterpiece, the "Madonna Sixtina," the most famous picture in the world. This is the finest piece of chromo-printing yet shown and reflects great credit on the publishers. Their art booklets in number and workmanship will be far ahead of previous years.

Mr. J. D. Sherlock, music dealer, of Kingston, would not be without BOOKS & NOTIONS. He says he watches the advertisements closely.



It is reported that the Toronto newspaper compositors are considering the propriety of charging 33 1/3 c. per thousand for composition and allow the "ads" to be set up by the office. The present rate is 30c. and all advertisements are put on the hook.

Brough & Caswell, of Toronto, have moved into new and commodious premises at 10 Bay Street and have made large additions to their plant. They have put in a Campbell, four roller, two revolution, supplied by the Toronto Type Foundry.

The first printing press set up in America was in the autumn of 1638, at Cambridge, Mass., by Stephen Daye. The earliest work issued from this press was styled "The Freeman's Oath."

The state of the printing business throughout Canada has been quite dull until recently. A decided improvement is reported.

The newspaper men of Montreal have organized a Press Club, with Richard White, M.P., of the Gazette, as President.

A weekly paper is to be started in Carberry, Man., by Mr. R. E. Belfry. The plant has been purchased from the Toronto Type Foundry.

The thirty-seventh annual session of the International Typographical Union assembles at Denver, Col., on Monday, June 10.

The failure of Spalding & Hodge, paper manufacturers, in England, is the heaviest ever known in that line of business. The liabilities are reported to be \$2,500,000, and assets \$2,000,000. The firm had been established nearly one hundred years and commanded unbounded confidence.

THE HEALTH OF PRINTERS.

"I'm all broke up!" Such is and has been the exclamation of many a whole-souled, but "half-bodied" comp, as he has stripped himself for one more night's agony under the hot gaslight of the composing room of one of our great morning papers.

"And why are you 'broke up?' my friend. You don't know? Because you cannot feel good, anyway? Because you work nights? Not that? Well, allow me to tell you why you, and, unfortunately, the most of your fellow-workmen are forever feeling that indisposition. It is simply this: You do not take the proper amount of exercise. You have no regularity in your habits. You neglect your sleep; you eat whenever you feel so inclined, whether your food distresses you or not, and you put into your stomach at such times 'stuff' which is entirely unwholesome; and,

perhaps when you get your 'night off' you help to keep yourself in misery by drinking too much of that which was only intended to be drunk in moderation. Do you wonder that you feel bad? and can you be surprised when you look around and see hundreds, yes thousands, of your tradesmen suffering from dyspepsia, indigestion, loss of appetite and ambition, and others who are farther advanced toward the grave with consumption?"

But happily nature has bestowed on us a cure for all this, and this cure is simply the proper amount of muscular exercise, coupled with regularity and a reasonable quota of fresh air.

But when are we to find time to exercise and obtain this fresh air which is so essential to good health? Surely we cannot find time when we work, and when we are not working we feel like doing little else than going to some place of amusement, perhaps to a theatre packed full of people and foul air. We must take time. It is just as necessary that we should exercise as it is that we should eat and sleep. Let us walk a few blocks in the fresh air now and then after our work is over. It will give our limbs a rest from the cramped positions which they have assumed for seven long hours and our lungs a chance to expand, whereas they have suffered all night from the fumes of a red-hot composing room. Let us be regular in our hours for sleeping, going to bed and arising

at as near a given time as possible. We cannot be too careful of what we eat, and the same regularity in regard to our sleeping should be always observed in eating. What ever you may eat, take your time, and do not bolt your food. A day in the country now and then will be found very beneficial.

If printers would conform to a few of the foregoing suggestions we would not see the hollow-chested, dyspeptic, consumptive looking men that one so often finds in the newspaper offices of our large cities.—The Union Printer.

News agents have the control of a great deal of advertising such as Wants, Business Chances, Insolvent Notices, etc. Might we suggest to them the advisability of giving trade papers a share of this business. For instance, suppose a grocery stock is to be sold out, or a grocer's clerk wants a situation, or somebody wants to buy out a grocery or general storekeeper. What better medium could he use than the Canadian Grocer, which is published weekly at Toronto? Or if it is anything about the metal business, why not use Hardware, also published weekly? and if it is books or stationery, surely BOOKS AND NOTIONS is the best place to advertise.

Elizabeth McCrane has succeeded to the stationery business of M. McGavin & Co. of Montreal.

J. THEO. ROBINSON'S
REVISED :: LIST.
OF
FĀST SELLING BOOKS.

- A BROTHER TO DRAGONS . . . 25c.
By Amelie Rives.
 - MR. NAYDIAN'S FAMILY PARTY 25c.
By the author of "Lusor Lustratus."
 - VIRGINIA OF VIRGINIA..... 25c.
By Amelie Rives, author of The Quick or the Dead.
 - MR. AND MRS. MORTON 30c.
By the author of Silken Threads.
 - SILKEN THREADS 30c.
By the Author of Mr. and Mrs. Morton.
 - HOW I ESCAPED 30c.
Edited by Archibald Clavering Gunter.
 - JOHN BODEWIN'S TESTIMONY. 30c.
By Mary Hallock Foote.
 - THE BATTLE OF THE SWASH
AND CAPTURE OF CANADA .. 25c.
By Sam'l Barton.
 - A STRANGE MANUSCRIPT
FOUND IN A COPPER CYLINDER .. 30c.
 - JOHN WARD, PREACHER 25c.
By Margaret Deland.
2nd Edition.
 - THE MYSTERY OF MARTHA
WARNE 25c.
By Arthur Campbell.
 - LETTERS FROM HELL..... 30c.
Translated from the Danish.
 - LETTERS FROM HEAVEN 30c.
Translated from the German.
 - THE QUICK OR THE DEAD 25c.
By Amelie Rives.
 - IN THE MARKET, or FROM 18
TO 20 25c.
By Elizabeth Jaudon Sellers.
 - THE ROSE OF PARADISE 30c.
By Howard Pyle.
 - THE ADVENTURES OF JIMMY
BROWN 25c.
By W. L. Alden.
 - PIKE COUNTY BALLADS..... 10c.
By, Col. John Hay.
 - FRENCH AT A GLANCE 25c.
By Thiimm.
- These books are well printed, with attractive covers. Posters, etc., are supplied liberally.
- SPECIAL TERMS ON LARGE ORDERS.
- J. THEO. ROBINSON, - Publisher,
MONTREAL, P.Q.
- The Montreal News Company, Montreal.
The Toronto News Company, Toronto,
WHOLESALE AGENTS.

RAPHAEL TUCK & SONS,



**Christmas and
New Year Cards.**

The Collection now completed, and with the stamp of our three resolutions, namely :

- "NOVELTY!"
- "NOVELTY!!"
- "NOVELTY!!!"

visible on every page, is cosmopolitan, and, we believe, unapproachable.

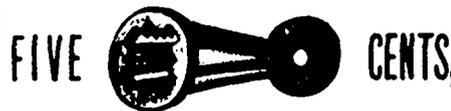
RAPHAEL TUCK & SONS,
298 Broadway, - NEW YORK.

"This Will Help the Sale of Slates."

THE NEW S. S. S. SHARPENER.

PATENTED IN

Germany, France, Great Britain, United States and Canada.



FIVE CENTS,

For Sale by all Jobbers.

**Self-Sharpening SLATE PENCIL
Saw-Blade :: SHARPENER !**

**WORKS PERFECTLY,
AND
CANNOT WEAR OUT.**

JUST PUBLISHED!

**HIGH SCHOOL
ALGEBRA,
PART II.**

BY BIRCHARD & ROBERTSON,

PRICE - - - 25 Cents.

NOTE.—BOOKSELLERS WHO HAVE BEEN SELLING
THE HIGH SCHOOL ALGEBRA WILL FIND
A READY SALE FOR PART II.

WILLIAM BRIGGS
PUBLISHER,
TORONTO, - - ONT.

The Religious Tract Society

55 PATERNOSTER ROW

LONDON, - - - ENGLAND

ARE THE PUBLISHERS OF

THE LEISURE HOUR
THE SUNDAY AT HOME
THE GIRL'S OWN PAPER
THE BOY'S OWN PAPER

Each Sixpence Monthly

AND OF SEVERAL THOUSANDS OF

Books - for - All - Readers

AT ALL PRICES, FROM ONE PENNY TO ONE POUND.

EXPORT TERMS ON APPLICATION TO TRADE MANAGER

BUNTIN, GILLIES & CO.,

WHOLESALE STATIONERS
—AND—
:: PAPER DEALERS ::

HAMILTON, - - - ONTARIO.

NOTE PAPERS—Clyde, Windsor, Queen Anne and French Linen. Envelopes to match.

DRAWING PAPERS. TRACING CLOTH. ROLL MANILLA.

New lines Leather Goods, Purses, Wallets and Memo. Books.

WEDDING STATIONERY—Best goods in the market.

STAFFORD'S, STEPHENS' and UNDERWOOD'S INKS.

TOOTH PICKS Hard and Soft.

TOILET PAPERS Full line, Roll and Package.

WRAPPING PAPERS of all grades kept in stock, in regular sizes and weights.

Special sizes made to order.

STEEL PENS GILLOTT'S, MITCHELL'S and the celebrated GILLIES series.

LEAD PENCILS—Leading lines of best manufactures of both German and American.

philosophical, economic, or political studies a very large latitude may be given, as the purchaser is likely to be sure, and to a certain extent, prepared for what he is to read, but with the novel, read by the young, the easily influenced, it is quite another matter.

Yours,

NOT ENOUGH.

COPYRIGHTS.

BOOKS.

4826. "The Solution of the Great Mystery," or "An Explanation of the Cause which brought a Flood over the whole face of the Terrestrial Globe in one Year," etc. By Prof. J. W. Crouter. John Wesley Crouter, Winnipeg, Man.

4827. "Mr. Naydian's Family Circle." J. Theo. Robinson, Montreal, Que.

4828. "The Patent Gravity Fire Escape." Chas. W. Allen, Deer Park, Co. of York, Ont.

4830. "The Witness of the Sun." By Amele Rives. The National Publishing Co., Toronto, Ont.

4831. "A False Scent." By Mrs. Alexander. The National Publishing Co., Toronto, Ont.

4836 to 4838. Dillon's "Cheese Factory Ledger," "Improved Milk Book," "Milk Sheet." Thos. J. Dillon, Bluevale, Co. of Huron, Ont.

4839. "John Herring." By S. Baring Gould. The National Publishing Co., Toronto, Ont.

4841. "Some Musical Don'ts." I. Suckling & Sons, Toronto, Ont.

4845. "The Destruction of Sin." By the Rev. T. S. Linscott pamphlet. Rev. Thos. Samuel Linscott, Brantford, Ont.

4854. "Ontario Practice Reports." Vol. XI. By E. T. Rolph, Barrister-at-law and Reporter to the Court. J. F. Smith, Q.C., Editor. The Law Society of Upper Canada, Toronto, Ont.

4856. "The Scragville Bandits," or "The White Caps of Pepper Island," and other Stories. Charles Gordon Rogers, Ottawa.

4857. "The Mystery Unveiled" pamphlet. J. Thomson Peterson, Montreal, Que.

4863. "Young Lion of the Woods." Thos. B. Smith, Windsor, Co. of Hants, N.S.

4864. "History of Professor Paul," which is now being preliminarily published in separate articles in The Week, of Toronto, Ont. Temporary Copyright. Stuart Livingston, Hamilton, Ont.

4866. "The Art of Cooking Made Easy." Wm. I. Strong, London, Ont.

4871. "The Canadian Parliamentary Companion, 1884." Edited by J. A. Gemmill, Ottawa, Ont.

4872. "Commercial Dawn, or Financial Security in Business." Henry Schulz, Hamilton, Ont.

4874. "Modern Garment Cutting," by Mulcair Bros. Mulcair Bros., Montreal.

4875. "The Reproach of Annesley." By Maxwell Gray. Wm. Bryce, Toronto.

MUSIC.

4816 to 4825. "Heart and Hand." No. 4, Rondo. By John Post. "The Varsity Valses." By Schultz Fairelough. "Philopoena Polka." By J. N. Kitchen. "The Uhlans Call." By Richard Ellenburg. Arranged for four hands by Theo. Martens. "Old Voices." Song. Words by W. W. Campbell. Music by A. E. Fisher. "Tarpaulin Jacket." Song. Music by Ernest J. Symons. "Juanita." Piano solo. Arranged by Brinley Richards. "Thy Captive." Song. Words by Wm. Boosey. Music by F. L. Moir. "Creep Into Bed My Baby." Song. By F. Belasco. "Juanita." A Song of Spain. Written and adapted by the Hon. Mrs. Norton. I. Suckling & Sons, Toronto, Ont.

4832. "Love's Golden Dream." Song. Written and Composed by Lindsay Lennox. The Anglo-Canadian Music Publishers' Association.

4833. "Venetian Song." Words by B. C. Stephenson. Music by F. Paolo Tosti. The Anglo-Canadian Music Publishers' Association.

4840. "Nearer My God to Thee." Harmonized and Arranged by Sutherland Macklem. I. Suckling & Sons, Toronto.

4842. "Just a Little Sunshine." Song. Words by Smedley Norton. Music by F. Solomon. The Anglo-Canadian Music Publishers' Association.

4843. "Forget Me Not." Valse by Florence Fare. I. Suckling & Sons, Toronto.

4846. "Last Night." Song. English words translated from the German by Theo. Marzials. Music by Halfdan Kjeruff. I. Suckling & Sons, Toronto.

4847 to 4852. "The Angelus of Old." Song. Words by Frederic E. Weatherly. Music by Paul Rodney. "The Angel Came." Song. Words by G. Clifton Bingham. Music by Frederic H. Cowen. "Captain Dando." A Sea Song. Words by Frederic E. Weatherly. Music by Joseph L. Roekkel. "The Promise of Years." Song. Words by Clifton Bingham. Music by Paul Rodney. "Tears." Song. Words by G. Clifton Bingham. Music by Frederic H. Cowen. "You Sang to Me." Song. Words by Frederic E. Weatherly. Music by Milton Wellings. The Anglo-Canadian Music Publishers' Association.

4855. "The Spring Legend." Ballad from the Comic Opera "Dr. D." Written and Composed by Cotford Dick. Sydney Ashdown, Toronto.

4858, 4859. "The Longshoreman." Song. Words by Philip Dayson. Music by Edward M. Chesham. "In Old Madrid." Song. Words by Clifton Bingham. Music

Special Notice to the Trade

We beg to announce that we will shortly commence the Publication of

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EVERY book issued in the Series will be by arrangement with the author, to whom a royalty will be paid, and only such books will be issued as WILL BE CERTAIN OF A READY SALE. The books will be exchangeable at any time, so that the trade run no risk in ordering them. The first book in the Series, "THE WING OF AZRAEL," by Mona Caird, is now ready. Mrs. Caird is best known as the author of a series of letters in the London Daily Telegraph on the subject of "Is Marriage a Failure?" and this novel, dealing with the same question, has caused quite a sensation in England. Other books will follow at dates given below.

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4870. "Orpheus Waltzes." Composed by Ivan C. Durkee. Mrs. C. Edward Durkee, Yarmouth, N.B.

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W. L. Carrie, of London, was in Toronto during the month. He was on his way to Montreal.

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sentences. By simply winding up the cylinder the doll is made to speak in an almost perfect human voice any words that the purchaser may think specially desirable. Extra diaphragms are sold, so that those who wish to inculcate new lessons into their children's minds can have the words changed to suit themselves. Canada has not yet seen this novelty and it remains to be seen which of the wholesalers will display the most enterprise in securing the patent. The cost will no doubt be greater than the ordinary doll, but its value, both as an educative and a pleasure giving toy, will be more than proportionately enhanced.

Rococo is the name of the latest style of toilet case material. It is a composition similar to that used for picture frames, made up in most beautiful patterns, and colored with very delicate shades of bronze, such as rose pink, pale green, light blue, old ivory, etc. The cases are lined with satin, as in plush boxes, and fitted with all kinds of brushes, combs, mirrors, manicure fittings, etc. When the satins blend nicely with the color of the outside these cases present a very rich appearance. The only objection we can see to the cases is that they are too high priced.

Oxydized silver cases are all the rage this year, and even at prices considerably higher than plush are selling well. They are certainly very sensible goods and should stand much more wear than plush.

Fans have had a larger sale this Spring than generally; travellers reporting sales of some very fine goods as high even as \$15 per piece. It is a curious fact that the Lower Provinces buy but very few fans, even of the cheaper grades.

Travelling cases of all kinds are selling readily; one of the latest additions to the line being a receptacle for pens, paper and ink bottle. Anyone who has travelled, especially visited amongst private houses will appreciate the value of this new idea.

Manufacturers of baby carriages report large sales so far this season. The Canadian makers claim that they are giving far better value than the American factories can lay down in Canada, and so it should be by this time.

Bisque figures are becoming very popular, and no wonder when they are being sold so cheaply as they now are.

Vases are very novel in styles this year, both as to shape and coloring. The old Peachblow has disappeared entirely, and after its great popularity is not wanted now at any price. Such is the power of fashion, for there never was a vase that made such a handsome show for the money as the Peachblow in its different shades.

Smokers' sets are being made up in plush and present a very tasty appearance. They certainly make a nice lady's present to a gentleman friend.

E. A. Taylor, of London, and J. Mills, of Norwich, were both in Toronto.

H. F. Sharp, of St. Mary's, keeps a large assortment in all his lines—silver-plated goods, Bohemian ware, plush goods, notions, books, stationery, etc.

Everybody calls on M. J. Beamis when in St. Mary's.

T. B. H. Taylor, of Watford, has, in connection with his drug business, a stock of jewelry, plush goods and fancy goods, and has a photograph gallery up stairs.

W. P. McLaren, of Watford, sells plated goods, plush goods, notions, baby carriages, etc. He is agent for the G. N. W. Tel. Co. He believes in standing up for prices.

It was decided on the 15th May by the inspectors of the McGolpin Mfg. Co. to wind the concern up. It will be remembered that this company manufactured tin household goods and failed with a very poor showing some weeks ago.

Giguere & Larne, the Quebec druggists, have dissolved.

W. H. May, the Queen St. West, Toronto, druggist, died on the 20th May.

Mrs. D. H. Harris, who keeps a fancy goods store in Oakville, was burned out on the 22nd May, having but small amount of insurance on her stock.

IMMEDIATELY. (TEXT IN GERMAN).

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SECOND EDITION, VOL. I., PART I, 38.

The abundant material has chiefly been taken from old monastic libraries and the Royal Court and State Library in Munchen. The treasures of the Biblioteca Nacional and the Biblioteca de la Universidad Central of Madrid have also been utilized by the editor.

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2. If you have never been called upon write us a Post Card and we will give your name to our representative.
3. Our samples are new and different from last year, almost to a piece.
4. The designs are the subject of universal admiration.
5. We are using a better grade of plush and satin than any other Canadian house, and would invite inspection.
6. The prices are a surprise to every one, including ourselves. In our most sanguine moments we had not hoped to be able to reduce them so tremendously.

7. We have the sole control for Canada of the Florence Company's fittings, which are far superior to any competing lines, both in composition and design.

8. In addition to our Black and White Fittings we are showing clavelo, imitation rosewood, silver, oxydized silver, brushes, mirrors, combs, manicure sets, etc.

9. We have several pieces in chamois, hand painted, and the greatest hit of the season—a line of rich, oxydized silver cases at prices that will surprise our customers.

10. We have nearly doubled our line of solid leather travelling cases, and have reduced the prices into the bargain. They are all of the best finish, as we employ only good workmen.

11. Our imported Fancy Goods, including glass and chinaware, are most varied and better selected than ever, and are certainly better value.

12. 11 Jewellers', Druggists' and Stationers' Sundries we have hundreds of lines.

We KNOW it will pay you not to place your Orders until you have seen our Samples.

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Alexis Ed. Levesque and Victorine Bonneville have formed a partnership under the style of Levesque & Co., and intend to sell fancy goods and toys in Montreal.

Miss Pugh, who has had a Berlin wool store in Orangeville, has sold out to Mrs. McGuire.

Herbert Capewell, whom we mentioned in our last as having a wholesale establishment and two retail places, and as having failed within six months after starting, has compromised at 40 cents on the dollar, a much higher figure than was at first expected to be realized for the creditors.

While there have been failures among the fancy goods dealers and stationers this month, they have not equalled either in number or importance the suspensions reported in the jewelry trade. Were it not for their sales of watches and silverware, and the repairs consequent upon their use, jewelers would find it hard to make a living just now. Jewelry which used to be worn so profusely a few years ago is at present decidedly unpopular and seems to be reduced to small tasty articles. There can be no doubt but that this reverse in feeling is due principally to the cheap showy imitations that have been brought out during the last decade, and so long as the sterling patterns continue to be imitated in base metals it can scarcely be expected that genuine jewelry will be worn by those who really set the fashions. But it is an ill-wind that blows no one good, and while jewelry is not regarded as desirable, fancy goodsmen must, to a great extent, be benefited more especially by the sale of expensive gifts for birthdays, weddings, etc. A chat with some of the wholesale houses has convinced us of this truth, for they tell us that expensive goods are selling this year better than ever before.

Mr. Sam Wilson, the genial traveller for the Zylonite Co., paid our sanctum a visit last week. As usual, he was in the best of spirits, and reports larger sales than ever in the Western States.

Mr. H. H. Fudger has returned from his European trip looking as well as ever. The announcement of the firm will let the trade know the result of his purchases.

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