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MARCH, 1887.

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THE BOOK, STATIONERY & FANCY GOODS TRADES OF CANADA

SPRING GOODS,

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Sole Agents for the Celebrated Iron Wheel Carriage, manufactured by the Gordon Manufacturing Co.

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Inflated I. R. Balls, Grey and Colored,

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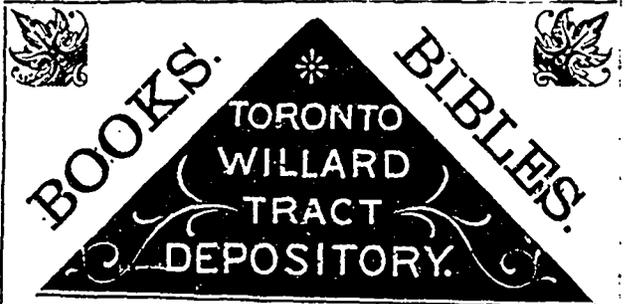
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We have much pleasure in informing The Trade that our Mr. S. R. Briggs has for some time been in London, arranging for our NEXT SEASON'S GOODS.

We will, this spring, be in a position to offer

SPECIAL INDUCEMENTS.

All the "Newest" lines have been selected with great care for the Canadian Trade. Samples will shortly be in our traveller's hands, when your valued order will be solicited.



MARCH, 1887.

SORTING TRADE.

Our travellers are now in various sections of the Dominion with full lines for SPRING SORTING TRADE. We give prompt attention to orders by mail and solicit correspondence for any article dealers may wish to procure for their customers. Many of our customers avail themselves of the prompt despatch of our shipping room, by sending us their ENCLOSURES. We appreciate the compliment and shall continue to give them our best attention.

Among the lines of seasonable goods which we will be glad to supply you, are the following :—

Archery.	Fencing Goods.	Paper Lanterns.
Backgammon.	Field Glasses.	Prize Cups.
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20 WELLINGTON ST. EAST, TORONTO.

ANNUAL SUBSCRIPTION - - - 50 CENTS.

Organ of the Booksellers' & Stationers' Association of Ontario.

Organ of the Toronto District Association.

Organ of the Huron District Association.

Organ of the Brant and Norfolk District Association.

VOL. III. MARCH, 1887. No. 8

RATES OF ADVERTISING:—

	1 month	12 months
1 page.....	\$16 00.....	\$100
1 column.....	10 00.....	100
1/2 do.....	6 00.....	60
1/4 do.....	3 00.....	30
1/8 do.....	1 50.....	15

All Communications intended for publication must be sent in not later than the 8th of each month.

J. J. DYAS, Publisher.

POSTAGE.—After the adjournment of the convention we received the communication printed elsewhere, from the Secretary of the Toronto Board of Trade, in which is conveyed the promise to assist the Association in endeavouring to get the reduction asked for in postage on periodicals. Not only in Toronto but in every city or town wherein a similar body exists there should be made an effort to enlist the sympathy of its members. There is no time to be lost, as Parliament will meet soon. We would ask for immediate action by the trade in this matter. Surely there is enough of incentive in the possibility of the reduction of three-fourths of the charge to rouse to immediate action. The Secretary will be glad to furnish copies of the report of the Committee on Postage, showing the facts of the case. London, we believe, has already made a move in the direction indicated. Every place from Charlottetown to Victoria should take action.

COPYRIGHT AND DUTY.—A meeting of those interested in publishing and the manufacture of books was held on Thursday, March 11th, at the office of the Rose Publishing Co., Toronto, the meeting being largely attended. It was decided to form an association, with the object of securing amendments to the existing copyright laws, and the readjustment of the present duty on books. A committee has been appointed to prepare a programme, and report at an early meeting.

TO BE OR NOT TO BE.

An innocent little paragraph in our last number was like a bombshell in the inflammable mass of book-sellerdom. Here, there and everywhere came the query who is it that is going to start the wholesale bookstore. Just now as the strong probability is that it will not be established—we need not mention the name. It has caused much enquiry, some tribulation and a good deal of hopeful expectancy.

The idea was to establish a genuine book jobbing house somewhat after the manner of the old firm of James Campbell & Son. They intended keeping in stock standard books that are on call in every day trade. Such a house is much desired by the retail trade. Dealers say that it is almost impossible to get single books and have to send away many a customer in consequence. It will therefore be easily understood with what pleasure they hailed the prospect of such a house as the one proposed. Jobbers, on the contrary, hardly relished the idea, and were very positive in their opinion that it would not pay to keep stocks of books. One wholesaler remarked, "Fools are not all dead yet,"—a pretty broad hint that financial disaster would be the fate of the new house.

That such a house is wanted there is no question. Whether or not it would succeed is another matter.

It may be said that in favouring such a project we are not consistent, as we are persistent in decrying too many competitors, but the new house would not be like any other and would fill a want.

VALUES.

THERE is often a tendency manifested to lessen values. A good note paper bringing a fair price is apt to be put down nearly as low as an inferior grade, and as soon as a dealer hears of somebody else selling a very poor article, or a traveller shows him something "dirt cheap," he is tempted to damage his trade by buying the low grade. Having bought, of course he must sell, and so offers it to those who have been buying the better quality. Once started it is almost impossible to improve, and he gets into the rut of buying and selling cheap goods simply because they are cheap.

This is a mistaken policy, and the sooner a dealer gets rid of this class of stock the better. Of course in some stores a certain amount of such low priced goods must be kept, but it should be kept away from general stock and only brought out when the cheap customer arrives.

We instance note paper, of course other lines should be treated in a similar manner.

PROFITS ON NEWSPAPERS.

We call it profits for want of another word; but what is made on newspapers unless handled in large quantities it would puzzle a financial microscope to discover.

We have had talks with some newspaper managers of late, and while we admire the great success they have made in pushing the circulation that counts to them so much in obtaining advertising, we confess we have not an exalted opinion of how they treat the trade.

One assertion made, and we understand some dealers foolishly agree with them, is that it takes just the same trouble and expense to handle a three cent paper as a one cent paper. Now this fallacy is apparently true, but it is only half the truth, and we know that a half truth is much harder to combat than a direct falsehood.

The three cent paper costs 24 cents a dozen, the one cent paper six cents. For the three cent paper, when sold regularly to subscribers there is got 15 cents per half-dozen or week, for the cent paper six cents. Now if we take the percentage of profit we find that whereas there is 100 per cent. apparent profit on the one cent paper there is only 25 per cent. on the dearer one.

But if instead of getting 15 cents a week from a regular subscriber the dealer has to depend on chance sales, what is the result? He gets three cents each for what he sells, but for those that he has over, and he often finds himself in that plight, he gets nothing. If he has six one cent dailies over he loses three cents, if six three cent dailies, he loses twelve.

Now take this last estimate and tell us if, considering unsalable papers and other drawbacks, it takes as little to sell a dear paper as a cheap one.

One dealer informs us that his supply of papers published on Christmas and New Year's were nearly all left on his hands. Other days in the year have their drawbacks too.

The uncertainty as to the future terms is still the same, only that other changes have taken place or are in contemplation regarding the retail price. We may expect some fine morning that the big sheets will be given away for nothing (all to enlarge circulation), and the proprietors will send a circular to newsdealers asking them to draw monthly for one-thousandth part of a cent per copy (the drawee to pay charges of draft), for the purpose of distributing!

But it will be a very fine day indeed when they become so liberal to those who have helped to build up their circulation.

The day of the three cent daily is, we believe, of the past.

We said at the outset that daily newspapers give no profit whatever to the ordinary dealer. It is a matter of necessity to keep them for the customers. As it has been said, "they have got to have them." Will we grit our teeth in anger at the unfairness of the publisher and sell as few as we can manage to get along with?

FANCY GOODS.

We have much pleasure in informing our readers that we are making arrangements to devote a certain space of this journal, each month, entirely to Fancy Goods. Although, as our heading implies, this paper is intended as the "organ of the Book, Stationery, and Fancy Goods Trades of Canada," still we have to confess that we have given the greater part of our attention to the two first named trades. Notwithstanding this, our largest and most enterprising wholesale fancy goods dealers have regularly made use of our columns as a means of advertising.

Throughout Canada, with the exception of a few stores in the larger cities, the wares of these three distinct trades are generally found to be sold together, such storekeeper calling himself a bookseller, stationer or fancy goods dealer according as he may give a greater prominence to any one of the lines. Whether, in towns of a certain size, it would be to the interests of both the storekeeper and the public to have separate stores for fancy goods is an important question, and one to which we will gladly open our columns for discussion by the trade.

It is our intention to regularly describe shortly and concisely any real novelties that may be brought under our notice. Whenever possible we would be glad to receive cuts of these novelties from jobbers and manufacturers, for by them we will be materially aided in our descriptions. By giving the price of the article, and the name of the firm wholesaling them, we hope to afford our readers valuable information and at the same time encourage enterprise on the part of the jobbers.

In the broad principles of trade and commerce, we will continue to be, as we always have been, perfectly independent. In our opinion there are many reforms needed in all branches of commerce, but perhaps in fancy goods more than in any other trade. Taken up, as it so often is, as a last resource, by ignorant persons who have neither learned a trade nor saved money, it has in many places become an unremunerative means of livelihood either to the inexperienced or to those who have unfortunately to sell in opposition to them. The result of this is almost universally stringency in money matters, followed by that trade curse of the present day—chattel mortgage, bill of sale, etc., held by the wholesale houses. To jobbers

this mode of doing business has long been proved a failure, but to protect themselves they are sometimes compelled to take advantage of this defect in our laws; and to still further save themselves from loss, and knowing that no other house can safely sell to the unfortunate store-keeper, they charge him exorbitant prices for their wares—the surest of all modes of hastening his final collapse. We intend to discountenance on the one hand this needless rushing into the trade careless and extravagant buying, giving preference to certain creditors, by chattel mortgage, etc., and on the other the shoving of goods upon their customers by tempting them with long terms of credit, and finally closing them up with as little consideration for others as other firms show for themselves.

Buying by the retailer anywhere except in the home market, is an evil which encourages a much greater one. We mean the custom of wholesale houses selling to the consumer at wholesale prices goods which should not even be shown to them, and certainly not sold at trade figures.

These and many other grievances will be taken up carefully in their proper order.

Meanwhile we ask the hearty co-operation of all interested in fancy goods in our proposed new department.

—oo—

THE [semi-annual meeting of the Association, on the 9th, was but very slimly attended. We presume the main reason was the absence of great questions of a general interest and the fact that dealers are not just now in a buying humour, and do not consider it would be profitable to make the trip to Toronto.

—oo—

THE question of bazaar interference with trade is entirely new matter. The crusade begins auspiciously when we find the Clerical Association of this city sending two delegates to hear our views, and men of no mean reputation either. The Rev. John Langtry is Prolocutor of the Lower House of the Provincial Synod.

—oo—

Too much credit cannot be given to those wholesale houses in Toronto who in the Christmas season departed from their old naughty habits and shut down on doing a retail trade. Toronto booksellers are at least some hundreds of dollars richer by this. Do they reciprocate?

—oo—

IMPRESSIONS OF LONDON BOOK-SELLERS.

Besides the names heretofore mentioned there are dozens of other booksellers of prominence whose

names I must pass over. Westall, of Oxford street, has an immense stock of miscellaneous literature; Stibbs, of the same street, confines himself largely to standard books; but there are others who deal largely in specialties, whose reputations are world-wide, but whose prices are beyond the pockets of all but the very rich. It is needless to give their names. The places of such men are chiefly in the West End, in Bond street, Piccadilly, Regent street, etc. They occupy about the same place in the English book trade that Benjamin & Coombes do in America. Any one purchasing from these gilt-edged houses have got to pay smartly for what they get, yet customers are not generally lacking, except in very dull times.

From indications observed in almost every part of the British metropolis, I take it that the old book trade in England is in a flourishing condition, and mainly so on account of the immense traffic which has sprung up with America and Australia. The wholesale trade in new books is thriving, for the same reason. But the retail new book business is in a deplorable condition, and is likely to remain so until the dealers can come to some general understanding in the matter of discounts. Just now he gives the public the benefit of his profits. That he can continue doing this for long I do not believe. To do it at all he has to depend upon the sale of other goods for subsistence. He keeps books merely as an advertisement to attract custom, and not for what he makes out of them. When he works his other trade up to be self-sustaining he gradually drops books, upon the aid of which he no longer has to depend. It seems to me that this should be a warning to the dealer here, who, to get temporarily the better of a competitor, cuts the price of new books; and in some towns in Canada, I understand, this pernicious custom has already made very considerable headway. Unless such dealers wish to utterly destroy the book trade, let them take warning in time and revert to legitimate selling, and avoid discounting as they would a pestilence. Of course I am aware that discounts have got to be given to libraries and to purchasers of large quantities of books. Such discounts need not, however, be made absurdly large, as they sometimes are. A case in point is when a Western bookseller, not long ago attempted to give a school library 25 per cent. off the retail price of American standard reference books, on which he got but 30 per cent. himself, and paid the duty into the bargain. I understand he has been trying ever since to figure up the precise amount of his loss. I refer more particularly to the general and indiscriminate discounts to ordinary buyers. This is growing rapidly into a dangerous evil, and should be stopped at once.

I have only to remark in closing that as a general rule I have always found the booksellers of the Old World kindly and courteous men, ready and willing to do anything in their power to make a stranger's stay amongst them pleasant as well as profitable. I bring back with me many pleasant reminiscences of their social qualities. And if these lines should meet the eye of any of them I hope they will understand that what has seemed, perhaps, a little harsh in some of these papers was not intended to be ill-natured criticism, but an honest endeavour to state only what seemed to the writer to be true, and had no personal application whatever.

R. W. D.

SEMI-ANNUAL MEETING.

The Booksellers' and Stationers' Association of Ontario held their semi-annual meeting on the 9th inst., in the Queen's Hotel, H. Fred. Sharp, St. Marys, in the chair. There were present, besides the President, Isaac Huber, Bracebridge; W. C. Niblett, Dundas; T. J. Day and J. A. Nelles, Guelph; J. G. Cloke, Hamilton; G. A. Stafford, Whitby; Henry Hutchinson, S. R. Hart, A. S. Irving, A. R. Lorimer, E. Potts, H. L. Thompson, G. R. Warwick, S. Wallace, and the Secretary, Toronto.

The Chairman welcomed the members, and outlined the business which was to be brought before them.

Excuses were received from several for non-attendance.

SECRETARY'S REPORT.

The Secretary's report was read by J. J. Dias. It made reference to the steady growth of the Association since last semi-annual meeting. A branch called the Brant and Norfolk District Association was formed in January last at Brantford. The Executive Committee were strongly recommended to take measures to further the organization of more district associations. The question of reduced postage on periodicals had to be postponed until the new Parliament met. The influence of the Toronto Board of Trade had been asked in the same direction. Regarding prices of daily papers to the trade, no definite arrangement had been arrived at. The question of the interference of bazaars with the Christmas trade had been brought up during the past half year, and the attention of Archbishop Lynch, the Ministerial Association, and the Clerical Association, were called to the matter. The report deprecated the sale of immoral periodicals, and expressed the hope that the Dominion Government would continue the firm attitude it had taken upon the question. It referred to the promise of the Minister of Education to give, through the paper recognized as the organ of the trade—BOOKS AND NOTIONS, notices as to when new school books were to be issued.

On motion of A. S. Irving, seconded by J. G. Cloke, the report was adopted.

It was agreed that the committee appointed at the last meeting to approach the Dominion Government on the question of postage, should be asked to wait on them after the meeting of Parliament.

CHURCH BAZAARS.

A deputation from the Clerical Association of Toronto, consisting of Rev. John Langtry and Rev. R. Harrison, waited on the Association to hear the views of members on the subject of church bazaars.

The Chairman, in introducing the deputation, stated that they, as dealers, suffered from bazaars, and that many who depended on the sale of articles usually sold at such places, were subjected to injury by them.

J. A. Nelles moved, and E. Potts seconded:—"That as many members of this Association are of opinion that the practice of holding bazaars and sales of fancy articles of needlework is an injury, not only to the bookselling and fancy goods trade, but also to a number of ladies, young and old, who depend upon the sale of their needlework for their livelihood, the subject be now discussed in the hope that the views of the Association may have some effect in inducing the clergy of all denominations to discountenance the

practice referred to." Both mover and seconder spoke on the subject.

Henry Hutchinson could understand readily how bazaars affected the means of livelihood of many ladies and others who were engaged in fancy work, by depriving them of sales.

Isaac Huber said that in the country the majority of booksellers carried on fancy goods business, and their Christmas sales were very much interfered with by these church bazaars.

Rev. John Langtry said so far as he could speak for the clergy of the Church of England, they were not in the least in love with bazaars. The pastoral of the Bishop of Huron, in which bazaars were condemned strongly, he thought, met with very general approval among the clergy. One redeeming feature might be zeal among the people in the cause of God. Many who were skilled in art gave their contributions as much as an offering as they would give money.

Rev. Richard Harrison held the same sentiments as Mr. Langtry, and he thought the majority of clergymen did the same. He was connected with a poor congregation, and knew that poor people—some, perhaps, of those whom the Association sought to protect, poor people who could do fancy work—wished to contribute in kind where they could not in money.

The deputation was then thanked for their attendance, and after their withdrawal the motion was unanimously carried.

OTHER BUSINESS.

Isaac Huber, seconded by G. A. Stafford, moved that a committee, consisting of Hutchinson, Irving and Dias, be appointed to wait upon the Board of the Upper Canada Bible Society with a view to a better arrangement of prices.

The subject caused much discussion and the motion was agreed to.

A discussion was raised on the supplying of books to Sunday school libraries by wholesale houses, and the opinion strongly expressed that the wholesale houses should sell to retail dealers only, and that the latter should supply public libraries of all kinds.

So far as reported in the *Mail* (with minor corrections), the *World*, and the *News*, both had good reports.

After the reporters retired the question was brought up of the practice of enticing new men to enter business where already a sufficient, or more than sufficient, number are already dealing in stationery, etc. It was felt that there was no remedy except the wholesale houses come to some arrangement among themselves as to the matter.

J. K. Cranston, Galt, not being able to be present, sent in a number of questions, some of which we give:

Does it pay to deliver newspapers to customers, or have fewer subscribers and have them call at the store for their papers? One man thought that as long as opposition dealers did it he could not stop delivery. The general opinion is that papers should not be delivered.

What is the best check on cash? Will it pay to have a cash desk with a clerk to look after it only?

A competent judge's opinion is that a \$25 a day business will justify the employment of a girl to look after the cash. A check should be made out for every sale. She may, in addition, mark books to fill in spare time.

Will a circulation library pay—the Secretary had

got thus far in a long question when an emphatic *no* resounded through the room.

A question as to how best to retain within the town the stationery supply to manufacturers, etc., was answered by THE ORACLE: If a man cannot, with tact and fair prices, keep the trade of his own town out of the hands of the travelling pedlar, he deserves to lose it.

J. G. Cloke moved, seconded by T. J. Day, and resolved: That the members of the Booksellers' Association of Ontario will not in future buy the publications of McLoughlin Bros. unless they keep their books from being slaughtered by the dry goods people of Ontario.

It was resolved that the full office rent of the Association be paid for the coming year, the Secretary having paid one-half for the year now ended.

The session closed, it being considered that there was not sufficient work for an evening session.

E. A. Cairncross, Shakespeare, and A. C. Osborne, Penetanguishene, were among those with many city men who would have been present had there been an evening meeting. It was a mistake, as it always is a mistake not to keep a promise, not to have held a meeting.

—oo—

IDIOSYNCRACIES OF BOOKSELLERS AND OTHER PEOPLE.

On your way up Yonge street, Toronto—you have to walk a good distance to get to 618—you will see a novel sign, being an exact imitation of a Canadian postal card. Samuel Wallace thinks his wife entitled to much praise for the novelty of the idea.

"It is a book that will sell," said a King street saleswoman; "but not to those who buy books to match the table cover."

In Brantford the other day, among the tales told was one that a man comes in yearly to a store, stays all day picking and sorting; but there was some consolation in the fact that he usually bought \$20 worth. This was the Simcoe man's tale. The secretary of the local association says that a rare good chance for a long talk on a dull day is when six men come from a long distance to buy \$10 worth of Sunday School books. Happy are they if they get him to throw off the few odd cents at the close. We think it was the alderman that capped the whole by telling of four representing the class who came in to buy a desk as a present for a high grade teacher, and after looking at many costly articles it was found that they had nearly two dollars, all told!

"When you get a man pleased with an article, he doesn't mind the cost," said THE ORACLE. "Don't be afraid to ask a good price because you have an idea your neighbour may cut below you."

Good stationery and books are the only staple goods for which an increased demand can be obtained independent of increase in population. So much groceries, so much dry goods, is all the people will buy; but as the taste is cultivated for goods in our line the demand for books and stationery will greatly enlarge. It was the New York traveller who made this wise remark.

We must give it, even if it is at our own expense: The Secretary was complaining to the Convention that some letters regarding organization of local bodies had not been answered, instancing one that was two months previous. It brought the Sharp retort from the president: "I think he has taken that time to try to read it, if I may judge from some letters the secretary has written me."

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PERIODICALS.

THE LEONARD SCOTT PUBLISHING CO. have commenced the publication of the *Scottish Review*, originally published in Paisley, that should sell in Canada. The contents of the January number are:—I. The Jurisdiction of the English Courts over Scotsmen. II. Mr. Spencer's "Unknowable." III. Byzantinism and Hellenism. By D. Bikelas. IV. St. Magnus of the Orkneys. V. The Fisheries Question from a Canadian Point of View—II. By W. Leggo. VI. Egypt on the Eve of the English invasion. VII. Contemporary Literature. VIII. Summaries of Foreign Reviews.

THE *Fornightly Review*, the *Contemporary Review*, and the *Nineteenth Century* are now covered in the United States, the sheets being imported. They are admirably printed. The reviews keep up to the high standard of excellence for which they have been noted. The first is pre-eminently good.

Murray's Magazine, as might be expected, coming from the house that publishes it, is good, but nothing brilliant or taking in its contents, except to us Canadians the series of articles commenced by Lady Macdonald, in the February number, entitled "By Car and by Cowcatcher." A Toronto bookseller, in whose store Lady Macdonald, while in the city, spent many a spare moment, says he does not know who takes more of an interest in all literary matters than her ladyship. She is thoroughly well posted in all the latest and best books.

Scribner's Magazine, if we could only not look at the covers, would be to us very attractive. The cover is neither artistic nor handsome, and is not at all in keeping with the contents, which are very readable. It is a novelty in comparison with other latter-day magazines, in that it has no Editor's Drawer, or any such etcetera, and we believe the student of literature is all the more pleased with it so. The illustrations are good. It has evidently hit upon the popular price in making it an even quarter, as the sales have been very large.

Pictorial Times, an eight page paper, published in Montreal, at the moderate price of five cents, has now been issued over two months, and bids fair to live. "It is," said an eminent artist, "the most promising effort we have had yet," and we like the man all the more for his hearty appreciation of what is in some respects a rival, and we agree with him in his judgment. Some will probably differ with us, for it has not the fine finish of some of the pictures in *The Graphic* and *Harper's Weekly*, yet when we remember what the first named was in its infancy, we consider our own *Times* it will be one day equal to the best.

TRADE NOTICES.

The junior member of the well-known firm of Chas. Goodall & Son expects to visit Canada the latter part of April.

W. L. Howard has bought out the business of Selby & Co, wholesale stationers, Scott street, Toronto.

C. M. TAYLOR & CO.

(Successors to JAMES CAMPBELL & SON)

Beg to notify the Retail Trade of the Dominion that their travellers are now on their respective journeys with samples of the following lines for fall importation:

**Oxford University Press,
Eyre and Spottiswoode,**

And other leading Publishers of

**Bibles, Prayer Books and Church
Services,**

In the very choicest and most unique bindings, altogether superior in style and value to any heretofore offered.

PHOTOGRAPH ALBUMS.

The latest novelties in these goods comprising over 50 different designs, also the

Famous Lochbaum Series of Albums

At close prices, which should be seen by every dealer.

Miscellaneous Books,

Birthday and other Text Books,

Annuals, Ladies' Hand-Satchels

in Plush and Leather.

Bill Books, Pocket Books,

Purses, Staple and Miscellaneous

Stationery and Fancy Goods

in great variety.

We respectfully solicit the patronage of the Trade when our travellers wait upon them.

C. M. TAYLOR & CO.

G. McCutcheon, first trip across "the deep blue sea," representing Gall & Ingalls, publishers, Edinburgh, and Wm. Lewis, with Anderson & Krum, stationers, New York, have been among the visitors who have been asking the trade to do business with them during the past month.

R. T. Lancefield for four years in a responsible position in the employ of the Toronto News Company, has resigned his position and has received the appointment of manager of the publishing department of The Grip Publishing Co. A handsome present from the Company and employees shows the esteem in which he has been held.

C. W. Small, formerly traveller for Wm. Briggs, has obtained a good situation with George Routledge & Sons, New York.

His successor is the well-known knight of the road R. J. Berkinshaw, who expects shortly to interview his old friends, and hopes to make many new ones.

Neat, tidy and spruce is the store of O. & H. W. Moore, at 234 Wellesley street—off the beaten path of trade, in a good neighbourhood—trade in fine stationery is booming. A well-dressed window arrests the attention of the passers-by.

At home from 8 a.m. till 6 p.m. is the novel invitation Grand & Toy, stationers, Colborne street, Toronto, send their customers on a handsome business card. Being sole agents for the Tucker file for Toronto, with the addition of a large mercantile stationery business keeps them busy.

We would again call attention to the book and stationery business offered for sale in this number. From a pretty accurate knowledge of the style and volume of trade done, we believe that a pushing man with a knowledge of books would be successful in retaining a good and profitable business.

Dealers should be cautious about buying school books. If any changes are to be made it will likely be for the fall schools, and there will be ample notice given. To pay book prices for what may be worth waste paper would not be very pleasant.

Such is the volume of business, and such the subdivision of labour that the *Bookseller*, London, has among its advertisers a firm whose business is solely to do packing for the bookselling and stationery trades.

AN OBSCENE SHEET TO BE KEPT OUT OF CANADA.—The Post-Office Department has sent the following circular to all offices exchanging mails with the United States:

"I am directed to inform you that the Post master-General, in the exercise of the authority conferred upon him by the Post-Office Act, has decided to exclude from the mails all copies of the *New York Sporting World*, a weekly newspaper published in New York, and made up of illustrated matter, objectionable from its immoral tendency, and for the most part identical with the illustrations of the *Police Gazette*, a publication already prohibited.

"I am to add that the importation of the *Sporting World* as well as the *Police Gazette* is prohibited also by the Customs Department.

"You will please, therefore, do all in your power to render this prohibition effective as regards both papers by sending any copies you may observe in the mails to the dead letter office."

Good, none too soon.

Christmas and New Year Cards

SEASON 1887-8.

We have again been appointed sole agents for Canada for

HILDESHEIMER & FAULKNER'S

CELEBRATED CARDS

Which was awarded the Gold Medal
at the Industrial and Universal
Exhibition, Crystal Palace, London, England.

OUR TRAVELLERS

Are now on the Road with samples and will in due course visit every town in Canada.

Dealers will do well not to order until they have seen this line.

Although of a high class, the prices are as low as usually charged for lower grades.

THEY WERE THE MOST POPULAR AND
BEST SELLING CARDS IN THE MARKET
LAST SEASON.

The Toronto News Comp'y

42 Yonge St., Toronto.

At the meeting of the Association (see report) a dealer asked if it would pay to employ a clerk to act entirely, or nearly so, as cashier.

There is in Guelph a book-store which has such a clerk, and the books are kept in so methodical a manner that we hardly think there is its equal in Canada. Go in any Day and ask the proprietor some such question as this : On the day before Christmas 1883 how many sales had you ? what was the gross amount ? what the average amount of sales ? who made the largest sale ? whose was the largest gross amount for the day ? what was the largest percentage in proportion to salary paid ? and any other particulars you may want, and in five minutes he will give you the facts.

Long experience has made him wise, and his wisdom is shown in methodical, accurate book-keeping. It is a model worth copying, no patent to infringe.

BOOK NOTES.

S. R. BRIGGS, Toronto, has just issued a timely book, "True Nobility ; or the Golden Deeds of an Earnest Life," a record of the career and labours of Anthony Ashley Cooper, Seventh Earl of Shaftesbury, a priceless example for youth, by John W. Kirton, LL.D. A book in itself is a good dollar's worth, and when the book is a reliable and well written life of the famous Earl of Shaftesbury, it will recommend itself to the book buyer.

ANOTHER book by the same publisher at \$1.00 is "Land, Labour and Liquor," by Rev. Wm. Burgess, well known throughout the country as a temperance worker. Introduction by Mayor Howland. It treats of the relation of capital and labour in its many phases, and lays great stress on the necessity of husbanding our wealth, or rather making use of all the products of the earth for what the author considers only the proper uses. It is needless to say that it is anti-liquor in its every argument.

THE same publisher gives us two new ribbon books, one very timely : "Easter Echoes." 16 pages fine plate paper, morocco paper envelope to match, printed in silver and gold, and four colours, verses by Miss Havergal and others, Scripture text with initial letters representing flowers from the Holy Land opposite each page, 25 cents ; the other, "Safely Home," by Charlotte Murray, a word to the bereaved, a dainty eight-page booklet at 15 cents. These two are entirely of Toronto production and in make-up are very creditable to printer and publisher.

WE are not yet done with announcements, for Willard Tract Depository, for the manager advises us from England that he has obtained the exclusive agency for Canada for the publications of Samuel Bagster & Sons, London, the famous Bible publishers, those of Passmore & Alabaster, of whose productions Spurgeon's are the most prominent ; all the Mildmay productions, J. E. Hawkins—only the cards were formerly the exclusive line. To this is added the publications of the Book Society, and the Depository is the sole representative of Ernst Kaufmann, the famous chromo printer of Lahr, Germany.

JUBILEE BINDINGS, Bibles, Prayer Books and Hymns.

(WITH OR WITHOUT SLIP CASES.)

Oxford University Press Editions

 **Don't Buy Until You See Samples
with Our Traveller,**

ALSO

BAGSTER & COLLINS BIBLES.

IMPORT ORDERS.

Our Traveller will have a fine line of samples
from the leading

BRITISH AND AMERICAN

Houses for **IMPORT ORDER** at the lowest
Prices.

**Special Agent for Thos. Nelson &
Sons' Publications.**

WILLIAM BRIGGS

78 and 80 King St. East,

TORONTO.

THE HEMMING BROS. COMPANY,

(Limited)

Manufacturers and Importers of
Fancy Goods, Plush Toilet Cases,
Xmas Novelties, Jewellers' Cases, &c.

We have much pleasure in informing our many customers and the Trade generally, that we have formed our business into a Joint Stock Company, with largely increased capital and facilities for manufacturing **Unrivalled in America** in our line.

In addition to our manufactured goods we are offering a large variety of European and American imported Staples and Novelties, carefully selected and bought for cash.

Having made extensive alterations in our warehouse and factory in order to bring **cost down to its lowest notch** we are in a position to **COMPETE** with **OPPOSITION** from any source.

Our Travellers are now making a special trip with the most complete line of

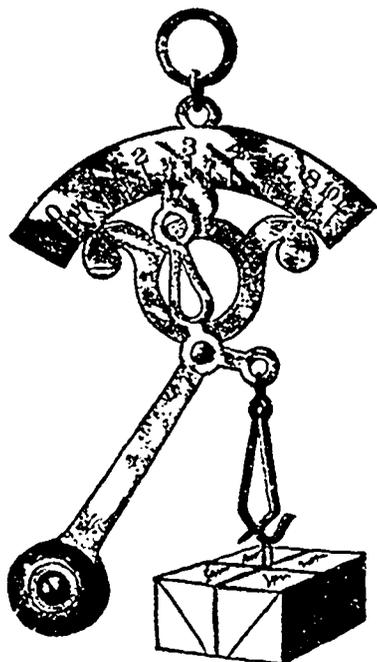
Xmas and New Year's Cards

Ever carried by one house in Canada. With these goods we have taken special pains and are showing an **ENORMOUS VARIETY** of **NEW DESIGNS** at **ROCK PRICES**.

Our own make of Satin and Plush Novelties are equal in quality to the best imported lines and very much cheaper. **DON'T ORDER UNTIL YOU SEE THEM!**

29 ADELAIDE STREET EAST, TORONTO.

—THE—
"Peerless" Letter Scale.



This scale is made of hard metal, elegantly nickel-plated, and will accurately weigh up to 12 oz. It has no springs, weights or levers to get out of order, and is the best scale for weighing light articles in the market. The scale is provided, as shown in cut, with a grip and hook to easily and firmly attach letters or parcels. Discount to the trade. Sample orders solicited.

HART & COMPANY,
 STATIONERS, 31 & 33 KING ST. WEST, TORONTO.

NOVELTIES

FOR THE
 STATIONERY TRADE

THE ELASTIC PENCIL HOLDER.—The best and simplest device of its kind. No more dropping and losing of pencils. Never in the way. Will not injure the clothing. Retail at 5 cents. Liberal trade discount.

THE GAZELLE PEN HOLDER.—Made from the solid tips of selected horn, connected by steel screws. Tapered and highly polished. The only perfect Pen Holder. Made in four sizes.

THE UNIVERSAL PAPER FASTENER
 In brass boxes of 100, with steel perforator in each box. No cumbersome and expensive tool required. No injury to the fingers. Cheaper than McGill's.

THE ABOVE SPECIALTIES ARE FOR SALE
 BY

MESSRS. BROWN BROS.,
 Toronto.

J. & A. McMILLAN,
 St. John, N. B.

A. & W. MACKINLEY,
 Halifax, N. S.

And by the manufacturers

ANDERSON & KRUM,
 7 Bond Street, New York.

From the *Bookseller* we cull :

COPYRIGHT IN GOVERNMENT PUBLICATIONS.—It is commonly assumed that Parliamentary Blue Books, Statutes of the Realm, Government Reports, and such like literature, are common property, and may be reprinted wholly or in part by any person who thinks proper to do so. Authors and publishers without number have drawn most copiously from these sources, with the full belief that they were merely exercising a right which belonged to every member of the community. They may be surprised to know that this right is purely imaginary, and that they were just as much guilty of infringement, as though the works they had copied had been those of private authors. The text-books on copyright law are unanimous on this point.

THE LIBRARY OF THE LATE LEOPOLD VON RANKE.—We learn from the *Magdurg Zeitung* that the library of the eminent historian has been acquired by the Royal Library in Berlin, and will be forthwith transferred there. The collection is most valuable and contains about twenty thousand volumes, the best part of which are almost *unique*. It is said that during his life-time Herr Ranke insured his library for a hundred thousand thalers.

A ROYAL AUTHORESS.—The Italian papers announce the publication of miscellaneous stories and fables in verse from the august pen of Queen Margherita, the consort of King Humbert. By command of the illustrious writer, her work will be published under a pseudonym.

POLITICAL ECONOMY—Senator Leon Say, the eminent member of the Academie Francaise, and ex-Minister of Finance in France, is the author of a remarkable essay entitled "*Socialisme d'Etat*." In it the learned economist examines what course is opened to the State to follow in order to check the wave of Socialism, by adopting some of the reforms most urgently needed to allay the sufferings of the multitude and thereby destroy the validity of the arguments successfully resorted to by agitators in order to incense the masses against their so-called oppressors. The work is published by Messrs. Calmann, Levy, the well-known Paris firm. Large 18mo, 3 fr. 50c.

Six good novels are in the March announcement of Houghton, Mifflin & Co.: "A Step Aside," by Charlotte Dunning, "A White Heron," by Sarah Orme Jewett, "Pilot Fortune," by Marian C. L. Reeves and Emily Read, "A Carpet Knight," by Harford Fleming, "In the Clouds," by Charles Egbert Craddock, and "Roland Blake," by Dr. Swain Mitchell; all at \$1.25 and all by writers of good repute. "In the Clouds" is a powerful story; word painting vivid, character drawing wonderfully true to life.

"PARLEYINGS with certain people of importance in their day," is spoken of as still full of the characteristic traits of Robert Browning's poems, "Still Full of Vigor and Life," \$1.25. "A Millionaire of Rough and Ready," and "Devil's Ford" are two of Bret Harte's characteristic prose sketches. The two in one, \$1.00.

CANADIAN AGENCY

—FOR—

A. L. REACH'S

AMERICAN ASSOCIATION

Base Ball and Base Ball Supplies.

BEST GOODS IN THIS LINE MADE.

TRADE AGENT

WILLIAM BRYCE,

31 Front Street, Toronto,

And 123 Dundas St., London.

SOMETHING NEW.

Combined Writing Tablet
and English Dictionary

WITH BLOTTING PAD AND CALENDAR,

Suitable for office, House or School use.

Price, Retail 15 Cents; Trade Price, \$1 00
Per Dozen.

SEND FOR SAMPLE.

This article will have a large sale and the Trade first showing same to the public will reap the benefit.

WILLIAM BRYCE,

Publisher,

Toronto.

THE popular series of "Epochs of Modern History" has now reached a sale of over 90,000 copies. The publishers, Charles Scribner's Sons, announce the early issuance of a new volume in the series, to be entitled "The Early Tudors," dealing with the reigns of Henry VII. and Henry VIII., by Rev. C. E. Moberly, late of Rugby School, England.

MISS JEANNETTE M. GILDER, in one of her recent newspaper letters, says: "The Scribners pay Robert Louis Stevenson a royalty on every copy of his works they sell, and he needs every cent his pen can bring him. Ten thousand copies of his latest stories, "The Merry Men," were sold during the first week after publication.

CAPITAL, by Karl Marx, is often called, on the continent of Europe, "the Bible of the working class." But this elaborate expression of the Socialist side of Political Economy has hitherto been inaccessible except to readers of the original German. It will, therefore, be noted with much interest that an English translation of this great work has just been issued in London and imported to this country by Scribner & Welford.

That the story of Whittington and his Cat is really of Hindu origin, and that Jack the Giant-killer is known in the household tales of peoples as diverse as Norwegians, Arabs, Greeks, and Persians, is a surprising bit of information. But these and many more such facts are made known to us by Mr. W. A. Clouston in his new book, "Popular Tales and Fictions," just announced in London, and to be imported to this country by Scribner & Welford. This curious work is dedicated to Sir Richard F. Burton, "the eminent scholar and world-wide traveller."

In "Syrian Stone Lore," just being imported by Scribner & Welford, Captain Conder has given a *résumé* of the late researches in Syria and adjoining countries. These have afforded an amount of new material which is especially useful in the light it throws on the ancient condition of Palestine. This volume is really a record of manners and customs, and being founded simply on the study of monuments, is extremely valuable in its illustration of the Bible narrative. In addition to the ground implied in the title it comprises a clear and concise statement of all the more important recent results in the study of Oriental archaeology, and in a manner to interest the general reader, as well as the more special student of Old Testament history.

CORRESPONDENCE.

BOARD OF TRADE,
OF THE CITY OF TORONTO.
SECRETARY'S OFFICE.
TORONTO, March 11th, 1887.

J. J. Dyas, Esq., Secretary-treasurer, Booksellers' and Stationers' Association of Ontario.

DEAR SIR,—Your favour of the 23rd., together with the report of your Committee re Postage was submitted to the Council yesterday, and the following

ANNUALS.

THE BOOK TRADE are respectfully advised not to place any orders for

Next Season's Annuals

Until they are waited on by our Representatives, who are now on the Road.

WARWICK & SONS.

Publishers, Toronto.

WARWICK & SONS'

New and Attractive Lines

—IN—

PHOTOGRAPH ALBUMS.

OUR TRAVELLERS

Are now on the road with HANDSOME SAMPLES of PHOTO. ALBUMS.

These goods are Considerably Ahead of any that have hitherto been in the market, being more

Artistic in Design,

Elegant in Appearance,

Excellent in Material,

and Decidedly Salable.

They are not old stock brought out for an airing; they have just arrived from

The Leading Manufacturers,

And a glance will show that they are the Newest Styles and Best Quality.

Dealers are respectfully advised to RESERVE THEIR ORDERS till they inspect our Samples. It will PAY THEM to do so.

WARWICK & SONS,

Publishers, Wholesale Booksellers and Stationers, Printers, Bookbinders &c.,

TORONTO.

resolution was unanimously adopted: "The Council having had under consideration the report of the Committee on Postage of the Booksellers' and Stationers' Association of Ontario, expresses its approval of the same, and will unite with the Association in sending a memorial to the Government that Canadian booksellers and stationers be placed on equal terms with foreign competitors."

You will please advise me what further action your Committee desire to take in the matter, and I shall be only too pleased to render all the assistance in my power.

I am, dear sir, yours truly.

EDGAR A. WILLS,
Secretary.

TORONTO, March 5th, 1887.

DEAR SIR.—As promised last month, we write our final reply to Mr. Suckling's letter published in the January number of *BOOKS AND NOTIONS*.

There is a principle in law that is recognized by civilized and many barbarous communities, to wit: That undisputed possession for a limited term of years gives undisputed ownership, and all the rights that the term implies. The original owner, by failing to assert his rights, after a time loses them, and cannot again get possession. This is precisely the case with the owners of English copyright music, who never enforced their rights to any extent on the music trade of Canada until about three years ago. American non-copyright editions were continually imported in unlimited quantities for years without any restriction whatever, until the trade were thoroughly accustomed to handle little else. Of this state of affairs the English publishers must have had full knowledge, and, having full knowledge, they allowed it to continue without protest.

Very suddenly, about three years ago, the English publishers commenced to enforce their copyright privileges in Canada on a large number of pieces—among which were compositions that the trade in this country had handled for 25 or 30 years, almost nothing else but American non-copyright editions. Among the latter are the old songs and pieces: "Her Bright Smile," "Shells of Ocean," "What are the Wild Waves Saying?" "Warblings at Eve," and many of Pape's, Sydney Smith's and Smallwood's compositions. Many in the trade were prosecuted and mulcted in heavy damages for doing what they had done for years, and all have been annoyed by repeated threats to prosecute.

All this has tended to unsettle the trade in Canada so much that dealers have become thoroughly confused as to what is safe to handle and what is not. Is it not clear who the real sufferers are in this copyright matter? Will anyone say it is the English publisher?

If the two firms in Canada who represent the English copyright owners had confined themselves to enforcing their rights on new publications, no one could have found fault, the trade would have become less agitated, and business would have run more smoothly.

Yours, etc.,
STRANGE & CO.

The question that agitates the trade: Will the Government help us to compete with the United States dealers by giving us lower postage rates?

Montreal Wall Paper Factory.

COLIN McARTHUR & CO.

WALL PAPER MANUFACTURERS

Were awarded First Prizes, Silver Medals at the Dominion and Ontario Provincial Exhibitions, 1884; Toronto Exhibition, 1885 and 1886; and Bronze Medal Antwerp Exhibition, 1885.

Green Pulp and American Coloured Window Shades.

SAMPLES TO THE TRADE MAILED ON APPLICATION.

NO. 15 VOLTIGEURS STREET,
(COR. NOTRE DAME STREET,)

MONTREAL.

MAMMOTH BOOK EMPORIUM.

R. W. DOUGLAS & CO.,

(Successors to A. Piddington),

DEALERS IN

*Ancient and Modern Books,
Stationery, Etc.*

The most extensive and valuable Retail Stock in Canada.

250 YONGE STREET, TORONTO.

OUT-OF-USE BOOKS.

Many booksellers have large numbers of books on their shelves for which there is no sale in their localities, but which might be worth at least something elsewhere.

With the view of opening up a channel of communication among members of the Trade, we will insert for **10 Cents a Line**, a list of such books as they wish to dispose of. It will be useless to advertise them unless prepared to take very much below the price.

Books wanted at cut rates will be advertised in the same way.

J. EASTWOOD & COMPANY, Hamilton:—

5 White's First Lesson in Greek.

10 Newth's Natural Philosophy.

4 Evans Otto's German Reader.

10 Richard Grant White's Words and their uses.

10 Fatche's Lectures on Teaching.

Books & Notions.

Atlantic Monthly for 1886, not bound.

WM. BARBER & BROS.

PAPER MAKERS,

Georgetown, - - - Ontario.

BOOK, NEWS, AND COLORED PAPERS.

JOHN R. BARBER.

Situation Wanted.

By a young man well versed in Books and Stationery. Good references.

Box C, BOOKS & NOTIONS.

THE BARBER & ELLIS COMPANY

Beg to advise the Trade that they have made arrangements with the celebrated paper makers, Messrs. TOWGOOD BROS., of Kent, for the "sale of a NEW LINE OF LADIES' NOTE PAPER AND ENVELOPES, made to commemorate the 50th year of Her Majesty's Reign, the

“JUBILEE NOTE”

With a watermark design consisting of a portrait of Her Majesty QUEEN VICTORIA encircled with wreath of the Rose, Shamrock and Thistle, and above and below this pictorial wreath the Colonial and Indian Empires are represented by their respective emblems.

This paper and envelopes to match will be supplied either in the rough or glazed finish.

They have also had, with the consent of the makers, the design registered as a trade mark in Canada, and all are cautioned against buying the paper and envelopes from any jobber that cannot show the written authority from the Company for selling same.

Samples and prices furnished on application.

NO. 15 JORDAN,
And 10, 12 & 14 Melinda Sts. **TORONTO.**

BROWN BROS.,

Wholesale and Manufacturing Stationers,

Desire to call the attention of the Trade to the very extensive Improvement and Enlargement that has now been completed in their establishment, now comprising both their old stand and the correspondingly large building next door. All of which has been thoroughly refitted throughout, making one of the most complete establishments of the kind on the Continent. Every Department has been separated and reorganized, and with ample room and every convenience, their extensive and well assorted stock can be seen to advantage.

And while thanking the Trade for their favours of the past, would respectfully invite them to visit the establishment and see for themselves.

DEPARTMENTS.

PAPER AND STATIONERY.

ACCOUNT BOOKS.

POCKET AND MEMO. BOOKS.

LEATHER & PLUSH GOODS.

RINDERS' AND PRINTERS' MATERIAL. BOOKBINDING. DIARIES.

64, 66 and 68 King St. East, and 7 and 9 Court Street, Toronto.

ESTABLISHED THIRTY-ONE YEARS.

Christmas and New Year Cards for 1887-8.

WARWICK & SONS'

CIRCULAR TO THE TRADE.

Last year we endeavoured to persuade our Customers not to be diffident in purchasing Christmas Cards, as there was no foundation for doubt as regards their sale, on condition the right article was handled. Reports from the Trade proved that

OUR STATEMENTS WERE RELIABLE.

The Cards that sold best were those that appealed most forcibly to the cultured taste of the people.

CHRISTMAS AND NEW YEAR SOUVENIRS

Are a cherished and firmly established custom which IS ON THE INCREASE. The postal authorities conveyed, at Christmas, 1886, more Xmas Cards than in any year before.

FINE ART PUBLISHERS

Are encouraged to produce in larger quantities this year. Wirths Bros., of London, Eng., and New York, FOR WHOM WE ARE THE SOLE AGENTS FOR CANADA, state that they have enlarged their facilities, in consequence of having had to refuse orders last year.

NEXT SEASON'S PROSPECTS ARE STILL BETTER.

To meet the increased refinement of the public taste, Wirths Bros. have introduced a select line of

NOVEL PRIVATE CARDS

Which are specially adapted for a finer class of trade and for people who consider the regular Xmas cards old-fashioned. A small line of the Private Cards was introduced in England last season, being too late for Canada and the United States, and it

MET WITH IMMENSE SUCCESS.

This year they will be available in over 100 different designs. They are most elegant in style and packing; six or twelve coming in a box with fine envelopes.

Among the other lines we will exhibit are:

EXQUISITE SATIN ART PRINTS, with richly ornamented plushes, chenille cords, &c.

STRIKING AND CHARMING ODDITIES, which for singular beauty will satisfy the most capricious taste.

A NOVEL SERIES OF ART PANELS decorated with frosted flowers in a most graceful combination.

STRICTLY EMBLEMATICAL CARDS with gold edges, bevelled.

ARTISTIC NOVELTIES of various pleasing patterns and choice, rich material.

THE MOST DISTINGUISHED DESIGNERS

Of Wirths Bros.' novelties this year are Mr. Alfred Bowers, of London, and Professor Freidrich, of the Art Academy of Weimar, both of whom are famous in art circles. The public may therefore expect, from this source, surprises to all who are lovers of strictly tasty and artistic combinations and who appreciate cultured art.

Do not make the mistake of buying too early. Wait till you see our samples; we are confident they will please you, and you will find them to be THE MOST SALABLE GOODS.

WARWICK & SONS,

Publishers, Stationers, &c., Toronto.