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# 留He Book. Stationery \& Fancy Goods Trades of Canada 

$\left.\begin{array}{c}\text { VOLUHE III } \\ \text { NO. } 10 .\end{array}\right\}$

## ALL ABOUT CHRISTMAS CARDS:

## I HEIR MISTORY.

Seeing how general the Christmas Card has become, it may surprise those whe send and receive them to learn that there is no little doubt as to the public benefactor to whom we are indebted for this happy idea. Some time ago there was a lively discussion on the subject. Various claims were put forward, and promptly dismissed as untenable ; so that after the expenditure of a guod deal of unseasonable acrimony the question was left pretty much where it bugan. Sir Honry Cole, who dabbled in a great many things, and was somewhat liberal in his ideas of the credit to which he was entitled for originality, is declared to have had the chief share in suggesting the Card as it now appears. An eminent Royal Academician states from his own knowledge that in the year 1846, at the instance of the then Mr. Cole, who was devoting much time and ingenuity to the application of artistic treatment to unconsidered trifles, he designed and drew the first Christmas Card, pure and sigple. It had long been the practice of some artists to execute etchings for a similar purpose, to be circulated among their friends only. By-and-bye, however, the season's greetings came to be inscribed upon an ordinary calling card decked with robins, holly sprigs. figures, snatches of landscape, and similar superfluities. The new plaything rapidly won favour, its popularity being hastened by the pictorial menus devised in foreign countries, and also, perhaps, by the analogous forms in which the French began to exchange assurances of peace and amity on the Jour do l'An. This is the artist's version of the beginning of a practice which has now taken so vast a development. The antiquary has. however, something to say on the question which, while leaving the narrative of the birth of Christmas Cards intact, shows that this, like many other "novelties," must be traced back to a much earlier date. We need not remind any one of the old-fasioned card playing at Christmas, or that Sir Rogerile Coverley sent ench of his tenants a pack of cards and a string of pig's puddings at Yuletide. That might be beside the question. But the British Museum contains specimens of cards on which some kindly soul has inscribed a hopo that his friend night have a happy New Year, and in more than one a scrap of old English Christmas poetry scems to have
been mritten for a similar purpose. For instance, the lines addressed by Herrick to Sir Simon Steward, "A jolly verse, orowned with ivy and with holly, That tolls of winter tales and mirth," was probably sent with the poet's "duty" to his friend, and for exactly the same reason that we despatch a more hackneyed reminder.

In truth, the beginnings of the Christmas Cara may be triced to a prototype much closer to its modern representative. During the eighteenth and the early years of the nineteenth centuries, it was the custom in many of the Continental countries to send a visiting card at the period of the year when the Christmas Card is sent nowadays, and in a few old-fashioned places the practice is still continued. But these old cartes de visite were elaborate works of art, on which as much taste and skill were lavished as are nowadays devoted to book plates. Some of theso masterpieces of Choffart, Moreau, Gravelot, and St. Aubyn are still in existence. The card of the "two Countesses of Windischgratz" is surrounded by cupids slaspending a scroll on which appear the words, "Bénédiction du ciel." Fischer, of Borne, makes a rebus of his name, while Adam Bartsch, the famous author of the "Peintre Graveur," has engraved on his card a spaniel holding in its mouth a pieceiof torn paper with the date " 1795," and the words, "Adam Bartsch has the pleasure of presenting his compliments and good wishes for the New Year." It is, therofore, very clear that whatever may bo the merit of Sir Henry Cole in giving the practice of sending out Christmas and New Year Cards a fresh start, he was anticipated in the invention which his friends attributed to him. The truth seems to be that the artists kept alive a kindly custom which the rest of the world had permitted to fall into abeyance. Be this as it may, it is well to remember, that, apart from their offices in softening the asperitics of life, and keeping the oft slonder thread of friendship from snapping, the preparation of these cards is a sensible increaso to our English industries.-Standard.

It has been predicted over and over again that the Christmas-card trade was doomed. The prophets will be wise not to fix the date of final dissolution too positively, for the process of decay is likely to be protracted almost indefinitely. It is quite curtain that the end is not going to be reached this year. There
are probably more cards in preparation at the present timo than ever bofore, and this in spite of the undeniable depression of trade under which we are suffering. Many publishers have eeen the wisdom of taking up special lines; but, apart from these, wo believe tho chromo cards alone will be found more numerous than last year. The amount of ingenuity exorcised in dovising original designs is truly prodigious, and yot year after year we find the sample.bnoke of the publishers overtlowing with fresh novolties.-1'he Stationery and Trades Journal.

Atkingon's Canadian Chistmas Cards.-Mebsrb. Marlborough, Gould \&Co., 51, Old Bailey, are offering a very original series of Christmas cards of Canadian parentage, in which the various emblems we are accustomed to associate with the Dominion are employod as decorative adjuncts. Small and beauti-fully-finished models of toboggans, snowshoes, moccassins, birch-bark canues, lacrosses and other familar objects are deftly arranged on shiolds of palettes of rich plush, or as trophies about the satin and plush folds of a wall packet. In other specimens, photographs of Canadian views are mounted, or ivory crosses, and other shapes bear vignette landscapes in water colours. The whole of the models, it is stated, are of Indian workmanship, and the singular dexterity and noatness of the Canadian Indians are well displayed in these miniature reproductions. The style is, we believa, absolutely novel, nothing approaching it having thus far been shown in the English market. A handsome show-cnse containing specimens of the diffierent cards, very tastefully arranged to display their rich centre and fringes, has been propared for the Indian and Colonial Exhibition, and will servo to show the progress made by the Canadian trade in the production of Christmas souvenirs, and also the tasteful ingeniity of the manufacturers in turning to account the peculiar skill of the Indians. -The stationcry and Trades Joumal.

Messbs. Hidpeshemer \& Faulinebr, 41, Jowin Stroet, have this year one of the finest sample-books ever issued by them. Landscape art has been emploged to a much greater extent than is usual in Christuas cards, and we think it probable that the concensus of opinion will place their landscape cards at the head of all contemporary productions in that branch of art. It is not to be inferred that they have employed landscape subjects to the exclusion of all othors. Floral compositions, child-life studies, animals and birds, and other subjects and materials commonly looked for in Christmas cards, are sufficiently abundant in theirs; but landscape predominater, and it is in that section wo find the gems of the collection. Some of the pictures by Mr. Hines are the most exquisite little works of the sort that have even been presented through the medium of the chromo-lithographer to the buyor of Christmas cards. It is obviously impossible for us to write fully of overy card that strikes us as possessing more than average merit, as a samplo-book like the present one of Messrs. Hildesheimer \& Fanlkner, provokes commendation at overy page.

The 32e. cards fill a very large section of the book, there being about eighty series of them. In these, landscapo art is represented by more ambitious
efforts. Picturesque vistas of flond and foll, of meadows rich with golden grain, or shrouded in the snowy mantle of winter, the cosy English homestoad, or monastic ruin, the still tarn and noisy mill-raco, the breezy upland and the long level strotch flooded in the crimson light of sunset, the sea studded with dark-sailed fishing craft, or breaking with tireless energy on the rocky shore, are but a few of the subjects which fill these meritorious compositions.-The Stationery and Trades Journal.

The Toronto Nows Co. are the Canada Agents for those cards.

## BOOK NOTES.

The Thinity of Evir: 1, Infidelity; 2, Impurity ; 3, Intemperance. Rev. Canon Wilberforce, M.A. Toronto: Willard Tract Depository.

In plain, forcible language, the Canon gives us his views on hindrances to a better life, as specified in the three diviaions of this book. In the secund particularly, he deals with the subject in a manner that demands the attention of the most listless reader, and points out in unmistakable phraseology the corruptness of puach of London life. This portion of the work will certainly create a sensation, uot perhaps as great as the exposure of Pull Mall Gazette, but probably more effoctive in a quiet way. The book should be placed in the hands of every young man, to admonish him of his danger.
The Sheming Saviour. By the late Dr. W. P. McKay, M.A. Toronto: Willard Tract Depository.

This author's works huve a wide reputation for thoroughly Biblical knowledge, and sound doctrine. This latest one fully sustains the reputation already earned, and is sure to be popular.

The Willard Tract Depository will publish, about June 1st, simultaneously in England, the United States, and Canada; a new edition of Father Chiniquy's great work, " Fifty Years in the Church" of Kome," at the reduced price of $\$ 3.50$.

The Grip Company have issued the first volume of "A Caricature History of Canadian Politics;" the second to be ready in the fall. Besides the best productions of Grip, it contains cartoons from long-forgotten papers- Punch in Canadia, 1849, Grinchuckle, Diogenes, and Canadian Illustrated News. Those from the first-named are, though the original execution is poor, entirely original in design, and hit off the men of the day in admirable style. No library should be withourt the work.

The Rose Publishing Company of Toronto (Hunter, Rose \& Co., Printers) have issued, since the date of our last publication, three handy volumes for summer reading, namely:
"The Marriage Ring Sermons"-The duties of the Husband and Wife, and the Domestic Circle, by Rev. Dr. Talmage.
"Solect Sermons," by Rev. Sam Jones, the great evangelist.
"Annotte, a Spy of the North-West Rebellion." a Novelotte, by Edmund Collins.

Now books issued by Wm. Briggs, Toronto:
Rom's Gallery.-Tomperance book, by Thomas Trotter.
Toronto "Called Baok;" or, Rise and Progress of Toronto, by C. C. Taylor.
ambassador for Camist.-Tectures, by Rev. Dr. Ryckman.
Shall we, or shall we not. -Sermons preached in the Pavilion, by Rev. Hugh Johnston, B.D.

Alaebra, a new edition of.
"Sina odt Glad News,". by Whyte Bros. Just off the press.
E. P. Dotron \& Co's., new high art book, All Round the Clock, is going to io a charming Christmas gift-book. The sample not yet finished promises something very fine.

How Hige art Buoks are Produced.-Mr. E. C. Swayne, of the firm of E. P. Dutton \&Co., arrived by the Umbria on April 5th, after a three months' visit to Europe.
A few days ago, a representative of this paper called on Mr. Swayne, and after a pleasant gossip about old acquaintances, the Lundon weather, and such like, came to the point by asking:
"Now, how about business? Bow is it, and what is the outlook?"
"I found," he replied, " the London market dull, and the year had not been a prosperous one. The older houses, with a single exception, have been remarkably conservative, and are likoly to be so as long as long as the present uncertainty in the political world continues. Still, as regards mey own business, I can say that whatever new good things were to be procured I was able to secure them by being early on the ground, and knowing how to go aboutit. I mean, of course, good things in our own special line."
"And these good and new things? What can you tell me about them ?"
"The most important in our line, I repeat, are the colour books. With regard to them, I have made arrangements highly satisfactory to all concerned. In fact, an agreement has been signed by which E. P. Dutton © Co become the sole agents for the United States for the fine art juveniles of the celebrated Nuremberg printer, Nister. The Germans surpass all others in their colour printing, and Nister's Nuimbergeg Kunstanstalt is the foremost institution in the world for this particular style of work. The books Fe shall have this year will be still better; and, what is important, cheaper too."
"What are they to be ?"
"I cannot tell you the tilles. I may say that nei. ther money nor labour will be spared to make them the best of the season. Now, do not run away with the notion that, because they are printed in Germany, they are German books, filled with children in wooden shoes and striped petticoats, and Black Forest villages. The designs are by English setists. And do not run away with the idea that, because the designs are by English artists, they are after the style of Kate Greenaway. 'They are in every way most original : an entire departure from Kate Greenaway or Rosina Emmett. Wo have engaged for this part of the work, Harriet M. Bennett and Lizzie Lawson, two leading artists who have been long and extensively connect-
od with art publications. Here are some of the designs roughly skotchod, so judge for yourself. The coloured designs will require nineteen paintings, the monotints five and some seven."
The epecimons that we saw fully justify Mr. Swayne's confidence, and we think that they will surpass in truth, and delicacy of drawing, and colour, all others in the fall market.
"You have had interviews with Nister, I suppose?"
"Yes. He offered to come and moet me in London, but I preferred to go to Nurenberg, and see him in his workghop, although he subsequently came to London to bid ine good-bye on my departure for home. I had to make the whole scheme and plan of the books ; I had to arrange even the order of the plates, select the letter-press, and first and foremost to invent, the titles. Nothing but this careful, personal supervision of every detail can ensure success."
"One more question. What are you doing about Sundays!"
"We will have Sundays ngain. We consider that our frm is identified with it; we pushed and advertised the other book and made its circulation. This year Sundays will be an absolutely original book, containing twelve tinted illustrations, and 200 illustrations in black, forming a volume of over 400 pages in a double-lithographed cover of original design. Oh, yes; we'll have Sundays, and and sell them too."
"What is the price to be?"
"Just say ten cents less than anything of the class made."-Abridged from American Bookseller.

Houghton, Mifflin \& Co. make an announcoment that will ba read with pleasure, mamoly, a new book of poems, by Whittier, to be called, "St. Grogory's Guest," and "Recent Pooms," including all written since 1883.
"One Summer" is reduced from $\$ 2.00$ to $\$ 1.25$. Hoppin's illustrations of the work are particularly good.
The "Satchel Guide" for 1886 is one that the European traveller should secure.

The "Riverside Alden Series" continues popular ; Warner's "Batch of Studies" is the latest volume.

In speaking of "Voices for the Speechless," thio publishers say:
"Mr. Abraham Firth, the compilor of this excellent collection of stories, poems, and sketches, which are inspired with kindness to animals, has recently made considerableadditions to it. If now young people, and their parents too. will but read the engaging little book, a host of horses, doys, squirrels, birds, and other animals will be a great deal happier, and a great many men, womon, and children also."

Macmillan \& Co. Now York, send us their list of the books published the last six months, embracing a large cariety of standard works, mainly by English authors. The latest and most popular novels in the list are, "A Tale of a Lonley Parish," Crawford, and "The Bostonians," by James.

Grown-up boys, as well as boys proper, who hava tasted the delights of ${ }^{\text {Treasure }}$ Island, will rejoice to read the title of Mr. Robert Louis Stevenson's forthcoming boys' story. This is in full, Kidnapped :

Boing Momoirs of the Adventures of David Balfour in the yoar 1751. How he was kidnapped and cast away ; bis sufferings in a Desert Isle ; his journeys in the wild Highlands; his acquaintance with Alan Breck Stewart and the sons of the nutorious Rob Roy; with all that he suffored at the hands of his uncle, Ebenezer Balfour, of Shaws, falsely so called; written by himself, and now set forth by Mr. Stevenson.

Miniature Golden Floral Series.-Mebsis. John Walker and Co., have issued a fac-simile minjature edition of thoir "Golden Floral Series." These pretty little volumes are bound in cloth, and various other handsome bindings, with gilt edges and rounded corners. They are printed in sopia on otout papor, and the illustrations are quite as effective as those of the larger sories. For gifts or prizes these dainty volumes aro particularly appropriate. Two of the series have been iasued in this form, "Curfer Must Not Ring," and "From Greenland's Icy Mountains."-The Bookseller.

It is a pleasure to hear of several hitherto unpublishod volumes by the late Mrs. Helen Jackson. These are "Glimpses of Three Coasts (Bits of Travel in California and Oregon, Scotland and England, and Norway, Denmark and Germany)," partly now and partly reprinted from the Atlantic and the Century ; "Vorses," Second Series (a collection inoluding everything of importance writton by Mrs. Jackson since the publication of her first volume): and between Whiles. "Did nnybody every publish a volume of short stories called Between Whiles!" rirote Mrs. Jackson last summer, in a postcript to a letter to her publisher. "If not, hide it avay and don't tell anybody, and by next apring I will have had enough short stories printed to make a nice summer volume."

A series of old Welsh texts is proposed for issue from the Clarondon press. It is surely time that more attention was paid to the remains of a language which, once univorsal, perhaps, in England, is rapidly like Cornish (now extinct), and the Erse and Gaelic prssing into disuse. Its literary remains are no mean ones, and the "Mabinogion," the "Book of Taliessin," and the "Arthurian Romances," attract the attention of Continental scholars anore than that of Englishmen; but now that the Oxford Professor of Celtic is at work, we may find Old Welsh, like Anglo-Saxon, taking its due and recognized place in our literary education.

A Treascre. - The university of Upsala has within its walls many interesting relics, among them the library is of course, most fascinating to men of letters. "Here one may find two hundred thousand volumes and seven thonsand manuscripts. But tho golden treasure is the famous 'Codex Argenteus'-the four gospols translatod by Bishop Ulphilas, and writton on one hundred and eighty-two leaves of parchment in lettors of silver on a ground of faded purple. It is kept in a glass caso, and under lock and key. This wonderful manuscript is said to date back to the second half of the fourth century, and to it, almost alone," says our tourist informant, "wo are indebted for our knowledge of the early Gothic, the parent of all the Germanic tongues."-Bazar.

Quaker Licrrature.-In a little hack stroet, not far from the London Hospital, Whitechapel, may be seen a bookseller's shop. There is nothing at first sight attractive in it, and the chance visitor will gonerally find it closed, even if it be not shuttered as well. A fow volumes may be dimly discerned through the amoky windows, and sometimes the casual visitor may catch the proprietor at home. Joseph Smith, who has made the literature of the denomination to which ho belonga, his life-study andlife-work (lite the late Daniel Sedgwick the hymnologist did his hymn booke) hac ovidently ever had far more at heart the pursuit of his favourite study than any personal or business aggrandisement. His great work, "The Descriptive Catalogue of Friends' Books," 2 vols., 1867, was warmly supported by the Quaker denomination, and at once took a high place in bibleographical literature. None but Mr. Smith could have done the work, and it will remann a wonderful monument of the patience, erudition, and energy of the compiler. A warm interest in the subject then arose; wealthy Friends wished to purchase the literature which recorded the sufferings and achievements of their persecuted ancestors, but Mr. Smith felt his work had yet to be completed. For many of these tracts were of so controversial a nature and were avowedly replies that a list of books issued on the other side of controversy became necessary, and this, together with tho Quaker answers appeared in June, 1873. The compiler had had the advantage of consulting the British Museum and the Houndsditch Library of the Suciety of Friends, and so well and completely had both been executed that when in a second-hand catalogue you see the note, Not in Joseph Smith's "Catalogue of Friends' Books" or "Bibliotheca Anti Quakeriana" you may be sure the volume is very rare, and will probably fetch a good sum. A few of the titles in the earlier struggles of the Society are of quaint and pathetic interest, and we therefore subjuin apecimens of attack and defence which cast a curious light on the developement of a society which, now dwindling in numbers, has from the first fought for the spread of liberty and toleration in a noble and thoroughly English manner. Of the leader, George Fox, we quote one or two characteristic titles. The first shall be his 1654 tract. "A warning from the Lord to all sutch as hang down the head for a day and pretend to keep a Fast to God, when they smite with the Fist of Wickedness and suffor the Innocent to be oppressed. Occasioned by a late Declaration stiled a Declaration of His Highness the Lord Protector, inviting the Penple of England and Wales to a day of solomn Fasting•and Humiliation."-British \& Coloni. al Printer \&E Stationer.

A Beautiful New Book of Poems.-Under the title "Verses: Translations and Hymns" has just appeared an unusually attractivo little volume containing noems and translations by the Rev. Dr. Furness, of Philadelphia. His large and accurate scholarship, joined with his gift of admirable poetic expression, gives to his translations a value and grace which translations very rarely possess; and his hymns are unsurpassed in lnftiness and purity of tone, and in profound serenity and trustfulness of spirit. The intrinsic charm of this little book is well matchod by its external beauty.

In the Lena Delta. - The re-issue of "The Voyage of the Jeannette" in a single volume, naturally calls attention to the sequel of that terrible voyage and its record of wonderful heroism, Engineor Melville's "In the Lena Dolta." This has a story of thrilling intorest to toll, and tells it with remarkablo vigor and fluenay.

## PERIODICALS.

A PINE number was that Easter one of The Week, enlarged in size, and the enlargement not padded, but of interesting and scholarly reading. It is, perhaps, the best literary number ever produced in Canada.

Another new monthly in Toronto! This time it is the advocato of that mild kind of temperance advo. cated by The Church of England Temperance Socioly, embracing in its folds both moderate drinkers and teetotalers. Its title is The Dominion Church of Eingland Temperance Journal. The initial number promises good things. It is an intoresting papor and well written.
F. Marion Crawford's new story, "Sarracinesca," will come out as a serial in Blackwood. The scene is Rome. the time is that following the expulsion of the Bourbons from Naplea, the circumstances, those of social life with some mingling of fpolitics. Cardinal Antonelli will be an active character.

## NEW MOSIC.

It's for Money. -Song and chorus. Words and music by Charles Adams. Toronto : Strange \& Co.
The Ship that Carries me Home.-Song, by J. F. Mitchell. Toronto : Strange \& Co.

Take me, Jamie Dear.-Song, by J. W. Bigchoff. Toronto : Strange \& Co.

These are three popular additions to Strange \& Co.'s Canadian Musical Library. This firm has always been fortunate in its selection, showing very good judgment as to the public taste. The result is that dealers run but little risk of dead stock in their goods.

Durable Autograpitc Ink.-White wax, eight ounces, and white soap two to three ounces, melt ; when well combined add lampblack, one ounce, mix well and heat it strongly; then add shellac, two ounces; again heat it strongly; stir well together, ion a little and pour it out. With this ink lines may be drawn of the finest to the fullest class without danger of spreading, and the copy may be kept for years before boing transfeired. This ink is omployed for writing on autographio paper, and is propared for use by rubbing down with a little water in a saucer, in the same way as common water colour cales or india-ink. In winter this should be done near a tire, or the saucer should be placed over a basin containing a little warm water. It may be used with either a steel pen or a camel's-hair pencil. - Encyclopedia of Practical Recipes and Processes.

# JUST OUT. ——on <br> <br> THE TRINTTY OF EVLL: <br> <br> THE TRINTTY OF EVLL: <br> <br> Infidelity, Impurity, Intemperance. <br> <br> Infidelity, Impurity, Intemperance. <br> <br> By CANON WILBERFORCE, M.A. <br> <br> By CANON WILBERFORCE, M.A. <br> OROWN 8VO., 90 OENTS. 

## HON. S. H. BLAKE writes : -

"I am very much obliged to you for sending me (anon Wilberforce's book, 'Trinity of Evil- -addresses on Infidolity, Impurity and Intemperance. These papers have all the fire of John the Baptist and furnish much food for reflection and much instructive material. May they bo largely used in the fight with these three ginnt ovils. . . Liked every word in the volume down to the lesson so quaintly taught from the amethyst. Please send me one hundred copies, which I purpose distributing among my friends."
SIR 5. W. DAWSON writes:-
"I beg to thank you for your kind gift of Canon Wilberforce's new book, and think you have done good service to Canada in reproducing and circulating it here. I ahall be glad to mention it to thoso likely to promoto its circulation."

## THE EVANGELICAL CHORCHMAN says:-

"This little volume contains three trenchant and timely articles on three rampant evils. :. The Canon's heart is on fire. He writes forcibly and plainly. We heartily commend the bonk. There is nothing in it inconsistent with genuine refinement."

## THE CANADIAN BAPTIST Bays:-

"It is an eloquent and very earnest warning in regard to infidelity, impurity and intemperance. A book which should be put into the hands of every youth."
THE LIITERARY WORLD says:-
"Every page of the Canon's not only throbs with passionate earaestness in the cause of truth and righteousness, bat is full of point aud literary power."

## THE CHRISTIAN says:-

"Written from the emphatically Christiau standpoint, the book strikes at the root of political and social ovils that many Christian men and womon are sadly slow to rebuke end withatand."

## THE BOOK-BCYER says :-

> "A clear, outspoken grapple with present ovils."
> THE CHRISTLAN GUARDIAN says :-
> "They are nnt so much a discussion of the questions presented as a setting forth of the methods to be employed by Cbristian people to overcome them, and nre roplete with valuable suggestions to that end. The spirit of an earnest reformer in deepest sympathy with the victims of unbelief and vice, and determined upon his hest for their deliverance, such as the author is known to be, is manifest throughout these pages."

BOLE PUBIISEERS IN CANADA

## S. R. BRICHES,

Toronto Willard Tract Depository.

# fooks and slotions, 

## A MONTHUY JOURNAL,

## DEVOTED TO THE INTERESTS OF I'HE

OF CANADA.
PUBLISHED THE FIFTEENTH OF EVERY MONTH

OREICE

## 20 WELINGGTON ST. EAST, TORONTO.



## INSURANOE.

A leading insurance agent, on reading remarks in last number, says that one question should be more pointed, his version being,

Have you read your policy carefully, and is it correct in overy particular 1

Some compames if the loss is heary do not pay it all, having a reserve in their policy that if over twothirds loss, both insurer and insured should bear equal loss.

## IS IT SO?

A leading newspaper man complains about nersdealors, claiming that they will do nothing to push sales, in the way of putting up hasdbills sent them for that purpose. Some of these handbills or show cards are very handsomo, and would, if properly displayed, attract attention. No pains should be spared to push asles, and these should naturally holp. The manufacturers and publishers du not provide such cards to be put under the counter.

THE FUNOTIONS OF A TRADE JOURNAL
Exception has boon taken to the articlo in last month's number, on carrying heavy stooks. The only possible detrimental effect would be to lessen in a small degree the sales of somo wholesale houses for a very short time, business then to go on in its oven pace. Suroly this would not be any great harm to anyone, particularly where some would have the benefit of an easier time, and a quieter mind when note day comes. We write as we believe it our duty to do, as far as our trade is concorned,-Fon the Consion Good. We have, in dencuncing unfair discounts on readers, alike commended the stiffness in prices on annuals, both seemingly opposite views, but both with the idea of fair profits of all branches of the tride.

To do otherwise would be a betrayal of our trust as the recognized organ of the trade.

We believe in the retail branch getting good profits, but we.do not believe it right that it should be got at the expense of the wholesale. What particularly induced us to write the article alluded to, is a fact which lately came under our notice. It is but one of many.

A dealer not very far from Toronto, is carrying a stock of $\$ 10,000$ worth of goods. A competent judge says that $\$ 0,000$ would bo sufficient for his requirements. Granting he is, say $\$ 2,000$ wrong, we have $\$ 3,000$ of a surplus stock. Nor, interest, depreciation of stock, \&ic., cannot be computed at less than 15 per cent. per annum. This on $\$ 3,000$ is $\$ 450$, nearly rent for a good store.

## STATEOF TRADE.

Travellers on the road are doing fairly in taking orders, the demand being up to the average for staples. Import orders are in many cases reluctantly given, both for Christmas cards and books. Orders for albums were mostly given in January and February. No house can have the samples from Germany earlier than March and often April, so that those who bought early lose the opportunity of having the latest and newest goods. April or May is quite early enough to buy this class of goods.

The fact of it is it is a rush as to who will be first, irrespective of the season. As it is, orders are given early, and when other travellers come round with newer, or at least preferable gonds, the temptation to buy more than is wanted is almost isresistible. This is one great cause of over-stocking.

Toronto houses report with one exception collections as still good.

The retail trade in Toronto and Montreal is well up to the average. Through Ontario as a rule it is
poor. Reports from Winnipeg and other points in the North.West are flattering. In the Eastern Provinces, unfortunately our trade, like all others, is at a low obb, noticed particularly by remittnuces which are scant.

## THE SPRING ANNOUNOEMENTS.

A olance ovor our well-filled columns of announcements will not fail to convince the most skeptical of unbelievers in an immediate revival of the book trade, that there is still some degree of vitality left. And from the faith which the publishers manifest, in putting forth so many new ventures in the present depressed state of business, we can readily see how great would be the boom, were even a moiety of confidenco in the immediate restoration of business, upon a solid and equitable foundation, to be secured by the concerted action of publisher and retailers. All are agreed that something should be done at once; but the publishers hold back from a reduction of retail prices and a cutting down of discounts, for fear that the retailers will not support them in such a movement. Now is as favourable a moment as any to take action, and upon the now books whose announcements are now made. Let the retailors carefully examine these extended lists, and in making up their orders notify the publishers that they are ready to handle so and so many copies of these new books, provided retail prices are fixed at the lowest possible figures, and discounts set at 25 per cent., and pledge be given that no change will be made from this basis. The retailors can then sell each book at its price, without fear of their neighbours cutting prices. The publishers need have no fear that the retailers will not order their new books at these figures, but will be tempted by the big discounts offered by other publishers who may not go into the arrangement. The retailers must have the now books issued by the leading publighers, because the public want these books. Re-issues of old broks in fancy bindinge are not. wanted, though the discounts be ever' so long. Give us low prices and short discounts, and quick sales at smal! profils will "set the ball rolling" with an ever accelerating impulse. -The Western Bookseller.

## THE FIRST DISTRIOT ASSOCIATION.

Pursuant to the resolution at the last meeting of the Provincial Association, a meeting of the members of the trade from Stratford and district was held at the Windsor hotel in that town on Tuesday, April 20th.
There were present from Stratiord, A. Mathieson, of the Beacon, N. A. Bosworth and J. H. Dufton ; St. Mary's, H. Fred. Sharp, President Provincial Absooiation, and F. J. Chapple ; Clinton, C. Dickson ; Seaforth, C. W. Papst and Álex. Wilson ; Mitchell, R. O. Smith ; Listowel, Dr. J. H. Michener, also the Secretary of the Provincial Association.

Letters of regret for not being able to be priesent were read from.W. Collwell, Mitchell; Geo. Mason, Wingham ; L. Cann, Lucan; G. A. Deadman, Brussels. Goderich was not represented, though at least one intended to be present.

The organization was offected, the namo adopted being the Huron District Association in connection with the B. \& S. A. of O., and the following oflicers were olocted: Presidont, A. Mathieson ; Vice-Presidont, O. W. Papst; Sec.-Treas., R. O. Smith; Executive Committoe, E. J. Chapplo, N. A. Bosworth and Dr. Michener.

The officers of the Executive Committee wero named a committee to draft by-laws, report to be made nt the July meoting, it being the intention to meet three or four times in the year.

A resolution approving of the action of the Provincial in recommending the discontinuing of discount to teachers, was unanimously carried. This courso of action has been the habit of some in the district for some years. The members agreed to send to the secretary a list of books not of ready sale to be arranged by that officer in such way as to inform all members of the district what the others had-perhaps aaleable in other localities.

This will be a great help and save many a dollar, by thus being able to dispose of surplus volumes.

The meeting closed to meet again in July, all well pleased with the work so well commenced.

## EERSONAbS.

Our London correspondent says: "Last month Edward Manigault. of E. A. Taylor's, left for Washington on a trip, asd the papers say he has united to himself an edition de luxe bound in silk and trimmed with orange blossoms." Thej bride is a fair daughter of the South.

We now know the reason why our "bashful correspondent" has not furnished us items for a couple of months. Sang he in voice melodious,
> "Love calls me hence, in such a case, You know all other thinga give place."

In the married state is now W. R. Pringle, of the Barber \& Ellis Co. May the horse shoe ever hang over the door of his homestead.

For the first time, Harper Bros., have found not that such a place exists as Toronto. At least, so we should say, from the fact that Col. Ammon representing them, put in an appearance last month, and opened his eyes in astonishment at the general fine appearance of the city, and its enterprising book stores.
W. B. Perkins, representing D. Lothrop \& Co., Boston, has also been in Toronto, and is going westward. This is his third yearly trip to Canada, and by far the most successful one.
W. Williambon, Williamson \& Co., Toronto, is away on a trip to British Columbia.

Calied at and paid their respects at office of Books and Notions, R. B. Andrew, Bowmanville; T. J. Day, Guelph; J. G. Cloke, Hamilton, and J. P. Rice, London.

Edmard C. Swayne, of E. P. Dutton \& Co., and Wm. J. Kelly, of McLoughlin Bros., both of New York, have been at the Queen's, Toronto, for some time, taking orders in their respective line. The Happy Pair report large sales here, much better that former years, and speak highly of Toronto's progress.

## TRADE NOTICES.

Portable Copyina Press.-Hart \& Company, Toronto, are offering a very simple portable Copying tPress, which is one of the easiest to work, whilst yet offectual, that has ever been brought undor our notice. It seems to us that the stationery trade throughout the country ought to have a large sale for this press; it is just the thing for

a large number of poople who do not require the more cumbersome and expensive presses; we have seen it at work, and it does its work as well as any press and much more quickly. It can be easily carried around; it occupies hardly more space than the copying book itself. It is very neat in appearance and is as well adapted for private use in library or parlor as in the office.

Coming Events Cast Their Suadows Before.A Toronto wholesale house, noted of old for their large trade in baseball goods, about t,wo weeks ago refused to sell to the club of the wholesale grocers the bats and balls they wanted. The order would have amounted to botween $\$ 50$ and $\$ 100$. Added to this tho manager has given particular orders to the employbs that on no consideration are they to sell to any but the trade. This is a graceful concossion, oven before being asked, to tho provailing feeling in the city trade, against wholesalo houses doing in any Fay a retail business, and the refusal to the grocers is all tho more creditablo in that the persons rofused wore personal friends of the managor.

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245 King St. West,
TORONTO, ONT.

An Honourabte Record and a Handsone Apology. - In a despatch from our Montreal correspondent which appeared in our issue of the 26th April, a atatement was made to the effect that the old and honvurable Catholic publishing houses of J. B. Rolland \& Fils and D. \& J. Sadlier \& Co.. of Montreal, were implicated in Custom irauds. After interviews with Deputy-Collector O'Hara and other officials our correspondent telegraphed us that he has been misinformed, and that the books and invoices had been found correct. Both houses have by their honesty and fair dealing created extensive connections in Ontario and throughout the Dominion, and it is needless to say that we regret the publication of the charges made, and now cheerfully retract them. We share in the satisfaction which their many friends throughout Canada will feel in knowing that their business reputations have passed untarnished through the ordeal of a Customs examination. Mr. O'Hara, deputy-collector, states in a communication to local papers: "I have made no seizure from Messrs. J. B. Rolland \& Fils, or D. \& J. Sadlier \& Co., nor have I any reason to do so."-The Mail.

Among the new features offering by McLoughlin Bros., shown us by their representative, a nine pin and spelling block is a mode of instruction combined with amusement that is novel. Bulls $\mathbb{E}$ Bears, of Wall street, by "a man who was there," is an exciting game, more for children of a larger growth. The District Messenger Boy is another taking toy. A Peep at the Circus, a book that sells at $\$ 1.25$ should be saleable, while the Red Line board books, Chatterwell, Feet and Wings, Home Prattler, and others are taking lines.

Amova the improvements we notice this month is a new Jordan engine, purchased by Selby $\& C$ Co., for their Don Valley paper mill. This will add considerably to its capacity. It promises to be as well equipped as any mill of its size in the Dominion.

Perfection.-We have received from Hart \& Co. a new mucilage pencil, that for convenience, cleanliness, and comfort marks the invention as one of the most usfulul office accessories one can imagine. Properly put before the customer, no one who has any use for it would refuse a quarter for that which is ea much ahead of the ordinary mucilage bottle as the steel pen is superior to the goose-quill.

The book trade in Montreal were fortunate in not receiving much damage from the late flood. The rnly exception was the Montreal News Company, where the water was five feet decp in the warehouse, the manager sailing to the establishment to look after business.

Grip will hereafter be a sixteon page sheet.
Rioe \& Citaprle, Brampton and St. Marya, have again entered into partnership, and have bought out Wm. Bryce's retail store at 168 Dund as atreet, London. Both, we believe, remove to that city, learing managers in their other establishneents.

SPECIAL ANNOUNEEMENT.
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PRANG'S
CHRISTMAS
AND
NEW YEAR CARDS,
SEASON, 1886-7.
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We have much pleasure in
informing the Trade that by
SPECIAL ARRANGEMENT with Messrs. L.
PRANG \& Co., we are enabled to
MAEE TAE DISCOUNT FOR THIS YEAR 40 PER CENT. NET.
Samples will be in the
hands of our Travellers early
in May; and in view of the very libeval terms offered we hope to be favored with large orders.

Respectfully,
THE TORONTO NEWS COMPANY,
42 YONGE STREET, TOROINTO.

## Is this number wo enclose a copy of the Periodical List. All orders must be sent in by June 1st. For prices see advertisement. <br> TORONTO IMPROVEMENTS AND CHANGES.

The New Wholesale Wabehouse.-Ab annourced in formor number, 31 Front street west, Toronto, is now occupied by W. Bryce, formerly of London, as his wholesale store. It is situated in the iron block in the heart of the wholesale trade, and being but a very short distance from the Union station is convenient for dealers visiting the city. It is a commodious warchouse, four flats, each 170 feet long by 25 wide, and is fitted up with much taste. What impresses one on entering is the lightsome appearance, the wall being of a hue that lenda cheerfulness to the whole interior. The proprietor is getting things int- good shape, some 400 cases having already arrived, and more coming in every day. He hopes to have his stock complete in a very shurt time.

On the first floor are the offices, those of the proprietor, bookkeeper, and clerks in the front, the entry office in the rear. A novel and convenient feature is a comfortably furnishen room on this floor for the convenience of customers, where they may sit and write their letters at their leisure, and away from any disturbing noise. On this floor are exhibited samples of all goods in stock, thus saving the trouble of going up to any other fiat to look at the articles wanted, thongh this would be an easy matter as a hoist from the basement to the upper stores makes ench floor easy of accers. On the second floor there is the import sample-room, and the stucks of fancy goods and dolls. There also will be manufactured the games of various kinds, the proprieior having been engaged in this line for some years. Regarding the import sample-room, it is claimed that when all the kinds of goods are in it will be the most complete of any in Toronto. It is a dfficult matter to give the travelles a sample of everything, but here will be found all thata dealer mants. The thisd floor will bo occupied by toys and chinaware, whilo in the basement will be done the packing and shipping, and be a store house for inks, slates, and cased goods. By removing from London to Torouto the proprietor will be enabled to extend his business considerably, having botter facilities and being more central in the Queen City. Thoro are fuur travellers out, one east of Port Hope, tro rest of that point, and one in the city. Tho nows department will at a very early date bo placed on a good footing, making a specinitity of periodicals and papers not controlled by any other house. Continuing tho business in London, dealers can be supplizd from there or from Toronto.

Tue rage for pine in fitting up stores in our line is taking firm hold of the people. W. Cheshire \& Co., Queen street west, have now a handsome store fitted up in the most improved atyle; light and airy in appearance and attractive in its light colours. Fine handsome plate-glass windows show to advantage the stock-in-trade; lio rolls a day is not a bad showing for a wall-paper house that makes no pretensions.

A little further west, Mrs. S. Clare, after having put up with her accommodation for sixteen years, is making great improvements. Adding to the store

# THE <br> Booksellers and Stationeres' Association <br> OF ONTARIO. 

oflec: 20 Wrellington Street East, Torouto.

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Executive Conaittee:
T. J. Dar, Guelph.

Jayes Bain, Tomonto.
Wha. Bryce, 'Ioronto.
James Hore, Ottara.
J. T. Hormibrook, Torunto.

## PERIODICAL AND ANNDAC LISTS.

The attention of the Trade is called to the Price List of Periodicals and Annuals prepared under the supervision of The Booksellers and Stationers' lissoclation of Ontario, it will give a complete list of all that are ordinarily sold, and will be a handy guide to the dealer in trading with his customers. It will enable him to hold firmly to prices, in that he can explain that the price is uniform.
The card oi the dealer (as little wording as possible) will be printed on first page.


Money to accompany order, or on reccipt of gonds.
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BOOK, NEVZS, AND COLORED PAPEBS.
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Ready in a few days A catalogue of Second-Hand and Rare Books, including books of Travel, History, The Fine Arts, Metaphysics, Anericana, ctc., etc.
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BRITNELL'S English Book Store, 298 Fonge St., Toronto,
what was a sitting room, to give better space for wallpaper, widening it by the width of the stairway, it will be a commodious establishment. Plate-glass windows will add to the effectiveness of the store.

Upper Canada Bible Socibty ani Upper Canada Tuact Socrety.-The new promises of these societies built on the site of the former stricture-the ground of which is held on a perpotual lease from the late Jesse Ketchem-was formally opened on Wednesday, the 12th inst. The then projected building was described by us some months ago, completed as it is to-day it fully carries out the description.

The ground floor, the width of which is 27 feet, with the exception of hall-way is occupied as the salesroom. This is a lofty, well-lighted store, some 60 feet in dopth and very convenient in its arrangements. The north side is used by the Bible Society, the south side by the Tract Society. The store is furnished with walnut counters, with cherry base, the flooring matched pine and walnut.

The building with fittings cost about $\$ 13,000$. The manager, John Young, has had charge of the Depository since December, 1868. Previons to that time he was in business for himself-all his life a boolseller-Glasgow being where ho served his apprenticeship.
A. R. Lurumer, Yonge St., has entirely remodeled his shop fixtures besides adding handsone upright glass show cases for his fancy goods.

Winnifreth Bros. are occupying temporary premises at 64 King street east, Turonto, preparatory to removing back to Toronto streat, where the site of their old stand is to have on it a new and handsome building.

Business changes in Torunto. J. L. Robertson © Co., Educational Emporium, out of business.
New Stationers and Nowsdealers.-Jessop © Calvert, 273 King St. W. ; Fish \& Henry, 184 Queen St. Tr. ; Mrs. Geo. Wright, 150 York St.

## MISeELLANEOJS.

Artificial Ivory.-The manufacture of artificial irory has become an extensive industry in the Guited States, and especially in New York city, during the last fow years. This has been due to the scarcity of natural ivory, which is insuflicient in quantity to supply the heavy demand for it. Numerons ways of manufacturing it have been employed at different times, but none so successfully as that in vogue at the present day. An extensive dealer in artificial ivory said to a New York Tribunc reporter that a radical chaniso had been made in the manufacture of this useful article, and the direct result is tho production of a botter and cheaper material. At one time, and that not long ago, the majority of the products were obtained by injecting witowood with chloride oi lime under strong pressure. But this furmed plates of a slightly yollowish hue, which ware liable to split or scale off at any moment. The dealer took up an ivory slecre button fromatablo, and bogan splitting it with a penknife. "That is the kind of ivory that

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BUNTIN, BOYD \& CO., MONTREAL.
BUNTIN, REID \& CO., or BROWN BROS., TORONTO.
they sell chiefly on the cheap stands in the streets," he said. "You see it is easily chipped up; and the interior presents a dirty white that does not resemble natural ivory in the least. Now take a piece of artificial ivory made after the improved method, and see the difference. The plates here are of a pure white, and tough and more easily worked into proper forms than the natural ivory itself." "But how is this manufactured?" was asked, "Why, out of the cheapest and simplest material. We collect a large number of bones of sheep and waste pieces of deer and kid skin, then we macerate and bleach the bones for two weeks in chloride of lime, after which they are heated by steam, along with the skin until they form a fluid mass, to which is added a small quantity of alum. This fluid is then filtered and thoroughly dried in the air, and allowed to harden in a bath of alum. When finally taken out of this bath, we have perfectly white plates, ready to be worked up and polished into any conceivable shape."

Cardboard Enamel-Take one pound of parchment cuttings, one-quarter pound of isinglass, and one-quarter pound of gum arabic, in four gallons of water, boil in an iron kettle until the solution is reduced to twelve quarts; it is then removed from the fire and strained. The solution is divided into three parts of four quarts each; to the first portion are added six pounds of white lead, ground fine in water; to the second portion are added eight pounds white lead, and to the third are added six pounds of white lead. The sheets of paper or cardiooard are stretched upon flat boards and brushed over with a thin coat of the first mixture, with an ordinary painter's brush; the paper is then hung up to dry for twenty-four hours. After this the paper is'ready to receive a coat of the second mixture, rnd is again hung up to dry for twenty-four hours; the paper is again treated in the same way with the third mixture, and dried for twenty-four hon rs. After this it receives a high gloss which is obtained by laying the work face downward on a highly polished steel plate and then passing both with great pressure between a pair of powerful rollers.

Test of Gum-Arabic.-A mixture of ferric chloride and potassium ferricyanide in solution is a certain and delicate reagent for artificial gum made from dextrine. The reagent is prepared by mixing 15 drops oi the pharmaceutical solution of ferric oxide, with 15 drops of the cold and saturated solution of protassic ferricyanide, and $\overline{0}$ drops of dilute hydroohloric acid (spec. gravity 1 165) with 60 c . c. of water. If $; c$. c. of a 20 per cent. solution of the sample of grum be treated with a 3 cc c . of this reagent gure gum yields a clear yellow viscons liquid, which remains unaltered from cight to ten hours. If, howovor, dextrine bo present, the yellow color changes oither at once or in the course of an hour, and in tro or three hours the mixture has become blue.-

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It consists of a combination of rollers, which dampens and prepares a continuous web of copying-paper, and also copies thereon any me ruscript written with a pen and ink, copying pencil, or the typewriter by simply turning a crank handle.


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Accompanying each machine there is a cutting-up apparatus, with which the various copies can be cut up into any desired size.

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