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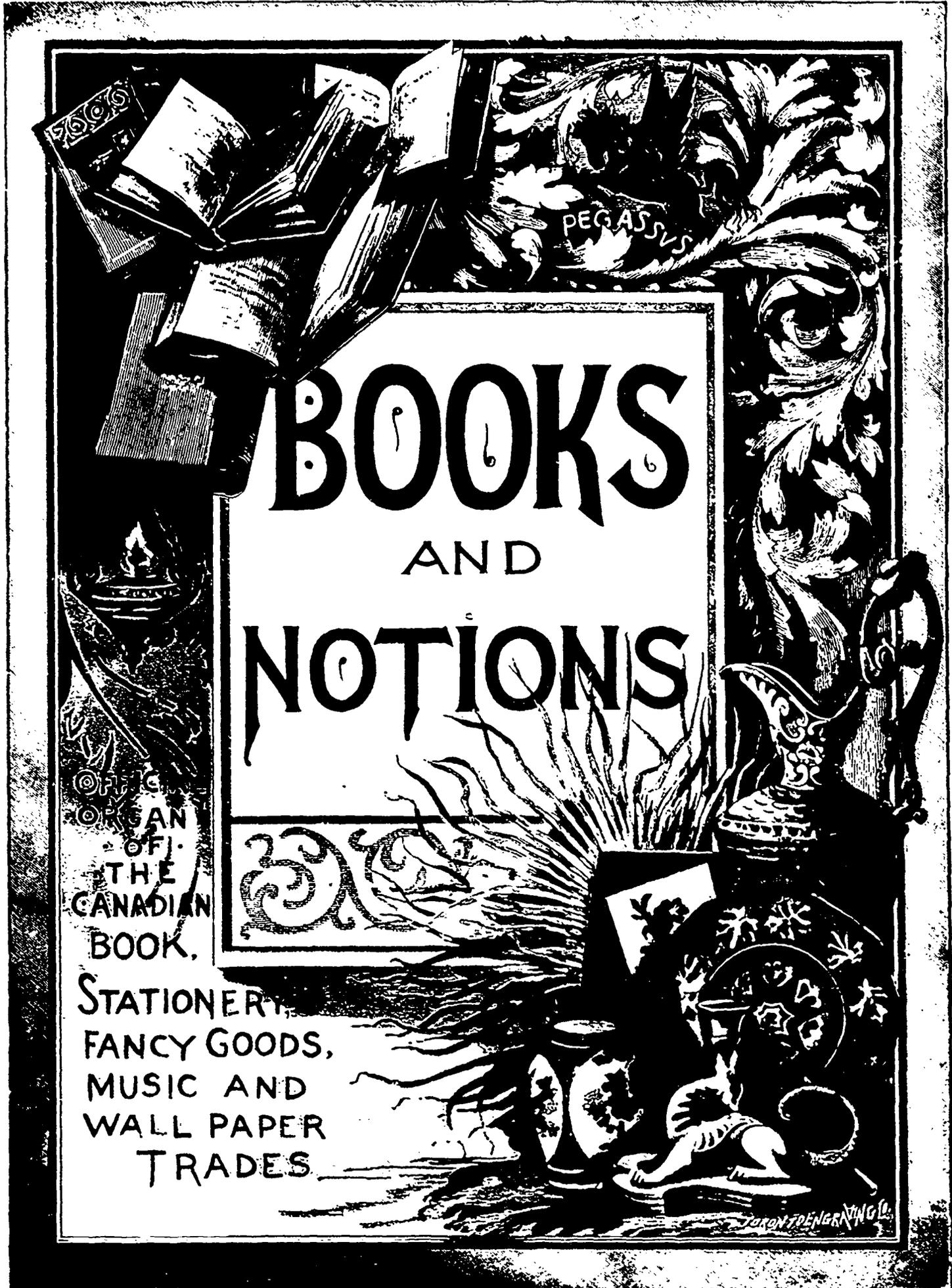
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Vol. 7

TORONTO, AUGUST, 1891.

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HE trade of the summer has so far been up to the hot weather average, and that is not saying very much for it. The fact that there are a great many more excursions now than at any other time of year helps business somewhat in the city, and perhaps correspondingly depresses it in the towns and villages of the country. But it is doubtful if the advantage goes to the city bookseller. A large part of the people from the country go for their books to the department stores where startling cheapness is the feature that makes sales. It is marvellous what an appearance can be put on a book that costs the dealer 4c., 10c., 25c., and other easy prices. Books made from old plates, abounding in fine

illustrations, with the gaudy finish that makes them dear to the eye of youth, can be furnished by the department store at prices that make competition with them the despair of the regular trade. Thus the department store is not merely local in its blighting effects upon the trade. Its influence penetrates far out into the country, and is felt by booksellers who never were affected by the rivalry of metropolitan members of their own trade.

In the summer season the book and allied trades of Toronto can easily find time for more business than usually falls to them. A livelier summer trade is what most of them want, and they should be among the strong supporters of whatever shall tend to make this city more popular as a summer resort, or in any other way to swell the number of its transient population. It is that even more than the stationary population to which those trades must look for the

regeneration of their dog-day business. Tasteful, elegantly-appointed freshly-stocked book and stationery stores are always to be seen in cities where visitors throng in summer. And Toronto wants to attract summer visitors to fill the place of those who leave it in June, July and August. Though it is a good place to spend the hot months in, the leisure class who live here all the year round go for the sake of change to the seaside or to sylvan retreats. Still this city grows in favor among outsiders as a place to spend a part of the summer in. To make it a still greater favorite with English, American and other summer migrants we need a first-class hotel, and one of the numerous projects for constructing such a hotel on a palatial model ought to receive the enthusiastic support of the trade.

The N. E. A. Convention, though a success from the educational point of view, did not make trade appreciably better for the local booksellers. The booksellers themselves left no stone unturned to develop the business resources of the occasion, but the difficulty seemed to be that nobody wanted books. The teachers had probably a satiety of reading in the working term they just brought to a close, and as the holiday season admitted of a short surcease from the monotony of their calling, they no doubt felt like giving it up to other pastimes than reading. Nor are teachers a money-spending class as a rule. Their incomes do not usually allow of any considerable indulgence of expensive tastes. An equal number of commercial travelers, for instance, though less intellectually disposed by the nature of their calling, would probably have done a good deal more business with the booksellers. There is scarcely any body of tourists or summer sojourners that does not comprise a very large proportion of good customers for the bookseller, stationer and notions dealer. One thing the teachers noted in our book trade, and that was the extraordinary cheapness of reprints of United States books. Possibly more of these might have been bought but for the obstacles that custom houses along the border throw in the way of their free ingress to the United States.

The postage question may be dormant but it is not dead. In reply to an inquiry from Mr. Irving as to what progress was being made towards its solution, the Postmaster General said the other day that the matter was receiving the Department's serious consideration, and that it would soon be able to decide as to the feasibility of granting the association's petition. Mr. Bryce has had a personal interview with the Minister who is at the head of the Post Office Department, and will have another on Monday with reference to the arguments he submitted for the lowering of the postage on books. He showed in his statement of the case from the Canadian publisher's standpoint, that our 15 per cent. duty on books did not offset the great advantage in postage the United States publisher had over the Canadian. In the United States the cost of production is lower, partly as a consequence of the many times larger market, ten thousand copies being wanted there for one thousand here, and partly as a consequence of the greater cheapness of paper. These advantages are not more than balanced by the 15 per cent. duty, while there is nothing on our side to counterpoise the postage advantage.

The present postage on periodicals is not easier to defend than that on books. Its unfairness has been pointed out again and again in these columns. It probably is undeniable that the postage on books and periodicals would have been placed on a parity with that of the United States before this, if our postal service were not run at a loss. The enlightened policy which decreed that newspapers should be carried free from the office of native publication granted in that liberal act a very great concession to the people, and that concession is undoubtedly one of the causes why the postal service is not self-sustaining. It is not pretended that it ought to be self-sustaining. Its efficiency as a means of diffusing intelligence ought not to be confined within the bounds of its own economy. If it were not for the fact that enormous quantities of United States literature are carried at a loss by our postal service, there might be something in the economical argument.

MEN OF THE TIMES.

MR. RICHARD BROWN

On their own merits, modest men are dumb.

MR. RICHARD BROWN is the sole surviving partner of the firm of Brown Brothers, Toronto. He is descended from, what might be aptly termed, a family of booksellers and bookbinders, his father and grandfather having been engaged in that business in the north of England. His father, Mr. Thomas Brown, was in 1813 admitted to the Stationers' Guild of England, and twenty-one years afterwards, on May 13, 1834, the subject of our sketch was born at Newcastle-on-Tyne. He received his early education at the Royal Grammar School of that city, and when he was twelve years old the family sailed from England for Toronto via New York. In that year his father founded what is now acknowledged to be one of the most extensive establishments of the kind on this Continent. At the age of fourteen Mr. Richard Brown was apprenticed to Mr. Thomas Maclear, bookseller and stationer, Yonge street, where he remained till 1856, when his father retired from business being succeeded by his three sons Thomas, Richard and John, under the firm name of Brown Bros. The three brothers were all practical bookbinders and stationers, and the firm, therefore, quickly took a foremost position in the trade which it has more than maintained ever since.

The warehouse is situated at 64, 66, and 68 King street east, being four storeys in height with a frontage of 60 feet on King, and a depth extending entirely through the block to Court street. The upper floors are devoted to manufacturing and are splendidly equipped with improved machinery and all modern appliances run by steam power. As manufacturers of commercial stationery they hold a position second to none. They make a specialty of account books, and through the excellence of their products in this particular line they control the best class of the order trade. An important specialty is also that of pocket-books, wallets and satchels, in which they do an immense trade. Their book-binding department is also a very important branch of their business, where not only a large

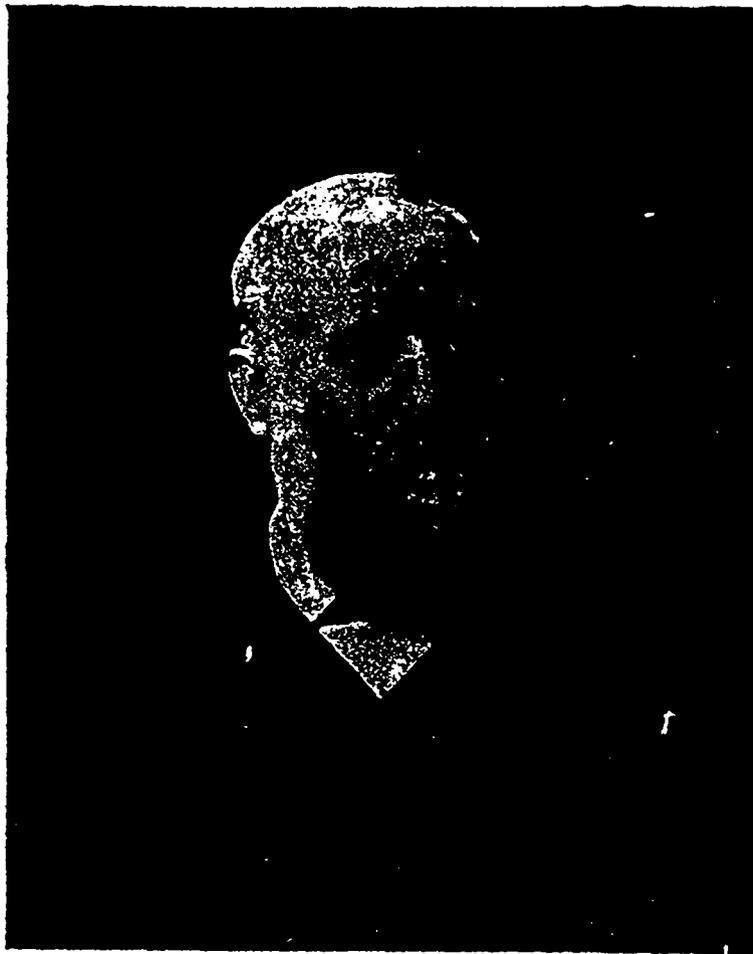
amount of work is done for publishers and the trade, but special attention is also given to binding illustrated works, law books, magazines, library books, etc. First prizes, diplomas and medals have been won by the firm wherever exhibited. They are the sole proprietors and publishers of the Canadian Diary, issued in 150 different styles, arranged in an admirable manner for all purposes. It is one of the standard publications of Canada, found in almost every desk and counting-room in the land. They are also agents for Canada of the Edison Mimeo-graph, a new device for re-duplicating autographic and type-writer circular letters,

He has, in the natural course of things, acquired the widest range of practical experience in his business, and when to this is added the finest manufacturing facilities it is not surprising that the firm maintains such a pre-eminent position in the trade. He is an active member of the Board of Trade, and has always shewn that he is a public-spirited citizen in every sense of the term, every measure calculated to advance the solid prosperity of his adopted city being accorded his hearty support. Mr. Brown is a prominent member of the Methodist church, in which he has held various positions of honor, such as Superintendent of the Sabbath school, trustee, leader,

and steward. He is justly proud of the fact that his family is descended from the original stock of Methodists, his grandfather having joined that body in the time of Wesley.

During his long and successful career Mr. Brown has seen many changes in the book-binding and stationery business in this country. All the machinery and appliances in use during the time of his apprenticeship are now looked upon as relics of a bygone age. The standing press used by Mr. Brown's grandfather is an honored and venerated relic in the establishment. When one compares the methods and appliances of a century ago with those of the present day he cannot help being filled with admiration of the men whose inventive genius has led to such wonderful results. Mr. Brown has, during all these years kept himself abreast of the times, and has always been quick to utilize any new development to the best advantage. This fact can be best appreciated by a

visit to the establishment. And it may not be out of place to mention that it is impossible to form any idea of the extent of the floor area covered by the manufactory and warehouse unless one has taken the trouble to go through the various departments. The modest and unpretentious front gives no hint of the length and breadth of the four flats, or of the force of employes busily engaged therein. There are no less than one hundred and fifty employes in the mechanical department alone. It requires considerable executive ability to conduct a business of such vast proportions, and the fact that Mr. Brown has, for several years back, done so single handed proves beyond peradventure that he is possessed of all the qualities that make a successful business man.



MR. RICHARD BROWN.

price lists, etc., and of Paul E. Wirt's fountain pen. The warehouse is a well-ordered and immense emporium of stationery of all styles and grade; blank books, office requisites, fancy leather goods, etc. Altogether their business is one of the most complete and extensive of any on the continent, and they are known far and wide for their meritorious and satisfactory work in all the departments.

Thomas, the eldest of the three brothers, died in 1867, while comparatively a young man, and John, who was one of the best known and most popular officers in the militia, died in 1882. Richard, the surviving brother, is, as we have already said, the sole proprietor of this immense establishment.



A new paper mill is shortly to be started at River du Loup (below).

One of our leading literary men is away on a trip to England, and Dame Rumor affirms that he will not return alone.

Mr. Wm. Peacock, manufacturer of sporting goods, Montreal, has received a silver medal for his exhibit at the Jamaica exhibition.

Mr. Charles F. May, who has been several years with the Copp Clark Company, has bought out Mr. R. Wellington, of Oshawa, and will continue the business at the same stand.

Book and stationery business for sale in the city of Stratford, consisting of books, notions and music, all new goods bought during past two years will sell at rate on dollar. Address Box 217, Stratford, No. 8.

A large rat in some unknown way got into the display window of Fairfield's book store, St. Catharines, Ont., and did considerable damage to the books, etc., by knocking down a bottle of ink which spilled on the goods.

Mr. Frank C. Wells, a proof-reader in the Methodist book-room, has won the first prize of \$150 for the best paper sent Public Opinion, a Washington journal, on the trade relations of Canada and the United States.

Nineteen bundles of wall paper were recently offered for sale by auction in St. Thomas, Ont., Mr. L. Campbell officiating. Twelve were sold, but for the rest the amount of duty was not offered, and it will be destroyed.

The British Columbia Paper Manufacturing Company has been formed at Victoria, B.C., with a capital stock of \$40,000, and will build a paper factory at Alberni, at the first rapids of the Sornas River, Vancouver Island, B.C.

Someone attempted to force an entrance into Moore's bookstore at Sackville through the front door, one night early in July. A Chisel evidently was used, but the burglars were frightened before they could make much progress.

Several large European ink manufacturers are said to contemplate establishing themselves in the United States to take advantage of the presence of carbon obtained from natural gas, which is claimed to be an invaluable ingredient.

Mr. Douglas McArthur, stationer, St. John, N. B., met with a serious accident on the 24th ult. His horse took fright at a train and bolted. Mr. McArthur and his wife were thrown out of the carriage with great force. The former was rendered unconscious. Mr. McArthur received several cuts and bruises

about the head and was badly shaken up' but while Mrs. McArthur received some injuries they were slight.

The E. B. Eddy Company, of Hull, received on the 23d. ult. five car loads of machinery for their paper factory, which they intend to have in running order shortly. When they get their paper mills in full running order they expect to turn out fifty tons of paper a day.

The employes of Messrs. Hickson, Duncan & Co., fancy goods jobbers, Toronto, presented Mr. J. A. Duncan, jr., with an address and a handsome travelling bag on his departure for the Southern States. He takes with him the many good wishes of numerous friends and acquaintances.

Letters patent have been issued incorporating the Montreal Paper Mills Company with a capital stock of \$50,000. The persons asking incorporation were the Hon. Louis Tourville, Messrs. Joel Leduc, A. L. de Martigny, of Montreal, H. Beauchemin and P. Beauchemin, of Sorel.

A fire which was very peculiar in its origin occurred at Mrs. Gallena's fancy store, Dundas street, London, the other evening. A lady customer was passing through the store, and in doing so moved a hanging curtain so that it crossed a gas jet. The flames destroyed the curtain, but very little else. The firemen were called upon, but their services were not required.

The Worth Plumbago company, which controls a large tract of mineral land in the vicinity of Donaldson's lake, Que., has completed a large four storey factory for the treatment of graphite. The ore will be prepared for the making of crucibles for which there is at the present time a good demand, also lubricating purposes; lead pencils and stove polish will be numbered amongst its products.

Notice is published in the Ontario Gazette of an application for incorporation of The Taylor Printing Company of Ottawa, (Limited). The applicants are James Davis Taylor, publisher; Robert I. Taylor, printer; William A. Harkin, newspaper correspondent; Henry J. Webb, printer; and Robert George Code, barrister-at-law, all of Ottawa. Messrs. J. D. Taylor, W. A. Harkin and R. G. Code are the provisional directors. The capital stock is \$10,000, and the objects of the company are the acquiring by purchase or otherwise, and the carrying on of a general printing and publishing business, including bookbinding.

There seems to be practically no limitation to the uses to which paper can be and is applied. To the long list of articles intended for personal use and in the smaller details of construction in rolling stock, such as wheels, axles, &c., there has been added a more extensive application of paper to the needs of every day life by the building of a hotel constructed of this material. This novel residence, which has just been finished, and

is situated in Hamburg, has been made entirely of paper boards, which, it is said, are of the hardness of wood, but possess an advantage over the latter material in that they are fireproof, this desirable end being effected by impregnation with certain chemical solutions.

A few mornings ago Mr. R. J. McDowall, music dealer, Kingston, received serious injury by an explosion of gas in his small steam yacht, while leaving the city for his camping ground at Rudd park. He had allowed the spray of oil to run on while his fire was out temporarily, and such a quantity accumulated from the oil's contact with hot iron that when a match was applied to the atomizer it exploded. The smokestack was sent into the air, and, in falling, struck McDowall a crushing blow on the head. He was so severely injured that removal to the military hospital, near by, was resolved on. Dr. Neilson found a deep cut on top of the head, stitched it and sent the patient home for rest and close care.

A wood-carving machine which is in reality an embossing machine, pressing any desired figure or form of wood engraving into a plain wood surface, has passed its experimental stage and is now in use with large and practical results. This machine produces perfect imitations of hand carvings of all designs, on any length, width and thickness of stock, and in the most satisfactory manner. The apparatus is simple in construction, occupies only two by four feet floor space, and is noiseless, automatic in action, and free from dust or dirt. It will perfectly finish from one thousand to two thousand linear feet in ten hours, and from one thousand to two thousand pieces of panelling per day.

A deputation from the London, England, Chamber of Commerce called upon Sir Michael Hicks-Beach at the Board of Trade, to urge the amendment of the copyright act to permit the copyright of any book without compelling the author, native or alien, to reside in the kingdom, provided the type was set in a country belonging to the International Copyright Union. Mr. Beach in reply said that a great mass of printing and publishing done in England was quite outside of the operation of the new American law. He believed that it was not more than 5 per cent, of the printing trade of the country. He would shortly be able to tell what effect the American copyright would have, but he did not think the time for English legislation on the subject had yet arrived.

At a meeting of the Royal Pulp and Paper Company, held at East Angus, Que., the following officers were elected. President, W. B. Ives, M.P.; vice-president and secretary, Wm. Angus, Montreal; general manager, Jas. D. Finlay, East Angus; treasurer, F. P. Buck; directors, W. B. Ives, Sherbrooke; F. P. Buck, Sherbrooke; Wm. Angus, Montreal; James D. Finlay, East Angus; R. H. Pope, Cookshire; Hon. Frank Jones, Portsmouth, N.H.; George Van Dyke, Lancaster, N.H.; Hon. Irving W. Drew, Lancaster, N.H.; Hon. Charles A. Sinclair, Boston, Mass. The retiring provisional board made a satisfactory report of the condition and prospects of the company. The works are progressing, and it is anticipated that everything will be in full operation and paper being manufactured by November.

CARDS, BOOKLETS, ETC.

The superintendent of the German establishment of Raphael Tuck & Sons has invented a new plate for use in lithography, which is to take the place of the "stone" with which the printing is now done. This new plate is of zinc, which is coated with a material resembling stone and is furnished in four grains, each grain being adapted to special uses, and the use of four giving a range of work such as is now done with the ordinary stone, the method of using it being exactly the same as under the present system. The immense advantage to be gained from the use of plates of this description will be at once seen. They are light and do not occupy much space, so that in the question of storage alone there is a great saving. Then they can be handled much easier, and the question of breakage is, of course eliminated. The plates are made by Wezel & Naumann, of Germany, and have been used very largely in the Tuck establishment and with success. They are now being experimented with here, and in one case the same job is being run both on stone and zinc plates, so that an accurate comparison can be made. Some of the plates are now at the office of the Raphael Tuck & Sons Company, 293 Broadway. In Germany a rotary lithographic press is now being built on which these plates will be used. American Stationer.

WALL PAPERS.

Messrs. C. M. Taylor & Co. have made a signal stroke of enterprise in securing the magnificent selections in wall papers that

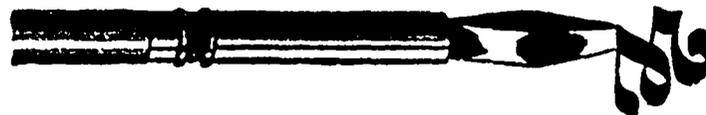
are now to be seen in their sample rooms. It is an eclectic line being made up of the choice cullings of the American market. It is also a comprehensive one. Its samples fill in 70 books, in each book from fifteen to twenty patterns, while its prices range from 5c. to \$1.50 per roll. The colorings and the designs are after styles that prevailed in the seventeenth century, and in the court of Le Grand Monarque. Nearly all the colorings are light, which Fashion decrees they shall be. The line this year comprises a large and select assortment of browns, whites, micas, lustres, brilliants, damasks, flocks, bronzes, embossed bronzes, pressed goods, and a new style of papers called chevrons. A specialty is made of 22-inch goods. There are also complete room hangings, with side wall, fire, corner, extension and ceiling. There is as well a very fine line of church decorations, making this one of the most complete and beautiful collections ever put on the Canadian market. The insert contained in this issue will give further information to the trade.

The firm's elegant cards and circulars in connection with their wall paper trade are in keeping with the artistic stock to which they draw attention.

NEW GOODS.

THE AUTOMATIC SHADING PEN.

The Whiting Paper Co., of New York, have put on the market a specialty in the form of an Automatic Shading Pen that is receiving some attention from the United States trade. It is made in eight different sizes, the successive members of the series differing from each other in all but one case by one-eighth of an inch. The smaller sizes are suitable for book or map work, and the



larger sizes for show card writing, addressing bundles, etc. They are packed one dozen of a kind in a box; also 1, 2 and 3 in a box, called a set (these being the most saleable numbers.) They are also assorted, in boxes containing one of each size, from 0 to 5 which gives the full assortment, and is called a complete set. The Nos. 6 and 8 are only packed in 1/2 doz. They are particularly adapted for show card work. A specially prepared ink, to be used with the Pen, in purple, black, brown, red and green, is sold either in assorted boxes of one dozen, or one dozen of a kind in a box.

THE MAGIC AIR GUN.

The accompanying cut illustrates the Magic Air Gun to which reference was made in last issue. It would have appeared



last month but cut and copy got separated. An error as to the retail selling price also was inadvertently printed. The retail selling price is \$3, not \$2 as was made to appear in the former notice. H. A. Nelson & Son's are prepared to fill orders which this attractive novelty is sure to bring in in large numbers.

CHINESE PRINTING.

The British Bookmaker lately had a very interesting article on Chinese printing. We extract as follows:—

"The particulars regarding the use of moveable type by the Chinese (apart from those now made from foreign moulds) are taken from a letter sent to the North China Daily News, by Rev. A. Elwin, of the Church Missionary Society, in which he gives an account of a visit paid to an old Chinese printing establishment, in a place called Wang-de-fang, in the Chu-ki district, about sixty miles directly south of Hangchow. The printing was being temporarily carried on in the large ancestral temple connected with the village. In the large central hall of the temple were placed about twenty ordinary

square tables. On the table the cases of type were spread out very much after home methods, but of course taking up a great deal more room. When Mr. Elwin entered the hall, one man was engaged in setting up type, another was printing. The man setting up the type stood before a table, upon which was placed what may be called a Chinese 'chase.' It was a solid block of hard wood about twenty-two inches long by fifteen broad, and perhaps three deep. The inside of this block was hollowed out to a

depth of, say a quarter of an inch, and this depression was still further hollowed out into grooves about three-quarters of an inch. The block Mr. Elwin saw had twenty-nine of these grooves, each groove being filled to the depth of a quarter of an inch with ordinary thick clay. With his 'copy' before him, armed with a small pair of iron pincers, the man began his work, character after character being transferred from the case and firmly pressed into the clay. When the 'form' was complete, a flat board was placed on the top and the characters pressed perfectly even and level with the surface of the wooden block, the edge of which was cut to form the border, which is generally found round every Chinese page. This edge was of course immovable and would be the

same on every sheet printed from that 'form.' All was now ready for the printer. He having received the 'form,' carefully brushed the ink over the type. He then took a sheet of paper, laid it on the 'job,' and pressed it down all over so that it might be brought into contact with every character. He then removed the sheet and examined each character: some were not quite straight, these were carefully adjusted with the pincers. As far as Mr. Elwin could see, the type was never touched with the fingers.

"After sufficient copies had been struck off, the type was 'distributed,' each character being returned to its particular 'box.' The type in the 'form' was of three sizes; but instead of being adjusted by spaces, each character was kept in position entirely by the clay upon which it stood. The characters were square, and made of some hard wood."

The neglect to look after minute details in the factory is a source of great loss to many producers.

Competition is keen and active, and the only way to meet it successfully is to buy from the best houses, and at lowest prices.

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PERSONALS.

Mr. Richard Brown, of Brown Bros., has just returned from the Maritime Provinces, where he has been sojourning on a three weeks' leave of absence that he gave himself.

Mr Cauldwell of Brown Bros, is now at the Pacific Coast, having made a trip through Manitoba, the Northwest and British Columbia. He reports business good and prospects exceptionally bright.

A feather duster disperses but does not remove the dust from the store.

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To any traveller who will send us one new subscriber for three months we will send all the back numbers of the paper containing "Drum Taps." A most entertaining sketch of a week spent on the road by a well-known American Traveller.

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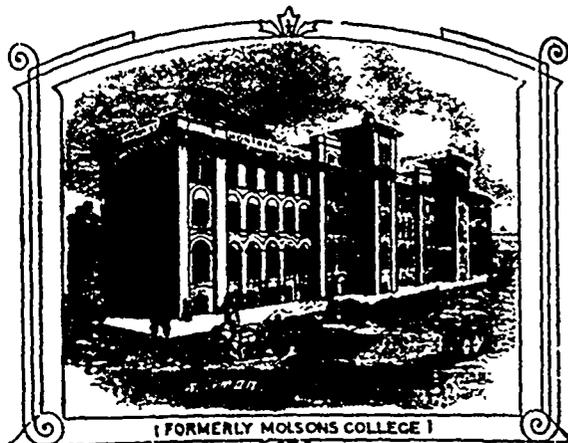
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RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 15th of each month to ensure insertion in the current month's issue.

Williamson & Co. have got out a re-issue of "Muskoka and the Northern Lakes" to sell at 25c.

The Government has issued a map of the picturesque region that lies between Lake Nipissing and James Bay.

THE RIGHTS OF WOMEN, by Karl Hemzen. Boston: Benj. R. Tucker. This book deals with the actual and desirable relations that hold man and womankind together.

CV. ROS, by Mellen Cole. New York: J. S. Ogilvie. This is one of the Sunnyside Series and up to its fellows in its fidelity to nature and strong interest.

ADA TRISCOTT is the title of No. 83 in Bryce's Library. The author is Captain Andrew Haggard. The novel fills 344 pages of the Library edition, and is entertaining reading.

THE DETHRONED HEIRESS, by Miss Eliza A. Dupuy. Philadelphia: T. B. Peterson & Brothers. This novel abounds in plots. A woman succumbs to temptation and retribution overtakes her.

JARL'S DAUGHTER, by Mrs. Frances Hodgson Burnett. Philadelphia: T. B. Peterson & Brothers. This is a story grounded on wholesome human nature. It tends to strengthen belief in natural human goodness.

DEFENDING A HOME, by E. A. Young. New York: J. S. Ogilvie. The story belongs to the colonial days when wars between English and French settlers and the Indian partisans of each made life so precarious to the whites.

NEDIA, THE AMERICAN VIRGIN, by Nadagee Dorce. New York: J. S. Ogilvie. The second part of the title throws some light upon the nature of the story, which is not drawn from an experience of the best traits of the human kind.

In APPLETON'S GUIDE BOOK, Prof. Chas. G. D. Roberts, acts as the cicerone to those who are strangers to the natural beauties of the eastern part of Canada. A lover of nature himself and an ardent Canadian he has thrown himself with enthusiasm into the work and has issued a book that ought to do great service to his country.

THE FOUR MEN, by Rev. James Stalker, D.D., is an address delivered by the author to the students of Yale University. The four men are: the man the world sees, the man seen by the person who knows him best, the man seen by himself, and the man whom God sees. The book is small, being of the limits of an address, but its matter is

tersely put and is of excellent moral value. It is published by the Fleming H. Revell Company, New York and Chicago.

WHAT'S THE USE OF GOING TO CHURCH? This is the title of a telling pamphlet published on non-church attendance. It is written by the Rev. Dr. Holland, of St. Louis, and is in his best vein—clear, witty and striking. It is neatly printed, with illustrated cover. Price 10c., or \$1 per dozen. Published by Thos. Whittaker, New York.

A neat edition in white leatherette (25c.), of LITTLE THINGS IN EVEAYDAY LIFE, a clever brochure which with charm and strength discourses on duties, cares, efforts, sins, pleasures and kindnesses. The many readers of Prof. Drummond's booklets will appreciate this one fully. Thos. Whittaker, Publisher, 2 & 3 Bible House, New York.

Mrs. Rarer's HOT WEATHER DISHES is a book for the summer, and one for which housewives cannot but be grateful to the authoress. It is a collection of hints and culinary prescriptions which include two leading objects in their purpose, namely, to indicate what is best for digestion in hot weather and what can be prepared with the least amount of kitchen hardship by the housekeeper. Hart & Company issue the book in this city.

Worthington & Co., 747 Broadway, New York, have published as No. 20 of their International Series, MISJUDGED, a novel, by W. Heimbürg, translated by Mrs. J. W. Davis. This story, the latest of the popular Heimbürg Series, is characterized by the same attractions that all this author's writings possess, quaint and simple freshness, delicacy of sentiment, occasional sadness, delicious humor combined with magical sympathy. Wonderful in its strength and picturesqueness it charms the reader by clear delineations, accurate pictures of life and abundance of local color. The book is handsomely illustrated. Price in cloth, gilt top, \$1.25; in paper illuminated cover, 75 cents.

John Stuart Mill was more than a mere student of the closet. Throughout his life he mixed on terms of the closest intimacy with the most distinguished men of his day, and he himself served in parliament. As a student he followed closely the speculative thought of Europe, though his ignorance of German, at a time when there were few translations, handicapped him heavily. As a man of action he took part in all the progressive movements of the time; battled bravely for women suffrage; insisted strenuously on the right of the poorest to a voice in the councils of the nation, since their very existence was jeopardized by misgovernment; and anticipated the whole Irish and general agrarian movement by the keenness of his criticism on the sins of landlords. All these subjects are treated, with a peculiar lucidity that John Stuart Mill had invariably at command, in this second volume of the SOCIAL SCIENCE LIBRARY. They make 214

pages of excellent reading, matter, and at the modest price 25 cents, should be read by many.

SOCIALISM. By John Stuart Mill. The publication of a special volume showing John Stuart Mill's attitude upon the question of Socialism should be matter of congratulation, both to Individualists and Socialists. By his position in society, which was one of easy independence, rendered healthy by very moderate official toil, he was most fortunately placed for the literary work to which he devoted his life; his writings mark exactly the beginning of the transition period from the laissez faire theories that had so long dominated English thought, and by the natural repose of his character he was singularly fitted to fill the office which he regarded as the crying necessity of the hour, viz: that of "an unprejudiced legislator, absolutely impartial between the possessors of property and the non-possessors."

Worthington Co., 747 Broadway, New York, have published, as No. 8 in their Rose Library, JENNY'S ORDEAL, by Leon de Tinseau, translated by Camden Curwen. Illustrated with photogravures. 1 vol., 12mo, cloth, \$1; paper, 50c. This clever story, written by one of the foremost French novelists, displays to good advantage the many brilliant qualities and felicities of the author's style. Written with fine descriptive power, the novel plot is sufficiently complicated and skilfully developed to make it very interesting reading. The characters are well drawn and sharply defined, the different situations gracefully worked out showing a vivid and original imagination. In the idiomatic translation the French atmosphere is strikingly well preserved—the reader will follow with delight the enchanting, puzzling windings of this beautiful and withal wonderfully moral love story.

ANECDOTAL LIFE OF SIR JOHN MACDONALD, by E. B. Biggar. Montreal: John Lovell & Son. It was a happy conception of Mr. Biggar to limn the features of Sir John Macdonald's personal individuality from a contemplation of them as they are presented in the various anecdotes of the great statesman. The contents of the book show this to be a rich source from which to draw for a life-like depiction of what the original was as a man. Probably there never was a great public man who left behind him in the popular stories of his words or his doings on this or that occasion more of the very essence of his nature than Sir John Macdonald has done. The method Mr. Biggar has adopted could not be more fitly applied in the biographical treatment of any other subject. There are few even great men to whom it is given to be the heroes of such an anthology of anecdotes as has been collected in this volume. And as Sir John Macdonald was the reverse of a veiled prophet, the anecdotes sketch him aptly. There are inscrutable men, anecdotes of whom only illustrate their inscrutability,

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Toronto, 1st August, 1891

Dear Sir,

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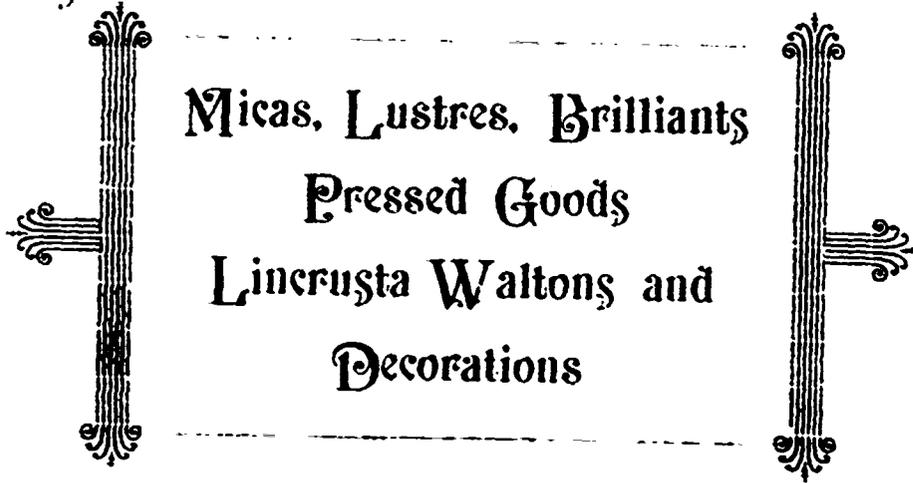
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during our recent visit to the New York and neighboring markets, and which will form the leading features of what we feel safe in saying will be the MOST ATTRACTIVE AND REMUNERATIVE LINE ever submitted to the Wall Paper Trade of the Dominion, comprises the NEWS from the following leading manufacturers:

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and there are both great and conspicuous whose acts are never embalmed in popular anecdote. The characters of these must be studied in connection with the history they are identified with, and as such history is ripe for treatment only long after the chief actors are dead, biography intertwined with political history can scarcely be expected from contemporary pens. This Life of Sir John is the one for which there is the greatest affinity among the people and cannot but sell to them. It has many important features besides its popularity. The anecdotes are well grouped to bring out special traits. The work, moreover, is to be handled only by the trade. The Toronto News Company has the distribution of the work, which retails at 50c.

MAGAZINES.

"Elizabeth Tudor," by the well known author of "A Little Oxford Maid," opens the July number of the Girl's Own Paper. This historical series has proved of much interest to the readers of this magazine, and the publishers, Fleming H. Revell Company, New York and Chicago, have been assured that their contributions on this subject will be continued for some time.

In the July number of the Leisure Hour, sent out by the Fleming H. Revell Company, New York and Chicago, there is a select table of contents, the articles of which are most carefully written and of much interest. Of chief importance: "The Recovered Aristotle," "Two London Prisoners," "Under Discussion—The Burdens of Life," "Sea Perils in Instance and Percentage," "Field Marshal Count Von Moltke" and "Statesmen of Europe."

We cannot speak too highly of the Boy's Own Paper for July, issued by the Fleming H. Revell Company, New York and Chicago. It is exceedingly good. David Ker, who is a well-known author, tells us of the "Tiger Chief of Burman," which is a story of adventure. Mr Bennett, of Oxford, lays the younger readers under obligation for his third contribution on "Toys Worked by Electricity," while Rear-Admiral Kennedy (well known to magazine's readers) contributes another series of true stories of bravery and peril.

A delightful and interesting series of articles appear in the July Sunday at Home, issued by the Fleming H. Revell Company, New York and Chicago. Familiar names appear on the table of contents. Rev Prebendary Jones, explaining 2 Chron xiv 7, tells us of "Towers and Walls," and Dr. Aubrey, with the latest census report in hand considers "Black America." "Religious Life and Thought in France," to which much space has been devoted in former numbers, embraces in this issue "Protestantism in Relation to the Nation." Lily Watson, in a sweet and sympathetic vein, takes us through "The Devotional Poems of

John Greenleaf Whittier." The Printer's art is most excellently exemplified in the coloring of the frontispiece. Two dollars will secure this magazine for a year.

A cablegram announces that Amelie Rives has sailed for the United States, where she will arrive soon after the appearance of her latest novel in the August number of the Cosmopolitan. After nearly two years of silence the new story of Miss Rives will be received with the greatest interest by those who enjoyed her earlier work. Married, traveled and in every way matured, her latest production is said to be worthy of the talent which gave such great promise. The scene is laid in Paris, where the author has been living for two years, and the heroine is a Virginia girl who is studying music abroad with a negro servant for a chaperone. The story has been illustrated by Kate Greatorex, one of the most promising of American painters in Paris, and a charming portrait of Miss Rives is the frontispiece of the magazine.

Two papers in this number which will be read with great interest by journalists, are those of Valeran. Gribayedoff—who is called "The father of pictorial journalism"—and "The Woman's Press Club of New York," by Fannie Aymar Matthews. Gribayedoff has discussed artistically and practically the question of the illustration of the daily newspaper in a way to afford information to all who are interested in journalism. Anent the baccarat scandal, Gen. Adam Badeau of Grant's staff, who was afterwards Secretary of Legation in London and saw much of the English aristocracy, writes an article on "Gambling in high life." "The Dukeries," by Pelham-Clinton, is another article which will please those who take an interest in the great country houses of England. Thomas A. Janvier, who is always delightful with his pen, gives a quaint sketch of the old ducal town of Uzes. To those interested in education, President Gilman of the Johns Hopkins furnishes food for thought in an article on this great southern university. The cartoons which have been made of Bismarck, furnish a subject for Murat Halstead, reproductions of many of the most noted cartoons, illustrating the paper. There is an article on Placer Mining with instantaneous photographs, and one on the Court Jesters of England by Miss Esther Singleton, who is making a reputation as a graceful writer, besides the usual departments by Edward Everett Hale, Bramer Matthews, etc.

Outing for August is as fresh and wholesome as a lake breeze. Where the publishers manage to find such a wealth of delightful information about travel, sports and pastimes is a mystery; but they do find it month after month, and that it can be found is a great credit to our people. The love of nature and the intimate acquaintance with every gentlemanly amusement displayed by the contributors to Outing's pages is an encouraging indication of a national leaning

toward a healthier style of literature, and toward those beneficial exercises which tend to build up a stalwart nation and assure for Americans a proud position among the great powers of the world. The contents are: "Big Game in Colorado," by Ernest Ingersoll; "Canoeing on the Miramichi," by Rev. Wm. C. Gaynor; "Four Days' Sword-fishing," by John Z. Rogers; "Down Hill with a 'Star,'" by Dr. Alfred C. Stokes; "Running High Jumping," by Malcolm W. Ford; "A Day with the Woodcock," by Ed W. Sandys; "Yacht Clubs of the East," by Capt. A. J. Kenealy; "Photographing in the White Mountains," by Ellerslie Wallace; "A Beggar on Horseback," by Gip Sey; "The Mystery of University Oval," by Howard Keeler; "Grouse Shooting in Ireland," by Capt. T. S. Blackwell; "The Theory and Introduction of Curve Pitching," by O. P. Caylor; "The Massachusetts Volunteer Militia," by Capt. D. M. Taylor; "American Polo," by Lawrence Timpson; "Camping in the Woods," by Helen S. Clark; "Harry's Career at Yale," by John Seymour Wood; "A Chapter in Lacrosse," by L. Moses, jr.; "Scientific Tennis Strokes," by J. Parmly Paret, and the usual editorials, poems, records by the standard writers on sport, etc.

STATIONERY NOTES.

The office diaries for next year, for which orders was taken in May last, are now being shipped to the trade.

Brown Bros. find the demand developing very rapidly for the Edison mimeograph, which does excellent work, running off 3,000 impressions of manuscript per hour.

The trade in typewriting paper increases. This is due to the extension of the typewriting machine's sphere of action, it being in use in more offices this year than ever before.

Earncliffe Linen Bond is the name of the newest paper on the market. It is got up in all sizes and all weights, for notes, letters, lithographing, letter-heads, foolscap, etc. Hart & Company have got it out.

Boorum & Pease and the J. G. Shaw Blank Book Co., two of the largest blank book manufacturers in New York, have adopted Byron Weston's celebrated Linen Ledger and Record Paper for several lines of their best books, and they report a steadily increasing demand for them.

The Centric Pen, for which Hart & Company are the Ontario agents, is taking a hold upon popular favor. A horizontal slit passing through the centre of the holder receives the upper end of the pen, which is a plane instead of a curve in shape. This throws the control of the point more completely under the fingers, and the central position of the pen, completely ensconced as it is by the holder, prevents the fingers from being ink stained, and also allows of the pen being laid down without daubing paper, etc., under it. The special construction of the holder is a trade advantage, as people who have such a holder must buy only the Centric Pen.



The trade has been better than it usually is at this season. The reason probably is that there has been less sameness in stocks. Most of the houses have some distinctive specialty in which trade is lively. The common experience of the summer trade is that all have pretty much the same lines to offer, and none have any very strong business in anything. The wares on the market this season partake less probably than ever before of the trashy nature. There are many very interesting objects among them, interesting as bric-a-brac, and interesting on account of their utility. There are more articles of the curio description than we have had for some years, articles such as the traveler might pick up in foreign countries.

The first shipment of C. M. Taylor & Co.'s Japanese goods went off very rapidly in the assorted cases in which it was put on the market. It comprised some rarities that were never seen here before in notions, such as carvings in ivory, in wood, etc., etc. The second shipment is now in the firm's warehouse. It includes some fine basket work, and an innumerable array of other lines.

Hickson, Duncan & Co. are now unpacking some very taking specialties in Japanese fancy goods that they have brought direct from Yokohama. The marvellous ingenuity that characterizes Japanese handiwork of the first-class is abundantly illustrated in this fine stock. The very art of detail seems to be summed up and embodied in the collection. It would be an easy matter to make up a cabinet of curiosities from this stock, in which there is nothing that will not sell. Not the individuality of the stock its only feature. Its remarkable cheapness will push it forward quite as much as its beauty and freshness. There are papier mache goods, card receivers, paper knives, lamp shades, curtains, conceits in bells, wall brackets, and a multitude of other things that the trade should see.

H. A. Nelson & Sons have got out their new catalogue. It covers the whole extensive range of the house's manufactures and wares. It is finely illustrated, is well arranged and has a full index at the back. Every member of the trade should obtain a copy.

A doll that writes letters on a slate is a recent invention of a machinist in Nuremberg, Germany.

BOOK NOTES.

Mr. Benjamin R. Tucker, of Boston, will publish very shortly "Russian Traits and Terrors: A Faithful Picture of the Russia of To-day," by E. B. Lanin (a collective signature, employed by several contributors to the Fortnightly Review). This work out-Kennans Kennan in its description of the atrocities practised by the Russian Government, and includes the ode written by Swinburne in justification of tyrannicide.

The Trip to England continues to be one of the leading books of the summer. The publishers are thinking of getting out an

illustrated edition. It would be difficult to find a body of letter press better suited to illustration than that coming with references to castles, abbeys, cathedrals and the stately homes of England.

Hart & Company have in press and will issue in October two books of poems. One is entitled songs of the Human, by W P Mackenzie. The other is Within the Night, by John Macfarlane.

TRADE NOTES.

"Toronto" is the name of a very pretty little book, whose contents are views of the chief buildings and points of interest in this city. Wm. Bryce is the publisher.

A well-known artist is preparing for the Dominion Illustrated a picture of which a copy will be a colored supplement to the Christmas number of that periodical.

The portrait of Sir John Macdonald, which William Bryce has got out, is in colors and on fine stiff paper. It is sure to arrest attention in any shop-front where it is exposed. The picture sells unframed at 50c., and framed at Soc., \$1, \$1.20 and \$2.60. The frames add greatly to the effectiveness of the picture.

The solicitors of William Bryce, publisher, Toronto, have advised the trade that G. Mercer Adam's Illustrated Toronto infringes upon a right of Mr. Bryce's, inasmuch as it contains the picture of a plan of the new Parliament building, which plan belongs to Mr. Bryce. The sale of the work is forbidden in the same notice.

The J. L. Morrison Company's catalogue of its "Perfection" wire-stitching machine is a very neat manual. It is not a mere collection of cuts and labels, but is a reasonably full presentation of the descriptive matter which an inquiring mind is likely to look for. The illustrations are excellent, the press matter is light, and the paper is very fine. The machines and their parts are always to be had in the Company's Canadian office at No. 28 Front street w., which is under the management of Mr. James Brown.

The new High School History, which has been authorized for use by the Department of Education for Ontario, is now ready for the school term which begins on the 1st of September. It is Miss Buckley's history adapted to Canadian students by Mr. W. J. Robertson, B.A., LL.D. The book is wonderfully cheap for its size. It sells for 65c., though in compass and appearance it is a dollar book. The Copp Clark Co. are the publishers.

Mr. J. L. Robertson, who for the past five years held a responsible place on the staff of Messrs. Warwick & Sons, closed his connection with that house a few days ago to accept an important position in an insurance office in this city. He was not allowed to depart, however, with the high esteem in which he was held by his co-workers untestified. They waited upon him on his last evening, and presented him with a handsome easy chair, whose massive walnut frame was luxuriously upholstered in leather. It had been imported expressly for Mr. Robertson. Mr. J. M. Rutherford was the spokesman of the feelings which prompted the offering, and he did justice both to them and his own tact. Mr. Robertson made a fitting reply.

MARVELS IN METTALLURGY.

The fecundity of ideas which has characterized the present century has been nowhere more strikingly exemplified than in the diverse application of metallurgical products to the domestic needs of life. And now the ingenuity of modern mechanism has been applied to the reproduction in metallic form of an infinite variety of articles considered essential to the completeness of a lady's toilet. The gaudy taste of the denizens of the Orient, which exhibits itself in the ostentatious display of bright colors, tangles of rich and varied design, has found a field for its fullest gratification in the possession of the metallic marvels of personal attire now being produced by their less showy brethren.

The collars and cuffs of women's dresses are now trimmed with metallic lace, and the sons of Vulcan are displacing the jeweler in the production of ornaments for the neck, arm, wrist and ankle. Designs by the thousand are now in the market of collars, collarettes, waistbands, belts, sashes, braids, lace, bonnet frames, crochet work and embroidery, all deftly woven by skillful hands from gold, platinum, silver, steel, german silver, pewter, lead and Berlin iron.

So vast has been the improvement in mechanical science that the metal smith can now turn out fabrics as delicate as Brussels lace. Indeed, so exquisitely delicate is the process that seeds not exceeding the thickness of silver foil can be produced with great facility. The lace loom and the knitting machine are now modified so as to enable them to use metallic thread as a substitute for others, and the wire weaver now manipulates threads of metal as fine as silk, and in some instances it is rendered almost imperceptible to the human eye.

The web thus formed is as delicate as the gossamer threads of which the poets speak in rapturous and entrancing song. By the use of an improved form of what is known as the Jacquard loom colored pictures can be woven in vari-tinted colors, and where the proper kind of metal is used these new fangled devices of artistic taste can be rendered almost indestructible.

By a new process the article to be reproduced is immersed in a strong bath exposed to the action of heat, electricity and powerful reagents; the atoms of the article are then abstracted under these conditions and replaced by those of any metals desired. Insects, seeds, shells, blossoms, leaves, lace and basket work may be thus treated, and language is altogether inadequate to describe the fidelity with which the tiniest point and line are copied in the hardest metal. So marvellous indeed is this process in the reproduction of those things submitted to it that even the "fuzz" of the geranium leaf and the antennæ of a fly are duplicated with remarkable naturalness.

These wonderful advances in the field of metallurgy, evoked by the growth of civilization, in the progress of æstheticism and the onward march of metal culture and the consequent refinement of manners, has still further stimulated the growth of invention, and in the endeavor to cater to the fanciful tastes of the votaries of fashion there is but little doubt that a standard of mechanical delicacy and perfection will be attained superseding all the wonderful achievements of the past quarter of a century.—Age of Steel.

WARWICK & SONS' PICNIC.

The fourth of these annual events took place on Friday, 31st ult., to Lake Island Park, Wilson, N.Y., by steamer Eurydice. The weather was very fine, and about 300 of the employes and their friends turned out. The park was reached about noon, and as soon as the demands of "the inner man" were satisfactorily settled, the programme of games was commenced. For the races, Lud. K. Cameron, Esq., Queen's Printer, acted as starter and performed his duties to the satisfaction of all concerned. G. W. Morse, Esq., of the Review and Herald, Battle Creek, Mich., and Guy F. Warwick, Esq., were the judges. The firm gave a large number of handsome prizes and the competition for them was keen. Following is a list of the events and names of the prize winners:—

Boat race, single scull, ¼ mile and turn—1st, G. Rugg; 2nd, J. Maskell.

Boat race, double scull, ¼ mile and turn—1st, G. Rugg; 2nd, J. Maskell.

Senior apprentices' race, 100 yards—1st, A. Rabjohn; 2nd, J. Walkem.

Men's race, 150 yards—1st, J. Later; 2nd, J. Walkem.

Girls' race, 75 yards.—1st, Maggie Calhoun; 2nd, Annie Russell.

Standing jump—1st, A. Rabjohn; 2nd, J. Pett.

Egg race, girls, 75 yards—1st, L. Stewart; 2nd, M. Calhoun.

Junior apprentices' race, 100 yards—1st, J. Butcher; 2nd, A. Johnson.

Blindfold race, girls, 75 yards—1st, Mary Calkins; 2nd, Jessie Chalmers.

Potato race, girls, 75 yards—1st, Jessie Chalmers; 2nd, Minnie Hicks.

Skipping race, girls, 75 yards—1st, Lizzie Best; 2nd, Annie Perry.

Running hop, step and jump—1st, R. J. Plaskett; 2nd, W. J. Foster.

Three legged race, 75 yards—1st, W. J. Foster and J. Smeall; 2nd, J. McMullen and G. Rugg.

Clothes peg race, girls, 50 yards—1st, Mary Calhoun; 2nd, Maggie Calhoun.

Champion race, men, ¼ mile—J. Walkem.

Putting stone, 16 lbs.—1st, A. Rabjohn; 2nd, J. Later.

Quoit match—1st, R. Dixon and J. Macmillan.

The committee of management, Messrs. John L. Robertson, C. Johnson, and James Murray, Jr., spared no pains to have the arrangements complete, and their efforts deserve the greatest commendation, as every detail was most satisfactory.

The "List of Events" was very neatly gotten up and was humorously illustrated by J. L. Jones, engraver. It combined ticket and programme and was printed on colored cardboard, and bound with ribbon, with the

trade mark (chained bear climbing a rugged staff) embossed in gold, and was a credit to the establishment.

Among the friends invited by the firm we noticed the following: Mr. Lud. K. Cameron and Mrs. Cameron, Mrs. C. E. Maddison, Mrs. Walker, Mr. G. W. Morse, Mr. Medland, Mr. J. S. Plaskett and Mrs. Plaskett.

THE JAPANESE FAN.

One of the necessities of life in Japan consists of the fan, of which there are two kinds, the folding and the non-folding fan. Paper enters largely into their composition. Bamboo forms a material very handy for the framework of the cheaper kinds. The paper is either decorated with paintings in all the different styles of Japanese art or else brightly colored and sprinkled over with silver and gold leaves. These fans are manufactured of all possible qualities and prices, the richest and largest being used for ceremonial dances, where they form accessories of great importance.

The place most noted for its production in fans is Nagoya, and superior ones are made at Kiyoto, while the inferior descriptions come from Fushimi and Tokio. Several millions of fans are exported annually from Japan to America and Europe.

The fan is an inseparable part of the Japanese dress. A native is rarely without a fan. It is his shelter from the sun, his notebook, and his plaything. The varieties of these paper fans would form a curious collection in respect to form as well as quality. The highest priced fan that was used in the days of seclusion from the outer world was not more than 5 yen, or 15s.; but now they have been made to order for foreigners as dear as £2 to £3. The general prices of ordinary fans range from 2s. to guineas per 100. There are many curious uses for fans in Japan. The umpire at wrestling and fencing matches uses a heavy one, shaped like a huge butterfly, the handle being the body, and rendered imposing by heavy cords of silk. The various motions of the fan constitute a language, which the wrestlers fully understand and appreciate. Formerly, in time of war, the Japanese commander used a large fan, having a frame of iron covered with thick paper. In case of danger it could be shut, and a blow from its iron bones was no light affair. One notable variety of fan is made of waterproof paper, which can be dipped in water, and creates great coolness by evaporation, without wetting the clothes. The flat fan made of rough paper is often used as a grain winnow, to blow the charcoal fires and as a dust pan. The Japanese gentleman of the old school, who never wears a hat, uses his fan to shield his eyes from the sun. His head, bare from childhood, hardly needs shade, and when it does he spreads an umbrella, and with his fan he directs his servants and saves talking.—Paper Mill.

ADVERTISING IN TRADE JOURNALS.

In contrast with the general announcement of seasonable goods and bargains, in the dailies, the advertisements in trade publications are recognized as of more vital interest to the readers, because they refer to their daily work.

One expects to find in the trade publications advertisements of leading houses, the announcement of new machines, appliances and supplies. A knowledge of these standard machines and supplies is of importance to every business man, therefore the advertising pages of trade publications are of special importance to the paper's clientage.

While the primary object of advertising is to make immediate sales, yet in many lines of manufacture this is not the only end to be gained. The standing advertisement in trade publications gives a familiarity to the production of the advertiser, which will undoubtedly secure business at some time.

"The man who advertises his business once or twice a year," says the Western Stationer, "naturally concludes that it does not pay him. The familiar name of his competitor, who runs a display advertisement the year round in half a dozen journals, becomes insensibly stamped upon the mind of the trade, and the volume of business, by a certain instinct, drifts to him, and the less enterprising man ceases to advertise even semi-occasionally, losing the small patronage he might otherwise command."

"The dealer does not throw aside the trade journal unread. He may not order a bill of goods from every number of the journal he receives, but when he does want to stock up, it is to the trade journal he goes for information as to who and what offers him the best inducements. The more humble the business the more efforts should be made to sell your goods. There is no firm so strong, so well known, that it cannot be benefitted by judicious advertising—advertising in a class journal representing its business."

The value of the publication also depends largely upon the degree of consideration which it receives. The attention of business concerns is especially called to the advertising pages in BOOKS AND NOTIONS. This journal has received great attention from leading concerns in all parts of the country. Advertising rates will be furnished on application.

The bookbinders of Toronto held a very enjoyable picnic at Island park on the 25th. A programme of games and sports was carried out with much enthusiasm, to the delight of all present. The married men had their wives and families with them, and the young men were accompanied by their sweethearts. After the games were over all sat down to supper by the tables near by, as the ladies took good care to have an ample supply of provisions along with them. The outing was enjoyed by all.

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Our Representatives now
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Personal Attention
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Write for New Catalogue.

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TORONTO.



James Anderson, books and stationery dealer, Paisley, Ont., is dead.

Mr. Alex Weir, bookseller and stationer, Toronto, is removing to Stratford.

Mr. H. A. Hillcoat, music dealer, Amherst, N.B., is removing to Moncton, N.B.

Mr. W. P. Batterson, Ottawa, is about to start a new book and stationery store on the corner of Queen and Bank streets.

John Maclean & Co., wholesale fancy goods and milliner dealers, Montreal, have assigned with liabilities of \$281,322, 45.

The City Bookstore in Guelph has changed hands. Its old proprietor Mr. J. A. Nelles, has sold out to his son, Mr. Charles L. Nelles. It notes for being one of the most tasteful shops in the city, and its good name will no doubt be kept up in its decent from father to son.

Robert Carswell, A. Poole, Charles Brown, S. E. Hall, A. S. Bowers and John Carswell, all of Toronto, are seeking incorporation as the Carswell Company, Ltd., with head quarters at Toronto, and a capital stock of \$150,000. The company proposes to carry on business as a law publishing firm.

On another page in this issue will be found an advertisement offering for sale a book, stationary and fancy goods stock in a Northern Ontario town. Those contemplating a change ought to consider the advantages submitted in this chance to buy. It is a thriving business in a thriving town.

On the 21st ult. last Mrs. Swayze, who for some time past has carried on a book store in Thorold, left the town rather suddenly, leaving a number of creditors in the lurch. No cause is assigned for the act, as she was thought to be doing a paying business. Mr. C. M. Taylor was appointed assignee in the interest of the creditors.

SCHOOL NOTE BOOKS FOR THE NEW TERM.

What comes of the many exercise and note books that one will see in the windows and on the shelves of our book stores in the largest city or the smallest hamlet in the country? The question is a suggestive one to the ordinary layman, and when he considers the varieties and kinds, he may well calculate what proportion of the 5,000,000 people of this glorious Dominion are made up of lads and lasses going to school daily through a large section of the year. But we can only see the colossal magnitude of this suggestive side of the school question by a visit to some one or other of the large manu-

facturers of school supplies in the Dominion. And here methinks that astonishment will mark the features of the average man who buys a gross of five-cent or ten-cent exercise books to sell again, almost as much as it will the countenance of paterfamilias, who is told by John and Maggie that teacher says they must have a new exercise book to-day, sure, or they will lose their marks.

Bent on an investigating tour of this character a representative of BOOKS AND NOTIONS paid a visit to the establishment of W. J. Gage & Co. of this city. Taking in his hand a school practice book with a handsome design on cover, and bearing the mark of the Rosebud Practice Book, the manager of the house asked, how many of that book would one suppose were manufactured and sold last school session? 200,000 copies was his reply, and we have brought out this new one, The Sunflower, as a companion book to it. This we had to remember was the sale of one line only of a five-cent practice book.

The question was asked: Having made up so many varieties during the past season, we suppose the work of the firm this year will be simply one of keeping up sufficient stocks to meet the call of the trade? You will be saved the labor of preparing and making up fresh designs or varieties. Quite the contrary, was the rejoinder. "Though our lists last year embraced, it was generally admitted by the retail trade, the largest and freshest assortment of this class of school supplies placed on the market, yet this year we supplement the list by a new series in excess even of last year, so, putting the two together, we speak with a knowledge of the facts when we say that no school supply manufacturer in New York is showing an assortment of school exercise and practice books nearly as large in variety or kind, as those bearing our imprint. We have gone to great expense in preparing such an extensive line, but our order file shows that our effects have been appreciated.

"Let me show you some of our new lines. Here is the 'Challenge' exercise and dictation book, measuring $6\frac{1}{2} \times 8$ inches, in a pressed board cover, with the design of a stag, and lettered in gold and black. Within the cover are 48 pages of a nicely calendered paper, ruled, and the book is sold retail for three cents. We hardly think that the charge of dear school books would apply in this case." In five cent exercise books, all bound strongly in pressed board covers, we were shown the "Chromo" exercise book, 64 pages; "Toronto" exercise book, 64 pages, embellished with a speaking likeness of school inspector J. L. Hughes; the "Signal" exercise book, 64 pages, and the "Champion," bearing a design of a bicyclist, and numbering 92 pages, and it only five cents too. Value in size as well as quality is shown in the "Surprise" exercise and dictation book, made of large cap quarto, 68 pages, and price five cents; the "Banner," post quarto, 52 pages, five cents, the "On-

tario," with a capital picture of the Minister of Education, 68 pages and the "Enormous," also with 52 pages of post quarto paper, 5 cents—each ruled and bound in pressed boards, with handsome designs on cover in black and gold.

Coming to ten cent books, a superior line in large cap and post quarto are made up. At one side is seen the "Picturesque," with a truly picturesque design on cover, pressed boards and cloth back, 72 pages of superfine ruled paper; the "Standard," 88 pages, the "Ryerson," 80 pages, the "Gem," 100 page large cap 4to, and the "National," with 72 pages is in large page 4to.

The same excellent values that are noticeable in the exercise books are found in the note books and practice books. At five cents one gets the "Universal," an oblong note book, $4\frac{1}{2} \times 7\frac{1}{2}$, 100 pages; the "Magnol," $5\frac{1}{2} \times 8\frac{1}{2}$, 100 pages, and the "Buttercup," with cream-colored paper, 6×9 , 100 pages; for ten cents, the "Golden Magnet," $5\frac{1}{2} \times 8$, 144 pages; the "Buttercup," 6×9 , 200 pages, and the "Collegiate," $6 \times 9\frac{1}{2}$, 200 pages. These are all oblong in shape, and substantially bound with cloth back. At five cents one finds the "Golden Rod," 6×9 , opening the natural fold of the paper, and only five cents, and the same book with 200 pages for 10 cents. An artistically designed cover is found on each of these.

Specialties in practice or scribbling books, the former title certainly being the preferable and is adopted altogether in the books of Gage & Co., are the Sunflower, made of royal octavo, 100 pages, 3c., 152, 5c., 200, 5c., and 152 pages, ruled, 5c. The Rosebud, so popular last year, is made up in 100 pages, 3c., 152, 5c., 200, 5c., 152, ruled paper, 5c. Something decidedly wonderful is seen in a 300 page practice book of demy octavo, and actually sold for 5c. The Peerless practice book is bound in full cloth, either oblong in shape or not, demy octavo, 200 pages, and the price retail, 5c.

The Crusoe is a new design on a royal 8vo book in 100 and 200 pages, heavy paper cover.

Though it is yet in the dog days and business is generally considered dull, Gage & Co's. staff, in both the manufactory and warehouse department, find themselves unable to keep up with the orders pouring in on them from all parts of the Dominion, and are working at night to try and catch up with their work.

BOOKS AND NOTIONS left the warehouse of W. J. Gage & Co., contrasting in his mind the trade of to-day with that of fifteen years ago, when exercise books were unknown, except as ugly marble-covered affairs, and 20 and 25 cents the average retail price; when manufacturers were not so prolific in kindly and temptingly tasty suggestions to try both the dealer and consumer; and when an edition of 200,000 of a practice book for one season's trade, would have been considered the suggestion of one better fitted for a straight jacket, than to be engaged in the school book trade of this Dominion.

One thing in particular should be impressed upon clerks—the necessity of careful attention to small customers.



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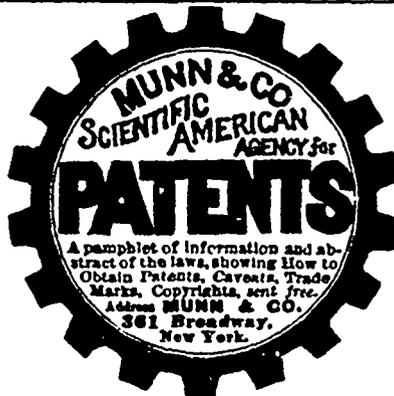
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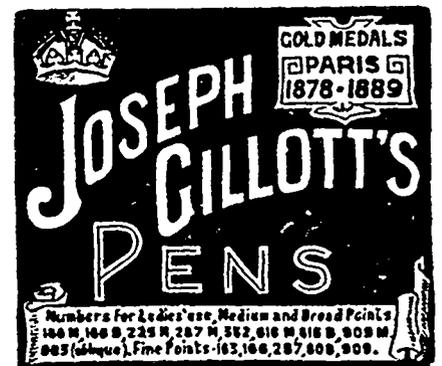
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5986. *Bible Studies on Prayer*. Arranged by A. M. Reid, Toronto, Ont.
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5988. *The Ayres of Studleigh*, by Annie S. Swan. Wm. Briggs (Book-Steward of the Methodist Book and Publishing House), Toronto, Ont.
5989. *A British Subject I was Born, A British Subject I will Die*. A tribute to the memory of the late Sir John A. Macdonald. Words and music by Mr. S. T. Church. Harmonized and arranged by W. O. Forsyth. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.
5990. *Katie Molloy*. Song. Words and music by Arthur West. Arranged by Chas. Connoily. The Anglo-Canadian Music Publishers' Association, Ltd., London, Eng.
5991. *The Story of the Bells*. Words and music by Arthur West. The Anglo-Canadian Music Publishers' Association, (Ltd.), London, Eng.
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5996. *My Danish Sweetheart*. The Romance of a Month, by W. Clark Russell. William Bryce, Toronto, Ont.
5997. *Latimer and Company's Map of the City of Winnipeg, showing the Street, as renamed by the City Council, 1891*. Herbert Latimer, Winnipeg, Man.
5998. *The Little Tycoon Lancers*. Arranged by Charles Bohner. Whaley, Royce & Co., Toronto, Ont.
5999. *Sons of England*. Patriotic Song. Words by R. W. Gyle. Music by Celian Kottaun. The Anglo-Canadian Music Publishers' Association (Ltd.), London, Eng.
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