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ORGAN  
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and  
Printing Trades.

Vol. 5.

MAY, 1889.

No. 53.

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VOL. V.

TORONTO, MAY, 1889.

No. 53.



THE new scale of prices for daily papers an advantageous one for newsdealers? This is the question brought up by Mr. Robinson's letter in our last issue, and taking his view of the matter and accepting the facts as he relates them, the answer would be in the negative, but looking deeper and examining the inner facts as they were presented to our commissioners, Messrs. Sharpe, Day and Rot hwell, the whole case is altered.

\*\*

Mr. Robinson bases his calculations upon the exceedingly advantageous price list given by The Mail during 1888. Does not he know that this schedule of rates was the first fruit of the efforts of our committee? Therefore, it is to them that the credit belongs, and that the comparison must necessarily be with the former rates. The Mail issued and worked upon this scale at the solicitation of our committee, and with the hope that before long the other papers would fall into line, and by this means the promise of the committee verified viz. That newsdealers finding a good profit in their business would "push it for all it was worth," thus repaying publishers for the better terms.

\*\*

A year's trial left matters just as they stood before. No other paper gave the larger commission, the newsdealers made no further demand on the publishers, the trade made no special effort on behalf of the publishers who had acceded to the request for better terms. The Mail then announced that one of two things must be done; either they would return to the old scale and the small commission, or the newsdealers must secure a better rate from other publishers. They expressed their willingness to adopt any rate to which other publishers would agree. It was right here that our committee stepped in, and, after numerous interviews with the publishers, the present schedule, which was the most favourable that all the publishers would accept, was signed and issued.

\*\*

In view of these facts it is evidently unfair to compare the "Union" schedule with The Mail's 1888 tariff. That was to be abrogated in any event, and the probabilities were in favour of a new rate which would bring down the newsdealer's profit to the lowest margin on which he was handling any paper, which was in reality at that time one-fourth of a cent per copy. The profits now run from one-half to one cent per copy, certainly a great improvement.

\*\*

In this connection two or three points deserve special consideration. First of all, the condition upon which the publishers granted

the new rates, as follows: "These rates are made at the request of the news agents of Canada, expressed individually and collectively, and upon their assurance that they represent the minimum profits per copy at which daily newspapers can be handled, and they are given with the distinct understanding that any agent who can and does not sell any other morning newspapers for any less profit per copy, such news agent shall be expected to handle our papers at the same reduced rate of profit and shall have his wholesale price increased correspondingly."

\*\*

This brings us face to face with the question: Does it pay to handle cheap papers? It is now only on the cheap papers and the evening papers that the margin of profit is lower than the "Union" scale, and, it is only by handling such papers that we take the chance of losing that scale. Cheap papers, cheap books, cheap stationery have all of them the same tendency, viz. —Small margins of profit. Some dealers consider that they sell enough extra copies of cheap papers and books to make up for the smaller profits. We doubt this. For a time low prices produce an unhealthy increase in sales, but as the novelty wears off only the same old number are sold, and the smaller commission brings the dealer down another peg. It is good articles "not" cheap articles that create and keep up a demand.

\*\*

This brings us to another point. Although the "Union" scale is, in our opinion, a great advance in the right direction, it is not by any means what we aim at, and what we actually hope for. The three large morning dailies of Toronto are sold at prices away below their value, and it is for that reason that a larger profit cannot be afforded to dealers. Seven dollars a year, the old price, was little enough, and if publishers, instead of reducing the price to the public to five dollars, had retained the seven dollar rate, and sold to the trade at five dollars, both parties would have been infinitely better off. If so, why cannot we return to these rates? How would such a schedule as this suit?

	To the trade.	To the public.
Single Copies.....	\$0 02	\$0 05
By the Week.....	12	20
"    Month.....	50	75
"    Quarter.....	1 50	2 00
Half-Yearly.....	2 75	3 75
Yearly.....	5 00	7 00

That would give us something worth working for, and would pay the publisher also. The newsdealer would push his trade;

he could afford to, and the publisher would not lose a single subscriber.

Can we obtain such a rate? Yes; a united effort on the part of newsdealers, an agreement to handle no newspaper at less profits, an agreement to hold to rates or be cut off from supplies; all good conditions from both points of view. This would bring the schedule we name. What do our old commissioners say about it? Will they take hold of the plough again and go on to the end of the furrow?

We must make some such gains as these; our trade profits are becoming less and less every day, and expenses instead of decreasing are becoming heavier. There is one thing that we can do now, first and all the time, and that is push the best goods, the genuine articles, the best, even if the dearest papers. Avoid the cheap and nasty goods, they do well enough for the bargain counter of Cheap John's warehouse, but they are out of place of the bookseller's and newsdealer's counter. It pays best to follow this advice for many, for every reason, profits are larger, customers satisfied. You feel satisfied with yourself when you sell a good article. You are educating your customer's tastes. You are cultivating a good class of trade.

**PRICES OF SCHOOL BOOKS.**

A Board of Arbitration has been considering the question of whether the present prices of school books are too high. Judge Morgan presides, and he has associated with him Messrs. James Bam, jun., the Librarian, and Richard Brown. The arbitration has been sitting in the Education Department. A number of witnesses have given evidence, and the arbitration is now considering its report. The general impression expressed by the trade is that there will be no change.

**THE LOOMIS LIBRARY EXPOSURE.**

The following from the Publishers' Weekly will be read with interest as this company has been felt in Canada.

On 17th April the affairs of the Loomis National Library Association, of 744 Broadway, N. Y., the Buyers' Union, of 2 Cooper Union, and of the Consolidated Buyers' Jobbing Company, of 795 Broadway, so-called book publishing, bookselling, and subscription concerns, were freely ventilated at the Jefferson Market Police Court, New York, in the case of Albert L. Talcott against Ernest T. Loomis.

The complaint on its face involves a charge that on March 27th Loomis, the ex President of the Buyers' Union, entered its offices at 2 Cooper Union and removed to 795 Broadway furniture, fixtures, a safe, and other property belonging to the Buyers Union, of which Talcott is President. The value of the articles was put at \$1,100 or \$1,200. Behind this charge were others more serious. Justice Patterson held the defendant in \$5,000 for examination. In default of bondsmen Loomis went to the court jail.

Loomis, in answer to Justice Patterson's

questions, said that the articles he removed belonged to him, as he had purchased them with his own money, and not with the money of the Buyers' Union.

Ernest T. Loomis in 1887 organized, under the laws of the State of Virginia, a company which was to be known as Loomis National Library Association. The purpose of the company was to furnish any member with all books at publishers' rates, in return for which privilege each member subscribed \$10. The name of the association was changed in February, 1889, to the Buyers' Union. Arrangements were also made for local managers, who should represent the association. For some time past J. V. Sebald has been its secretary, and the main office has been in Cooper Union, this city.

According to Ezra A. Tuttle, counsel for the complainants, Loomis, who held \$50,000 worth of the stock, has been advertising all over the country for persons competent to take important offices in the company. The condition was always made that any applicant should buy stock in the concern.

"It was a 'paper' company in every sense of the word," said Mr. Tuttle. J. V. Sebald, the secretary at the home office, admits that all the stock was issued to Loomis and charged to him, and he paid in \$5,000 and drew it out on various pretexts.

"Late last year he had done so well," continued Mr. Tuttle, "that he wanted to slide out, and used so went gunning for dupes. Mr. Talcott answered one of his advertisements from Chicago and received in reply a letter which said that stock would be sold at par. It was fully paid up, unassessable, and, of course, represented actual property up to the full amount. It paid handsome dividends. The cash profits amounted to several thousand dollars a month. In February Loomis had so paved the way to slipping out of the concern that he had wheeled several persons out of big sums and had given them offices. Mr. Talcott, President, parted with \$6,000, and C. Z. Hill, with \$5,000. C. A. Epping, of the War Department, Washington, paid \$1,000 and got the assistant secretaryship. Harold Russell Griffith paid \$5,000 on the understanding that he was to be Loomis' right hand man."

These officers were to enter on their duties on March 1. Loomis was to make money for the concern, to which was given the title of the Loomis National Library Association. Loomis, on the night of March 27th, it is stated by complaints, cleaned out the Cooper Union office, and took the effects to 795 Broadway, to establish the Consolidated Buyers' Jobbing Company as a rival to the Library Association.

Mr. Loomis' arrest brings to light evidence to show that a good many people are financially interested in Loomis' operations. It is alleged that all the agents whom he employed as district managers were badly duped. They were to open an office, oversee the shipping of goods, and generally superintend the work of the sub-agents or canvassers. Each manager would have control of a stock worth more than \$4,000, and would be required to deposit only \$1,500 as a guarantee, which could be withdrawn when the business connection ceased.

It appears that Loomis did not insist on the deposit of \$1,500. He took what he could get. One gave him \$500, another \$200, and others deposited all the way from \$200 to \$1,000. In return each was given an agency and a stock of books, but the stock was so antiquated as to be practically useless. As a natural result the agencies were soon given up. The deposit, however, it is alleged, was not returned in any case reported.

**SELLING PRICES OF INKS.**

Hitherto Stephens' inks have been selling at various prices, each house having one of its own. This was not satisfactory to the buyer, who was never sure that he was getting the best price. An arrangement has now been made by the wholesale stationers to get uniform prices, which are as follows:

Quarts.....	\$7 20
Pints.....	4 80
Half pints.....	2 40
Quarter pints.....	1 20

**THE TRADE SITUATION.**

Immediate trade is dull, excepting in some special lines of seasonable goods, which are quite active. The baseball and rubber ball season has opened very well. Jobbers and retailers have never done such an extensive business in Standard balls as this season. On the other hand, dealers in lacrosse sticks report a slow trade. Some houses, in fact, have cleared out their entire stock at lower prices in order to get them out of the way. It does not follow that they are bad stock. On the other hand, there will be a very good demand for them in some parts of the country.

Orders for Christmas goods so far have been ahead of last year. Christmas cards and booklets have been selling particularly well.

There is every probability of very great competition in 12mo standard books and poets this year. The wholesale prices are now about one-half what they were three years ago, and consequently double the quantity will have to be sold to make the same profit. Other standard books such as Chamber's Encyclopaedia, show similar reductions.

To all appearances the bottom has nearly fallen out of the book trade, and with it the profits of the trade.

**BANKRUPT STOCKS.**

The discussion now taking place in trade journals regarding the present method of disposing of bankrupt stocks, it is hoped, will bear good fruit. Country dealers have been loud in their complaints against the unfair competition they meet with from speculators in bankrupt stocks. The cry is universal from retail dealers in town, village and country against the evil. No remedy appears possible, so long as wholesale men give unlimited credit to inexperienced men all over the country. A man sells his farm and embarks in storekeeping; pays cash for his first purchase, gets credit, and in a few months succumbs to the inevitable. He has paid for his experience. So has the wholesale dealer. The next act is the sale of his stock en bloc, at fifty cents on the dollar, to some speculator, who at once paralyzes legitimate trade by retailing to all and sundry at less than the solvent dealer, who wishes to

remain solvent, can do, and trade in that line in that place is demoralized so long as the bankrupt stock lasts. This style of business is going on all the time in all parts of the country. Surely this is not for the benefit of the wholesale merchant, and it is certainly an injury to the retail trader whose struggle for existence is made all the more difficult by such unfair competition from speculators. Various remedies have been suggested, all more or less objectionable. Bankrupt stocks must be disposed of, and the present system of selling en bloc to the highest bidder seems the most convenient way for the assignee; and he, at all events, has nothing to lose, but most likely will be the gainer by giving speculators a chance to ruin others in trade. The wholesale dealers' profits are made from solvent traders, and the interest of the latter should be their first care. The policy of the wholesale man should be to place bankrupt stocks on the shelves of the regular dealers, and not in the hands of speculators. To do this bankrupt stocks should be assorted and sold in job lots, so that all the dealers in the place may have a chance to buy a part; and by having a stock thus divided up and kept within the regular trade the tendency to undersell will be lessened. Very few retail storekeepers want to buy a full bankrupt stock, but most of them would buy such lines as they could handle, and would pay more for what they require than if forced to buy goods not required. The difference in prices thus obtained will counterbalance the extra cost and trouble of dividing up the bankrupt stock. Any ordinary stock could be disposed of in small job lots by auction in a few days, and if any goods remained as unsalable to local merchants then let such be sold for what they will bring to the outside public.

### BRASS AND OXYDIZED GOODS.

Brass as a color is losing favor, as a metal it is holding its own. Where three years ago an ornament was made of polished brass or gold-plated, two years ago it was silver-plated, and last year it was oxydized. This year everything is oxydized! And here let us give our readers a suggestion. In order to oxydize brass it has first to be silver-plated, and this is the principal expense in the making of the goods. The streaks are made by rubbing off the oxydization and showing the silver through. Now to cheapen the goods the silver-plating is being done in the meanest possible manner; in fact so thin is the coating that frequently the brass shows through. Goods like this tarnish very quickly and will not bear rubbing up, and before buying we would advise the trade to look well over the samples and see how they have stood the test of travelling. As in the past all kinds of shapes and designs are being made. Ornaments for ladies' plush and satin work are very numerous, but they are taking

a very flimsy shape all through. Paper knives, button hooks, match safes, inkstands, whiskholders, mantel ornaments, etc. are being made very prettily and seasonable in price, though the duty of 30 per cent. into Canada makes them harder of sale here of course. Perhaps the latest novelties in the line are boxes made of oxydized brass for toilet and manicure sets, work sets, etc. There is a serviceableness about them that we like, and though the price will keep them from competing with the cheaper plush lines, should prove a fair opposition to the higher priced plush goods. But we have already taken up too much space, and will have to leave the bronzes, terra cottas, paper goods, etc. to next month.

### STARTING IN BUSINESS.

There is a universal desire on the part of young clerks and employees in general to get into a business of their own at the earliest possible time. Of every three who leave a salaried position in the store or shop, two would have done better by remaining on salary; and the third doesn't find his business career leading through a pathway strewn with roses. No; far from it in many cases. Some find themselves burdened with responsibilities and cares they had never dreamed of in building their air castles of a future business career. We do not wish to discourage the young man who can see his way clear, and whom the community needs in some business calling, but there are many to whom it certainly never occurs that there are a few things as much needed as capital. One of the few is a thorough and practical knowledge of the business to be entered into; one is industry; one is firmness; another is quick and correct judgment of human nature in all its phases; and still another is the capacity for making innumerable friends. If you possess all of these requisites, then your success in business is assured. We have on various occasions known men—good, clever men—to go into a new town, among strangers, open a store of new goods, and after running several months or a year or two, sell out at a heavy loss, or pull up stakes and shift to some other town at a still heavier loss and try it over. Often the same result would follow after removal to another town. In the majority of such cases it is self-evident that something is lacking, and it can almost invariably be traced to the above-mentioned qualification. Starting a new business is too often equivalent to building another fence around the farm ten feet outside of the old fence, which already answers every purpose for which it was built. This is a condition which exists throughout the greater part of the west—business in nearly every line overcrowded. The evils of the situation, or the lack of economy we might say more correctly, is the rental of two stores when one could answer, double the amount of capital tied up

that is actually necessary, and double work in keeping two stocks in order instead of one. If you possess the ability to conduct a business of your own, by remaining with a good established business on salary that same ability will sooner or later promote you to the position of junior partner or manager. Men in high salaried positions have the easiest positions, in our estimation, and their contentment is to be envied.

### NOTES FOR RETAILERS.

Make your store attractive and display your goods judiciously.

Teach your clerks to be polite and agreeable to customers, and attention to business at all times. The best way to do this is to set them the example.

If you can possibly avoid it, never allow any one to leave your store dissatisfied either with your goods or your actions. A customer who spends a dime in your place of business to-day, and is suited with what he gets, will be likely to call on you when he has a dollar in place of the dime.

Many retailers do not have the same opportunities to advertise their stock that is possessed by their brethren in the large cities, and are compelled to depend largely on the display they can make of their goods, in order to introduce them to the notice of their customers. Be particular about this. A clean, attractive, well kept store will always draw trade. American Merchant.

Isaac Huber evidently found books and stationery an unprofitable trade in Bracebridge, for he has asked his creditors to take their share of his loss.

Elizabeth Armstrong, the Yonge St. stationer, assigned on the 17th April to L. W. Hawkesworth, with whom all claims must be lodged before May 6th.

J. D. Armstrong, who has kept a drug store on Yonge Street for a short time, was lately sold out by the Sheriff; W. H. Worden, late of Neil C. Love's store, buying in the business.

The partnership existing until recently under the style of the Eastern News Co. has been dissolved. This company has its headquarters in Montreal.

The Methodist Book and Publishing House has just issued another Pansy book entitled "The Randolphs," in the cheap Canadian edition, viz., 50c., and a new book on "Swimming and Life Saving," by Capt. W. D. Andrews, of the Dominion Life Saving Service. This latter work is well illustrated with diagrams taken from life, and the fact that its author is so well known for deeds of heroism, will add to its interest. It sells for \$1. The same house has also published for the author, Rev. Dr. Pooler, of Detroit, a large 8vo. work of nearly 700 pages, entitled "Anglo-Israel or the Saxon Race."

## THE WASTE OF COMPETITION.

The following from the pen of Mr. Erastus Wiman, on "The Waste of Competition," is a welcome contribution to a subject which is engaging the attention of "men who think." It could hardly appear at a more opportune time than when the question is being dealt with by the Dominion Parliament, although we must confess that, judging from the treatment of the Anti-Combines Bill at Ottawa, we fear the number of members of the House of Commons who can be safely so classed are few. Thoughtful people are everywhere asking, "Where is all this competition going to end? The very forces which every day are being added for the extension of trade are but accumulated co-action for a still fiercer struggle in the field of competition. With the steady increase in the cost of doing business marching side by side the equally steady decrease in profits. The conflux of the two portends disaster. From the rum will spring the "survival of the fittest," in the form of either trusts or monopolies. We are inclined to think the danger ahead is monopoly, and at present can see no escape, unless it be by making common cause by just such "trade agreements" as the wholesale grocers have now in force, and the justice of which every one admits.

In response to a request to suggest some reform that would accomplish a good purpose it no doubt would be considered rank heresy if one, for instance, should advocate the universal regulation of competition. Yet there is no luxury which the American people are finding quite so expensive to day as that of unbridled competition. The outcry which is made against combination, drifting into trusts, corners and agreements to regulate prices, is so blinding that the real mischiefs resulting from unrestricted competition are lost sight of. We talk of losses as resulting from speculation—we are thunder-struck with the expenses from business extravagance, in rentals, clerk hire, and from the cost of living, losses by bad debts, interest charges, etc., but all these expenses and losses sink into insignificance compared with the losses resulting from injudicious and hopeless competition. There are whole groups of industries, there are great ranges of interests, whose profits are paralyzed by an insane attempt to make money by cutting prices.

The worst part of it, too, is that the public are in no wise benefited. It costs, for instance, more to keep up two establishments in a small town than it does one, and yet the business often to be done is barely sufficient for one. Who pays the expenses of the second concern? Somebody does for the children have to be fed and educated, the wife dressed, the pew rent paid, the horses provided for, and all other expenses carried. According to Edward Atkinson of Boston, whose insight into economic matters is a national advantage, it costs more in some places to deliver bread by the baker after it leaves the oven than it does to grow the grain, grind it into flour, transport it to the point of consumption, and bake it into loaves. Now, if two baker's carts are employed in the delivery of the bread, where one would just as speedily perform the task, the cost of delivery is just double that of all it has hitherto cost to produce and handle the grain and the flour. Who is benefited by the additional baker's cart? Certainly not the first baker. For probably all the profit which he had hoped to make disappears with the advent of the second baker, who, in turn, finds that, like the Irishman's goose, "what was a little too much for one is not quite

enough for two." The only way the two bakers can continue to exist is to make the public pay the additional expense, which of course in the end they do. So that, in this case as in ten thousand others, competition does not cheapen, but begets an added burden to the cost of existence.

It will not do to argue that competition is not a blessed thing, yet those who have gone through the mill can hardly pull themselves together and aver that it is. For instance, those who netted a loss of fifty millions of dollars, sunk out of sight in the West Shore Railway, must have had an eye-opener as to the cost of competition, and have reached a conclusion that competition in the construction of railways is at least a dangerous business. On the other hand, in addition to the direct loss of the West Shore investors, the shareholders in the New York Central and Hudson River road have had hung about their necks for all time a burden in the shape of interest on another fifty millions of dollars for the privilege of making forever secure the monopoly against competition within their precinct of transportation. Are the public any better off for, first, having among them lost fifty millions of dollars by foreclosure, and then being relied upon to pay just enough greater transportation charges in order to liquidate the interest on the remaining fifty millions of dollars as long as grass grows and water runs?

Turning from efforts of competition on a gigantic scale, exemplified in the railroad situation throughout the country to-day, involving millions and millions in the aggregate, and imperiling the income of thousands of investors, let us return to more trivial matters and ask, for instance, what money has ever been made in handling sugar, the world over, till within the last few months? How many team loads of sugar have been hauled up hill and down dale without a cent of profit? How many thousands of millions of pounds have been weighed and papered and twined by hundreds of thousands without a cent—a solitary cent—of profit? Who is the better off for all of this sacrifice? Take the vast salt interest over this broad land. Salt, even more than sugar, is as essential as air and water, and a fair profit should be had for handling the vast output of this important article of commerce. It is unreasonable to expect that the price should be continuously kept so low that there would not be a vestige of return for all the labour, all the capital and all the risk involved. Yet not only is there no profit in the salt business as a whole, but owing to the absence of any gain the oldest and most wasteful methods of making salt are adhered to. No one will put any capital into a business so cut up that by no possibility can it yield a fair interest, and economies which by combination of interests, introduction of new modes and the employment of fresh capital, might be produced are denied to the public, who are in no sense benefited by a senseless competition, while the manufacturers shuffle along, disgusted and disheartened at the prospect.

Does anyone suppose that petroleum would be as cheap as it is to day if the Standard Oil Co. had not existed? This vast monopoly has been most persistently abused, but it has done more to help the world toward a cheap and safe artificial light, and thus done more for mankind, than all the contributions of its detractors combined. The early and wide distribution of American petroleum throughout the civilized universe, the perfect safety of an article which in less careful hands might have been most dangerous, the infinite variety of uses to which its product has been devoted, and above all, their cheapness, are testimonies to the beneficial success of the greatest of combinations in one of the chiefest essentials of existence. In the matter of transportation of petroleum through the facility of pipe lines, conveying by the law of gravity the raw material from the point of production to the point of manufacture and distribution, a saving has been effected of stupendous proportions for the eventual benefit of the public. Far more has, in this new mode of freighting, been achieved by combination than was ever possible to com-

petition. For the expenditure of the thirty millions necessary to provide these pipe lines would have been out of the range of possibilities for a score of competitors. The more the competitors, the less the likelihood of such a beneficial result.

But not alone in petroleum are the benefits of combination in the matter of price and quality seen. The range of advantage is surprisingly large, as admirably shown in a series of striking comparisons by my friend, Mr. Frank B. Thurber, before the State Senate Committee on Trusts, and more fully amplified in his philosophic speech before the Merchants' Association at their recent banquet in Boston. 'The position of Mr. Thurber on this matter of industrial combinations is a most significant indication of the oscillation of the pendulum of thought on this subject. He was the spirited and successful leader of the anti-monopoly movement in the Empire State, and was then just as sincere as he is now, in his thoughtful and intelligent appreciation of the necessities of combination, for the good of the people, as for those more directly concerned.

No one should belittle the dangers of monopoly. But it is just as unwise to forget the evils of rampant and unsafe competition. What is the remedy as between the two evils? Perhaps some mode of safety providing for about one-third of the community would meet the bill. It would certainly pay two-thirds of the traders of the land to board and lodge the remaining one-third, if they would simply get out of business and cease to annoy and impoverish by expensive competition. If one-third of the railways, one-third of the manufacturers and one-third of the stores and offices were to cease to do business to-morrow, the other two-thirds could better afford to keep the parties concerned at the best hotels in the land, and let them go to the theatre every night, than stand the terrible expense which undue and injudicious competition now creates. In the end the public pay for all these extraordinary expenses incident to competition. One way or another the obligations must be met. Failure, loss and disaster may come and do come to individuals in the meantime, but in the great balancing up of a series of years the accounts are all squared in the clearing house of the purse of the public. It must be so, or business would come to a standstill; but meantime it is not a problem that calls for reform, this unlicensed expensive and disastrous saturation of competition?

It would not be surprising if the writer of these lines should be metaphorically hung, drawn and quartered for presuming to crowd so much heresy into a space so short; but he will have the gratification of knowing that not a few thinking men agree with him in thus giving expression to what in the minds of a vast number of people must be a latent thought.

A Toronto School Trustee anxious of fame—at the expense of the taxpayer—has given notice that he will introduce a motion at the Board authorizing the supplying of school books to the children by the Trustees, and thereby relieving the individual parents from the necessary expense. Why did not he at the same time suggest the supply to each child of a suit of clothes and a dinner every day, and make the general ratepayer foot the bill? He might have done so with just as much propriety. If the taxpaying public supplies schools and teaching certainly it is not too much to ask the parties benefited to pay for the necessary books. Has the too liberal trustee an idea that he could find it profitable to have the selection of the favoured dealer who would have the general supply? Fortunately he is likely to have but small support for his motion, still Toronto booksellers should interview their respective trustees and have a quietus put upon the affair at the earliest possible moment.



A dead-brown paper, with an all over design of small fern fronds is an oddity.

J. Theo. Robinson, publisher, Montreal, has removed to more extensive premises, at the corner of Craig and St. Peter Streets.

Rosebuds, violets, marguerites, pansies and forget-me-nots are some of the designs stamped in delicate tints as corner-pieces for a high class fashionable paper.

"Izma, or Shadow and Sunshine," by M. Ozella Shields, issued by J. S. Ogilvie in the Fireside series.

"That Dutchman, or the German Barber's Humorous Sketches," by Julian E. Ralph. J. S. Ogilvie. Price 10 cents.

"May Time," a collection of Poems, Exhibition Pieces and Games, selected and arranged by Marcus Benjamin. 25 cents. The DeWitt Publishing House, New York.

"Short Comedies for Amateur Players," adapted and arranged by Miss Burton Harrison. Illustrated by Kelly. 50 cents. DeWitt Publishing House, New York.

"A Latin Quarter Courtship," by Sidney Luska. 35 cents. William Bryce, Toronto, in Home Series.

"Heaven and Hell," by Emanuel Swedenborg. A cheap edition (25 cents). William Bryce, Toronto.

"A Brother to Dragons," and "The Farrier Lass o' Piping Pebworth," by Amelie Rives. 25 cents. J. Theo Robinson, Montreal.

The stock of J. Huber, Bracebridge, has been sold to W. H. McCaw, of Port Perry, at 45c. on the dollar.

J. Theo. Robinson has issued his third edition of "Letters from Hell," in much improved form, but at the old price, 30 cents. The demand for this book has been phenomenal.

The National Publishing Company have issued the following new novels: "John Herring," by S. Baring Gould, 40c.; "Landing a Prize," by Mrs. Edward Kennard, 30c.; "Mehalah," by S. Baring Gould, 40c.; "The Pretty Sister of Jose," by Mrs. Francis Hodgson Burnett, author of "Little Lord Fauntleroy," 25c.; "Under a Strange Mask," by Frank Barnett, 30c.; "The Fog Princess," by Florence Warden, 30c. All in the popular "Red Letter" series.

The firm of W. H. Bleasdel & Co. has changed to Hickson, Duncan & Co.

C. M. Taylor & Co. have secured control of the sale of one of the handsomest table books yet offered to the trade. It is "a book of old ballads," illustrated in monotype. It is published by Hildesheimer & Faulkner, and is the finest work of the kind they have yet turned out. The complete edition will retail about \$7.50 and the incomplete at \$6.50.

Warwick & Sons are starting their travellers out in a few days with a full line of samples of Raphael Tuck & Sons' cards, for which they are agents. The reputation of these cards is so well known that it is not necessary to say anything about them. The features of this year's cards are, 1st, "novelty," 2nd, "novelty," 3rd, "novelty." The stamp of these three features is visible on every card.

A new 25c. pocket map of Manitoba has been published by J. H. Brownlee, D.L.S., Brandon. The Toronto News Company are the sole agents.

The Copyright Bill has been passed by the House of Commons, and is likely to be adopted in the Senate. The next fight will probably be one as to its legality.

**BUSINESS CHANCES.**

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

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

**AT BRAMPTON STOCK OF FANCY GOODS** and Stationery for Sale. Enquire of J. W. Mann, Brampton.

**BONUS—THE VILLAGE OF HAYFIELD OFFERS** a bonus to responsible men who will put up a good roller mill; good locality; correspondence received until February 2. John Pollock, Clerk.

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

**DRUMBO—A RAILWAY CENTRE—PRESENTS** openings for manufacturers—furniture, boot and shoe, marble and others. C. A. Muma, president.

**FOR SALE DRUG STOCK AND FIXTURES.**—established twenty-three years. For full particulars address Family Drug Store, 723 West Fort Street, Detroit, Michigan.

**FOR SALE—CHEAP—ONE OF THE OLDEST** established photograph galleries in the thriving town of Berlin, centrally located. For further particulars address George H. Trussler, Berlin, Ont.

**FOR SALE—BOOK, STATIONERY AND WALL** paper business, in good western town. Business well established and doing the leading trade. Stock bought at lowest prices and well assorted, amount about \$5,000, store handsomely fitted for the business. Telephone business in connection worth \$500 yearly. This is a bona-fide chance to secure a good paying business. Apply to Stationer, Box 3, BOOKS AND NOTIONS, Toronto.

**SPLENDID OPENING TO MANUFACTURE THE** Koch adjustable reversible shelf brackets for shelving stores, libraries, pantries, etc. They have a very extensive sale in the United States and should take well in Canada. Address Box 10, BOOKS AND NOTIONS Office, Toronto.

Armstrong & Co.'s stock has been bought by John Osborne.

The Combines Bill has passed its third reading in the House of Commons and will next be taken up in the Senate, where it is expected that some important amendments will be made.

**J. Q. PREBLE & CO.,**

MANUFACTURERS OF

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

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**Nos. 10 & 12 THOMAS STREET, NEW YORK.**



Some cute designs as ornamentation for children's papeterie are shown this month; mice, babies, cats, dogs and a wealth of kindred subjects being used in many quaint situations.

For European tourists, the Scribners are about to issue a new and revised edition of their "Index Guide to Travel and Art Study in Europe." This is the only European guide which is illustrated, and especially devotes itself to art subjects.

The "Mulum in Parvo Atlas of the World," just imported by Messrs. Scribner & Welford, is a surprising example of book-making. It contains ninety-six double-page maps, a large amount of statistics, and an index covering over 100 pages, all in shape and size for the pocket.

The forthcoming new edition of the Erckmann-Chatrian works of French fiction will include their national novels, such as "Waterloo," "The Conscript," etc., upon which the great reputation of these writers rests. There will be six volumes in all in the new edition, the set being in uniform binding.

The first edition of 5,000 copies of Mrs. Burnett's new story, "The Pretty Sister of José," was exhausted several days before the book was published, and a second edition has been printed. This latest romance by Mrs. Burnett promises to be one of the most popular and sought after of her mature stories.

The latest books issued by J. Theo. Robinson are "A Brother to Dragons," by Amélie Rives, "Virginia of Virginia," by the same author; "Silken Threads," by the author of "Mr. and Mrs. Morton," and "Mr. Naydian's Family Circle," all good stories. The latter, however, is a political allegory of special interest to Canadian politicians.

W. J. Linton, of high fame as a wood engraver, is just about issuing a volume of "Poems and Translations," through Messrs. Scribner and Welford. He privately published, before this, two volumes of poems, both in very limited editions, and now very scarce. In this volume nearly all the poems in these two volumes are included, and, besides new poems, a number of new renderings of French poems, in the original metres, are included.

A new edition of Laing's "Sea Kings of Norway" is nearly ready by Messrs. Scribner & Welford, under the title of "The Heimskringla; or, The Sagas of the Norse Kings." This edition has been thoroughly revised, with notes by Hon. Rasmus B. Anderson, U. S. Minister to Denmark, and, under this editing, "deserves," as Carlyle said of it, "to be reckoned among the great history-books of the world."

An agreeable evidence that the popular demand for religious works of importance is not on the wane comes from the Scribners in the success which has attended their most recent theological books. Dr. Shedd's "Dogmatic Theology" has reached its second

edition while a fourth edition of Dr. Roswell Hitchcock's "Eternal Atonement" has been called for. The first volume of Dr. Vincent's "Word Studies in the New Testament" has also gone into its second edition, and Dr. Ladd's "What is the Bible?" has sold through two printings, with a third edition just ready.

We have read with great pleasure an interesting and stirring account of the great events that made up the final struggle between England and France for the possession of Canada. The account is contained in an elegantly got up volume entitled "The Fall of New France 1755-1760," by Gerald E. Hart, President of the Society for Historical Studies, Montreal. An attractive feature of the work is its adornment by means of upwards of twenty illustrations of the great men who made the history of the time, together with views of the principal cities and localities that were the scene of a romantic, momentous struggle. A careful reader of the work will find that the author, thanks to painstaking research, has been able to throw new light on some of the acts and actors in the stirring drama. The work is written in an impartial as well as patriotic spirit. In a prefatory note, the author says: "The first history of Canada from a provincial aspect is replete with interesting episodes of adventure, discovery, conquest religious and political which have ever been the subject of polemical discussion. The Society for Historical Studies, young as it is, has not been slow to elucidate many events which have been so fruitful of interest to all of us and the community at large. In a heterogeneous population such as that forming the present Dominion of Canada, it is not surprising that our history has been written from an uncosmopolitan point of view, pandering to natural prejudices. It is with gratification, therefore, that we see this Society rising above selfish views, delving to the foundation of history, and presenting it free from all bias and consequences, having truth and fact for its basis." Colonial Standard, Jamaica.



DEAR SIR, I read "Montreal's" letter in the February number, and made up my mind to heed his warnings, but a new, quick-selling and only slightly dirty book came along, and I yielded, and sold a number of them. Then came your March number, with that bold, fearless letter over his own signature. I honour him for his manliness, and yet, Mr. Editor, if you insert this letter of mine I will have to ask you to let me sail under a non-de plume. I have not his courage, but he has helped me. I have a little more backbone since I read his letter.

I discussed the matter one day last week with two other booksellers, and this is about the way we reasoned it out: A druggist sells poison. That is right; but he does not sell it indiscriminately. By law his sale is limited to certain parties. So we thought about certain books. They contain poison. Poison is quite proper in its own place, but it must not be exposed publicly for sale, and it must not be sold to parties we know or suspect would misuse it. How does that reasoning strike you, Mr. Editor.

You may say: Poison is sometimes sold to the wrong person; frequently the would-be-suicide obtains it, and takes away his life. Yes, that is true; and so would the wrong party often obtain the poisonous book, and thereby commit moral suicide. Would that justify us in refusing to sell the book at all? Or someone may, and often does obtain the book and attempt to poison some other party's mind with it, just as the man or woman professes to buy arsenic to kill rats, and instead kills human beings. What then? True, the druggist must keep and sell poison because it is frequently needed medicinally. Is there a necessity for our likewise keeping the books? I think not. Some books may be needed for study. I doubt even that; but, allowing that, is there any necessity for the immoral and indelicate novel, the inflammatory poet.

Look the matter all over in this light, and tell me what you think of it. My opinion is that Mr. Richardson is right. SENEX.

April, 1889.

DEAR SIR, Enclosed find one dollar to pay two years' subscriptions to your invaluable paper. The suggestions thrown out in one month to your subscribers are alone worth subscription price. It is too cheap.

Business in our Western country is sorely tried just now by the "Home Knowledge Society," of King Street, Toronto. The agent has been here taking names and notes for \$12.50 each membership fee, for which he gives wholesale prices of nearly all current standard works, including sheet music and books, promising more discount on school books alone than at present quoted by any regular firm in the city of Toronto.

It will be greatly to the interest of our trade here, if you would kindly let us know if they are solid or not, if they do a regular business, or are they reliable?

Wishing you every success, I am, yours very truly,

H. P. CHAPMAN.

RIPLEY, 20th March, 1889.

We find that the Home Knowledge Association is, as Mr. Chapman says, "solid." They have a large capital, and use it in purchasing books in quantities and for cash. This is how they are able to sell at such low rates. They are doing a large business. We are as much opposed to cut-rate business as Mr. C., but do not see how it is to be prevented.

DEAR SIR,—I think "Montreal" and your Winnipeg correspondent are kicking up a great fuss about nothing. They ask us to stop selling some of our most popular books. They seem to think that we have nothing to do but read books and criticize their contents. How am I to be guided by their advice? They are both unpractical. This is the way I stock up: Jones, representing Smith and Robinson, brings his samples to the hotel in my town, and asks me to go up and inspect them. He says: "Here now is a splendid book to sell. I sold 100 of them to Johnson, and 50 to Smithson, and everybody is buying them." How am I to know that they will not suit some mealy-mouthed ignoramus? Am I to say, "Wait until I read the book, and see that it is nice all the way through, and has a good moral at the end." What nonsense! I have something else to do—so has the traveller. If the book sells well, that is my whole duty. I don't want my shelves full of goody-goody books that won't sell. I look upon my business entirely as a commercial undertaking, and will not be led into any folderols. I hope to pay my creditors dollar for dollar and keep my family from the poor-house, and there my responsib'ility ends, just like my letter. ENOUGH.

April 16, 1889.

A correspondent from Northern Ontario writes regarding Mr. Cann's letter in the April number:

"I am in just the same position as Mr. Cann. I scarcely ever see a traveller, and when they do come they do not bring their full lines. I want to order direct by mail, and to order frequently—just whenever I know what I want. I buy a good deal now by watching the advertising, especially that in BOOKS AND NOTIONS, and if manufacturers and dealers would only do as you suggested in your last number—publish illustrations of all their novelties in your columns—I would be quite satisfied to order from that information. I am good pay; never yet asked for a renewal; and I know that a great many more are in just the same fix that I am. Surely it is going to pay some manufacturer or dealer to seek our trade in the way I mention."

Our correspondent is right. We have had a great many letters on this subject, and they all tell the same story. "Give us plenty of information about new goods. Give us illustrations of them when you can." The wholesale dealer who first "catches on" will make a valuable strike. He will capture all this "off the line" business, which is now some of the best in Canada.

Sporting goods have had a large sale this spring, as also woodenware of all kinds. Baby carriages are on the rush.

Earle Bros., the wholesale stationers in Montreal, have had to defend a number of small suits this last month.

HOW TO SELL GOODS.

At the last Territorial Fair held in Salt Lake City prizes were given for the best essays on various business subjects. One of these prizes was for the best essay on "How to Sell Goods." It was won by B. F. Cummings, Jr. His essay is as follows:

A moment's reflection will serve to show the infinite importance of this subject. It not only concerns the salesman and merchant, but every member of civilized society; for, as all members of civilized communities are compelled to purchase and consume merchandise, it follows that all are interested in the manner in which the merchandise they buy is sold.

Methods of selling goods may be pursued which are hurtful to the interests of merchant and customer alike, and which result in disappointment and injury to the latter, and a loss of custom and final failure to the former. Or the merchant may pursue a system which, while yielding an excellent profit to himself, will please, gratify and benefit his customers, make them feel that they can do better with him than elsewhere, and so secure their permanent patronage. How to avoid the results of one method and secure those of the other is comprised in the art of selling goods.

The process of selling the goods is intimately connected, indeed begins with that of buying them: for, as the proverb has it, "Goods well bought are half sold." He, then, who would become a successful seller of goods must first learn how to buy them; and it is an open question among merchants which branch of their calling, buying or selling requires the longer experience, the shrewder judgment, and the higher order of business

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By the author of Silken Threads.

SILKEN THREADS ..... 30c.

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HOW I ESCAPED ..... 30c.

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LETTERS FROM HEAVEN . . . . 30c.

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THE QUICK OR THE DEAD .... 25c.

By Amelie Rives.

IN THE MARKET, or FROM 18

TO 20 ..... 25c.

By Elizabeth Jaudon Sellers.

THE ROSE OF PARADISE ..... 30c.

By Howard Pyle.

THE ADVENTURES OF JIMMY

BROWN ..... 25c.

By W. L. Allen.

PIKE COUNTY BALLADS..... 10c.

By Col. John Hay.

FRENCH AT A GLANCE ..... 25c.

By Thimm.

These books are well printed, with attractive covers. Posters, etc., are supplied liberally.

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The Toronto News Company, Toronto,

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ability. As the present purpose, however, is to treat of the methods to be pursued in selling goods, it will be assumed that the stock to be disposed of has been well bought, is suited to the wants of the community, and only awaits skilful and judicious handling by the salesman to yield satisfactory returns to the merchant.

### MARKING THE GOODS.

One of the most important matters connected with the mercantile business is the marking of goods. In doing this three objects should be kept in view. Profit to the merchant, ready sale, and satisfaction to the customer. This last object is often lost sight of, but we insist that a policy on the part of the salesman who does not aim at securing satisfaction to the customer is a short-sighted one, and will ultimately prove disastrous to the dealer. A customer will pay for a suit of clothes a price which will yield to the merchant a fair profit, and yet be content with his bargain; but were a sack of sugar marked to yield half as large a profit, a customer would feel that an attempt had been made to impose upon him. On some kinds of goods, then, customers will willingly allow the merchants a good profit, but others they will purchase only at a very small margin above cost.

It is the duty of the salesman to consider all the circumstances attendant upon this feature of his business, as the amount the capital invested ought to earn, the probable amount of the year's sales, the running expenses of the establishment, the kinds of goods handled, the competition to be met, the class of trade to be catered to, what will and will not satisfy his customers, &c. A volume could be written upon this one feature of mercantile business, but practical experience and native good judgment are the only

means by which a salesman can become proficient in it.

Having considered every circumstance which ought to influence him in marking the goods, the salesman should make his prices and then adhere to them. A rumor that a house has two or more prices, according to the customer who is buying, will spread rapidly and soon create a distrust very hurtful to its business. It is unfair, undignified and downright dishonesty to make different prices to different customers, other things being equal, such as quantity, time, &c. Uniform dealing one-price houses command a respect and confidence among customers which sliding scale dealers never enjoy.

Careful investigation has shown that in nearly all cases of bankrupt retail dealers a large proportion of the goods on their shelves were unmarked, and hence in a condition of confusion which could not but result in loss and disaster. The retail dealer who puts his goods on the shelves without marking them is tolerably certain to learn by bitter experience sooner or later the folly of his course; and the wholesale dealer who fails to keep a suitable record of prices as the market fluctuates is omitting a vital feature of success.

### THE WHOLESALE SALESMAN.

Whether employed in the establishment at home or sent "out on the road" in the capacity of what is called a drummer, the first duty of the wholesale salesman is to make himself thoroughly and perfectly familiar with the entire stock of goods in the department or house in which he is employed. If an article is mentioned, he should be able to state instantly whether or not it is in stock. It is of the utmost importance that he should be thoroughly posted on prices, and able to give from memory or his pocket price-book the price of any article the instant it is asked.

He should be able to discriminate accurately between brands, grades, qualities, etc., and to explain differences between them to a customer.

Next to having a thorough knowledge of his own stock and business, it is important that the wholesale salesman should be familiar with those of his customer. He should know what kind of a business his customer is doing, what class of people patronize him, and what goods will be most popular among and best suited to the needs of that class. A wholesale salesman should not try to load up a retail dealer with goods not suited to the latter's trade. If this is done the retailer will meet with disappointment and loss, and in consequence of dead stock will be unable to meet his payments. Disgust at his own bad judgment will be mingled with distrust of the salesman who induced him to take the unsalable goods, and he will thereafter buy elsewhere. Thus the retailer is injured and the wholesaler loses a good customer. All this may happen when the goods causing the trouble are really first-class and sold at a reasonable price; the difficulty lying in the fact that the wholesale salesman either did not know or did not regard what the real interests of his customer required.

All wholesale salesmen of experience understand perfectly well that, having once won the confidence and patronage of a retail dealer, he is influenced to a great extent by their advice and recommendations. It follows, then, that these should be offered intelligently and in the strictest good faith, with an earnest purpose on the part of the salesman to subserve the best interests of his customer. Their interests are identical. The more goods the retailer sells the more he will purchase from the wholesale house which has won his confidence. A bill of goods which is unprofitable for him to buy is unprofitable

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for the wholesale house to sell to him, and vice versa. In fact, a trunk and branch relationship exists between a wholesale house and the retailers whom it supplies, and the policy of the wholesale salesman should be to cement more and more closely that relationship, and strengthen the ties of confidence and friendship between the two, always having in view the interests of the buyer as well as those of his own house.

It is essential that the wholesale salesman should be thoroughly posted respecting the financial standing of his customer. Upon this point depends to a great extent his success in the art of selling goods. It requires little tact or ability to sell goods to a customer who is bent only on getting all he can on credit, without due consideration of the matter of making payment when due. It may, however, require considerable tact to properly treat a customer whose intentions are honourable, but whose resources, ability or experience are limited. If a buyer is known or suspected to be dishonest, sell to him for cash only. If necessary, tell him frankly that you do not know him to be a man whom you can afford to carry, and that your rule is to extend credit to those only whom you can depend upon. If your customer is worthy of credit up to a limit which, however, you do not wish to pass, avoid what, to a good salesman, is second nature, pushing goods upon him. Endeavour to furnish him with what he really needs, and to satisfy him, without going beyond the limit fixed for his credit. But should it be necessary, tell him plainly, but in a frank and friendly way, that at present you do not wish to carry him for more than a given amount. If he is a sensible man, he will take no offence, and if he is not a sensible man, it is unsafe for you to carry him on your books.

Selling goods by travelling salesmen with samples is expensive, but long experience has shown it to be the best method for wholesale dealers in many lines. The sample trunk, if properly prepared and packed, is the wholesale establishment in miniature. By its aid the country dealer is conducted through the big store in the city, from the basement to the highest story, and is able to make selections as intelligently as if he had paid his fare to the city and was personally present in the establishment he is dealing with. The salesman should see that his sample trunk is complete, neatly and systematically arranged and that samples correctly represent the stock. He should acquire facility in displaying them, in describing grades, qualities, etc., and in giving prices. The stationary or travelling wholesale salesman should keep complete price books, and post them as often as the prices vary. The memory should not be depended upon without their aid.

#### THE RETAIL SALESMAN.

Much of the foregoing applies to the retail salesman, especially in regard to familiarity with stock and prices and the giving of credit. He should be perfectly familiar with the goods he handles and with the prices at which they should be sold. If his employer deems it best to give him the "cost mark," as will generally be the case if he proves a good hand, so much the better. He should know exactly where to find any article called for. Time is money to buyer and seller alike, and the time lost by both while a clerk is hunting for some article for which a customer is waiting often amounts to a heavy percentage of its value. It is thus necessary for a retail clerk to be orderly and methodical to a strict degree in handling his stock. He must at once return to their places on

shelves or in drawers, etc., the goods he has been showing a customer, and he must do this in such a manner as to preserve the stock in perfect order. A failure to keep the stock in order and the goods in their places and neatly arranged is possibly the most common fault of the retail salesmen. To avoid it he must put in the spare moments between customers in arranging shelves, drawers, showcases, etc., and in so displaying the goods as to cause them to appear new, fresh, varied and attractive. A retail salesman who can and will keep the goods arranged and displayed to the best advantage will command a high salary and will be a favourite with customers.

#### QUALITIES NECESSARY IN ALL SALESMEN.

Be industrious; exert yourselves actively to show goods to customers and to find what will suit them.

Be patient; preserve perfect equanimity, even though your customer appears trifling, fastidious, or exacting. Sincere efforts on your part to please him will win in the long run.

Be polite; under no circumstances speak to or treat a customer with impoliteness. To do so is to make a mistake inexcusable in a salesman. Your politeness to customers is money to your employer, and is one of the considerations for which you are paid a salary.

Be considerate of poverty; do not try to sell a poor person a more expensive article than he can afford to buy. By so doing you may wound his feelings, and cause him to avoid you in future. Rather try to suit him with an article within his means. If you succeed he will try you again.

Be attentive to small purchasers; if a lady wishes only a spool of silk, and you politely furnish her with the shade desired, she will come to you when she has a larger purchase to make.

Be truthful; never resort to deception in representing the quality of the goods you sell. Truthfulness is in a salesman a virtue which will soon begin to tell in a pecuniary as well as a moral way, for people will flock to the clerk whose word they know they can depend upon respecting the value they are getting for their money.

Be honest; not merely because honesty is the best policy, but because without it life is a failure, though wealth flow in to the amount of millions, and the world lavish its honours and applause. The most hopeless and contemptible of bankrupts is the man who has lost his honesty, and the most useless to all employers the one who is most expensive while least worthy of a salary, who is most to be avoided by customers and abhorred by merchants—the dishonest salesman.

#### COPYRIGHTS.

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4731. "The Practical Speller." Connor O'Dea, Toronto, Ont.

4733. "Long Odds." By Hawley Smart. The National Publishing Co., Toronto, Ont.

4734. "The Match of the Season." By Mrs. Alexander Fraser, book. The National Publishing Co., Toronto, Ont.

4739. "Ris et Croquis" livre. Charles Marie Duhamel, Montreal, Que.

4741. "Coupe Moderne des Vêtements."

Par Mulcair Bros. (book). Mulcair Bros., Montreal, Que.

4743. "The Canadian Law Times." Edited by E. Douglas Armour, of Osgoode Hall, Barrister-at-Law. Vol. VIII., 1888. Carswell & Co., Toronto, Ont.

4745. "Action des Boissons Enivrantes sur l'Organisme Humain." Pat. T. A. Talbot, S. A. Talbot, Hebertville, Comte de Chicoutimi, Que.

4752. "Rose Wood, or The Octoroon's Bride." A novel. By Jean Fairweather. J. Theo. Robinson, Montreal, Que.

4753. "Dolly." A Sketch. By Justin Huntly McCarthy, M.P. The National Publishing Co., Toronto, Ont.

4754. "St. Cuthbert's Tower." By Florence Warden (book). The National Publishing Co., Toronto, Ont.

4755. "The Englishman of the Rue Cain." By H. F. Wood (book). The National Publishing Co., Toronto, Ont.

4756. "In Exchange for a Soul." A novel. By Mary Linskill. The National Publishing Co., Toronto, Ont.

4757. "Plans et Moyens Pour Enrayer L'Inondation de la Ville de Montreal et des Endroits bas du Fleuve St. Laurent." Stanislas Laporte. Ptre. Cure de Lac Ste Marie, Comte d'Ottawa, Que.

4758. "Salesman's Expense Book." Alexander Gardner, London, Ont.

4759. "Charles Ogilvie." By Leslie Vaughan (book). Wm. Bryce, Toronto, Ont.

4760. "First Year at School, or Blending of Kindergarten with Public School Work." A Manual for Primary Teachers. By S. B. Sinclair, Ph.B. Warwick & Sons, Toronto, Ont.

4769. "Borrett's Table and Reference Book." Charles William Borrett, Toronto, Ont.

4792. "Applied Psychology." By J. A. McLellan, M.A., LL.D. The Copp, Clark Co. L'd., Toronto, Ont.

4793. "The Christian's Secret of a Happy Life." By H. W. Smith, with introductions by John Potts, D.D., and H. M. Parsons, D.D. Archer Green Watson, Manager, Toronto Willard Tract Depository (L'd.), Toronto, Ont.

4810. "Haliburton: The Man and the Writer." By F. Blake Crofton, B.A. F. Blake Crofton, Halifax, N.S.

4811. "Sowing and Reaping, or Records of the Ellisson Family." By Mrs. J. C. Yale. Introduction by W. H. Withrow, D.D., F.R.S.C. Pamela Vining Yule, London, Ont.

4812. "Code of Public Instruction of the Province of Quebec." Compiled by Paul de Cazes. Paul de Cazes, Quebec, Que.

4814. "The Late Mrs. Null." By Frank R. Stockton (book). The Rose Publishing Co., Toronto, Ont.

##### MUSIC.

4742. "Six O'Clock in the Bay." Song. Words by F. E. Weatherly. Music by Stephen

Plans. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.  
 4746. "Forget-Me-Not." Song. Words by H. L. D'Arcy Jaxone. Music by Theo. Suckling & Sons, Toronto, Ont.  
 4747. "Only to Say Good-Bye." Song. Words by Walter Travers. Music by Oscar Verne. I. Suckling & Sons, Toronto, Ont.  
 4748. "The Varsity Vocal Lancers." On Melodies selected from the University of Toronto Song book. By G. H. Fairclough. I. Suckling & Sons, Toronto, Ont.  
 4735. "Norman's Tower." Song: Words by F. E. Weatherly. Music by F. N. Lohr. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.  
 4749. "The Old Manor Hall." Ballad. Words by F. E. Weatherly. Music by Hope Temple. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.  
 4750. "Turn, Time, Turn!" Song. Words by Arthur Chapman. Music by L. Denza. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.  
 4751. "A Golden Argosy." Song. Words by F. E. Weatherly. Music by Hope Temple. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.  
 4761. "Ivy Waltz." By Fabian Rose. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.  
 4762. "The Dying Chorister." By E. P. Crawford. (Musical composition.) A. & S. Nordheimer, Toronto, Ont.  
 4763. "Joy to the World." Sacred Solo. Composed by Byron C. Tapley. B. C. Tapley, St. John, N.B.  
 4766. "He Will Forgive." Sacred Song. Words and Music by Frank L. Moir. The Anglo-Canadian Music Publishers' Association (L'd.), London, England.  
 4767. "In the Spring Time." By Cornelius Gurliitt. I. Suckling & Sons, Toronto, Ont.  
 4784. "Saviour Ever Dear." Sacred Song. Words by Horatius Bonar, D.D. Music by F. d'Auria. I. Suckling & Sons, Toronto, Ont.  
 4785. "The Morning Star." Sacred Song. Words by Horatius Bonar, D.D. Music by

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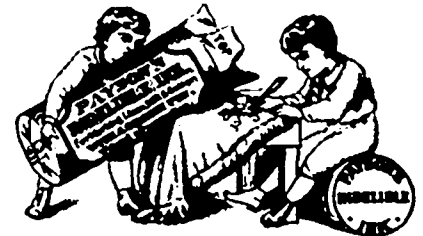
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4787. "Tell Me, Star." Revere. Words by W. C. Music by F. d'Auria. I. Suckling & Sons, Toronto, Ont.

4788. "Why?" English Arrangement by Mrs. J. W. F. Harrison. Music by F. d'Auria. I. Suckling & Sons, Toronto, Ont.

4789. "La Zingara." Spanish Gypsy Song. Words by Pender Brooke. Music by P. Bucalossi. Chappell & Co., London, England.

4795. "Winter Pleasures." Polka de Salon. By Charles Bohner. I. Suckling & Sons, Toronto, Ont.

4796. "Chanson Canadienne." Sounds from Home. Air and variations. By E. Mallory. I. Suckling & Sons, Toronto, Ont.

4797. "The Grenadiers." Polka-March. By Theo. Bonheur. I. Suckling & Sons, Toronto, Ont.

4813. "The Curfew Bell." Contralto Song. Words by Longfellow. Music by C. A. E. Harris. I. Suckling & Sons, Toronto, Ont.

4798. "Mirth and Music." Arranged by Gustave Roder. I. Suckling & Sons, Toronto, Ont.

#### ART, ADVERTISING, ETC.

4737. "Brownlee's Indexed Railway and Guide Map of Manitoba." James Harrison Brownlee, Brandon, Man.



A fancy goods store is to be started by Mr. Bentley in connection with Woods' Fair of Kingston, Halifax, London, Hamilton, etc., at 334 Yonge Street. The Pulaski Democrat says of Mr. Bentley: "Wm. H. Bentley, ex-Deputy Sheriff, and for thirty-four years a resident of this village, has decided to locate at Toronto, Canada, where he will engage in the mercantile business. There can be no question about Mr. Bentley's success, for his experience as a wholesale merchant in New York, as a commercial traveller and as connected with several business firms in this village shows that he thoroughly understands trade. Mr. Bentley also made a good Deputy Sheriff, his success at making collections being quite remarkable. The gentleman has been quite active as a member of the Congregational church of this village, holding positions of honor and trust therein. Last Sunday his resignation as superintendent of the Sunday School of that church was tendered and accepted amid general regret. Mr. Bentley with his family expects to remove to Toronto about the middle of May, where he has already leased a store of 25x114 feet in size, with two floors above. May success attend him.

J. H. Norton, druggist, of Hamilton, sold out his business early in the month.

The creditors of H. Capewell, the wholesale and retail dealer in fancy goods, tins, jewelry, etc., and who had stores in Guelph and Renfrew, as well as two in Toronto, are feeling very sore over the small returns they are likely to obtain from the estate. This firm has been in business but a very short time, and it is somewhat difficult to understand how 90c. of every \$5 worth he owed could have run away in such a short time. We are not posted in the particulars of the case, but have very little sympathy for anyone who does not cry halt long before he has run his business down to such depths.

L. A. Fortier and Nore Robillard lately started a fancy goods store in Montreal under the firm name of Fortier & Co.

Fans of a higher grade than usual have sold this spring.

The more expensive lines of opera glasses are in demand, while the cheaper grades are very slow.

Music boxes are having a fair sale, especially in the lines ranging from \$10 to \$15.

Bisque and China figures are asked for everywhere, the trade having sold out their stock last year very completely.

Glass vases are being shown in great variety, and the novelty of the styles is quite astonishing.

Plush goods are more the favorite than ever this year, though chamois cases may detract from them a little. The chamois goods are hand painted and look very rich. In plush goods the great sellers have fancy designs pressed in them, which add greatly to their beauty. Silver fittings are all the rage. They are serviceable though not cheap. The great demand, however, is for white goods.

Solid leather travelling cases are every year becoming more popular. Those who do much travelling require serviceable articles to stand the wear and tear, and there is nothing that will equal in this respect a well sewn flexible leather case.

The American thermometer makers have combined and have raised the prices of their goods, resorting to the pernicious system of discounting according to quantity.

A new firm in fancy goods has started up in Montreal under the style of Martin & Dulude. We wish them every success in this venture.

N. S. Hardy, of Quebec, has found a partner in A. A. Dubé, and in future the French books, ornaments and fancy goods will be sold by A. A. Dubé & Co.

F. L. Andrus, the Orono fancy goods dealer, was burned out with three other store-keepers on the 9th April. His stock was valued at \$2,800, but was only insured for \$1,000. Every dealer should insure at least seventy-five per cent. of the value of his stock.

# PLUSH!

## PLUSH! PLUSH!

Our Samples are now complete, and we have this to say:

1st. The **ASSORTMENT** is larger than ever before.

2nd. The **STYLES** are more novel and artistic.

3rd. The **PRICES** are far ahead of last year.

We would ask the trade not to be beguiled into placing their orders until they have seen our goods, for we are posted on all the prices being asked, and guarantee ours to be considerably lower, while we are showing styles never dreamt of by a designer before.

We do not buy our samples but make them all ourselves, and can therefore promise that our goods will be equal to or better than the samples shown.

When looking at samples please note that we use a higher grade of plush than any of our competitors, and control entirely for Canada the best fittings that are made.

### OUR IMPORTED FANCY GOODS

are arriving every day, and as soon as they are all in the travellers will start out. We have given special care in the selection of our imported goods, and feel certain that the trade will show their appreciation of our efforts.

We are every day increasing our line of

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which we are bound to make the most complete in Canada. In combs, hair brushes, tooth and nail brushes, and sponges, we invite the closest comparison with any similar goods in the market to-day.

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Miss G. Rodgers is retiring from the fancy goods business in Hamilton.

A. W. Ball, the Toronto Druggist, has sold out.

French purses are in greater demand than ever. The local purse makers, however, claim to be kept busy. Notwithstanding the 30 per cent. protection a great many American purses and pocket books are imported into Canada.

Floral designs are used in much of the ornamentation in bon-bon boxes.

C. M. Taylor & Co. report a large sale of Heidelberg's cards in Eastern Ontario.

Rabbits of gold bronze are now out as Easter favours, in line with the old German idea.

Pretty favours for the "German" are made of a single band of rich ribbon, upon which, fastened by a bow, is a violin, a camp-kettle, a flute, a harpsichord, etc., all in fine gilt.

The Art Stationer says: A substantial utility is combined with chaste beauty in many of the plush and satin stationery cases now in vogue. The paper being used, the box possesses value as a handkerchief, jewel or glove casket. Some new shades now in vogue in Paris might be utilized with profit and ornamented at the taste of the producer.

The samples of Dutton's celebrated booklets produced by Nister have just arrived. They fully sustain the well-known reputation of this publishing house.

C. M. Taylor & Co. are publishing a series of illustrated Christmas booklets in fancy-shaped designs with appropriate verses.

While we regret that the information given us about the relationship of Mr. J. R. Saunders of Halifax, to his mortgagee and assignee, Mr. Hobecker, was incorrect, we cannot help thinking that that gentleman has unnecessarily worked himself up to a great pitch of excitement over it all. His remarks about confederation are uncalled for, and as for his motto of "Nova Scotia for Nova Scotians" we think his practice has quite equalled his preaching in that he bought goods from Quebec and Ontario houses and after his failure, according to his own statement, it appears that all the preferences were held by local men.

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etc., etc.

**SAMPLE ROOM:**

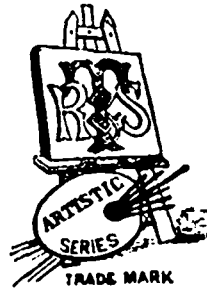
**20½ Front St. East.**

**FACTORY:**

**169 Bleeker St.**



# A Year's Labor.



72 & 73 Coleman Street, City,  
LONDON, April, 1889.

"My Soul's in arms, and eager for the fray."—*Shakespeare.*

GENTLEMEN,

In the designing of our CHRISTMAS and NEW YEAR CARD Collection for the forthcoming Season we have acted upon three distinct resolutions to form the main pivots upon which should revolve, and the due carrying out of which should distinguish, our Christmas Cards for the Season 1889-90. These resolutions were—

Firstly : "NOVELTY!"

Secondly : "NOVELTY!!"

Thirdly : "NOVELTY!!!"

With the talented aid of what we may justly term a brilliant staff of Designers, Artists and Lithographers, followed by an enthusiastic and well-disciplined army of Printers, Engravers, Die Sinkers, Embossers, etc., we have endeavoured to carry out these resolutions by dashing charges against conventional styles, by bold reconnoitring of hitherto unexplored ground, and by daring efforts at still further advancement upon some of the more remarkable of our former successes.

These tactics, carried out by the most approved methods of modern artfare, have combined towards the completing of a Christmas and New Year Card Collection which will, we believe, carry everything before it, and take both Trade and Public by storm.

To attempt enumerating the results achieved were futile, because the contents of six bulky volumes, in which the 3,000 and more new designs are sampled, defy compression within the limited space of a circular.

The Cards humorous and the Cards shaped, the Cards monochrome and the Cards coloured, embossed Cards and flat, the Iridescent Series and the private Cards, the Gem Panels and the Mizpah Cards, the Rustic and the Frosted, the Folding Series, the Crayons and the Booklets, which crowd the pages in ever-varying and endless profusion, will be inspected by every Dealer throughout the world who has the slightest regard for his Card trade before he starts placing his season's orders : therefore let the Cards speak for themselves.

Upon one further point only will we permit ourselves a passing reference, and that in order to allay the mistaken idea we have found held by some less experienced dealers in distant parts of the world, who imagine that because the reputation of our Cards is world-wide, they must necessarily be high-priced and expensive.

Nothing can be more fallacious. True, we have Cards up to a Guinea each, but our assortment of Cards at One Penny is no less unequalled for quality and popularity than our Three-penny, Sixpenny or higher priced Cards. We cater for all classes, and the requirements of all receive equal attention at our hands.

The Collection now completed, and with the stamp of our three resolutions visible on every page, is cosmopolitan, and, we believe, unapproachable. The variety is unprecedented, the value remarkable, while designing and printing vie with each other for supremacy.

We apply for your endorsement.

Yours faithfully,

Raphael Tuck & Sons.

