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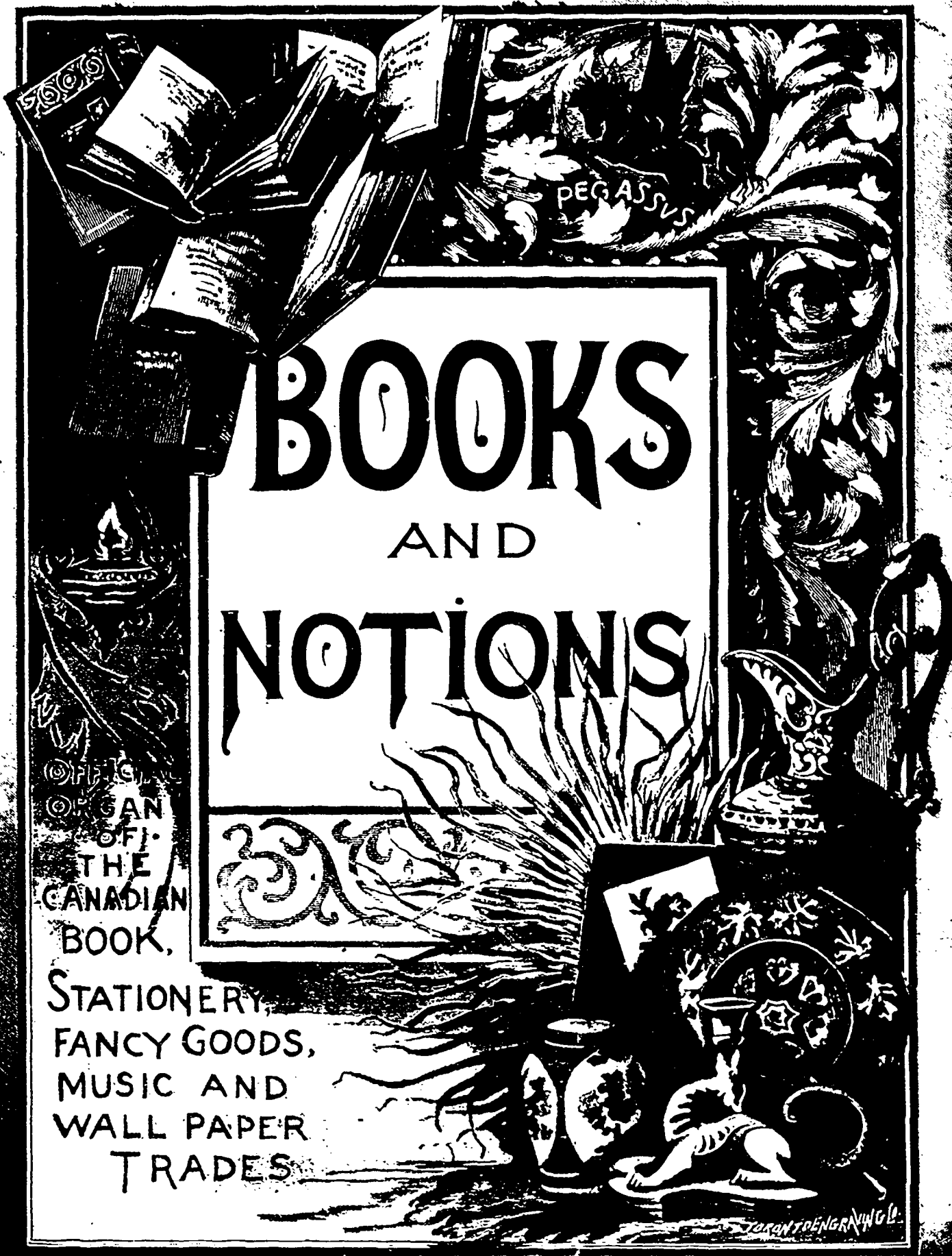
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BOOKS

AND

NOTIONS

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Vol. VIII

TORONTO, AUGUST, 1892.

No. 8

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In our envelope factory we are making a finer line than ever and in spite of the unfair and unprincipled tactics of a would be competitor we never have been so busy.

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Letter Orders will receive special attention.

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

ADDRESS

BOOKS AND NOTIONS, TORONTO.

Vol. VIII. Toronto, Aug., 1892. No 7.

THE PRICE OF COPY-BOOKS.

WHEN we announced last issue that the price of the authorized copy-books were reduced from seven cents to six, we thought our information correct. But the price is still seven cents per copy, with the usual discount. The facts of the case are these.

Circular No. 14, issued by the Education Department about February of this year, announced that from July, 1892, to July, 1893, the price of the Public School Writing Course would be six cents per number, and after July, 1893, five cents. Other information led us to think this was to be carried out. But the course of events has not fulfilled our reasonable expectations. The Minister of Education maintains that the price will be reduced, but no information is given us to when this will be accomplished. On the other hand, the publishers maintain that no definite arrangement has yet been arrived at as to the future prices of these books. This is the position of affairs at present. The prices have not been reduced as the Minister said they would be, but this may be no fault of his. The whole affair is somewhat mysterious.

It would be a loss to the retail merchants if the price is reduced, as the margin of profits would be narrower, and it would, no doubt, mean a less net profit to the publisher. Hence both are interested in keeping up the price.

Even if the price is reduced the retailer may arrange bargains so that he may secure a rebate on unsold copies. The practice in the past has been to allow such rebate. Still on account of the unsettled state of the matter, dealers need not put too great confidence in the likelihood of a rebate. A small stock for a short time will prevent any great worry, and our readers may rest assured that if any change takes place they will be informed as soon as possible. At the same time it should be borne in mind that the Minister of Education has said that prices are to be lowered. The only uncertain element, then, is the time when this event is to take place.

THE MONTH'S TRADE.

Trade among the wholesale houses generally has been quite dull. The volume of goods turned over has been hardly up to previous Julys. Many of the travellers and members of the firms are away holidaying or have returned. The trade in summer novels has been very good. Orders for school books have been fairly strong, and also orders for blank books and exercise books and school supplies generally. Collections are somewhat slow, due no doubt to a quiet trade with retailers. Business will not be very brisk until the last week in August, when when the school book trade will pick up, and ladies will have more inclination to work up fancy materials. Large quantities of goods have been received at the houses, unpacked and prepared for shipping. Especially in goods for the holiday trade has the inward movement been strong. Toys of all descriptions are in stock. The varieties introduced in mechanical toys are numerous and in many cases show a great deal of ingenuity and invention.

MONTHLY COLLECTIONS.

The Canadian wholesale book trade send out their monthly statements of accounts, and the retailer should do the same. Of course the old fogey says "No! the people would never allow it; you would lose your trade." But the retailer who tries it will make money. You have to pay cash, why should you reustomers not do so? Listen to what the American Paper Trade says:—

"The practice is growing among retailers of sending out monthly statements of accounts due them, and the custom is one which should meet with all encouragement, for it greatly facilitates collections, and this in turn enables the retailer to pay his indebtedness to the jobber more promptly. It has been estimated that if the dealer would discount his bills the jobber could conduct his business on one-fourth less capital, and the retailer would increase his profits to an appreciable extent. Prompt collections should enable him to do this, and they will also save many a bad debt and largely reduce the amount that is charged up to profit and loss."

There you have the American idea in a nutshell. But there are other people in this country who have just as good business ideas as any American, and many of them are adopting this this plan of having their accounts settled monthly. It saves many a heart-ache and brain-worry, both to the debtor and the creditor. Many a good customer is lost on account of a dispute over a long-standing account. Mr. Cranston, a well-known bookseller of Galt, has tried the plan, and finds that it works well. He sends out his accounts monthly and pins to each a slip of paper on which is printed the following:—

IMPORTANT.

In submitting this statement of account to you, which we trust will be found correct, we desire to thank you for your kind patronage so far. In bespeaking a continuance of your valued purchases, we promise you and all our customers the best of attention and extra values. To facilitate business in these days of small profits, quick returns has become a necessity.

Our terms are that all out-standing

accounts should be settled by the 10th of each month, either by cash or note. Trusting this rule will meet with your approval and co-operation, which will always entitle you to our best prices. Again thanking you, I am, yours, etc. JAMES R. CRANSTON.

Wholesale and retail bookseller and stationer, and dealer in store and general supplies, etc., Galt, Ont.

PITHY POINTERS FOR AUGUST.

Take stock. Never neglect this part of your business. It brings forward the stock which should be sold, but which has slipped away from your gaze. Stock-taking gives encouragement or warning; whichever it is, you need it. Do not count that the goods you bought five years ago are worth invoice price. Do you turn over your stock once a year? It is a good thing to have a fresh stock; the business lives on it as a man does on fresh air.

You should be ready by August fifteenth, for the school book trade. Have you anything special to catch it? Have you issued a neat little catalogue of High School books to attract trade? Have you printed a neat card, to put in your window in order to draw the attention of buyers? Are you going to put something special in your window for the opening of this trade? Have you any bargains to offer in lead pencils, compasses, etc.? Or are you going to sleep through this season as you have been doing, and allow your more active competitor to beat you out? Hustle for trade, or die; this is the motto of the business world to-day.

A bookseller was in the city the other day, and remarked that the editor of BOOKS AND NOTIONS had some crazy ideas about canvassing for trade, and that booksellers were not going to disgrace themselves by canvassing. That is all right. If it disgraces you, do not do it. The wholesalers of this city send their best men out to canvass the trade, and these men do not consider themselves disgraced by their labors. Honest work never disgraced any man. The letters in this issue on this subject are worthy of perusal. They embody thought, feeling and experience. Mr. Ferguson shows that a man must canvass to hold the stationery trade, but he says that subscription books are unsatisfactory. Still hundreds of men are making money every day selling subscription books, and many booksellers are making money by means of paid canvassers. A great deal of canvassing can be done over the counter or on the street; pushing sales to every customer that comes in. Especially can this be done with regard to magazines. It has been mentioned before, and all live booksellers are extending their lists daily. Swallow your pride—it is false—and keep your eyes and ears open for business. If Canadian business men were not so proud, there would be less talk of Yankee smartness. Where is the Canadian business talent? In many cases it is clothed in pride, and finally it dons a garment of sackcloth. Many letters have been received from booksellers, saying that they appreciated our discussion of this subject. We have not said everything yet. But we invite discussion on a new subject: "Should the dealer collect his accounts monthly?" Read the article in this issue and send us your ideas and experience; by exchange of which truth will appear.

ANOTHER NEEDED REFORM.

A GREAT injustice is being done to the book trade of Canada by the duty on fashion magazines. The tariff places a duty of 6¢ per lb. and 20 per cent. ad valorem on all tailors' and mantle makers' fashion plates coming into this country. Did this duty fall on all the magazines which come in, it would not be so disastrous, but in the actual working this imposition discriminates against the newsdealer. Single copies are generally allowed to come in free, while the dealer who receives several copies has to pay this heavy duty. This enables the American or English dealer to sell direct to the Canadian consumer and cut off the trade of the Canadian dealer, the latter being handicapped by this fee which neither the American dealer nor the Canadian consumer is obliged to pay when copies come in singly. But it works destructively on the dealer, even when he gets his copies singly, because, while a person not in the trade may have his copy come in free of duty, when a copy comes to a newsdealer he is forced to pay the duty. This is due to the fact that the officer knows that the magazine is imported for sale, and also is accustomed to deal with the trader, and the trader must pay a tax while the ordinary reader goes free. If this principle were allowed to obtain, a man importing a gold watch may claim to have it allowed in free, because it is for his own consumption. Allow this to go on into other articles, and soon all the distributing trade of this country would be in the hands of foreign merchants, and we would have no stores of any consequence. But this principle is not recognised in other cases, and neither should it be in this. The consumer should pay as much as the book-eller or newsdealer, or the trade of the latter is at a severe disadvantage. The government claim that it is hard to collect this duty from the consumer, and are contemplating removing the duty altogether and placing these magazines on the free list.

The thanks of the trade are due Mr. A. S. Irving for his efforts to bring about this long needed reform, and he has obtained a promise from the government that the disadvantage under which the retailer has been laboring shall be removed.

When these magazines are placed on the free list, the retailer will be enabled to add many customers to his list who are now supplied from the publishing houses in the United States and England. And this is as it should be. Our own government should not exact any regulation which places us at a disadvantage compared with foreign merchants. So long as this duty is imposed on these magazines Canadian book-sellers and newsdealers are at a disadvantage, and justice is delayed until such time as the government see fit to remove the duty. It is to be hoped that the powers that be will see fit to place Canadian dealers on an equal footing with foreign competitors as soon as possible.

The New York Critic says Mr. J. H. Carman, the young Canadian poet, has resigned his editorial position on the New York Independent to accept a position with Current Literature, where he will assist Mr. Harold Godwin, who has lately taken charge of that magazine."

PROFITS ON BOOKS.

Not much profit can be made by the bookseller in selling twenty five cent books. The margin is seldom over five cents, and the trouble is considerable. To sell a book at fifty or seventy five cents requires no more time, and the profit will be about four times as great. That is, of two sales occupying the same time and requiring the same trouble, you make four times as much on the seventy five cent as you do on the fifty cent book. Hence dealers should discourage the sale of the cheaper paper books and encourage the sale of a good class of novels. A dealer often fails to find higher priced novels a paying venture, because he underestimates his own powers to sell, and the public's willingness to buy what they want, no matter what the price. Shakespeare gave good advice in a wise way when he said "Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt."

The public must be taught what it wants. It doesn't know what it desires till it sees the book reviews and the dealers' advertisements, and these educate the people to buying the class of novels there advertised. But the tendency is to publish fewer of the good novels in cheap form. Live dealers, who have learned the lesson long ago, prefer higher priced novels, as bringing in greater gross receipts for the same expense. Take the leading novels of the day David Greycy, The Three Fates, The Naulakha, Nada, the Lily, etc., all are editions at a higher price than fifty cents. To sell these novels it requires perhaps a little more care on the part of the dealer. He must know the history of the novel, the history of the author, and must have read a review of the work. An uneducated man cannot sell high priced books. Book buyers will not trust a man whom they consider an ignoramus to direct their tastes in reading. They will not trust to his abilities to tell them the latest and best novels. He must rather be an encyclopaedia of sympathetic knowledge concerning the volumes that are on his shelves, and if he has not this broad foundation he is handicapped in trying to increase his gains by selling higher priced works.

CANADA'S TRADE.

The trade returns for the twelve months, with the exception of the figures from British Columbia, are now complete. The exports for the year show the magnificent increase of \$15,228,868 over 1891, the figures being \$110,795,372, as against \$95,566,501. Of course when the returns for British Columbia are received the totals will be changed but it is more than likely that they will make the final result better even than it appears to-day, owing to the development in our trade with China and Japan. The imports totalled \$110,186,444 as against \$108,553,797, an increase of \$2,632,738. The duty collected shows a falling off to the amount of \$2,901,370, the figures being \$19,122,111, as against \$22,023,023. The returns for the month of June are of a most encouraging character, the imports showing an increase of \$2,600,000, while there is a slight increase in the duty collected. The exports for June were \$14,188,961, as against \$10,993,671.

IMPROVED BOOK-KEEPING.

Some improvements are always being made in book-keeping, but the old day book, journal and ledger still remain nearly the same old time-honored articles. But the Barber & Ellis Co. are now manufacturing a line of ledgers and a mercantile register which are well adapted to work a revolution in book-keeping. The mercantile register, invented by a gentleman named Hill, is a new thing and well worthy of attention. It is adapted to last for six years in any business. It shows in a very simple manner the amount of business done each day, the amount per week and the amount per year in all the various departments. It shows at a glance the actual worth of the firm at any time, the aggregate amount of the liabilities and the aggregate amount of book accounts and bills receivable. It shows the amount of cash received, how received, and how expended. It shows when an insurance policy expires. In fact, it tells a man everything he desires to know about his business at any time of the year. It is not complicated, but the necessity of having the various parts and departments correspond to each other prevents mistakes. This is especially useful in the cash department. No progressive book-keeper should fail to see this new expedient.

Hill's Wholesale Ledger, which can also be used by retailers, shows at a glance cash payments, discounts, goods returned, past due accounts; contains monthly statements of all invoices, notes and drafts maturing, and shows when and how each are paid. This ledger is specially adapted to the needs of retailers by a man who knows exactly what they need, and has spent years of work in attaining perfection in these books. Anything which shows a business man what he is actually doing and where he is standing is greatly beneficial to him, as business men very seldom know this, and when a man does not know he is sick, how is he going to apply a remedy. If men knew exactly, twelve times a year, what their financial position is, there would be fewer failures and a more tranquil business world.

GOSPEL OF "GETTING THERE."

"I've come to the conclusion that 'getting there' is the one business of the modern man." It doesn't matter what he is or how much he knows, but only what he can do; indeed, it doesn't matter what he can do unless he does it; if you've got anything in you, show it; if you can do anything, do it; that is the gospel of the day. What are we here for? To make some sort of a mark; to be at the head; to benefit ourselves and, incidentally, our neighbors; to arrive, as the French say. The measures of a man is in the end he reaches, rather than the roads by which he reaches them. He has to be his own committee on ways and means, and to determine not only what he can accomplish, but how he had best set about it. Nobody cares for the process, but result speaks for itself. Money talks; position and power and popularity need no apologist. Attain these in any notable degree, and you are a benefactor of the species, a model for youth. —Lippincott's Magazine.

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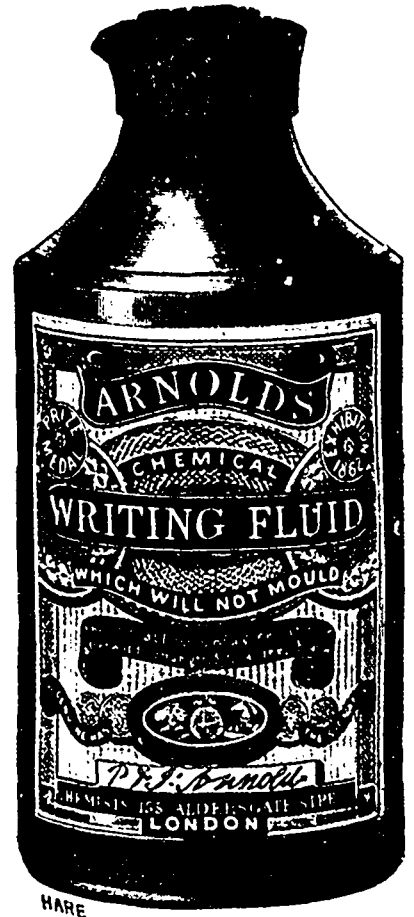
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BOOK AND LITERARY NOTES.

Marion Crawford's new novel is to bear the title of "Laura Arden."

Harper & Brothers have at last decided to place their periodicals in limited numbers "on sale," with the privilege to the dealers of returning unsold copies.

D. Van Nostrand & Co., publishers and importers of scientific, military and naval books, New York, are issuing a new edition of their complete catalogue of scientific books. They have also nearly ready "The Standard Electrical Dictionary," by T. O'Connor Sloane.

A few of our contemporaries seem to be misinformed as to the plans of the D. Lothrop Company, when they report some contemplated changes, owing to the death of Mr. D. Lothrop, in its management desire to say that all such reports are entirely without foundation. There are no important changes and everything is to go on as usual, carrying out the future plans for the house as laid down by Mr. D. Lothrop.

Hart & Biddell have in press a work entitled *The Paradise of the Pacific or Tales of Travel*, by H. Spencer Howell, of Galt. This gentleman has travelled a great deal, and the descriptions are chiefly the Hawaiian Islands. The work will be demioctavo, of about 300 pages, and will contain twenty half-tone illustrations. It will no doubt be one of the finest book productions ever issued in Canada, and the edition is to be limited.

An interesting volume by Julian Ralph, *On Canada's Frontier*, will soon be issued from the press of Harper & Brothers. The recent rapid development of the vast western portion of the Dominion, and the increased attention which is being directed to that region will give to this work a special value and timeliness. Mr. Ralph's information regarding the present condition and remarkable resources of the great Northwest is derived at first hand and from personal observation, while his narrative of experiences with the Indian tribes and his sketches of hunting adventures in the Canadian forests have all the interest of romance.

The Intercolonial Railway has issued an exceedingly well printed and superbly illustrated brochure, entitled "An Intercolonial Outing." It contains many half-tone photo engravings of scenes along the lower St. Lawrence, and the pen description of these charming views are in keeping. The extensive salmon fishing grounds along the line of the railway are all fully described, as is the quaint and curious country. The lover of the quiet in nature can always find a peaceful haven, and yet have the privilege of the daily mail and telegraph. To the world-weary tourist, who has been used to the crush and confusion of the conventional summer resort, the country reached by the Intercolonial is a paradise. And the fishing is famous the world over. By all means send for "An Intercolonial Outing," and learn of a land where civilization has not marred the beauty of nature.

The Petersons of Philadelphia are issuing a series of exceedingly good stories in cheap but attractive form,

printed on good paper, from large, clear type. For 25 cents the reader can get the best works of Mrs. Emma D. E. N. Southworth, Emilie Zola, Caroline Lee Hentz, Mrs. Frances Hodgson Burnett, Lady Gladys Hamilton, Captain Hawley Smart, Mrs. Ann S. Stephens, Henry Greville, John Habberton, George Sand, Lady Maude Rutledge, and many others occupying an equally exalted high rank in literature, hitherto issued at one dollar and fifty cents each. They now number one hundred volumes and a complete list of them will be sent to any address, and when not to be had of your bookseller, copies will be sent by mail, on receipt of retail price by the publishers, T. B. Peterson & Bros., Philadelphia, Pa.

Macmillan & Co. will speedily issue a new and carefully revised edition of Bryce's "American Commonwealth," which will include the many important changes which have occurred in matters affecting American politics since the first issue of the work, which, it scarcely need be said, is one of the greatest books of its kind ever published. The new edition will be copyrighted in America under the International Copyright law. "Calmire," recently issued by this firm, is a novel which has attracted a good deal of attention. Like "Robert Elsmere," it discusses great problems of life and religion with great earnestness and acumen. The authorship is anonymous, but the book has made enough reputation to warrant the writer in making his name known to the public. In actual length the book is considerably less than "Robert Elsmere," though the wide margins and large type make it quite bulky and deceive people as to its length. This, then, should not deter intending purchasers.

WALL PAPER.

Pressed papers have found favor during the past season. These papers are all hand made and range in prices from one dollar a roll upwards. The patterns are decorated with plain and embossed gilt, and present a handsome appearance with an effect which no flat pattern, however beautiful, can produce. As soon as these decrease in price there will be undoubtedly an increased demand for such high class papers. In one of the best retail stores in Toronto are seen some beautiful papers of this description. The English embossed are good, but all are over-topped by a Japanese paper which is a beauty; the patterns are large and fantastic, although not peculiarly Japanese. The price of this paper retail is \$25 per twelve square yards, which comprises a roll.

Canadians have not yet manufactured mica patterns. Last season the Americans improved their white and brown blanks by touching up the patterns with a mica finish. This adds greatly to their appearance and relieves the monotony of a plain pattern, thus forming what is called a glimmer paper. The real mica ground where the blank is micaed before printing forms a large line of American papers, and in both browns and whites is found to be a good selling class of papers.

A formal consolidation of large wall paper manufacturers in the United States practically took place on Tuesday, August 2nd, when the property of the several firms and corporations that

have agreed to join the combination was turned over to the National Wall Paper Company that was organized for that purpose. Representatives of the company declined to say what firms or companies had been bought or absorbed by the new company. But at least nineteen mills have been bought outright by this new company. The capital is \$14,000,000 in common stock and \$6,000,000 in debenture stock. Thus about 60 per cent. of the wall paper manufacturing business of the United States is formed into a huge trust. Prices are not likely to rise very suddenly—perhaps not at all, for the present.

THE DRUMMER.

Do you ever know what becomes of a drummer? Not that you care, but have you ever seen a dead drummer? I don't believe drummers die. I believe they simply talk themselves into gas.—"Gas thou art, to gas returnest," was written for the drummer. I have met one or two men who have been drummers, but they don't talk much about it. When a drummer gets tired of talking, he just disappears. I do not see how this country survives the existence of drummers. You go into a small country place; you step into the hotel; you find in the office sixteen coats hanging on the wall and sixteen valises in a row on the floor, and sixteen men sitting with their thirty-two feet up on the stove telling sixteen lies about their business and their adventures all at one time. You can't get what you want in that town. The drummers have made the storekeepers buy what they have to sell, and you've got to take it or go without. It seems almost impossible to believe that the drummer should ever be able to disguise his identity. He is, as a rule, aggressive and runs things.

If you see a man come into the office of a hotel and step up timidly to the counter and ask the clerk if there are any letters for him, please, you may know that he's an humble private citizen and a plain guest. If you see a fellow hang open the door, stride in and leave it open behind him, go and hang his coat on a peg and jam his valise on the floor, walk behind the counter, take out all the letters and read the addresses from every box, open the drawer and look in, then you'll know it's a drummer—good for one night's lodging and several drinks. He generally lets everybody know that he's sold a lot of stuff, and talks very loud about the fun he has sometimes. But they told me of one drummer who called himself a count, and wore a long fur-lined ulster and an imposing, foreign-looking mustache. He came and stayed a long time. He was the rage; the girls fell in love with him; the mammas admired him; he was on the eve of getting engaged to a haughty San Francisco belle, when a lady walked into a drug store one day and found him with a lot of samples of soap trying to stick the proprietor with his stock. That let him out and he disappeared. But the professor disowned him, for, as a rule, the drummer is a straightforward, open, honest and enthusiastic nuisance.—Geyer's Stationer.

Mr. Richard Brown is at present doing Europe, and reports some startling lines for the fall trade.

Buntin, 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.,

Warehouse : 27 to 29 Wellington St. West,
Envelope Factory 73 to 77 Adelaide St., West

TORONTO.

WHOLESALE ONLY.

AUTHORIZED CANADIAN EDITIONS.

THE THREE BOOKS OF THE YEAR.

"THE WRECKER,"

BY
ROBERT LOUIS STEVENSON.

Retail Price 75 Cents:

Trade Price, 53 Cents:

"NADA THE LILLY"

BY
H. RIDER HAGGARD.

Retail Price, 60 Cents.

Trade Price, 40 Cents.

"One Good Guest"

BY
L. B. WALFORD.

Retail Price, 50 Cents.

Trade Price, 33 Cents.

THE TORONTO NEWS COMPANY,

and

THE MONTREAL NEWS COMPANY,

PUBLISHERS' SOLE AGENTS.



CANVASSING FOR TRADE.

Editor BOOKS AND NOTIONS:

Sir, I desire to give my experience regarding "Canvassing for Trade." After several years' experience in the book and stationery trade, and viewing with some concern the amount of money yearly taken from the people by book canvassers, I concluded that if it were possible I would in some way prevent the money going into what seems an illegitimate channel. I say illegitimate, advisedly; for, as a rule, book agents pay no taxes, rent, or license, and consequently make large profits on very small investments. A difficulty which the bookseller must face at the outset is that if he wishes to be successful he must qualify himself or have a qualified man to sell subscription books. It is a mistake to suppose that anyone can take orders for a book. There is as much special knowledge and tact required as is necessary in a commercial man, if one would be a successful book canvasser. If the bookseller has not the knowledge himself, he must pay for experienced help, and to do so, must give away by far the larger portion of his profits. If, on the other hand, he proposes to give it his personal attention, other matters are likely to suffer. Then an experienced collector is even more necessary than the experienced canvasser, or the bookseller will find himself buying some very costly experience. Often a great deal of annoyance and trouble is occasioned by subscribers declining to accept delivery of their book or being unable to pay when the time for delivery comes. My experience after handling a very large number of subscription books in connection with my other business, extending over a period of some five or six years, is that the subscription book business is a very troublesome department of the bookseller's trade, and the returns unsatisfactory when the amount of time, money and worry necessarily expended to make it a success are considered.

As to canvassing for trade in the stationery department, I can scarcely see how one is to help himself if he is to keep his head above water, for offices are systematically canvassed those days, and the stationer who does not do so is likely to find his trade most surely slipping from his grasp. As to whether it is wiser to engage a special hand to do the canvassing, or to have it done occasionally by one of the clerks, is a question that must be regulated largely by the size of the field and nature of business to be done. My own custom has been to have the work done by one of the hands from the store occasionally, as the circumstances seemed to demand it. I would be glad to hear from others in the trade as to their methods in this latter particular. I want to say this, however, that a good canvasser who will stay with his job is worth his weight in gold.

Yours sincerely,

JNO. H. FERGUSON, Winnipeg.

Editor BOOKS AND NOTIONS:

Sir, Several editorials and a number of letters have appeared in BOOKS

AND NOTIONS during the last three or four months on "Canvassing for Trade."

My own feelings are decidedly against canvassing. The canvasser is becoming such an intolerable nuisance that the long suffering householder will some day rise in his might and destroy him.

It is quite probable that canvassing might considerably increase the sales of booksellers without increasing their profits. Booksellers usually find enough to do without canvassing personally, and persons who will accept employment of that kind are some times not the most trustworthy. My own experience in selling goods through agents has not been encouraging. Manufacturers and wholesale dealers might take a different view of the matter. To them it would mean increased sales without the annoyances of canvassing from house to house, and collections without the large proportion of loss which is almost certain to follow.

If, however, the sale of goods by canvassers becomes general, would booksellers continue doing business as at present, paying high rent, taxes and all the other expenses of a respectable store? I think it is more likely that the business would degenerate. The booksellers now doing business would either discontinue or adopt the new method, and the bookseller of the future would rent a cheap room for storage, and the wholesale men might then have a less responsible class of customers to deal with.

Perhaps I am behind the times in my views, but it appears to me the objections to canvassing far outweigh the advantages.

Yours truly,

M. Y. KEATING.

St. Catharines, Ont.

WHEN ADVERTISING DONT PAY.

Many business firms who ought to advertise persistently refuse to do so because they have tried advertising to a limited extent and failed to get any direct benefit from it. Their trial of the experiment began and ended with an insignificant card continued for perhaps three or six months, and the result, of course, was what might have been expected—a dismal failure. The money expended might have been put to better use, we confess.

No one with ordinary common sense ought to expect a very small advertisement to pay unless it is continued for a very great length of time. But small advertisements are something which should never be encouraged, especially when they apply to houses which can afford to advertise on a larger scale. They are rarely, if ever, satisfactory, because they can never bring the results that advertising should bring, when it is done at all.

Judicious advertising always pays. The use of the right mediums and a proper proportion of space, to enable the making of an effective display, are always productive of good results; and when advertising is done on this plan it is never discontinued by live business men who have anything worth advertising.

We never hear a complaint made by any business house that advertising has not paid them but we can easily trace the cause. The firm in question has either advertised in a half-way fashion or been too timorous to stick to it until the results were satisfactory.—*Dry Goods Chronicle.*

AN IMPROVEMENT IN CHECK BOOKS.

There are few merchants of standing in the commercial world who do not use and appreciate the counter check book. In many cases by adopting the rule of giving to each customer a bill of goods purchased on credit, and retaining a copy thereof, a system has been established which has been the means of saving hundreds of dollars every year to the merchants adopting the system. That counter check books more than pay their cost every day of the year, is the testimony of all who use them systematically. Thousands of merchants, nevertheless, lose money daily by a neglect to charge goods sold on credit. To avoid such loss the adoption of the check book is a necessity. It saves losses by thoughtlessness or carelessness. Cash sales are recorded and the duplicate placed in the till; while the credit duplicate is placed on the charge file. The salesman thus gets into the habit of recording every sale.

A new style of check book is now being placed on the market, which has an advantage over the old kind, in that no carbon leaf is required, yet every page copies to a duplicate bill with neatness, clearness and permanency. It often happens with the old style that parts of the black leaf are worn out or torn off, or the leaf may be misplaced or left out, and thus the copy is imperfect or wanting. This new check book obviates all such difficulties, and it is impossible to have an imperfect copy, while no placing of leaves is necessary, thus saving much time and trouble. The carbon paper is discarded and the record is made with a printed heading and duplicate alone. This counter check book is entitled the "Happy Thought," and is handled exclusively in Canada by the J. K. Cranston Store and Office Supply Co., Galt, Ont. This book is cheaper than other counter books and must eventually displace the older kinds. Wide-awake merchants would do well to examine it carefully. Another strong feature of the book is the tally sheet, which is placed on the cover opposite to the writing pages, and can thus be easily used by the salesman to enter the amount of each cash or credit sale. These when added up give the total of each clerk's sales, and thus prove an incentive to them and produce a good-natured rivalry as to who can sell the most. Also, when these sales are added up the total amounts should correspond with the sum total of the checks, and thus an accurate result is obtainable. Any merchant can procure a sample of the book by writing J. K. Cranston, Galt, Ont., whose advertisement appears in another column.

Some people in the Trade who do not use writing Tablets themselves, wonder why our Tablets sell ahead of all others. For their information we wish to say, it is the "Johnson Process" that does it. If you wish to hold the trade for Pads in your locality, buy only those padded by the "Johnson Process," patented in Canada, Great Britain and United States. Have you had a supply of Warwick's Calendar Tablet? It is simply wonderful how it is selling! New lines in preparation, Cambridge, Parchment, Victorian Court, Royal Canadian.

WARWICK & SONS,

68 & 70 Front St. W.,
TORONTO.

NEW GOODS.

PRESENTATION INK STANDS.

For a long time the trade have been looking for a line of ink-stands which would be suitable for cheap presents, and for the same length of time nothing suitable had been found. But this year a line has been placed upon the market which comprises some beau-

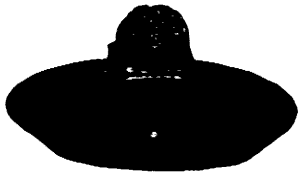


FIG. 1.

tiful goods at moderate prices. They are artistically and substantially made and well suited for the purpose intended. One kind (Fig. 1), which is attractive in appearance and price, is a fancy oxidized oval stand five inches

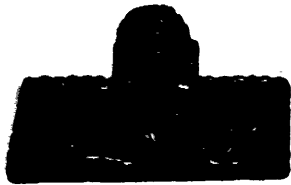


FIG. 2.

in diameter, containing one bottle with a heavy oxidized stopper. Another similar stand is made of satin silver, with a fancy cut edge and one bottle. Fig. 2 shows a fancy figured silver

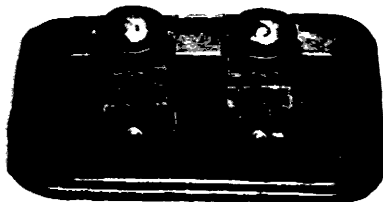


FIG. 3.

stand with one bottle, while Fig. 3 shows a plain satin silver oblong stand, six inches wide and eight inches long, with two bottles with heavy satin silver stoppers. This is a beautiful piece of work, quite durable, of good material, and fit for a Queen's writ-

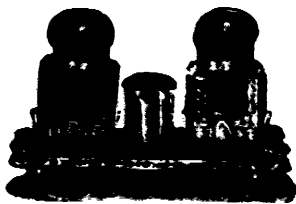


FIG. 4.

ing table. It can be retailed for a dollar and a quarter. Fig. 4 shows a more artistic design in a stand. The pen wiper and pen rack are very neat, the whole article is well finished in satin silver. The stand is about three and a half inches wide and five and a half inches long. These are undoubtedly among the most suitable presentation articles placed before the trade this season. Messrs. H. A. Nelson & Sons have entire control of these goods on the Toronto market.

MAGIC POCKET CAMERA.

This is one of those novelties which always creates a craze for the possession of one. It creates a sensation wherever shown and operated. The person whose photo is to be taken is placed in position, the slide withdrawn and the proper focus secured; the rubber ball inside is then pressed and instantly a little stream of water issues



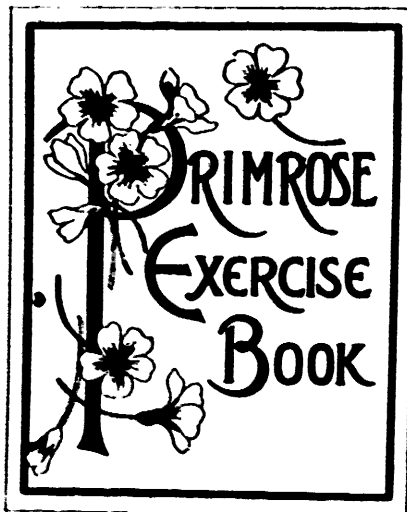
from the tube of the camera and produces no worse effect than an uproarious laugh at the expense of the sitter. It is a splendid mirth maker for an evening entertainment, and will no doubt prove a great seller.

CUCKOO.

This is one of the best of the games sold by H. A. Nelson & Sons, and will undoubtedly have a large run this season. It is suitable for six or ten players and it is said to be a very interesting and exciting game. Among other games sold by this house are: Cockeyed Hat, Frog pond, Detective, Attack, Baba, Spanish Main, In the Soup, and Knuckle Billiards.

EXERCISE, SCRIBBLING AND NOTE BOOKS.

The public school pupil of the present age possesses a decided taste for aesthetics, and publishers are using



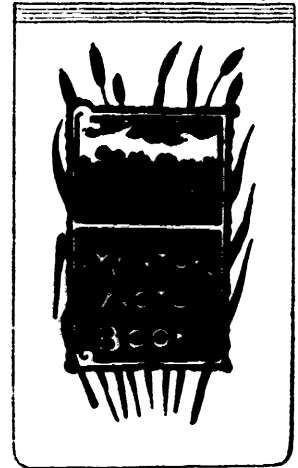
best efforts to meet that development. It is perhaps the outcome of instruction in the schools in designing, drawing and coloring, for objects of artistic beauty are now not only appreciated by the rising generation, but are looked for in their school books. This is a pleasing evidence of the "march of intellect" and the influence of culture.

Such ordinary books as are required for common usage may not seem to need external embellishment, but it is

expected nevertheless, and the publisher who hits the popular juvenile attraction in these books is awarded for his pains.

We insert condensed facsimiles of the covers of some of the new lines prepared for the coming school season, by Warwick & Sons, of this city. Their entire line is worthy of special remark, but space admits of a notice of only a few. Artistic beauty is combined with valuable information to make these covers both elegant and instructive.

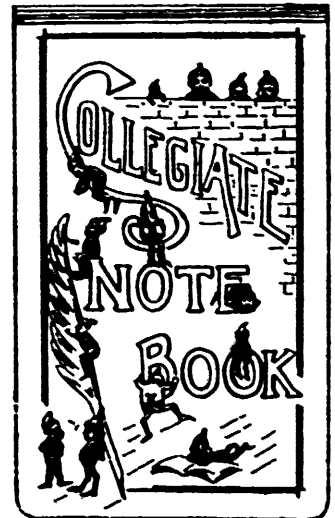
The fifth centenary of the discovery of America has, no doubt, prompted the



"Columbus Exercise Book," on the cover of which is a good portrait of the daring old navigator, and a glimpse of his famous caravel. The picture of the egg is suggestive of his practical illustration of the force of original conception.

The "Cyclopedic Exercise and Dictation Book" is, as its name implies, a compendium of useful and interesting information which is printed on the covers. Pupils and even teachers must appreciate this commendable feature.

A particularly neat and elegant design is the "Primrose Exercise Book;" the coloring is chaste and the general



appearance beautiful. Gold and colors are not spared to make these exercise books very attractive externally, and this not done at the expense of the

interiors, which are composed of good value in the quality and quantity of writing paper.

Out of an extensive line of scribbling books, the "Cadet," which, in addition to a humorous idea of a juvenile military procession, has a beautiful chromo attached and a cover which must surely appeal successfully to the public school cadet in search of congenial ideas.

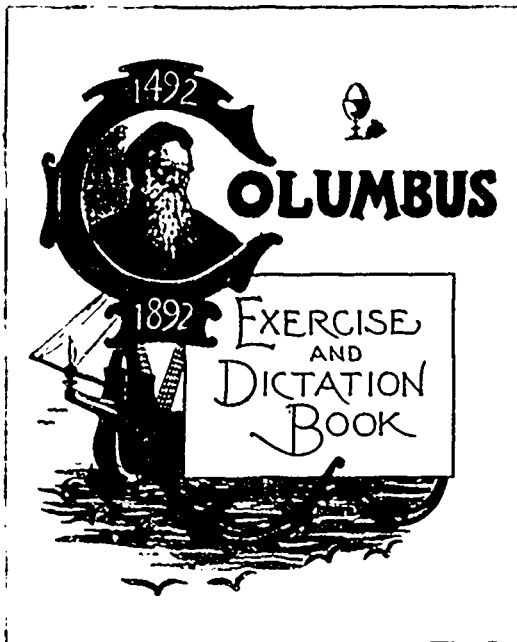
Of note books three deserve special mention namely, the "Academy," the "Collegiate," and the "Mentor," all new lines. The covers are neatly designed, and the printing in gold and black gives a rich appearance which makes them desirable. The paper of which they are composed is suitable for either pen or pencil, and the maximum quantity of it is given for the price.

OUR ENGLISH LETTER.

LONDON, July 20th.

During these dog days the book trade in the cities is quite dull, and election literature is about all that is read. But a number of the larger firms have established branches at the different watering resorts and holidaying towns, and thus they relieve the extreme dullness of trade.

The booksellers of this country are accustomed to issue catalogues of their books, more regularly than the retail dealers in Canada or the United States. Perhaps it is due to the fact that there are more people in this country



These are only a few of the many thousand volumes carried by this firm.

It has long been known that the firm of Messrs. A. & F. Pears, soap manufacturers, etc., is one of the largest advertisers in the world. Authentic information has been given in the prospectus of the new company which this firm has been converted into in May,

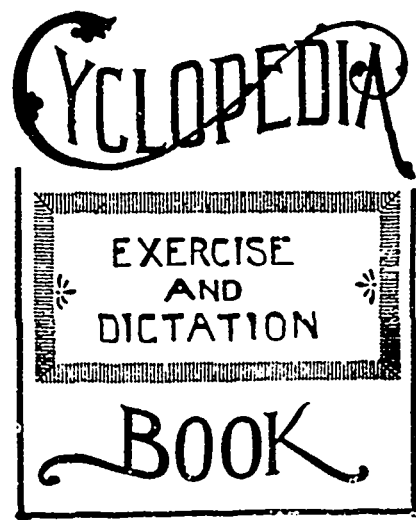
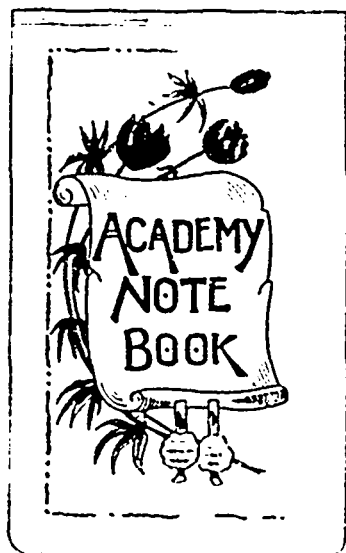
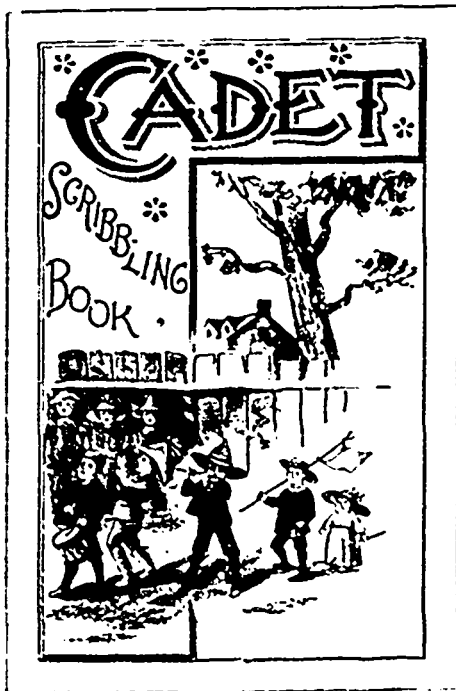
to which this manufacturer has brought his celebrated menu cards.

Fancy notes and envelopes are not so much used as before; these and grey mourning papers seem to have lost in public favor. A crest and motto are much used on writing materials.

THE ST. JOHN'S, NFLD., FIRE.

A naval force, under the command of Sir Baldwin Walker, is engaged blowing down the dangerous walls. The safes belonging to most establishments have opened. The bank vaults, court records and savings banks books are in good order. The records of the Crown Lands Department are all destroyed. The manuscripts of the important act, passed during last session have also been destroyed, and there is no copy extant. The largest mercantile establishments had English safes, and they all proved worthless, the contents being completely destroyed. Taylor's safes all came through the fire unscorched internally. In one case there was a Milner and a Taylor in the same building. The contents of the former were destroyed, while those of the latter were intact. Consequently the Canadian safes are now in great demand. Public gratitude to the Canadian people for their prompt assistance is warmly and universally expressed. The Empire, July 16, 1892 (from their own correspondent).

It has been ascertained that the to-



who are always on the hunt for tomes old and new, such as a Claxton, a Mazerm Bible, or an original of the sixteenth century. Consequently the dealer who wishes to reach these, must not look for customer in his own neighborhood only, but throughout the island. He sends his catalogue to this kind of buyer wherever he is. For instance, I have lying beside me a catalogue of G. & F. Pickering, 3 Bridge street, Bath, and it contains the names of 577 volumes, their condition and the date of the issues of the edition, some being printed as far back as 1708.

wherein accountants certify that in the years from 1885 to 1891 the sums amounted to £609,665 19s. 9d., as follows: 1885, £31,159 11s. 10d.; 1886, £58,818 15s. 3d.; 1887, £82,311 16s. 11d.; 1888, £86,191 8s. 1d.; 1889, £119,303 16s. 9d.; 1890, £126,991 4s. 1d.; and in 1891, £103,956 6s. 10d.

Mr. J. Taylor Foot has a beautiful combination menu card and soufflé holder in the shape of an iris blossom. The large front petal is made separate for writing or printing on, and in the centre of the flower is placed the soufflé holder. Such is the perfection

of the insurance on the property destroyed will reach four millions and a half, but this will not cover more than one third of the losses sustained. One peculiar feature of the conflagration has been the test it afforded of the value of rival makes of safes. Those manufactured by Milner have been found useless, while those made by Taylor, of Toronto, proved perfect. The test ought to prove of the utmost value to Canadian trade, as some of the most serious losses have been caused by safes proving unreliable. The Gazette, Montreal, July 14.



Envelope cutters and paper knives of the latest pattern are dagger shaped and have twisted handles.

Rose perfume cases are still a taking novelty. The range of delicately moulded and colored cases is larger this season than has ever been shown before.

Blotters oblong in shape have pen wipers in layers of different colored flannels, with silver knob handles, and when open reveal a receptacle for stamps.

Nerlich & Co. are showing a range of Venetian ware in water sets, sugars, creams, spoonholders, berry bowls, vinegar and water bottles, which are very unique in design and finish.

This season has seen an abundance of dolls' garments sold. These consist of slippers, shoes, stockings, dresses, rubber gossamers and many other varieties of garments, which are very neatly made.

Egyptian and Hungarian vases, the former of a light color and the latter of a dark, rich shade, are shown by some of the houses. These goods are somewhat expensive, but nevertheless are finding a strong market.

One of the prettiest novelties for the coming holiday trade is a library set consisting of two candelabra, some single and some double, an ink bottle, pen rack and paper knife. These are shown by Nerlich & Co., in plain brass, hammered brass and enamelled goods. These are very useful, the candles being used for sealing purposes, and they are also very ornamental. The revived use of candles has also been anticipated by this firm, and they are showing many varieties of ornamental wax candles.

Water and liquor sets in fancy wicker baskets will hold a strong share of the holiday trade. They are shown in many designs and in a large range as to quality, and have the double value of being ornamental as well as extremely useful.

A very pretty line of plush goods in ladies' companions and mens shaving cases is made with a polished wooden rim at the top and the bottom of the box. The top is inlaid with plush and decorated with a small ornament in polished silver, such as a deer's head. These are shown by W. H. Beasdel & Co., who have also a nice range of oxidized silver purses and chatelaine bags.

A new and well-assorted stock of fancy goods is seen in the warehouse of the Boyd, Bower & Brumell Co. They are showing a very fine range of brilliantly colored Turkish tiles; a line of new stamped Bonlins for cushion manufacture; a very pretty line of doilies; perforated and stamped felt goods, in shaving tibles and razor pockets, scissors cases, pipe racks, letter racks, bookmarks, needle cases and egg coveys; a beautiful range of artistic silk and art muslin tibles; fantastic Indian hearth brooms; cushions a fan-shaped broom ornament, made from an Indian plant, which when dampened will fill any room with a most delicate and pleasing perfume; crinkle tissue articles such as lamp shades and flower-pot covers; Japan photo baskets for holding cabinets; and a splen-

did range of pompons and tassels and the new combinations of tassels and pompons, which are especially fine goods.

W. C. CUNNINGHAM,

Is a Toronto boy who was brought up in Collingwood, Ont., but in 1881 moved again to the city to enter the establishment of the Barber & Ellis Co. Here he began at the bottom and worked his way up through all the different departments, and after having five years' experience in the house, made his first trip on the road, covering the ground east and north of this city. In 1889 he was offered a more remunerative position in the same line of business with Buntin, Gillies & Co., Hamilton, which he accepted, covering the same ground as well as making two trips a year to the Pacific Coast. He also opened up a connection for this company in Montreal, and east to the Atlantic Coast. He is one of the best known of the travellers that call on the stationers and printers in Canada



to-day, and has made calls on the trade in every town and city in the Dominion for his present company. In future he will cover Western Ontario and the ground west of Port Arthur to the Pacific Coast. "Billie" is a thoroughly well posted business man and an enjoyable travelling companion, a general favorite with the trade and travellers everywhere. In addition to this, he has many lady admirers, and it is surprising to his friends that he has not joined the benedictes ere this; but rumor goes that he will forsake the Lane Kilt Club before another summer goes by. His employers are to be envied on having such a representative out for them, as the trade are never more pleased than when opening their mail they see the advance card of Billie Cunningham.

AMONG THE WHOLESALERS.

Messrs. H. A. Nelson & Sons have just issued their catalogue of goods for the Fall and Xmas trade. It consists of 144 pages, well illustrated, and indexed and is a model catalogue. Anything done by this house is done in the best

possible manner, and the best is none too good for them. The enterprise shown in the compilation of such a complete catalogue must meet with a deserving reward in increased trade. The list of goods contains descriptions of many new lines of goods, which are being placed before the Canadian trade and which are worthy of the attention of every dealer in toys and fancy goods.

There will be improvement in the class of pencils supplied public schools in future in Toronto, as the Graphite Pencil Co.'s "Artistic" brand of pencils has been adopted by the School Board.

Brown Bros. report an extensive sale in Arnold's Inks, which though new in Canada, are very much used in the United States, especially in the western and southern States. They have a large variety of exercise books in newest styles, Stafford's and Underwood's school inks are being shipped by them in large quantities.

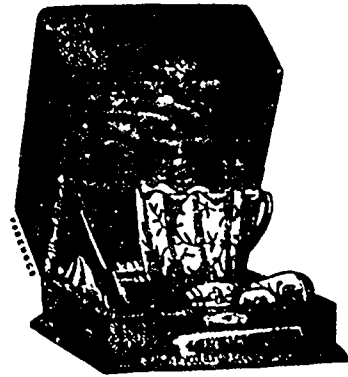
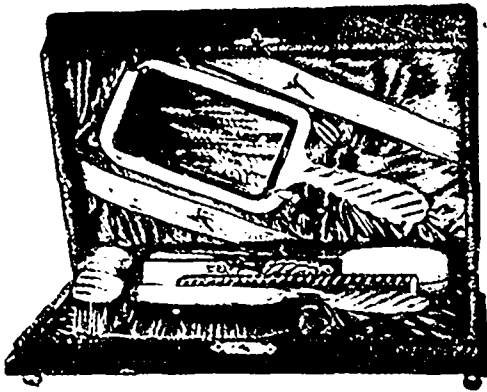
Nerlich & Co. are sole agents for a new line of cheap but reliable thermometers which the trade has long been desiring. They are opening up a nice range of American five-cent games, including Authors, Old Maid, Fox and Geese and Snap. Among other new games are: Cuckoo, The Four Hundred, and Road to Washington. They are also offering a special drive in cheap mouth organs, having secured a bargain on a late purchase, and also a nice range of celluloid mouth organs.

Mr. F. J. Wesley, who has been superintendent of the Brandon Manufacturing Co. for the past two years, has severed his connection with that company and commenced business for himself in a factory on the corner of Perth avenue and Bloor street west. The F. J. Wesley Co. will manufacture all kinds of novelties, games and wooden goods, such as sleighs, rockers, swings, etc. There is room for a good factory in this class goods, and if the new company manufacture proper goods they will no doubt receive a share of the trade. Enterprise will tell in this as well as in any other undertaking.

The Copp Clark Co., Ltd., expect to issue their new school book catalogue about August 15th. Its publication has been delayed owing to the issue of a number of new books, the prices of which have not yet been decided. It will contain a full list of the new books. As soon as issued it will be mailed direct to the trade. They announce a new Latin book by Henderson and Fletcher, for use in the collegiate and high schools of Ontario, as authorized by the department. It is to be ready in good time for the opening of the schools.

A new fancy goods firm has opened a warehouse at 23 Wellington street west, the style being The Boyd, Bower & Brumell Co., Ltd. The firm commenced business about July 1st, and have now a full range of goods for the fall trade. Mr. John Boyd was formerly buyer of the fancy goods department of Boyd Bros., and Mr. Brumell was manager of the small wares department of the same house for several years, while Mr. Bower was formerly in the dry goods business in Eastern Ontario. This combination of experience should produce a firm capable of catering successfully to the wants of the fancy goods trade.

Have You Ordered Your **Xmas Fancy Goods?**



Our travellers will complete their first trip with Xmas goods THIS MONTH and will start out again with a smaller line about September 1st.

Any one wishing to order from our WHOLE RANGE of samples must do so THIS MONTH. If you have not been called upon by one of our representatives please DROP us a POST CARD and we will see that you are not neglected. As stated in our Spring Circular, we find it necessary to stop selling a number of our goods, owing to those in process of manufacture having been already sold out.

We have to thank our Customers for their kind appreciation of our efforts to supply them with finer goods. Our Fall sales to date are MORE THAN DOUBLE what they were on August 1st, 1891.

THE HEMMING BROS. CO., LTD.,
76 YORK STREET, TORONTO.

B. MARCUSE, MONTREAL

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Chromos — Chromos

Special Offer :

In Lots of 100 Assorted :

Chromos, size 15x20, \$ 9 per 100

Landscapes, Figures, Fruit, and Game Pieces, Animals, Comical and Religious Subjects.

Imitation Steel Engravings, 20x21 \$5 per 100.

JAPANESE NOVELTIES.

PORCELAINS, SILK,
 CURIOS, FANS, LANTERNS,
 PAPER NAPKINS, PARASOLS, ETC.

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"HAPPY THOUGHT"
Counter Check Books

A patent has just been issued for a new automatic check book to be known as "Happy Thought." No black leaf required: yet every page copies with exactness and permanency. It is clean and saves time, patience and money. Prices are \$1 per hundred lower than any other check book on the market. Made in any style and size.

Samples and price list free on application.

J. K. CRANSTON,

Wholesale Dealer in Store and Office Supplies,

GALT, ONT.

"Grip" and "Carter" check books supplied at manufacturers' prices

J. S. RUSSELL,

IMPORTER OF

Fine Fancy Goods

This month set apart to clearing out at tempting prices .

Fans, Palm Leaf and Jap-Lacrosses, Base Ball Goods, etc., etc.

Full lines on hand of Tourist Goods - including Native Indian curios from the Wild West, Buffalo Horns, War Clubs, Peace Pipes, Medicines Charms, etc., etc. Sweet Hay goods and Splint Baskets, Snow-shoes and Moosessins.

Special attention to my own make of Bowls for the popular game of Bowling on the green.

114 BAY STREET. - TORONTO.

A COMPLETE NEW LINE OF EVERYTHING.

AN IMMENSE COLLECTION OF
ORIGINAL AND ATTRACTIVE GOODS.

Samples ready now for inspection at 35 Front St. West.

See our new Glass Baskets, Fancy Cups, Saucers, Dolls, Toys, etc.

TELEPHONE No. 2207.

NERLICH & CO., 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.

OUR MONTREAL LETTER.

The books and notions trade during the past month has shown no marked improvement over the previous one. Trade on the whole has been fair in all lines. The wholesale houses say things might be better, but they have no cause to complain, as trade so far this year is as good as last. The following is a sketch of what the different dealers have to say regarding trade. In plush goods the men are all out and are sending in large orders. This, no doubt, is due to the nice line of samples the trade are sending out.

Wall paper has been moving in fair lots, and the new designs on the market seem to meet with good call. The factory here has all it can do to keep up with the orders. The travellers out are pushing sales with a vim.

The stationery trade are satisfied with the way things are working. In talking to some of the largest dealers we learn that trade this year has been as good, if not better, than last year. The travellers out are sending in nice orders, and the prospects for future trade look very bright. The paper bag men are working along as usual. This line is always in steady demand. The book trade is about the same as noted last month, when we remarked that the summer trade helped it along somewhat. All the publishing houses are working on new books, which will be out soon. The fancy goods houses are doing a nice trade, both locally and out of town. The men out are giving a good account of themselves, as orders received are large. Toys and notions are beginning to pick up, now that we are nearing the holiday season.

NOTES.

In our trade notes of last month we said that Barber, Ellis Co. bought the Burland card stock. The amount mentioned was \$2,500, this should have been \$25,000.

C. L. Davidson, Montreal manager for Barber Ellis, is spending his holidays at Old Orchard Beach.

D. P. Brown, of St. John, N.B., is in town sorting up.

Mr. Ellis, of the Barber Ellis Co., was in town last week. During his stay he went out to look over the Rolland paper mill at St. Jerome.

The Barber Ellis Company Montreal branch are doing a nice trade in this and the lower provinces. In speaking of trade, their manager says it is far ahead of last year.

Messrs. Porter, Kemp & Co. had a fire in their place of business on Saturday. The damage was heavy, but the firm have not closed down.

There have been rumors afloat in town during the week that one of our large paper mills will be sold to a large Toronto paper house.

Henry Morgan & Co. have been doing a nice trade in their book department lately, as all their customers out of town want something nice to read.

C. McArthur & Co. now have all their men on the road, and the way the orders are coming in show that the travellers are working hard. The wall paper designs this firm have placed on the market are so fine that the trade can't resist.

C. Ashford, the Dorchester bookseller, says the past month's business has been one of the best he has had for some time.

The Reinhardt Manufacturing Co. say their men are doing a rushing business,

and the firm are satisfied with the state of trade.

Messrs. Porter, Teskey & Co. say that since the fire they have had their hands full to run off the damaged stock.

Henry & N. C. Hamilton have been doing a large paying trade in their new fancy goods department. They have had to enlarge it.

W. Street, in speaking of the music business, says it is not as good as last month, but expects it to pick up as soon as the out-of-town people return.

B. Marcuse has been doing a nice trade lately in Japanese goods.

John Lovell & Son have been doing a nice paying trade in all their latest publications. In talking of trade one of the members of the firm say it is very good.

Mr. Johnston, the Toronto representative of the Rolland Paper Co., attended the celebration at St. Jerome on Saturday last. Mr. Johnston says the firm is doing a nice trade west.

A HUGE CELEBRATION.

Dalhousie Square Station, on Saturday, the 6th inst., saw quite a gathering of Montreal's prominent merchants and wholesale men, especially those interested in the stationery and paper trade. There were lawyers, newspaper men, and other smaller fry as well, sufficient to fill two of the big C. P. R. coaches. In fact the ticket agent had quite a surprise party in the extra number of customers. The occasion of it all was, as BOOKS AND NOTIONS found out, the fiftieth anniversary of the founding of the big wholesale and manufacturing stationery firm of J. B. Rolland & Fils. Mr. La Brie, the general secretary of the Rolland Paper Co., received the two hundred odd travellers at the station, saw them comfortably on board the train, and attended to their comfort on the hour and a half's journey to St. Jerome, where a celebration and dinner were enjoyed. On arrival at their destination the jolly whiskered face of Montreal's chairman of finance, Ald. Rolland, greeted the party. Ald. Rolland is not only chairman of Finance, but is president of the Rolland Paper Co., and to whose sagacity and mercantile ability the success of the Rolland Paper Co. is largely due. Ald. Rolland had with him his three brothers, Messrs. Oclave, S. J. B., and P. D. Rolland, who are his able lieutenants in the management of their extensive concern.

The party were received with the polished courtesy which is characteristic of the Gallic race. There was a long string of carriages ready to take the party on a drive through the pretty little town of St. Jerome. Messrs. Rolland's establishment has contributed largely to the progress of the place, and employs a large staff of employees, who were all given a holiday, and it was natural that the town should have on a gala appearance. There was bunting, arches and decorations galore, and the party had a right royal tour to the strains of St. Jerome brass band, which, led by Dr. Prevost, one of the influential citizens of the town, is a very creditable organization of amateur musicians. The town done, the mills were visited under the guidance of Mr. S. J. B. Rolland, who is the general manager of the mills. All the interesting technicalities and details of the manufacture of paper, from the raw state to the finished product, were thoroughly described. They are too

extensive and elaborate to permit of description here. It should be stated however that the mills are in every respect a modern establishment, with the most improved machinery. It was also pointed out that Messrs. Rolland are the only firm in Canada who turn out the higher grades, such as cream laid and fine ledger paper. An unqualified compliment from an expert like Mr. Angus, who was one of the guests, is the best thing BOOKS AND NOTIONS can mention about the mills. He stated that the quality of the paper he had examined was equal, if not superior, to the goods turned out in any other country.

After an instructive hour in the mills the party retired to one of the large rooms in the establishment which had been turned into a dining place for the time being. There were appropriate decorations, a portrait of the late Senator Rolland, founder of the firm and father of the Messrs. Rolland, occupying a place of honor. Ald. Rolland presided, and after full justice had been done to the good things, proposed the toast of the Queen, which was given the usual honors. It was followed by the toast of the late Senator Rolland, which was responded to by Ald. Clendinning and Mr. Augler, two of the late gentleman's oldest friends. They both paid just tributes to the late Senator, pointing out how much his business ability and enterprise had done for the town of St. Jerome. Toasts of The Guests, The Present Firm, The Town of St. Jerome, etc., called for replies from the following gentlemen: Senator Ogilvy, J. A. Archambault, John Lovell, Rev. Mr. Lonergan, L. Sauvalle, the mayors of Longueuil and St. Jerome and others. The following gentlemen were present: Senator Ogilvy, J. D. Villeneuve, M.P.P., John Lovell, Robert Lovell, Jos. Archambault, Q.C., J. Hardy, C. A. Chenevost, ex-M.P.P., Jos. Amyot, Quebec, J. P. Dery, Quebec, Dr. Foucher, W. Angus, Ald. Clendinning, Robert Miller, Ex-Ald. Alard, A. Pastoul, Z. Chapleau, Geo. Horne, Mr. Leclerc, Dr. Prevost, Mr. Angler, R. L. Dillon, A. Foteau, A. Peraut, A. A. Archambault, Rev. Dr. Boswick, and representatives of the following papers: The Herald, La Monde, La Canadien, La Presse, La Minerve, The Gazette, and BOOKS & NOTIONS. L. E. Morin, Geo. Leclaire, Jas. Hope, Ottawa; A. Granger, J. B. R. Dufresne, J. H. Lapeere, Rev. Jas. Lonergan, J. H. Mace, Recorder Demontagny, J. A. Guglon, Mr. Faiteau, Fred. Thibault, L. E. Thompson, Quebec. The secretary-treasurer, Mr. La Brie, handled the transportation in such an able manner that every one returned home satisfied with their day's outing.

The following wholesale stationery firms were represented by the following gentleman: Cadeaux & Derome, by A. Martin and L. N. Velleux, Joseph Fortier, by Ernest Fellay; C. O. Beauchemin, by Oscar Tessier; J. M. Valais, by O. Cartier, Senechal & Fils, by A. Payette.

Hemming Bros., of York street, have had a great sale for their fancy goods this season. Up to August 1st their sales for fall delivery have been more than double the sales for the corresponding period of last year. This speaks well for the lines they are manufacturing. Many of their lines are at most sold out.

J. J. DYAS.

Last month there passed away the founder of BOOKS AND NOTIONS, Mr. J. J. Dyas, after an illness lasting for nearly a year and a half. BOOKS AND NOTIONS was founded in August, 1881. Some time before this W. Warwick & Son published a trade paper, the Canadian Bookseller and Stationer. It ran nearly two years, and on the death of Mr. Warwick, Sr., the publication ceased. When BOOKS AND NOTIONS was set a-going by Mr. Dyas the path was thus new, as no book-paper had been published in Canada for some time. But Mr. Dyas being at that time connected with newspaper advertising, and being a well-read man, fond of books and consequently much in the company of book dealers, felt that the booksellers would appreciate a trade paper. He controlled the paper for four years, but his ill health never allowed him to make a very great success of it, and in 1888 he sold it to his present proprietors. Since that time Mr. Dyas has been connected with his old business of newspaper advertising, although unable to do much for the last two years. He as a man well known to the booksellers of Canada as a man of good parts and honest purpose. His brother occupies an important position on the managing staff of the Mail.

Stationers!

Why not take orders for Rubber Stamps? We will make them for you at a rate which will give you a handsome profit, and in a manner that will please your customers. We make all kinds of Bank and Office Stamps, Seals, etc. Send for Catalogue.

Walton & Co.,
Sherbrooke, Que.

THE CENTRIC ?

CENTRIC PENS AND PENHOLDERS
ARE THE BEST TO USE,
They won't ink the fingers,
They won't blot,
They are anti-cramp,
They write like a lead pencil.

THE CENTRIC PENS are Steel Pens made on an entirely new plan.
SAMPLE CARDS containing 10 Pens and 2 Penholders mailed for 15 cents.

The Trade supplied with the Pens in 1/4 doz. 3 doz. and Gross Boxes, in large or small lots, with Posters, Circulars &c.

HART & RIDDELL, Wholesale Agents,
51 & 53 King Street, West, Toronto.

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

PEN HOLDERS, Finely Finished.
RULERS, Flat, Round and Flexible.
INK STANDS, Round and Oval.
VEST POCKET INK STANDS.
MATCH BOXES, in Unique Designs, etc., etc.
Send for Illustrated Catalogue and Discount Sheet.

THE B. F. GOODRICH CO., Akron Rubber Works, AKRON, OHIO. Manufacturers of Soft Rubber Stationers' Sundries.

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

Send for Illustrated Catalogue and Discount Sheet.

The Art Metropole 131 YONGE STREET, TORONTO, IS HEADQUARTERS FOR

Artists' and Decorators Colors in Tubes,
Artists' Canvas, Academy Boards, Brushes
and Materials of every kind, being direct
Importers from every manufacturer of re-
pute in Artists' supplies, and giving our en-
tire attention to this special trade.

If you handle this line of goods, it will
certainly pay you to get quotations.

JUST ISSUED.

John G. Whittier
The Poet of Freedom,
—BY—
WILLIAM SLOANE KENNEDY
CLOTH, 12 mo., \$1.50.

FUNK & WAGNALLS CO.,
Publishers and Booksellers,
NEW YORK. LONDON, ENG.
TORONTO, 11 Richmond St. West.
R. J. BERKINSHAW, Manager.

OLIPHANT, ANDERSON & FERRIER'S ANNOUNCEMENTS.

Crown 8vo, cloth extra, with Frontispiece,
price 2s. 6d. RING IN THE TRUE. A
Story of Transition Times in Village Life.
By Ella Stone.

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Illustrations, price 2s. 6d. Uniform with
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Three New Volumes of Popular Shilling Series.

Small Crown 8vo, paper cover, 1s.; cloth
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A VAIN SACRIFICE By Mrs. Jessie K.
Lawson.

IN ROSBY VILLAGE. By Mary Hamp-
den.

MILLICENT'S MISTAKE. By Sarah
Selina Hamer.

Imperial 24mo, paper cover, white and
gold, 6d.; cloth, gilt edges, 1s. VISIONS.
By Mrs. A. R. Simpson. Second edition.

EDINBURGH and LONDON:

Oliphant, Anderson & Ferrier,

And to order of any Bookseller in the Dominion.

NOW READY:

DOMINION OFFICE DIARIES.

19th Year of Publication.

Largely increased demand each
year.

Twenty-four lines to choose
from.

New diaries of exceptional value
in f. cap, quarto and octavo sizes,
cheap but staple.

Space for SUNDAYS extra
space in all sizes on the 4th and
18th day of each month.

Forward your orders at once as
lines sell out very quickly.

Write for descriptive circular.

THE COPP, CLARK CO., Ltd.,
9 Front St. West. TORONTO

NEW PUBLICATIONS.

A Golden Pilgrimage, by Louisa, no ticed in the last issue of BOOKS AND NOTIONS, is published by Laird & Lee, Chicago.

"Her Second Love," a capital story of fashionable English life, has just been published in Petersons' New Twenty-five Cent Series. The heroine is a sweet but peculiar girl, who gives her lover her whole heart long before he asks for it, and will make any sacrifice for his sake.

The Rector's Secret, by J. R. Abrahams, is a love story of somewhat thrilling interest. The story opens with the old story of shame ended in the cold river waters of New York, but a young babe is left to grow up to a young man of nobility and fortune about whose life there is a mystery. The ending is more pleasant than the beginning. J. S. Ogilvie, New York.

The Hand of Destiny, by Oesip Schubin, translated by Mary A. Robinson. A really captivating novel, light and delicate in touch, told with the same quaint humor, tenderness and skill that has made her "Ashlen" and other stories so universally popular. It is a keen and truthful analysis of modern Roman society, and abounds in brilliant scenes in which breadth and vigor of treatment are harmoniously blended with exquisite delicacy of detail. Worthington & Co., New York.

The Free Trade Struggle in England, by General M. M. Lamball, second edition, revised and enlarged. This book gives the whole record of the condition of England from 1838 to 1846. It describes for the benefit of Americans the great free trade struggle in England, and Canadians desirous of informing themselves carefully on this question of tariff would do well to read this little book. The Open Court Publishing Co., Chicago. Cloth, 75 cents; paper, 25 cents.

Castorologia, a work on the beaver, its habits, habits, etc., now in the hands of those well-known publishers, Desbarats & Co., of Montreal, will be ready about October. This book, the work of Mr. Horace T. Martin, Fellow of the Zoological Society of London, Eng., will be one of the most interesting works ever published on this interesting theme. It will be well illustrated with numerous photographic engravings. Mr. H. T. Martin is a member of the well-known firm of John Martin & Co., fur merchants, of Montreal.

The Helress, by Henry Greville; translated by Emma C. Hewitt and Julien Colmar, illustrated with photographs. Unquestionably one of the best of recent French novels, from the pen of Henry Greville, one of the foremost writers of the century. The book possesses the remarkable qualities of purity, originality, imagination and knowledge of mankind, and while it is a delightful bit of fiction, it charms also by its style, for it is written with that surprising facility and freshness of expression which has made Greville's name a household word among cultivated readers. The character of the heroine, Marcelline Lematroy, the daughter of a naval officer, is particularly attractive. No. 28, Worthington's International Library.

The Outlines of Psychology, Logic and the History of Education, by J. B. Hall, of Truro, N.S., is a book which every teacher should read. It is generally conceded," says the author, "that

psychology is the basis of sound pedagogical practice. At the present time the most advanced educational systems are governed by its principles in every thing that pertains to school work." The book contains 200 pages, and is divided into three chapters. One gives the leading ideas of psychology, another in a little over 20 pages gives the leading principles of logic, and the third and longest chapter is entitled Pedagogics, and is a history of education in all countries, ancient and modern. This is the interesting chapter for the teacher and is very instructive. The author has produced a book worthy of recognition. D. H. Smith & Co., Truro, N.S., and Wm. Briggs, Toronto. Cloth, 200 pp.

Kate Kennedy. The novels written by Mrs. C. J. Newby form a most admirable series of popular fiction, and are marked by the dramatic interest of their plots, their purity of sentiment and their high moral tone. One of the best and most successful of them is "Kate Kennedy," which is a charming word picture of English rural life and London society, sufficiently interesting to excite the attention of the most jaded of novel readers. This admirable story is the latest addition to "Petersons' New Twenty-five Cent Series."

Sarchedon, by G. J. Whyte-McVille, is published in the Rialto Series by Rand, McNally & Co., Chicago and New York. The book leads the reader back to the times of Mesopotamia's greatness, when fair and haughty Babylon was ruled over by Sardanapalus, the great Queen, the diamond of the East. She it was who inspired much of Babylon's splendor, with its brick or wooden lodges, its huge rampart walls, its lofty towers and its gates of brass. The author tells us of the bold Assyrian warriors, and of the priests and their astrology of Ashtaroth (Venus), the Queen of the Heaven, of the Seven Stars which were believed to time the inevitable march of the universe to their seven tones of mysterious music. It is really an entrancing book. Paper, 50 cents, half morocco, \$1.50.

A Story Without a Moral, by Hector Malot, is translated by Max Maury. It contains no moral, and exhibits little morality, unless, it may be said, it is conspicuous by its absence. It is decidedly French, and portrays that kind of life which people in Canada are happily free from. Mrs. Humphrey Ward is putting the matter in too strong terms when she says of France that every young man has his mistress, and every married woman her lover. Still as she explains her latest book, French life is different from the English life, in the looser relation of the sexes and the greater marriage liberty. M. Malot describes life in Normandy as he finds it, and passionate French love as it exists. Hortense is a French orphan, with a dead mother and a nameless father, living in a convent, and afterwards marrying a passionless notary, anxious to start in life with her immense dowry. Hortense wears of a married life without love, and bestows what her husband does not claim on his head clerk. Claudette meetings follow and poison follows these, and the first husband succumbs. The second marriage is consummated, but after the first impulse of passion has died away the participants in crime begin to reap the harvest of mutual contempt. A third lover appears for Hortense, and by a strange fate, after suspicion has been aroused regarding the poisoning and the resultant trial, she escapes to live with him

while her husband languishes in prison. The scientific part of the story reveals a great deal of knowledge concerning arsenical poisoning, but the burden of the story is the evil consequences of unbridled passion and the fact that love and crime cannot abide in the same habitation. Laird & Lee, Chicago. No. 51, Library of Choice Fiction.

WIDE-AWAKE ADVERTISING.

In a certain town in Western Ontario there was to be a huge union Sunday-school picnic on a certain day, and no person surely would connect this with advertising or business. But our level-headed dealer did connect this picnic with his business. Everybody going to the picnic—that is, every mother of a family and a few others—were going to take something to eat. They were going to take a basketful to augment the general supply, and a great many of them another small basket, with just a trifle or two stored away; something nice for Jimmy and Mary, if they got hungry between times, or on the train going home. Now this wide-awake dealer got up a nice advertisement. It wasn't a huge display advertisement, with type two inches square and a huge saucy heading and some slang phrases. Oh, no! He was writing that advertisement for quiet, tasty mothers, and he had it set up in a quiet, tasty manner. He always has nice advertisements and he keeps the same space, and people look for his advertisement, just as they look for the place where the editor puts the marriage notices. And like these, too, he changes it once a week—that is, once every issue. You never saw a marriage notice in two consecutive issues of a paper, did you? Well, then, why should an advertisement appear twice? Seeing that people knew his space and looked for it, he put a quiet heading, simply the word "Picnic." That was enough. Everybody was interested because they were intending to go, and wondering what the weather would be like, etc. Then he told them a thing or two about that picnic in a nice brisk, crisp style, and said a few things about his baskets, the kinds suitable for a big lunch and the kind suitable for a small lunch. He didn't say they were the cheapest and best on earth; he simply told them he had some nice baskets, and he knew that they were suitable for picnicking, and that the prices were right. The advertisement was set up in plain type, enclosed in one or two places with a line or a word in larger or more striking type.

Awake, thou advertiser that sleep-est! The wide-awake merchant is always looking for the thoughts of the people that he is writing to, and like a personal letter, he avoids saying the same thing twice. He tries to tell his customers something interesting. He watches events and fits his business to them whenever possible. He learns, if he can, something stirring about the manufacture of a line of goods he is selling, and imparts to his customers this little piece of information, not in a lordly way, but in a friendly, conversational manner. Freshness marks the production of the wide-awake merchant's brain and pen. Suitableness is another great feature of them; he doesn't advertise furs in August, or pocket diaries in July. Moreover, he doesn't shock people with a slangy, wordy advertisement, but, as has been pointed out, it is fresh, crisp, and suitable.

BARNES' NATIONAL INKS FOR ALL USES! - - -
- - - IN ALL COLORS!

NO ADVANCE IN PRICES! QUALITY BETTER THAN EVER! THESE INKS HAVE COME TO STAY
AND NEW FRIENDS ARE BEING MADE DAILY!

P. D. & S. PEN "NO. 117." BARNES' STEEL PENS.

WRITE FOR TERMS.

A. S. BARNES & CO., 751 BROADWAY, NEW YORK.

EXERCISE BOOKS

ECLIPSE,
VICTOR,
HERALDIC,
MAYFLOWER,

SCRIBBLING BOOKS.

ALL ROUND,
BERESFORD,
RUSSIA,
MAYFLOWER,

—CAN BE HAD IN—

PRESSBOARD ASSORTED COLORS, BOXBOARD ASSORTED COLORS.
or LEATHERETTE COVERS.

Lithographed in gilt and black or white and black, with or without chromos. Write for sample dozens.

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

CANADA'S GREAT FAIR.

SEPT. 5TH TO 17TH, 1892.

The citizens of Toronto have voted \$150,000 to the Toronto Industrial Fair for improvements to be made on the grounds for this year's Exhibition, which is to be held from the 5th to the 17th Sept next. About 50 acres have been added to the present grounds and a new race track and new grand stand to seat twelve thousand people is being built and many other improvements are being made. Consequently this year's Fair promises to be greater and better than ever. A large number of fine special attractions have been arranged for and several new features are promised. The exhibits in all departments will be larger and better than at any previous Fair and will include many that have been prepared for the World's Fair next year. Cheap excursions will as usual be run on all railways and the attendance of visitors will no doubt be as large as ever. All entries have to be made on or before the 13th of August, but most of the space in all the buildings for the exhibit of manufactures has already been applied for. For copies of the prize list and programmes drop a post card to Mr. Hill, the Manager, at Toronto.

BUSINESS CHANGES.

J. A. Langlais, stationer, Quebec, has assigned.

Summers & Ovell, London, Ont., are selling off their stock.

Trudel & Demers, stationers, Montreal, are offering 40 cents on the dollar.

H. H. Lammle & Co., stationers, New Westminster, B.C., are advertising their business for sale.

The Charles Stark Co., Toronto, have gone into liquidation, in order to secure an extension of time.

The stock of Hunter, Grant & Co., books, stationery, and wall paper, Hamilton, is advertised for sale by tender.

Austin & Robertson, wholesale stationers, Montreal, have dissolved partnership. John Robertson continues under the old style of firm name.

Mr. A. E. Kemp has retired from the wholesale fancy goods business of Porter, Kemp & Teskey, Montreal. The new style will be Porter, Teskey & Co.

SCHOOL BOOKS.

Ready in good time for the opening of Schools.

FRENCH LITERATURE for Entrance Examination, 1893, annotated with Vocabulary by F. H. Sykes, M.A., and E. J. McIntyre, B. A.

WORDSWORTH'S SELECTIONS, annotated by M. F. Libby, B. A.

IRVING'S SKETCH BOOK, annotated by Fred. H. Sykes, M.A.

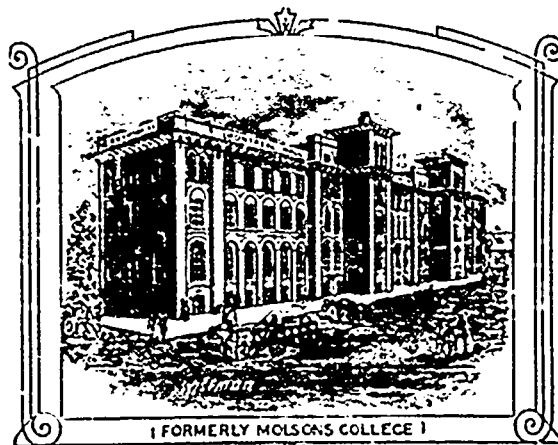
FIRST LATIN BOOK, by J. Henderson, M.A., St. Catharines, and J. Fletcher, M.A., Queen's University Kingston, as authorized for use in Collegiate Institutes and High Schools of Ontario. Price \$1.00

PRACTICAL LANGUAGE TRAINING by R. K. Row, Prin. Model School Kingston. Price 25c.

Further announcements as to new books will be made in a few days. New Catalogue containing full lists and prices will be issued about August 15th.

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ENCOURAGE HOME MANUFACTURERS

TRADE CHAT.

Last year 3,000 books were issued to the people of London from free libraries.

Among the callers on BOOKS AND NOTIONS recently were J. K. Crumpton, of Galt, and A. T. Cooper, of Clinton. Both were in the city looking up bargains.

The creditors of Solomon Weaver, late of Kingston and London, will get 18 1/2 cents on the dollar. Their claim amounts to \$33,510.10. Londoners get \$160.85, out of \$887.25.

The safe in C. W. Papst's bookstore, Scaforth, Ont., was burglarized on July 26th, and the thieves were rewarded with the small sum of \$10, made up of postage stamps, coppers and small silver.

Mr. John W. Taylor, a partner in the firm of Baker, Taylor & Haskett, importers of buttons and fancy goods, of Montreal, was drowned in the St. Lawrence while bathing off Cherry Island, near Gananoque. The body was recovered within half an hour of the accident, but although every effort was made to resuscitate it, it was extinct.

On July 19th M. W. Wutt, one of Victoria's old and well known business men, died of smallpox at his home in Quadra street, above Pandora. He owned two large book and music stores in Government street, and was the possessor of considerable valuable real estate.

Mr. Harry Davies, of the firm of H. P. Davies & Co., Canadian agents of the "Judge" bicycle and sporting goods importers, left for the Old Country by the *Majestic* on Wednesday, to investigate the developments in bicycle manufacture, and also select the stock for the firm's various sporting departments.

Hunter, Grant & Co., booksellers and stationers, Hamilton, Ont., have assigned again to F. M. Wilson, accountant. The firm was in difficulties last year, but succeeded in effecting an arrangement with its creditors which permitted a resumption of business. Dulness of trade is given as the cause for the present trouble. There is no hope that it will be possible for the firm to go on again. At present the stock is advertised for sale.

Mr. Caudwell, of Brown Bros., has just about completed his most successful trip in the Northwest. Mr. Anderson, of the Book Room, has returned, and reports business good in that western region. Mr. Bryant will go through to the coast at once in the interests of Watwick & Sons, while Mr. Sinclair will take Mr. Bryant's ground in northwestern Ontario. Mr. Emil Nerlich has taken a trip east with a full line of fancy goods samples. Many of the stationery, book and fancy goods travelers are in the houses at present, others are away on their holidays.

A Chicago despatch says. In a very short time the newsboy will be out of a job. Papers have been filed with the Secretary of State for the incorporation of a company that will undertake to distribute newspapers automatically. The general principle of the automatic machine to distribute newspapers is similar to the mechanism in slot machines. A penny or two cents, as the case may be, is dropped in a convenient slot and a handle pulled forth with the purchaser is confronted with the paper he desires. The newspaper distributors do not stop at merely

handing out to the customer his favorite sheet; they will make change when required, and it is claimed will never make a mistake. If a customer drops ten cents into a certain slot or a quarter in another, a two-cent paper machine will immediately produce 8 or 23 cents in change, as may be necessary. Other developments are also being studied out.

A short time ago Mr. Herbert Gardiner was unfortunate enough to have his stock of books and stationery at Sault Ste. Marie destroyed by fire, and fortunate enough to receive \$1,000 insurance. He owed several hundred dollars to C. M. Taylor & Co., and they received a promise that he would pay part of the indebtedness and buy a new stock. It appears that the young man had deposited the money to the credit of his fiancée, and the suspicion of the wholesale firm was aroused. After considerable delay he came to Toronto, declined to come to any definite arrangements, and to expedite matters he was placed under arrest. Even then it was difficult to obtain a settlement. It is to be regretted that such a course was necessary, when there was no direct evidence against him, but business is business, and the young man has himself alone to blame, as Messrs. Taylor & Co. were quite lenient with him.

The Charles Stark Co., dealers in watch cases, firearms, ammunition, fancy hardware, bicycles, and sporting goods, has gone into liquidation. The firm has been in business for years, and no longer than a year ago was credited with a surplus of \$80,000, but keen competition and the company's slushing of rates has driven it to the wall. The company is a joint stock concern, headed by Charles Stark, and has done a large trade, but the last few months its bills have been heavy. The company embarked on the troubled sea of journalism and published a paper called *The Forest and Stream*. The order for liquidation was made by Judge McDougall, on motion of Charles Elliott, of Hoffman & Co. The action was taken rather suddenly, and even took Mr. Stark by surprise, the petition being prepared and presented within a few hours after he assented. He figures as the petitioner himself. Pressure from the Bank of Hamilton and Union Bank was what precipitated the commencement of these proceedings. The former is creditor for \$19,200, while the claim of the Union is \$15,000. At present it is not apprehended that the shareholders will be called on for double liability. The assets are estimated at \$147,000 and the liabilities are placed at \$143,000. The creditors are in Montreal, Britain, Belgium and the States, but the two banks named are the largest. The principal shareholders of the company are, Charles Stark, Mrs. Stark, Leopold Stern of Belgium, A. B. Lee, Buntin, Reid & Co., and Alfred E. Dickson. Charles Stark was the president and manager. Charles T. Stark, son of John Stark, has been appointed provisional liquidator.

PAPER AND STATIONERY.

A firm of German paper and cellulose manufacturers have just introduced into the market, under the names of the un-colored and two-colored watertight cellulose papers, a material that can be applied to the most varied purposes. The paper can be used for book backs, table cloths, and as a temporary cover for roofs, as well as for pack-

ing goods. It can be laid on damp walls, and as a coating for maps; in short, its applicability is extraordinarily manifold. This cellulose paper is far cheaper than parchment. It does not become sticky through heat, nor does it crack from the cold, as is the case with oilcloth. The disagreeable asphaltic odour is not perceptible.—The Stationer, Printer and Fancy Goods Register.

Some of the best known manufacturers of note papers in this country and Europe, says the *N. Y. Bulletin*, are just possessed with a fancy to produce and put upon the market tinted note paper. It has become something of a fad, since the mourning season in England called for grey tinted paper in court circles. This is certainly an improvement on the ghastly broad black edged paper which has been used from time to time in this country, but Queen Victoria has always used, since her royal husband's death, a note paper with a small edge of black. To revert to the tinted papers, many of them are attractive and some of them very neat and desirable. These papers come in the lightest and most delicate tints, but can never just take the place of whites and creams. The latter are always standard, and always most popular among dealers and consumers.

The output of American paper and pulp mills last year was valued at \$125,000,000. In 1810 it was valued at \$5,000,000; and the selling price of the product is now only one-third of what it was then. This enormous development has, of course, been almost wholly due to the giant strides made in journalism during the last half century, and more especially within the last ten years.

MOVABLE INDEX FOR LETTER COPY BOOKS.

A lately patented movable index for letter copy books, by means of which the index can be consulted separately from the book or conjointly therewith, as desired, without its being necessary to turn back and forth, is constructed, as usual, with the well-known marginal lettering or alphabet. The index is secured at one corner by a pivot or joint to the inner side of one corner of a cover, preferably the rear cover, so that the index can be swung in a plane parallel with the cover into the book.

To prevent the index from swinging too easily on the pivot, a pad or spring may be interposed between the index and cover so as to exert friction.

By swiveling or moving the index the book can be closed and the index will still be left exposed to examination as a practically independent book or pamphlet without disturbing the main book, or, if desired, the index when resting alongside the book can be consulted, and as the desired entries in the index are found the corresponding pages of the leaves can be turned to without its being necessary to continually turn to the back of the book to reach the index and then forward again to reach the desired page.

By this invention not only time is saved and annoyance avoided, but by doing away with the continual turning back to reach the index the musing and crumpling of the leaves, which is especially apt to occur in the case of thin tissue leaves, such as generally employed in letter press copying books, is avoided.—American Stationer.

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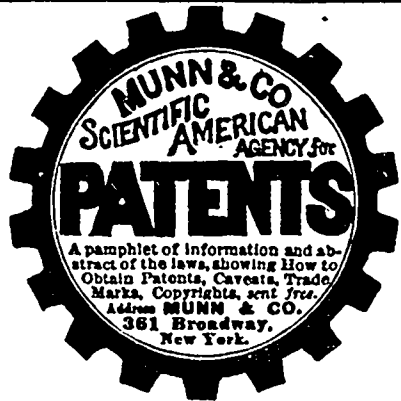


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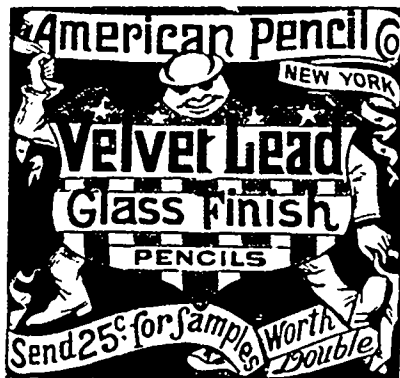
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6517. Grip, July 9, 1892, newspaper. The Grip Printing and Publishing Company, Toronto, Ont.

6518. Form of Application for Shares in the Industrial Branch of the York County Loan and Savings Company. Edward Joseph Lomnitz, Toronto, Ont.

6519. Table of Profits of Five Cent Shares of the York County Loan and Savings Company. Edward Joseph Lomnitz, Toronto, Ont.

6520. Table of Profits of Ten Cent Shares of the York County Loan and Savings Company. Edward Joseph Lomnitz, Toronto, Ont.

6521. Table of Profits of Fifteen Cent Shares of the York County Loan and Savings Company. Edward Joseph Lomnitz, Toronto, Ont.

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6527. Table of Profits of Fifty Cent Shares of the York County Loan and Savings Company. Edward Joseph Lomnitz, Toronto, Ont.

6528. The Dashing Highland Guards. Words by James Fay, music by Chas. Bohner. Whaley, Royce & Co., Toronto, Ont.

6529. Lovell's Canadian Business Guide, with Play for 1892. John Lovell & Son, Montreal, Que.

6530. Knowles Handy Memo, Ready Reference and Buyers' Guide. Joseph S. Knowles, St. John, N.B.

6531. Adventures of a Highland Soldier, by Charles R. Martin. Innie & Graham, Toronto, Ont.

6532. Bonne Ste. Anne de Beaupre, P.N.E. has relief as per application Alphonse Lelanc, Montreal, Que.

6533. Practical Language Training, by R. K. Row. The Copp, Clark Co., Ltd., Toronto, Ont.

6534. The Business Guide; or, Safe Methods of Business, by J. E. Hansford, L.L.B., Toronto, Ont.

6535. The Investors' Table, Hart & Riddell, Toronto, Ont.

6536. Insurance Plan of the City of Montreal, volume I., April, 1892. Chas. L. Goad, Montreal, Que.

MAGAZINES.

The Youth's Companion continues to be bright and sparkling. The article in the August 1th edition, on London Ragamuffins, by Mrs. H.M. Stanley, is interesting and nicely illustrated. The other articles are well-written and suitable in language and tone to be placed before any youth.

The midsummer holiday Century contains a number of complete stories, including The Philosophy of Relative Existence, a ghost story which is said to reverse some of the old traditions, by Frank R. Stockton, and The Colonel's Last Campaign, by the author of Mr. Cutting, the Night Editor, and with illustrations by Charles Dana Gibson.

Some of the good things in the August number of Good Housekeeping include Miss Parlow's indispensable paper on Many Meals for Many Millions, the other serial articles being those on The Expert Waitress, The Children of the Household, Herbs and Simples, The Household Laundry, The Food of the People, and Hand-made Laces. There are some notable pieces of verse, with the usual variety of excellent reading matter for general patrons. Clark W. Bryan & Co., publishers, Springfield, Mass.

Co-operative Holiday Travelling is the principal title of an extended article in the August Review of Reviews, which describes in most entertaining fashion the touring guilds of Toynbee Hall and the Polytechnic Institute, London, and the travelling clubs of Liverpool and Manchester. The article can but have a strong influence upon the movement for co-operative vacation journeys that is beginning to develop so notably in this country. The leading articles of the month sum up the principal political, social, religious and literary utterances and achievements of the past few weeks.

The Cosmopolitan for August is just the sort of reading matter for a midsummer afternoon—full of attractive illustrations, scenes and life in the far off Philippine Islands, with an experience of an earthquake; photographs on the Atlantic Bench accompanying a charming sketch of Jersey's Salt Water Day, by Hamlin Garland, charming Spanish bits by the artist Chase; lovely vistas and enticing groves, illustrating a California farm village, in which Col. Fitzsimmons describes the growth and development of a model community of fruit farms. Of the other articles it is only necessary to say that they are worthy of perusal, especially the one by the famous English writer on Evolution, St. George Mivart.

Outing for August is filled with pleasant, breezy matter of a seasonable nature, and, as usual, sparkles with many beautiful illustrations. The contents are as follows. Around the World with Wheel and Camera, by Frank G. Lenz, illustrated; August Rides, by Jesse F. O'Donnell; Aunt Abe's Fishing Party, by Jennie Taylor Wandle, illustrated; Saddle and Sentiment, continued, by Wenona Gilman, illustrated by Stull and Watson; From the German Ocean to the Black Sea, continued, by Thomas Stevens, illustrated; The City in the Valley, by Matthew Lester; The Shadow of Riving, by Louise Dupree Mitchell; Off to the Moors of Bonnie Scotland, by Claude Prescott, To the Crest of Mount Mansfield, by W. C.

Gaynor; The Military Schools of the United States, by Lieut. W. R. Hamilton, U.S.A., illustrated; Saddleton's Illusion, by President Bates; A Three-Mile Run, by Welland Hendrick; With the Iowa Chickens, by Ed. W. Sandys, illustrated; Harry's Career at Yale, continued, by John Seymour Wood, illustrated, and the usual editorials, poems, records, etc., etc.

The first number of the Lake Magazine has been issued and is replete with Canadian thought. The writers are mostly of journalistic fame, men who have been talking to the people for years without showing themselves. Now they come forth, and the thoughtful reader will taste and see. The contents of the present number are as follows: University College, front view, frontispiece; salutatory, the editor; Canada and Imperial Federation, J. Castell Hopkins; Edward Blake and Ireland, John A. Ewan, with portrait, the first of a series of sketches on the public men of Canada; poem, Penseroso, E. Pauline Johnson; President Harrison, portrait; a Canadian Literature, T. Arnold Haultain, M.A.; A Cheap and Simple Franchise, Arthur T. Wallis; story, My Friend Mark, Joe T. Clark, poem, My Guardian Angel, W. T. Tassie; The Land of Manana, Thomas A. Gregg; Second Sight Along the Wires, Thomas Mulvey; Ex-President Cleveland, portrait; story, A Lucky Wreck, E. J. Toker; Art in Canada, J. H. Charlesworth; The Doctrine of Handicaps, John Lewis.

The August Arena contains the second instalment of Mr. Reed's Brief for the Plaintiff in the interesting discussion of Bacon vs. Shakespeare. Whatever may be said of the abstract merits of the case, no one can fail to be impressed with the ingenious and powerful array of evidence thus far adduced in behalf of Lord Bacon as the author of the plays. Perhaps the most startling as well as the most interesting disclosures, however, are yet to come. In the September number Mr. Reed will answer objections, not only those that have been brought forward in previous public discussion of the subject, but others advanced in his own private correspondence with scholars and literary men on both sides of the Atlantic. Other leading papers in the August Arena are by 31 United States Senator James H. Kyle, Hon. Geo. Fred Williams, M.C., Hon. Wm. T. Ellis, M.C., Gail Hamilton, Mary A. Livermore, Louise Chandler Moulton, Helen H. Gardner, Frances E. Willard, Mrs. Gen. Lew Wallace, Frances E. Russell and the editor of the Arena. In addition to these papers, there is a brilliant symposium on Women's Clubs in America, to which 11 leading American women contribute.

The failure is announced of J. A. Langlais, the Quebec stationer with whom Mr. Mercer made the infamous five year stationery contract known as the Langlais scandal. The assignment was made upon the demand of J. B. Rolland & Co. Montreal. In his statement of alleged assets Mr. Langlais has an item of \$100,000 for prospective profits on his government contract which has recently been repudiated by the De Boucherville Government. The total liabilities are given at \$135,969 and total assets at \$226,000, including the \$100,000. The Toronto creditors were Brown Bros., \$59; Barber & Ellis, \$515.

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 - THE WHEELS OF TIME. Similar to above, with designs in colors, representing the Months of the year. 30c.
 - MOTTO CALENDAR Twelve Sheet with choice colored designs. Tied with ribbon, with Scripture Texts. 20c.
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