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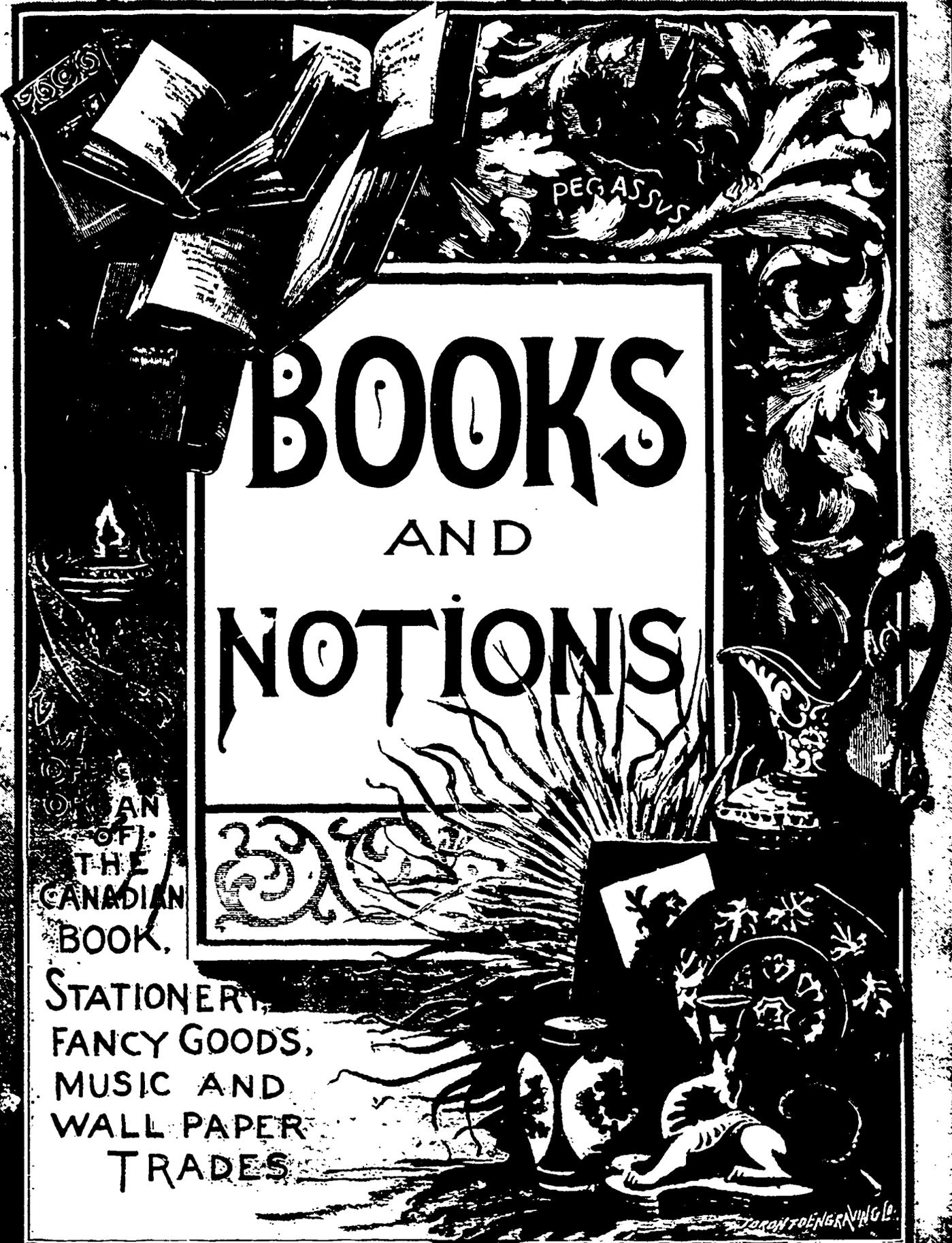
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NOTIONS

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TORONTO ENGRAVING CO.

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We have pleasure in announcing that arrangements have been completed for showing at an early date, a line of wall paper samples

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Specially adapted to the requirements of the Canadian Trade. These Samples cover the entire ground and leave nothing to be desired.

Prices on many lines-----

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TORONTO.



BOOKS AND NOTIONS

ORGAN
of the
Book, Stationery,
Fancy Goods,
Music,
Wall Paper
and
Printing Trades.

Vol. VIII

TORONTO, SEPTEMBER, 1892.

No. 9

CALL AND SEE US:

WHEN IN VISITING THE EXHIBITION

We are showing the finest display of Fancy Goods, Glass and China Ware, Dolls Toys, Games. All the Latest Novelties are now being shown by us.

H. A. NELSON & SONS,
58 & 58 FRONT ST. W., TORONTO.

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Our Travellers are now on their respective routes, with the largest, most varied, and latest assortment of HOLIDAY GOODS AND NOVELTIES, personally selected, and to be found in the European markets. All new goods from stock, and early delivery.

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Capital \$20,000,000.

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TORONTO WILLARD TRACT DEPOSITORY, LTD.,
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Closing up sale of the balance of the Hickson, Duncan & Co. stock of Fancy Goods, Toys, Tobacconists and Druggists' Sundries and General Notions, at a discount of 33 1-3 to 60 per cent. off regular wholesale prices. It will pay live merchants who are looking for bargains for their fall and Christmas trade to give us a call at the old stand 25 Front Street, Toronto.

RIACH & KELK.

A splendid assortment still on hand.

THE
: Barber & Ellis
COMPANY,

Nos. 43, 45, 47 and 49 Bay St., Toronto.

AND

823 Craig St., Montreal.

Our preparations for the Fall Trade are on a more

Extended Scale than any previous Season.

We have learned that another maker has placed on the market an inferior envelope labelled with the same number that we have been using for the past ten years, namely, **(155)** and while we have put a stop to this kind of competition, we would advise buyers of envelopes examine for a short time the quality of this line before buying, thus satisfying themselves that they are receiving the genuine article. We are the originators of this label **(155)** and any other maker using it is liable for damages.

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

Reliable goods well made we feel sure will command the Trade.

N. B.—On account of unusual activity in our bindery this summer, we have decided not to make an exhibit at this years Industrial. Will be glad to show buyers our lines at warehouse.

Correspondence is solicited.

Letter Orders will receive special attention.

BOOKS AND NOTIONS,
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One Page.....	1 Month.....	\$25 00
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All communications intended for publication must be sent in not later than the 22nd of the month. Address

BOOKS AND NOTIONS, TORONTO.
Vol. VIII. Toronto, Sept., 1892. No 9

THE COPY-BOOK TANGLE.

WHEN BOOKS AND NOTIONS announced that the public school writing course would be sold for six cents a copy after the first of July we thought we were recording a prospective fact. But it was more prospective than we thought. Still the Education Department had said that such would be the case; and, though we recognized that such reduction meant a decrease in profits to the publisher, jobber and retailer, we had no reason to believe that the department was misleading the public and did not expect its regulations to be carried out. To fail to fulfill its promises would have caused the Department to lose prestige in the eyes of the people of Ontario, and we had no idea that the regulations would not be carried out. We treated in our last issue that we still had confidence in the department's power to do what it said it would do. Subsequent results, of which we have authoritative information, shows that the Department will fulfill its promises; and on January 1st, 1893, the retail price of the copy books will be six cents apiece. True, there has been a delay of six months, the publisher has had more profits, the jobber a greater volume of sales, and the retailer has not lost. Only the consumer has not gained anything, and perhaps we may add the Department, for procrastination should not be the attribute of any authority. The inquisitive reader may be anxious to know the cause of the delay, even while he has found it profitable. On this point Books and Notions has nothing to say beyond what has been said previously. There was some sort of hitch or misunderstanding in the arrangements for reduction of price, and as a result certain persons have gained and certain persons lost. In these days of business skill, agreements to be binding must be drawn in a very skillful manner, and fortified in every possible way. Business integrity of the last quarter of the nineteenth century obeys not the spirit of the law, but only the letter of it. Consequently no person will denounce any business man for taking all the advantage he can of life's opportunities. To-day is a day of wealth getting. Become wealthy and you are great; be poor, even though honest, and you are nobody. Such is our business creed. "Be honest as long as

you can and get wealth honestly, but get it anyway," is often the advice of a man of the world. But we have wandered from our subject. We simply desired to show that nowadays men keep their bargains only within the strict letter of the law, for the reason that we are law-abiding citizens. The law is our guide; business conscience is, to a large extent, relegated to the habitations of memory. If the publishers of the copy-books had no obligatory agreement to lower the price of copy-books, they were not forced to do so and no one would expect it.

In concluding our remarks on this subject we would again state that we are informed on good authority that on January 1st, 1893 copy books will commence to be sold at six cents. All retailers should see that arrangements are made for a rebate on all stock then held by them.

SOME STRIKING PHASES OF THE BOOK TRADE.

The dealers in-books for the use of students in the higher educational institutions of this Province are somewhat agitated over one or two phases of their trade.

One is the practice among jobbers of buying a large quantity of a foreign publication, which is sold in Canada, and then, having secured these at a very low cost, reduce the retail price to such an extent as to prevent any further importation by opposition houses or by retailers. For example, a shilling and six-penny book which usually sells in Canada at 50 cents, when bought at a low cost in the manner described, may be sold at about 30 cents retail, the jobber allowing the retailer the usual discount of 25 per cent. But no person can import a small quantity and compete with this price, and hence the jobber monopolizes the trade in that book, and still makes a fairly good profit. It is an exceedingly clever business device, and considering that we are all making money, or at least aiming at that object, and considering that the honesty of the device cannot be questioned, it cannot be condemned.

The jobbers say that they are forced into this for the reason that when a dealer can import at the same cost, and can wait for the importations, he will patronize foreign houses rather than his own. This should not be. Canadians should as far as possible aim at keeping all the profit possible in the hands of Canadian dealers.

On the other hand, the retailers complain that on books which are sold at such reduced prices the discount is small and profits much less. In Toronto this is still further lessened by the fact that the booksellers allow a discount of 10 per cent. on all retail prices of such higher educational works.

This fact introduces a second phase of the book trade, which is more local. The University of Toronto has a system of book-selling of its own. Orders for any publications whatever may be left with the librarian, and these are sent away at certain periods; and when the books arrive they are delivered to the person ordering at a very small advance on cost. This is exceedingly detrimental to the trade; not so much because the cost to the student is lower, since in the majority of cases it is not, but because the student is persuaded that this is the best

manner of procuring books. Hence to attract the trade the dealers are forced to offer a discount of 10 per cent. This leaves the dealer with a very small margin of profits, and hence the slightest shortening of these leads to serious trouble.

The first method mentioned, that of the jobber cannot be condemned; it is simply a business expedient. But it may not be so beneficial as it seems, if retail dealers are isolated in feeling and try to do more importing than before. This should be guarded against as much as possible.

The second phase, that of the university buying books and taking the trade out of the hands of men who contribute to the support of the university, seems hardly fair. It is not pleasant to contribute to the daily sustenance of an animal which then tries to destroy you. This should be remedied, and that right speedily. If the dealers would agitate sufficiently the evil would be removed. It rests with themselves to remedy this palpable unfairness.

NEW TEXT-BOOKS.

Three new text books have just been authorized by the Education Department for use in Ontario schools. One is the long-promised Public School History of England and Canada. The author is W. J. Robertson, B. A., LL. B., of St. Catharines. The book is slightly larger than the one now used, and much more simple in the language and style. The price is 30 cents, being five cents less than the other one. The first edition is promised for September 10th, but the publishers report that this edition is all ordered, and that they are working day and night in order to supply all orders with the least possible delay. The publishers are the Copp Clark Co.

This firm also publish the First Latin Book by Henderson and Fletcher. Mr. Henderson is principal of St. Catharines Collegiate Institute, and Mr. Fletcher, professor of Latin in Queen's University, Kingston. It covers the work of the primary examination, as well as the junior leaving and junior matriculation examinations. Another Latin book covering much the same ground has been authorized, and is published by the Methodist Book Room. It is entitled the Primary Latin Book and is written by Adam Carruthers, classical master of the Jamieson Avenue Collegiate Institute, Toronto, and J. C. Robertson, B. A., head master of the Toronto Junction High School. The first edition has been issued and already sold, and another will soon be ready. These two books are placed on the market, and either may be used at the discretion of the boards and the teachers. They will displace the Introductory Latin Book, the Latin Grammar and the Latin Prose, hence there will be quite a saving to the consumer and less profit to the retailer. Of course all the books at present authorized will be continued for a time, but will ultimately be removed from the list. It is difficult to tell how soon this may be done, but the suitability of the new books must first be conclusively proved. The old history will hardly be on the authorized list longer than one more year. As both histories have the same name, dealers must be careful in ordering. The publishers have designated the new one, Robertson, in their telegraphic code, and the old one, Fend.

FREE SCHOOL BOOKS IN TORONTO.

THE SYSTEM of free books for schools has finally been introduced into Toronto and something done. The retailers were allowed to place their stock in the hands of the public school board, and to receive for these books the wholesale price. Thus they have been properly relieved. At present tenders have been called for and received for supplying text-books necessary for the use of the public schools until June 30th, 1893. Tenders are to specify the discount to be made on the regular retail price of the books.

The system of distribution adopted was the result of the observations of Messrs. W. D. Macpherson and J. L. Hughes, who visited Boston, Fall River, Brooklyn, New York, and Saratoga. The following is an extract from their report.

The free text book system has been compulsory throughout the state of Massachusetts for seven years, but it has been in voluntary operation in many places for a longer period. It has been in use in Fall River for nineteen years and in New York for over fifty years. We found that very considerable differences existed in the systems in practice in the cities named, each having some special feature peculiar to itself, and after carefully considering all the information and suggestions received, we beg leave to recommend the following regulations, forms and record books as suitable for adoption by the Toronto Public School Board:

Then followed the regulations. The main provisions are as follows:

It will be the duty of each assistant teacher to prepare at the close of each term an estimate of the new books required for use in her class during the ensuing term, and submit it to the principal.

The principal of each school will prepare a requisition on the secretary of the School Board at the close of each term, showing the books required for use in his or her school during the next term.

The requisitions from the various schools must be prepared by one of the inspectors before they are filled by the secretary.

The secretary will, on the opening day of each term, send to each school the books ordered at the close of the preceding term and passed by one of the inspectors.

Each principal will keep an account book showing the books on hand at the close of the year ending in June of each year; the number of books received during the year; books returned during the year; books to be accounted for at the close of the year; books missing, if any; books on hand at the close of the year; number of worn out books returned at the end of the year; books on hand fit for use. Each teacher will keep the same kind of stock account for her own class.

Each principal and teacher will record the names of all pupils in his or her class, and enter opposite to each pupil's name the book supplied to him or her.

All books materially injured, destroyed or lost must be replaced by the pupils to whom they are loaned.

Pupils will be responsible to their

own teachers, teachers to their principals, and principals to the School Board for any loss or destruction of text books loaned to them.

No books should be returned at any time to an assistant teacher, a principal or the secretary of the School Board without a receipt being given by the teacher or officer receiving them.

The secretary will receive returned books from principals only, and the principal from assistant teachers only.

Teachers will label, or cause to be labelled, with the label supplied by the School Board, all text books received in their respective classes. They will also see that all the text books are covered properly with the cover supplied by the School Board.

Teachers may allow pupils to take home the books required for study.

Pupils or teachers who have to restore books lost or destroyed by their neglect will be allowed to purchase them at the secretary's office at the price paid by the School Board.

Text books in homes in which contagious diseases exist must be delivered to the medical health officer, and new books issued by the secretary to the pupils from whom they were taken, on producing a proper receipt from the medical health officer.

During the last week of each term no text books will be allowed out of the school room.

On the day before the close of the term all books loaned to pupils will be collected and each pupil credited with the books returned.

At the close of each term the books in each room will be carefully examined by the principal, and those unfit for use bound in a parcel, which will be returned to the secretary.

The principal of each school will make out at the close of each term a statement showing the number of books unfit for use in each class in his or her school.

The secretary will keep two books in connection with the issue of free text books; one a stock book showing the total number of books purchased, the books delivered to the several schools, the books returned, the books rebound, and the books on hand at the close of the year; and the other a ledger, in which an account will be kept with each school, showing the books issued, the books new and old returned, and the books still on hand in each school.

This shows how the system works, and further developments will be watched with interest, especially by booksellers, whose trade is, to a certain extent, dependent on the result of this experiment by a Canadian city.

Since the above was written the Printing and Supplies Committee of the Public School Board opened the tenders for the supply of text books. As the law fixes the prices at which these books shall be sold, the tenders were all the same, though there was a slight difference in the discounts for cash.

After an animated discussion the contract was awarded to Gage & Co. at the following figures: Hamblin Smith's Algebra, 60c.; Todhunter's Elementary Algebra, 50c.; Smith & MacMurely's Advanced Arithmetic, 15c.; Public School Grammar, 25c.; High School Grammar, 75c.; Hamblin Smith's Geometry, books 1-3, 40c.; Todhunter's Geometry, books 1-3, 40c.; Todhunter's Geometry, complete, 75c.; Public School History, old work, 85c.; Public School History, new work,

30c.; Ontario readers, part 1, 10c.; part 2, 12c.; part 3, 25c.; second book, 25c.; third book, 35c.; fourth book, 45c.; high school reader, 60c. A discount of 25 per cent. and 10 per cent. net cash 30 days will be allowed in all cases, except on the Ontario readers. On these the discount will be 25 per cent. and 5 per cent. net, unless they are purchased in \$1,000 lots, when 10 per cent. will be given. All books will be delivered at the schools by the contractors.

ILLUSTRATED CHRISTMAS NUMBERS.

Last year the trade in illustrated numbers was immense and surpassed all previous years. The great demand for these papers last year has had a strong effect on the retailers' anxiousness to buy this season's productions. Orders are being placed much earlier and are more numerous and more bulky. Last year most of the numbers were out early, and the trade were thus enabled to dispose of them before the real rush of the holiday trade began, and this was very pleasing and profitable. Orders are generally filled in rotation, according to the date of their receipt, and hence dealers who desire to get these papers early must order early. Prompt attention to this matter may prevent vexatious delay.

It is not known yet what the forthcoming numbers will be like, but the publishers are making good promises, and no doubt they will equal and in most cases surpass the publications for the holiday season of '91. It is reasonable to expect this because the advance in the arts of printing and lithographing has been rapid and continuous and the publications should show the advance that has been made. Moreover, the increasing sale should enable the publishers to secure better reading matter and to spend more on the illustrations which are to be embodied in the number. The leading papers will undoubtedly be the Ladies' Pictorial, The London News, The Graphic and The Figaro.

Perhaps nothing is more suitable for canvassing for trade than these illustrated numbers. Every dealer should keep before him a blank form and enter all his orders on it, giving the name of the person ordering, the different papers ordered, and the numbers wanted. Every customer who is a probable purchaser should be asked to place his order so that a sufficient number may be procured. The dealer cannot begin too early at this work, and behind the counter he can do a great deal of canvassing without doing anything that will seem out of the way. Not only will this secure the dealer's lead over his competitors, but it will enable him to gauge the demand in a fairly accurate manner, especially after the sample copies have been received. Every copy left over means a serious loss, and carelessness in ordering may be quite expensive. This may be all avoided by careful canvassing of customers in the store, and outside, also, if convenient. The retailer who does the most canvassing, supposing it to be done judiciously, will reap the largest reward. Very often a customer is pleased when the dealer anticipates his or her wants, and many persons may be bound more closely as customers by such judicious treatment.

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in great variety
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Retail Price, 50c. Trade Price, 33c.

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AND

The Montreal News Company,

PUBLISHERS' SOLE AGENTS.

OFFICE WORK.

EVERY merchant must be able to buy well and sell well, but one of his chief tasks must be to attend carefully to his office work. The man who devotes all his time to buying and selling and expects to manage his business in snatch-times is going to be pulled up short by his creditors some day. Bank managers get \$20,000 to \$50,000 for managing a business, and they save their banks perhaps five times that amount, not in making profits, but in preventing the loss of them when they are made. Here is where the business man falls very often. He does well in making money, but he fails in keeping it. His profits are fair and he sells large amounts of goods, but he fails to stop the leakages which run away with his profits.

In the first place, he does not look carefully enough into the character of the customers whom he is trusting. This may be remedied by spending more time in the office.

In the second place he does not know when an account has got so large that credit should be stopped and a settlement asked for. This may be remedied by spending more time in the office.

In the third place, he does not know how his business is paying oftener than once in a year; and this may be remedied by spending more time in the office.

In the fourth place, he does not keep his account with his wholesale house very accurately, and his bills are not paid when due and the firm loses faith in him, and he loses the benefit of the counts and low prices, which a good customer gets. This may be easily remedied by spending more time in the office.

A man must carefully watch the markets, gauge the fluctuations, take advantage of a drop in prices, and do a hundred and one things that help to swell the profits of a business, and enables one merchant to undersell another and still make equal profits. A man who spends no time over his trade papers doesn't know when a change of prices occur. He is like a pilot of a steamer, sailing without a chart and asking the vessels that pass him where they think he is sailing. The retailer's chart is his trade paper, from which he learns the locality of each rock and shoal, and studs out, also, all he wishes to know concerning the best route to the port Prosperity.

A model merchant tends carefully to his office work. His papers are all in the best of order and anything can be found on short notice. None of his notes are protested, and he is not drifting with the tide. He allows his subordinates to attend to all they can properly do, and while supervising this he attends carefully to that part of the business which he alone is capable of understanding, judging and performing. He does not waste all his time working, but reserves a portion of it to do thinking in, and careful thought avoids disaster.

Mr. W. H. Murray, the well-known bookseller in Moncton, died quite suddenly there on the 24th of August from the effects of an overdose of chloroform taken by mistake. His life was insured for \$10,000.

AN EARLY CLOSING ACT.

In Ontario a local option early closing Act is in force and has been tried, but with indifferent success. At the late session of the Quebec Legislature a bill was introduced by Mr. Auge, which was thrown out. The bill is worthy of study because this question is becoming one of increasing importance to the mercantile portion of the community. The tendency in all employments has been for the past fifty years towards shorter hours of employment. The longest of working hours are those common in stores and shops. Nevertheless the tendency of the times is towards a shortening of these, partly by voluntary action and partly by legislation. Progress is slow, as was shown in the previous issue of *The Review*. Mr. Auge has recently discussed the matter with the dry goods employers and clerks in Montreal, and reasons were advanced pro and con regarding the gentleman's Early Closing Bill. The bill as proposed applies only to the larger towns and cities, but other municipalities may pass by-laws to provide similar arrangements, on request to the council of two-thirds of the interested class of traders. It exempts tobacco shops, news depots, hotels and restaurants, and meat and vegetable stalls from its provisions, and grocery stores are to be allowed to keep open until nine o'clock. Other shops shall be closed at seven o'clock in the evening, and remain closed until five o'clock the next morning, except, however, the evenings of Saturday and those preceding public holidays, and also during the last two weeks in December. Goods may be sold in case of death, illness or accident, and apothecaries' shops may sell medicines and surgical instruments. If three-fourths of the merchants, proprietors, tenants, or occupants of shops in the town, or if three-fourths of the merchants trading in similar products so desire, they may petition the Lieutenant-Governor in Council and he may declare that the Act shall no longer apply to such town or to such a class of merchants. The proposed bill is not sweeping in its reform measure, but framed rather to suit circumstances, and providing for the advancement of public opinion on the question of early closing. It is to be regretted that the bill did not meet a better fate, or at least find a "worthy substitute." But Mr. Auge is right in place, the matter before the public, because it is becoming more and more convincing, as the result of scientific and economic research, that long hours of labor means mental and physical deterioration. It is to be regretted that employers will not recognize this and close their shops early in the interests of humanity. Many are doing this, as *The Review* has pointed out in recent issues; but unfortunately there will always be a number who will grind out of their employees all that avaricious greediness can extract. These men teach the public to buy in the evenings, in order that they may help swell the profits of gas and electric light companies and wear out the lives of the clerks. A shortening of hours is consonant with the changes in the working hours of the laborer, who now quits work an hour earlier in many cases, and consequently the laborer's wife can buy earlier in the day than formerly. This removes one of the previous objections to this movement for

shorter hours among the mercantile classes. It is to be hoped that the people of Quebec will force the passage of this bill.

AUGUST BOOK-TRADE.

The following list shows the books which sold well during August for hot weather reading: *The Naulaka*, by Kipling; *Come With Me and be My Love*, by Buchanan; *In and Out of Three Normandy Inns*, by Anna Dodd; *History of David Grieve*, by Mrs. Ward; *The White Company*, by Doyle; *The Scapegoat*, by Hall Caine; *A Window in Thrums*, by Barrie; *When a Man is Single*, by Barrie; *The Three Fates*, by Crawford; *The Light that Failed*, by Kipling; *For Light and Liberty*, by Hocking; *Guenn*, by Blanche Howard; and *Kipling's Ballads*. These were handled by the Copp Clark Co. *The Toronto News Co.* sold mainly: *The Wrecker*, by Stevenson; *Nada, the Lily*, by Haggard; *One Good Guest*, by Walford; *Love for an Hour is Love Forever*, by Amelia E. Barr; *The Little Minister*, by Barrie.

J. M. Barrie seems to be the popular author just now, and every live dealer should keep his books on the counter. *The Downfall*, by Zola, is a historical novel and should sell well. It is an entirely different book from his previous productions and dealers may recommend it freely. It is a tale of the Franco-Prussian war of 1870.

CAN YOU TRUST YOUR CLERKS.

A city contemporary says that the "merchant who visits the race track puts a degree of confidence in his clerks that few of the latter can be worthy of." Must it not be a very unfair and unwarrantable charge to make against the majority of clerks that they are "unworthy of confidence?" If not, there is certainly a deplorable state of things existing. Confidence always begets confidence. Treat a clerk, or any one else with whom you have frequent dealings, with suspicion, and you are taking the best (or worst) course to make a sneak and a rascal of him. On the other hand, if he is put upon his honor, a clerk, even one with crooked propensities, will often be stimulated to a right course of conduct and take special pains to prove to the employer that the confidence was not misplaced. To be sure, the rule is not of universal application, as there are many in all "walks of life" who will take advantage of any and every opportunity to defraud even the very hand that feeds them. As a good student of human nature, however, as the merchant ought to be if he improves his privileges, he will soon "spot" that breed of humanity and close accounts with its representative immediately on discovery. This class has its opposite in a class whose members have integrity and principle so inwrought in every fibre of their being that no amount of provocation will cause them to stumble from the path of virtue, or, if stumbling, will make every possible effort toward restitution. The rule, though, is proven by these exceptions: "Confidence begets confidence."—*Commercial Inquirer*.

BROWN BROS.,

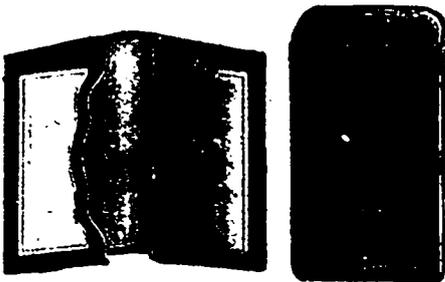
64-66-68 King St. East, TORONTO,

MANUFACTURERS OF

POCKET BOOKS

Fancy Leather Goods, Etc.

Our stock is unusually complete, New Styles, Great Improvements, Finest Material, Best Make.



ACCOUNT BOOKS

In this department we aim to have the best assorted line in the market, every description, unsurpassed for style, quality and price.

Stationery,
Office Supplies,
Stationers' Novelties.

We are now opening out an extensive assortment of New Goods, Inkstands, Cash Boxes, Copying Presses and Stands, Waste Baskets, Files, Clips, and every office requisite.

TYPE WRITER SUPPLIES—Full line of everything.

CANADIAN AGENTS FOR CALIGRAPH TYPE WRITER

Improved Styles. "Stands at the Head."

Arnold's Celebrated Inks.
Wirt Fountain Pens.
Edisons Mimeograph.
Graphite Co's. Pencils.
Spencerian and Ball Pointed Pens.

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CANADIAN DIARIES.

BROWN BROS.,
Stationers, TORONTO.

THE GOODRICH HARD RUBBER CO., AKRON, OHIO.

Manufacturers of
Hard Rubber Stationers' Sundries.

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

THE B. F. GOODRICH CO., Akron Rubber Works, AKRON, OHIO.

Manufacturers of

Soft Rubber Stationers' Sundries.

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

Send for Illustrated Catalogue and Discount Sheet.

Stationers and Booksellers.

Whilst other trades are constantly intruding on your legitimate lines you must be watchful of your own interests. In every town there should, and certainly will be an active demand for artists and decorative materials. This is a legitimate branch of your trade. Oil and Water Colors, Drawing Papers, Brushes, Celluloid, Ragged Edge Cards, Drawing Books, Studies, Enamel Paint, etc. There is no excuse for missing this trade as prompt payers can buy at unheard of prices from

THE ART METROPOLE,

131 Yonge Street, Toronto,
and 3, 5 & 7, Toronto Arcade.
Make a note of it and get prices.

THE COLUMBIAN HISTORICAL NOVELS

A Complete History of America, from Columbus down to the present day, in the form of twelve complete stories.

By JOHN R. MUSICK.

Issued Bi-Monthly Each volume complete in itself.

NOW READY

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Chemical Blue-Black WRITING FLUID.

Noted for its Fluidity and Permanency.

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Will take 6 Good Copies.

Brilliant RED INK.

For samples and prices, apply to the
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64-68 King St. East,
TORONTO.

NEW GOODS.

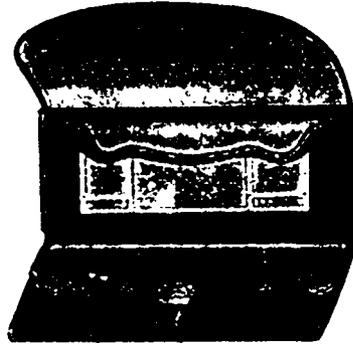
LEATHER GOODS.

FOR OVER a quarter of a century the firm of Messrs. Brown, Bros. has been manufacturing leather goods, and their business has steadily grown, requiring increased capacity and facilities. This increase has required also the introduction of a thorough system, and at present their facilities for the manufacture of these goods are equal to any in Canada. They aim to sell the best goods only, and avoid making trash. The best materials and workmanship are always at their disposal, and nothing but the best is used. They manufacture purses, wallets, bill books, bankers' cases, portfolios, letter cases, card cases, satchels, music rolls, memorandum books, etc., etc.

In portfolios the range is extensive and the styles numerous and varied. The accompanying cut shows style No. 1,752. It is made in Russia leath-

Perlan, Russian, checkered sheep, red roan and seal. They are made usually to contain two to eight photos, but are made to order to contain any number. One was made recently with fourteen places for photos of the man who ordered it, his wife and his twelve children.

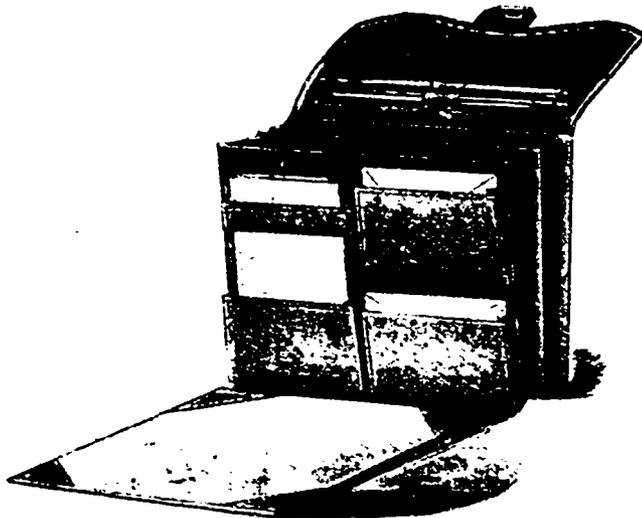
side, and a silver spring frame over one of the inside pockets. It contains also an extra flap-covered pocket, which is very useful. Other lines have beautiful silver flap corner ornaments. Besides all sizes of ladies' wallets, they



BILL BOOK.

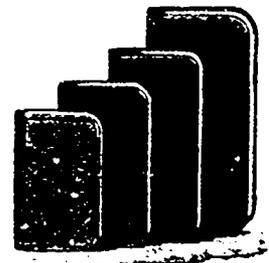


WALLET NO. 99.



make men's purses with elastic (or strap, in various sizes and designs.

In leather bound memorandum books they show many varieties and do a huge trade in this class of goods. The



MEMOS.

er with two pockets near the flap and one large pocket below the blotting pad. It contains, also, pockets for note paper and different sized envelopes. It is fitted with a strap, lock and handle, and is a beautiful and useful article. Altogether they make over fifty varieties of leather portfolios.

Their pocket photograph albums are quite attractive, one of which is shown in the accompanying cut. A large variety of leathers are used in their manufacture, including morocco,

Various kinds of bill wallets are manufactured with from two to nine pockets. All are able to hold the bills flat, and most contain receptacles for postage stamps and cards. Some are adapted to the insertion of a memo about the size of the bill book.

Some very pretty lines of card and letter cases in ladies' and gentlemen's sizes are shown. The letter cases are

styles include vest pocket, oblong, tuck and flap varieties, all of which are well made and suitable for the trade for which they are specially designed.

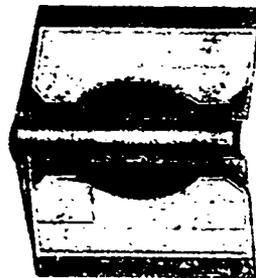
SOMETHING ABOUT GAMES.

ENKOSIS.

Enkosis, the parlor game of lacrosse, is a game of undoubted merit, and in it the principles of lacrosse are well shown. The men, twelve in number, are placed on a board representing a green field, in the positions always occupied by a lacrosse team, starting with goal-keeper, first defence, and so on, ending with inside home. A wooden piece, fashioned like a ball, with flat end, is used to represent the ball, and, as in lacrosse, to secure the game, must be passed between the flags by a player. All of the terms usually applied to different plays, such as running, dodging, toying are also used but not in a manner to mystify the players, as a person who knows nothing of lacrosse can play this as well as an adept. The rules are simple, plain, but explicit, and are placed in a manner that can be easily understood. In making a parlor game out of an outdoor sport, one of the reasons that they are as a rule a failure is that in adapting it for the house the real points of the game are lost sight of and exist only in name. The Copp Clark Co., Ltd., have in Enkosis secured a game in which as far as it is possible the principles of "lacrosse"



POCKET ALBUM.



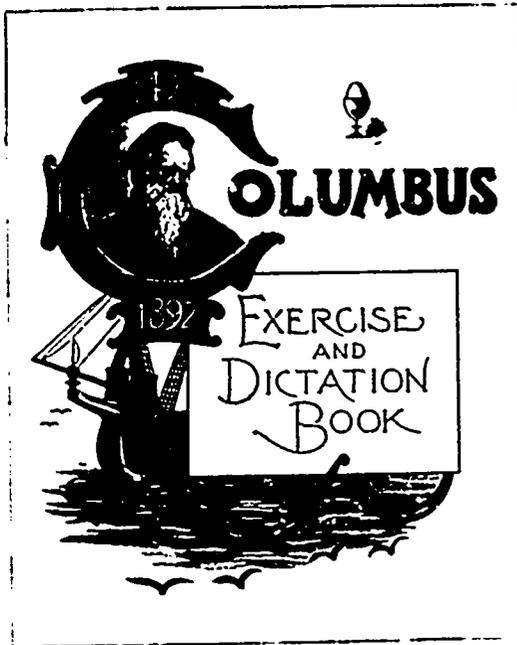
LETTER CASE.

especially useful for carrying unposted letters or preserving letters received. The best lines are made of morocco and lined throughout with calf or made of genuine Russia.

In ladies' wallets they make over two hundred different styles. A genuine Russia wallet is here shown, which is No. 99 in their catalogue. It possesses a coin silver back on the out-

WARWICK & SONS

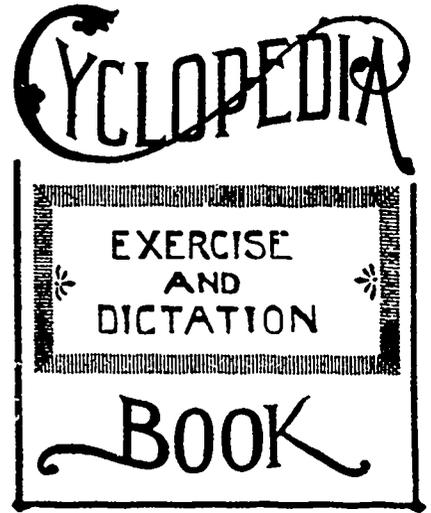
MANUFACTURERS OF SCHOOL SUPPLIES.



"COLUMBUS."

Post 4 to. - Press board cover, printed in gold and black. Life of Columbus on back of cover. Retail at 5c.

Names of a Few Others:-
 Daisy
 Star
 Clipper
 Aquatic
 Arctic
 Majestic
 Mystic

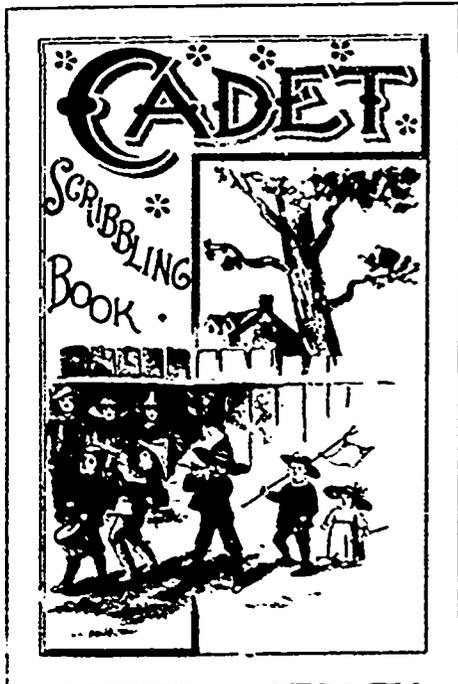


"CYCLOPEDIA."

Post 4 to.--Specialty, quality and thickness of paper. Printed in gold and black. Useful information on cover. Retail at 10c.

FOUR LEADING LINES

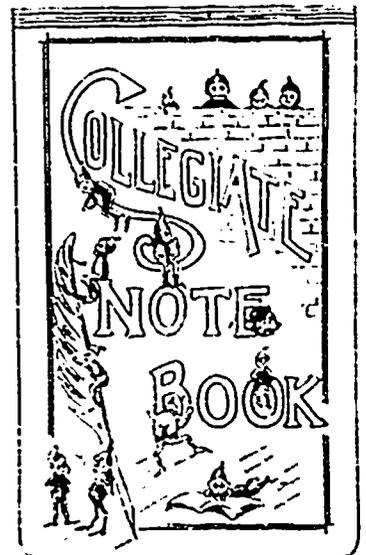
(SAMPLES ON APPLICATION.)



"CADET."

With a beautiful chromo, 7x3 1/2, on cover. 200 pages. Press board cover. Retail at 5c.

Primrose
 Poppy
 The Brownie
 Photograph
 Exemplar
 MSS.
 Mentor
 Academy
 Student's
 &c, &c.



"COLLEGIATE."

Post 8 vo.—Oblong. Printed in gold and black. Retail at 5c.

are adhered to. They are the sole proprietors of the game, which is covered by patents and copyright.

MYSTERIOUS OUIJA.

This is more than game or toy

It gives amusements mirth and joy
 Yet wise men their minds employ on Ouija
 Do you believe in spiritualism? Have you tried the power of magnetism by placing the hands on a silk hat or table and seen them rise on brim or leg at the word of command? Have you tried raising the heaviest man in the room by four persons merely putting their fingers underneath his shoulders and knees, and after breathing three times together, raise him as



lightly as a feather? These are mysterious and unaccountable things, but not more so than Ouija. The Copp Clark Co. has been appointed sole agents and manufacturers of this mysterious and scientific wonder, and are making strenuous efforts to meet the growing demand. In the United States there has been an enormous sale of this game, and from present appearances it will have equally as large in proportion here. Have you ever tried it? Below we show a cut representing the main table, with small finger table ready for use.

CROKINOLE.

One of the best parlor games ever introduced into this country has at last been put on the market in proper shape. For years Crockinole has been played, but only by a few, as the boards for playing it were not easily procured. It is a game fashioned after the old game so many have played as children, of putting a glass tumbler in the centre of a polished table and then with ordinary checkers see who can fillip with second finger and thumb the most checkers nearest to the glass. It is a game which two, four, six or eight can play, and as

It is now made of polished wood, is very attractive and handsome. The accompanying cut will show the idea of the game to all who are not already familiar with it. It is manufactured and placed on the market by the Copp Clark Co. and forms a very suitable addition to their extensive range of games the winter amusement.

NEW WRITING TABLET.

Quite an aristocratic design on the hinged cover embellishes a recent addition to the already extensive line of tablets manufactured by Warwick

Parchment. As it is padded by "the Johnson process" the trade can rely on its being a very desirable article to recommend to their customers for private correspondence. There are envelopes to match.

Cambridge Parchment Tablets are made up in octavo and quarto sizes, ruled or plain, and being printed in all colors of the coat of arms, present an appearance which is quite "English, you know."

LOUIS. D. MERRICK.

The travellers of to-day are numerous and of many kinds, but a good traveller is an employer's joy. Nerlich & Co., the famous fancy goods house, possesses one of the most popular travellers on the road. Though but a young man he has already a reputation which is indicative of the sterling qualities with which he is endowed. He is not a phenomenon; he is a man, but possessing certain talents which enable him to attain a high position in his chosen profession. Am-

& Sons, who have made this branch of their business a speciality. The coat of arms of old Cambridge



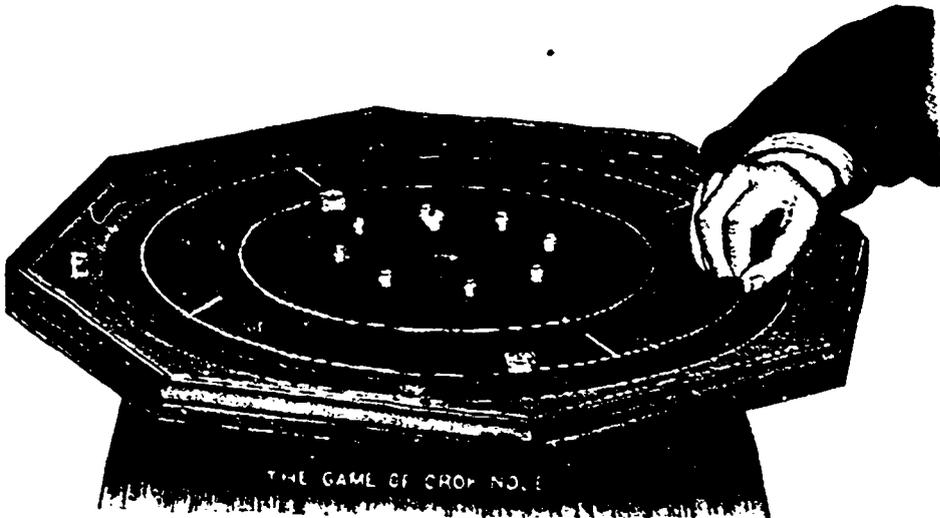
CAMBRIDGE PARCHMENT

University designates a writing tablet composed of a high-class paper, semi-rough surface, named Cambridge



bitious, energetic, thoughtful and gentlemanly are the qualities which mark Lou Merrick, and have won the esteem and respect of the dealers with whom he comes in contact.

Mr. Merrick was born in Toronto in 1862, and is a son of the late Mr. Merrick, sheriff of Prescott and Russell. He spent one year in a fancy goods house before entering the employ of Nerlich & Co., with whom he has been since the fall of '80. For the past five years he has been travelling, and always over the one district—Western Ontario. He enjoys the distinction of being the oldest traveller in his line of business, that covers this ground—in the sense that he has been longest in the district, selling the same class of goods. At present he is out in this district and meeting with his accustomed success. One means by which he has become popular is the fact that he delights in his work, and conscientiously shows to advantage every article that he carries, no pains being spared to give his customers all the information which would be useful to them. He seems to aim at making no splurge, but at doing an honest and continuous trade, and the result is seen in the fact that the firm have been so satisfied with his work that



he has always remained in the one district, where he has steadily grown in popularity with his customers. Mr. Merrick is young and unmarried, but despite these drawbacks he is one of the most successful travellers who go out of Toronto, and has a promising mercantile career before him.

WARWICK & SON'S PICNIC.

The friends thou hast, and their adoption tried,

Grapple them to thy soul with hooks of steel.

—HAMLET.

The employers who treat their employes as friends and bestow upon them kindness and consideration need have no fear of reaping a reward. Messrs. Warwick & Sons have always treated their employees with that kind consideration which becomes the true employer. They have bound their employees to them, by generous treatment, in bonds which are like "hooks of steel."

On Saturday, the 3rd inst., this firm treated their employees to a pleasant outing at Lorne Park. The kindly sun seemed to recognize the deed and warmed the cool air sufficiently to make the sail over Ontario's pleasant waters agreeable in the extreme, while the gentle queen of the heavens smiled softly upon the happy throng during the return voyage. Happiness reigned supreme, and many kindly feelings were engendered, which will bear fruit in the days to come.

Each of the two hundred employees was furnished with two steamer tickets, by the kindness of the firm, who also provided a quadrille band and numerous other additional conveniences. The steamer Merritt made two trips, one at 10 a. m. and another at 2 p. m., but most of the excursionists took advantage of the early trip, as no day could be too long under such circumstances. After the fourteen-mile sail the party landed and dinner was soon enjoyed. The afternoon was taken up with athletic sports and dancing in the pavilion. A neat programme showed the number of events and the prizes. These were as follows:

1. Football match.
2. 150 yards' race—1st prize, bevel plated mirror, Latier; 2nd, photo album, Rabjohn.
3. Boys' race, under 18 years, 100 yards—1st prize, football, W. Bates; 2nd, pocket knife, F. Smith
4. Egg race, girls, 75 yards—1st prize, croquet set, Louisa Stewart; 2nd, handkerchief satchel, Mary Hozack.
5. Boys' race, over 18 years—1st prize, writing desk, Rabjohn; 2nd, photo album, Shirley Thomas.
6. Girls' race, 75 yards—1st prize, photo case, Belle Metcalf; 2nd, croquet set, Georgina Chalmers.
7. Running high jump—1st prize, box cigars, Rabjohn; 2nd, satchel, S. Thomas.
8. Three-legged race, 100 yards—1st prize, pocket knives, Foster and Walken; 2nd, pocket books, Thomas and Somerville.
- Blindfold race, girls, 75 yards—1st prize, handkerchief satchel, Lillie Chalmer; 2nd, box linen handkerchiefs, Georgina Chalmers.
10. Running hop, step and jump—1st

prize, photo album, Rabjohn; 2nd, satchel, Bradshaw.

Champion race, quarter mile, silver medal—Walken.

Extra race for women—1st prize, Annie Russel; 2nd, Jennie Russel.

Starter—A. F. Rutter, Esq.

Judges—G. F. Warwick, Esq., Geo. R. Warwick, Esq., C. E. Warwick, Esq.

The committee of management were: J. L. Robertson, James Murray, Jr., and C. Johnson. The sports were much enjoyed, and dancing on the return trip, which began at 7 o'clock, was as much enjoyed as on the outgoing trip or in the pavilion. The members of the firm took especial pains in making everything pleasant, and the picnic was graced in the afternoon by the presence of Mrs. A. F. Rutter.

OUR MONTREAL LETTER.

We have to note a complete change in the book and notion trade. The past month has shown a remarkable improvement in all lines, and merchants as a rule speak hopefully of the prospects of future trade. The fair weather we have been having has allowed the farmers to get their crops housed in good condition. This to some extent has made a good showing on all branches of trade. The approaching holiday season makes the manufacturers wear bright faces, and work night and day to fill orders sent in by their travellers. The following is a synopsis of how trade is in this market:

The fancy goods trade report that a large business has been done this season. The travellers are coming home in most cases after having made very successful trips. The trade here say the orders for fall delivery have been all that could be desired, and that on the whole the business done so far this season has been as good as last year. To go further, the trade say that prospects for future business are bright.

The toy trade can look out for some new novelties in the way of toys and games. The houses here in the above line are now getting in their holiday goods.

In plush goods the manufacturers are working hard to hustle out stock for future delivery. The travellers are out on their fall trip and good returns are coming in, in the way of orders. The samples they carry are all new in design; the trade seem to take to them, if the orders that are coming in are any criterion. The designs which are meeting with the best call are the silver and plush, bronze and plush, and oak and plush combinations. The former is in the best demand from all parts.

Notions, which have been quiet lately, are on the boom, and the houses here are beginning to look like business. The stationery trade is working in the same old way, always meeting with good success, as more or less of this article is in use all the time. The trade say that they expect to do a nice business in fine box goods this fall. Travellers are now out, and the way orders are coming in is gratifying. Travellers in wall papers are out doing a good steady trade.

In books the publishers are always working away on new publications, which must meet with good call, as so

many editions have to be run off. Messrs. John Lovell & Son, one of our largest publishers, are working on several new books, which will be on the market soon. Our retailers are now doing a nice trade, which is increasing every day, as the families are beginning to come home from the seaside.

NOTES.

Messrs. Porter, Teskey & Co. are moving to larger premises on St. James street west. The firm, in speaking of business since they started, say that it has increased so this last year that a larger place had to be taken to allow them to handle their large stock. The building they are moving into is owned by the Ogilvy estate. It is lighted by electricity and also has an electric elevator.

The Reinhardt Mfg. Co. are busy in their factory. The hands are working night and day so that they can keep up with their orders.

Chas. Davidson, manager for the Barber & Ellis Co., left for the Lower Provinces last week. He is reported to be sending in nice orders in all the lines they carry.

Porter, Teskey & Co., Canadian agents for Henry Millward & Son, the fishing tackle people, say they have done a large trade in the above line this season.

Mr. J. R. Barber, of the Barber & Ellis Co., was in town last month.

B. Marcuse says business has been good in all the lines he carries, especially in fancy and Japanese goods. Fall orders have also been large.

The Star Box Co. are working hard on fancy paper boxes for the holiday trade. Mr. Mace, the manager, is very busy.

John Lovell & Son are doing a nice book trade. Two of their latest publications are in the Roar of the Sea, by S. Baring Gould, and The Story of a Penitent Soul, by Adeline Seargent, both these books being by clever authors. The newsdealers say they will have a large run.

On his fiftieth anniversary Mr. J. P. Dery, the Quebec stationer, will be presented with a handsome testimonial. The wholesale trade both here and in Quebec are now making up the necessary for it. Mr. Dery is a popular man with the stationery trade in this Province.

Geo. Horne is one of the oldest stationers in this city and has been in the same stand on St. Francois Xavier street for years. He is one of our best known sportsmen, having handled both the gun and rod for years.

There was a fire in Rivard's book store on St. Peter street the other night. It was speedily put out, but not before \$500 worth of damage was done by smoke.

Rev. Mr. Linscott of Bradley, Garretson & Co., Brantford, was in the city, a short time since looking after his book, "Men of Canada," the second volume of which is now in the hands of the printers, Messrs. Desbarats & Co.

The same firm are now completing "Castorologia," a work on the beaver, by Mr. Horace T. Martin, F. R. S., Eng.

Mr. F. Griffith of Sherbrooke was in town last month. He is a member of the Sherbrooke lacrosse team.

Henry & N. E. Hamilton report a good trade in their fancy goods department. Mr. H. Hamilton says that fall trade is going to be good.



The fancy goods trade has been quite brisk during the past two weeks, and will continue so for some time. Travellers are on the road and orders are fairly bulky; not due, however, to large quantities of any one line, but to the fact that small quantities and great variety seem to be preferred by most buyers. The coming holiday trade promises to be the best that has been seen for several years, and dealers are quite confident. Careful buying has been the rule, but while cheap goods have had their share of attention, the better class of fancy goods have also been carefully stocked by the majority of retailers. The novelties presented to the trade this year have been quite fresh in design, and also have included many new versions of old attractions. Plush and leather goods have been improved in ornamentation and varied in design, and promise to have a fair share of the holiday trade. In fancygoods materials several new things are being shown, and quite attractive they are, too.

The new fancy goods firm of Boyd, Bower and Brunell at 3 Wellington street west are keeping up with the times in fancy goods. The latest thing they are showing is roccoco yarn work. This produces a very handsome effect, besides being fairly simple in execution. The roccoco yarn is worked either on felt or camilla canvas. The patterns are worked with the aid of paper moulds of different shapes; these are placed on the canvas, and the yarn worked over them; then the interior of the pattern is cut out and spider web patterns worked across the apertures with finer materials. Thus the patterns have a raised and peculiarly rich effect. Many other tasty things are shown, such as shaded plush cushion tops with floral designs, scrim tidles with raised rose bud and butterfly patterns; tinted table covers, slideboard scarfs and doylies in new water-lily designs; double silk head rests in terra cotta, gold and electric figured silk, with and without bolting-cloth cover, plain silk headrests with hand-painted decorations; hand-painted, bolting-cloth tidles; and a nice line of enamelled goods. This last line is something new and promises to be very fashionable. It includes towel racks, sponge holders, rattles, catch-alls, key racks, etc., and must be seen to be appreciated.

One of the latest novelties is a cigar cabinet shown by H. A. Nelson & Sons. These cabinets are made of oak, and decorated on the exterior with bronze, brass, or silver ornamentations. But the peculiarity of the cabinet is that it is lined throughout with electroplate metal, and is furnished with a removable pad for raising moisture. These two features combine to make this a perfect cigar case, serving to keep the cigars moist and fresh and with their original flavor. This is a very suitable and useful present for a smoker, and the firm carry a full range of sizes.

BOOK AND LITERARY NOTES.

The Nursery Alice is a neat little toy book with lithographed toy covers and twenty high-class colored illustrations. It is sold by the Copp Clark Co. to retail at 75c.

The Copp Clark Co. announce the following new additions to the Social Science Series: The Social Horizon, by the author of *Life in Our Villages*; The Irish Peasant by A Guardian of the Poor; The Fallacy of Saving, a study in economics, by John M. Robertson; The Effects of Machinery on Wages, by J. Shield Nicholson, M. A., D. Sc.; Principles of Social Economy, by Yves Guyot, double number, price \$1.25.

The Copp Clark Co. have just issued Practical Language Training, by R. K. Row, Kingston, containing suggestions to teachers, illustrated, a syllabus of work for public schools and suggestive lesson notes. Price 25c.

Though General Lew Wallace did not originate his great Ben Hur chariot race, he did, it appears, originate the novelty of courtship by telegraph. An old telegraph operator, now an editor, says that he transmitted ardent messages from General Wallace to his future wife as far back as 1852.

The brightly clever story, "The Run-away Browns," by H. C. Bunner, which has been running for the past three months in the pages of Puck, will be published in book form as the initial volume of Puck's Mulberry Series, in which the humorous fiction of that jolly paper is to be permanently preserved.

The Copp Clark Co. have just received shipments of two interesting books of travel, which will be very suitable for the holiday presentation trade. The first is *Wild Beasts and Their Ways*, being reminiscences of Europe, Asia, Africa and America, by Sir Samuel W. Baker and contains thirty full-page illustrations, and is handsomely bound in cloth and gold. 455 pp., \$3.50. The second is entitled *Twelve Months in Peru*, by E. B. Clark. This is also well illustrated and contains 158 pp. Price \$1.50.

After a long and rather checkered existence the London Pictorial World has gone where the critics cease from troubling and the weary advertising manager is at rest.

The French edition of Zola's "La Debacle" is prefaced by some very curious statistics of the product of his fertile brain and the sale of his works. The present is the nineteenth of the series of *Les Rougon-Macquart*, or, *The Natural and Social History of a Family under the Second Empire*. The series opened rather modestly with *La Fortune des Rougon*, which reached only 24,000. It was not until the seventh of the series, the noted *L'Assommoir*, that Zola's work gained much vogue. Then it leaped from 26,000 to 124,000. This was followed by *Une Page d'Amour*, and then came the most remarkable sale of all, that of *Nana*, 160,000. The next volume, *Pot Boaille*, reached 82,-

000. *La Terre* climbed to 100,000. In all, this series is credited with 1,288,000. Besides these, Zola's writings comprise nine other volumes, three dramas, and eight "critical works," most of the latter devoted to the exposition of his own methods and very lively denunciation of those who differ from him.

The National Wall Paper Co. of New York, comprising over 80 per cent. of the entire output of America, are now in the field with a capital of \$20,000,000, and as nearly every reputable factory is affiliated with the new company, they are bound to capture all the good trade in American papers. We are pleased to see that they have appointed Messrs. C. M. Taylor & Co., the pioneer American wall paper jobbers, as their sole jobbing agents for Canada for the ensuing season. Mr. Taylor's buyer has just returned from a fortnight's visit to New York, spent in carefully selecting the most desirable patterns and colorings produced by the new company.

Reference to their advertisement on the first page will show the names of the leading factories associated with the trust.

SCHOOL STATIONERY.

It will pay stationers to see our lines of Exercise and Scribbling Books. Our new

Mastodon Exercise Book

is in great demand, its main recommendation being its size and the quality of the paper,

Our new

Dandy Ruled Scribbler is a 200 page royal, 8vo. ruled book and is a fast seller.

Our

Maple Leaf Practice Book

And

Knock-About Scribbler are also selling as well as ever.

Special attention to letter orders.

CANADA PAPER CO.

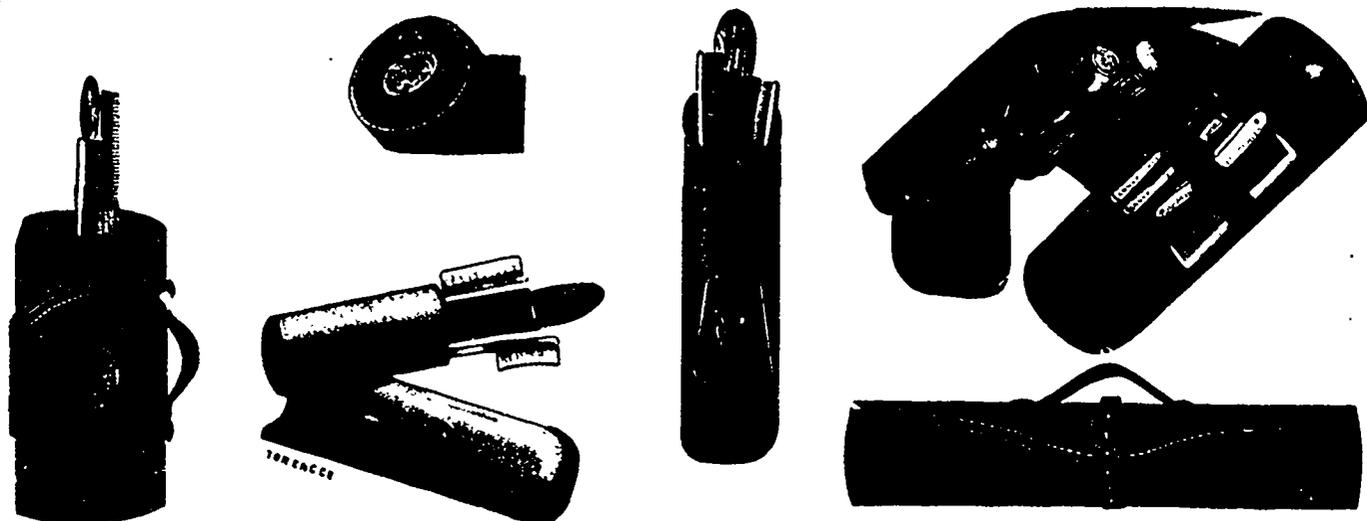
15 FRONT ST., WEST, TORONTO,
and CRAIG ST., MONTREAL.

SOLID LEATHER GOODS.

We use only the finest quality of leather.

Our workmen are all imported from England.

Our fittings are good---No trash.



No line that we handle gives us so many repeat orders. Try them and you'll make money on them.

THE HEMMING BROS. CO., LT'D.

P.S.—Do not fail to come in and see at Fair time.

76 York St., Toronto.

B. MARCUSE, MONTREAL

MARCUSE

JAPANESE GOODS.

FINE PORCELAINS, SILK,
CURIOS, **FANS** LANTERNS,
SCREENS, LACQUERED WARE, ETC.

DIRECT IMPORTATIONS.

Sample Orders Solicited.

366 ST. Paul ST.

What's This ?

Counter Check Books

That don't require the Carbon paper to make sure an exact copy. That's what it is and J. K. Cranston, Galt, is the wholesale Canadian Agent for them. Send for samples and price list of them and the Perfection Black Leaf or Cartor and Grip's books. Read the following:

J. W. CRANSTON, Galt.
DEAR SIR,—Enclosed please find amount of account. I am well pleased with check books, they are greatly ahead of the old black leaf system.

Yours truly, Wm. McKee.

Orton, Aug. 29, '92.
Telegraph order to J. K. Cranston, Galt. Sample was sent Aug 8th. "Send one hundred Happy Thought Check Books C. O. D. Express."
W. H. DUNKIN.

Cornwall, Aug. 10th.

Everybody likes the idea. Send for samples.

J. S. RUSSELL,

IMPORTER OF

Fine Fancy Goods

This month set apart to clearing out at tempting prices:

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

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

Special attention to my own make of Bowls for the popular game of Bowling on the green.
114 BAY STREET. - TORONTO.

A COMPLETE NEW LINE OF EVERYTHING.

AN IMMENSE COLLECTION OF

ORIGINAL AND ATTRACTIVE GOODS.

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

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

TELEPHONE No. 2207.

NERLICH & CO., TORONTO.

ALEX. PIRIE & SONS, Ltd., ABERDEEN, SCOTLAND,

—MANUFACTURERS OF—

Papers, Envelopes, Cards, Gummed and Enamel Box Papers.



FINE PAPERS A SPECIALTY:



To be had of all Wholesale Stationers. Ask for these goods.

WALL PAPER.

THE HUGE American wall paper trust has been quietly perfecting its arrangements to secure a large volume of the trade during the coming season. It is undoubtedly strong, but it cannot claim to have a monopoly, nor perhaps does it care to do so. Many strong firms are outside of the new company, and these men have capital and reputation, experience and energy, and will no doubt hold their own in the market. The trust has decided that no one may handle their papers who also handles those of outside manufacturers. The firms who have refused to enter into the trust are: Birge & Co. of Buffalo; Wm. Campbell & Co., of New York; Janeway & Carpenter, New Brunswick; Creswell & Washburn; the Empire Co.; Pratt, Heyman & Graham Co., and several others.

The trust claims to have lowered prices in a few lines, which will be used as leaders, and this will probably be the case. But as to whether all prices will be kept down to the previous low level remains to be seen. All samples are ready and will soon be on the Canadian market.

The delay in the arrival of American samples has given the Canadian manufacturers a huge advantage in soliciting orders for the coming season, and they have not been slow to secure the benefit arising therefrom.

Messrs. C. M. Taylor are preparing a line of Canadian and American samples, which will be ready in a few days. They will sell only trust goods in American manufacture, and their samples will undoubtedly be worth examination. Some very nice patterns have been promised in the different grades.

W. J. Gage & Co. report that they will have an unusually strong line of American wall papers for the coming season specially adapted to the requirements of the Canadian trade. They have been successful in arranging for a line of cheap goods at prices much below what have prevailed in previous seasons. Their range of samples will be well graded from the cheapest to the finest line of decorations. They claim that they will be in a specially good position to make favorable terms with their customers.

AMONG THE WHOLESALERS.

The school book trade is taking a good deal of attention at present, and trade is very good. August trade was excellent. One house reported the largest month's trade for an August that had ever been experienced. The summer has seen very few failures in the retail trade, and everything bids fair for a splendid school book trade and a continued strong demand for miscellaneous books. The feeling among the trade is especially good. There is no grumbling either with retailer or wholesaler.

The Methodist Book Room reports having had an enormous sale of Christmas cards and booklets. In booklets the sale was so enormous that of one price alone 25,000 copies have been sold. At present they are showing some special bargains for exhibition visitors, in end lots of novelties, booklets and flat cards. These are well worthy of attention by shrewd buyers. Their calendars have sold very

rapidly, and they expect the season's sale to reach 20,000. Their miscellaneous book stock is well assorted, and they are maintaining their reputation for this class of books.

An edition of the Junior *Living French* is issued by the Copp Clark Co. It contains *Les Freres Colombe*, by Peynehune, and *La Fee*, a comedy by Octave Feuillet. The notes and vocabulary are by Fred H. Sykes and E. J. McIntyre. One feature of the book is the exercises appended. The price is \$1.25. They have also issued an edition of the literature, being *Select poems of Wordsworth* with notes by W. T. Libby. It is illustrated and contains Matthew Arnold's preface; it also contains extensive notes on the poetry, and on poetry in general. It is handsomely gotten up.

Messrs. H. A. Nelson & Sons are showing an extensive line of toy trains. In iron these trains are shown in various sizes from three-piece trains, 11 inches in length, to retail at 25 cents up to four-piece trains 53 inches long to retail at \$6.00. Other similar goods are shown in fire-engines, hook and ladder waggons, hose reels, drays, stoves, toy banks some having combination locks—and various other interesting and fast selling toys. These goods form an especially strong line for the Christmas toy trade.

Messrs. W. J. Gage & Co. have published an edition of selections from Wordsworth, edited by J. E. Weatherall of Strathroy. It has the additional feature of having a collection of short sketches on particular topics connected with Wordsworth's life and work, by Prof. Clark, Principal Grant, Wm. Houston and Prof. Roberts. This makes the book a very excellent work, and especially suitable for the use of students. They have also an edition of Irving's sketch book, by G. A. Chase, M. A., who furnishes a sketch of the author's life and critical notes on the work. This volume also contains an introduction to Sir Walter Scott's *Talisman*, by Charlotte M. Younge, with notes and glossary by Dwight Holbrook. They have also an edition of *Les Freres Colombe* and *La Fee*, with notes and vocabulary by J. Squair, B. A., of Toronto University, and J. McGillivray of Queen's College. The price is \$1.25.

Messrs. Brown Bros. are showing a full line of bookbinders' materials and supplies, which includes a large lot of leathers which have been personally selected, marble papers, and marble colorings, all kinds of cloths, fancy papers, brushes, webbing, knives, head bands, gold leaf, etc. As this firm uses a large amount of this class of goods themselves, they are thus enabled to offer special bargains in all lines, and at the same time purchasers can rest assured that they are receiving the best on the market.

The firm of Hickson, Duncan & Co. has become a memory. Mr. Duncan is at present entering the dry goods trade in Senforth, Ont., his former home. The stock has been pretty well sold, but a few thousand dollars' worth remains, including some of the best of the stock. This has been bought by Riach & Kelk, who are offering it at huge discounts, and visitors to the exhibition who are anxious for bargains would do well to call upon the new firm and inspect the stock. The stock includes musical, plush and sporting goods, druggists', tobacconists' and stationers' sundries,

fancy china, albums, wallets, purses, cutlery, etc. It has been some time since such bargains were offered to the fancy goods and toy trade in Canada.

Messrs. Hart & Riddell have secured a new building for their lithographing and engraving work. This building is at 28 Melinda street and will be fitted up with new machinery to meet the increased pressure on the firm for this class of work. They now have two large establishments beside their house on King street—the one mentioned and their bindery at 12 Johnson street.

Progressive euchre has grown to be the popular evening game, and progressive euchre packs are now put on the market which are specially adapted for this game, as all the cards numbered less than seven are omitted. The Russel Morgan Co. make a beautiful line called the "Cabinet," which is sold in Canada by the Copp Clark Co.

Mr. Hurst, a well-known traveller formerly with C. M. Taylor & Co., is one of the firm of Morton, Densen & Hurst, who are selling an automatic counter check book. This book is patented by these gentlemen in Canada, and as no carbon leaf is necessary to produce the impression, it is much superior to carbon leaf books. The prices are also slightly lower than the older styles of counter check books, and hence has an additional advantage. The firm's advertisement may be found in another column.

AN IMPORTANT LETTER.

The following letter explains itself and will be useful information for our readers:

The Religious Tract Society,
56 Paternoster Row, London.
August, 1892.

I have the pleasure of announcing that arrangements have been made with the Copp Clark Co. and the Methodist Book and Publishing House, Toronto, to be our agents for the sale of the society's publications throughout the Provinces of Ontario, Manitoba, British Columbia and the North-western Territories of Canada. These firms will carry a large assortment of our books, especially such as are adapted for Sunday school awards and prizes.

Our new book will also be sent to them immediately on publication.

This will necessitate the closing of some accounts which are now open, and I must therefore request that after Sept. 30th all orders be sent through the above firms.

I trust that these arrangements will be agreeable to our friends, and may result in a much extended sale of our publications. I am,

Yours faithfully,

R. BRADSHAW,

Depository.

J. K. Cranston, store and office supplies, Galt, writes Aug. 9:—"Kindly tell your readers that orders for samples of my 'Happy Thought Counter Check Book,' noticed in your last issue, will be filled in rotation as promptly as possible. I have been delayed with inquiries from subscribers to your various publications. I wish they would say which paper they saw the advertisement in. I had no idea I would get so many orders."

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

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

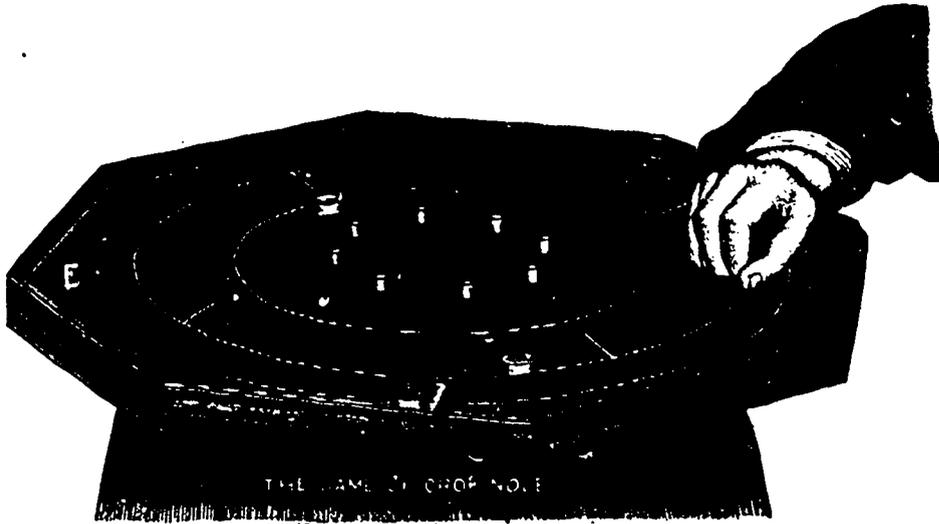
P. D. & S. PEN "NO. 117." BARNES' STEEL PENS.

WRITE FOR TERMS.

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

CROKINOLE

FOR ANY NUMBER OF PLAYERS.



The Copp, Clark Co., Ltd., Toronto.

10 CENT SHEET MUSIC.

The largest stock in the Dominion of Canada, trade supplied and lists sent on application.

In dealing with us the trade are safe from legal troubles and infringement of copyrights. W. STREET, Montreal.



Factories and Salesrooms, Toronto, Canada.
E. G. GOODERHAM, Manager. JNO. C. COPP, Sec.-Treas.

THE LATEST GAME

NOW READY

ENKOSIS

THE SEASON'S GAME

—OR—

THE PARLOR GAME OF LACROSSE

CANADIAN PATENT.

CANADIAN GAME.

:: The out door Game of Lacrosse is reproduced in a parlor ::
-: -: board game of merit. -: :-

Exciting and Entertaining.

Better than Halma.

WHOLESALE PRICE, \$7.20

RETAILS, \$1.00

The COPP, CLARK COMPANY LIMITED.

No. 9 FRONT ST. EAST.

TRADE CHAT.

T. F. Knight, stationer, Yarmouth, I. S., has assigned.

Trudel & Demers, stationers, Montreal, have dissolved partnership.

The Montreal Paper Co. now consists of T. P. Bishop and James C. Blisset.

Mr. Richard Brown and Dr. Briggs have returned from trips to the other side of the pond.

Mr. J. T. Perrott, manager of the Barber & Ellis Co., has been on a trip to the Pacific coast.

George William Curtis, late editor of Harper's Weekly, and once prominent in U. S. politics, is dead.

Thomson Bros., booksellers, Vancouver, are losers by a fire in Calgary, where they owned some buildings.

Mr. J. T. Day of Quelph was in town a few days ago. He professed to be buying goods and looked to be very busy.

The New Westminster Board of Trade has been considering the advisability of establishing a paper mill in that western city.

The wife of Mr. H. P. Davies died a few days ago while her husband was in Europe buying for next year's sporting goods trade. Mr. Davies had been married but two years.

A considerable addition is being made to the Lachute paper mills. It is intended to put in another machine, which will give work to some thirty additional hands.

The booksellers in Hamilton are lessening in number. Hunter, Grant & Co. are said to be liquidating their affairs, and Messrs. Midgely Bros. are going to confine themselves entirely to their printing trade.

The report from Quebec that the Canada Paper Co. has purchased the pulp mill at St. Raymond and intended to start a paper mill there is denied by the company's managers as being altogether foundationless.

The Methodist Book Room have had their retail store renovated and decorated, and it is now more handsome than ever. Messrs. Solomon and Anderson are to be in the house during the exhibition period in order to receive all outside dealers who may visit the Book Room.

Messrs. Perry & Co., Limited, steel pen makers, of London and Birmingham, have determined to pay an interim dividend on the ordinary shares for the past half year at the rate of 10 per cent. per annum. The half-yearly dividend on the 5 per cent. preference shares will be as usual.

A Brantford, Ont., despatch says: Mrs. Cotes (Guth Grifton) has arrived here from India on a visit to her parents, Mr. and Mrs. C. Duncan. She states that she will shortly publish a book on "Life in India," and her visit is believed to be partly connected with its disposal. She is better known to booksellers as Sarah Jeanette Duncan.

The Ottawa Free Press very foolishly says: City booksellers who deal in school books and other public school requisites are feeling rather blue. A recent change has been made in several of the drawing books, histories, etc., which will leave a very large stock in many cases to be sold off for what they will fetch. Some of the books

now made obsolete have only been in use some four years.

The Art Lithographic Publishing Co. have issued a very beautiful catalogue of their Christmas cards, gift books, and booklets. In itself it is a beautiful production of printers' art, and contains lists of goods which have an excellent reputation in Europe and in America. For freshness of design and beauty of execution, their work holds a high rank. Messrs. Geo. H. Evans & Co., 13 Wellington East, are sole agents for Canada.

Mr. G. E. Bryant of Warwick & Sons has returned from a very successful trip in Manitoba and the Northwest Territories. He reports trade exceptionally good as far as the Rockies. Manitoba people are jubilant over the quality of the grain harvested this season, and trade prospects in that Province are brilliant. While in Winnipeg he had time to visit the exhibition, and says it was the best stock show he ever saw without exception and one that the country should be proud of.

The latest despatch received by the Dominion Government from London with respect to the copyright question shows that the copyright act passed by the federal parliament two years ago and reserved for the assent of the Imperial Government has become a dead letter, owing to the failure of the home authorities to confirm it within two years. Lord Salisbury in his latest despatch insists that the Canadian Government must now adopt the United States Government's view of the international copyright question and grant copyright to American authors applying therefor.

A collection of rare and ancient books has been sold by auction in Vancouver, B. C., very recently. Among them was a copy of plates from many of Hogarth's pictures, which show very fine art in engraving and are well preserved. Original copies of Addison's Spectator are of rare interest, as are also the more modern ones. There were a host of other books, all old and many of them most unique in binding and print. Several of the author's editions were among the lot, and these without correction or amendment make the works of especial value.

A fire broke out about 3 o'clock on the morning of the 27th of August in the American Rattan Company's building, on Niagara and Tecumseh streets. The building was a very large one and extensively used for manufacturing purposes, but the fire gained so much headway before the firemen arrived on the scene that it was almost completely destroyed. When the fire brigade arrived the general alarm was sounded. When all the reels arrived they succeeded in confining the fire to the three upper flats, but the lower flat was much damaged by water. The most of the wood-working machinery was saved, being on the lower flats. The building is owned by the Kennedy Power Co., who rent it to the Rattan Co. The insurance on the machinery is \$3,000, on the stock \$11,000, and on the building \$12,000. The loss is not covered by insurance, it being in the neighborhood of \$40,000.

"Though last, not least" seems to be the motto for Warwick & Sons' fifth annual excursion and picnic, which is arranged to be held at Lorne Park on the 3rd Inst. About 350 of the employes and their friends are expected to participate, and judging from our

experience of similar events in the past there will be a very enjoyable time if the weather is propitious. An excellent string band has been engaged, an attractive program of games prepared, and as the firm bears the expense of the excursion and prizes, and will be present to see that everybody is happy, the prospects of a grand outing are brilliant. Messrs. J. I. Robertson, Jas. Murray, Jr., and C. Johnson, who are the standing excursion committee, are experienced in the art of arranging successful and satisfactory parties of this nature, and are sparing no trouble to "beat the record" this time.

In the office of Mr. A. G. Parmalee, Commissioner of Customs, one morning last month, that gentleman and Mr. Jessop, the appraiser, might have been seen listening gravely to the pleasant music of two harmonicas—mouth organs, as they are commonly called—played upon by two business men from Toronto, George W. Royce, of Whaley, Royce & Co., and J. W. Lester, of W. H. Bleasdel & Co. These two gentlemen went to Ottawa and made music upon the harmonica in order to prove to Mr. Parmalee that it is a musical instrument. Hitherto mouth organs, of which several thousand dollars' worth are imported every year into the Dominion, have been classed as toys, and a duty of 85 per cent. exacted upon them. Hereafter, as a result of the interview, all mouth organs of sixteen reeds or more will be classed as musical instruments, upon which the duty is 25 per cent. A reduction was also obtained in duty on cases for violins, clarionets, guitars, and other instruments, which have heretofore been classed as grip-sacks and valises. They will still pay 35 per cent., but the specific duty of 10 cents is struck off. Another matter which was discussed but not disposed of finally was a proposal for the reduction of the duty on metal for plates upon which music is printed. This now pays 35 per cent., while engraved plates ready for printing pay only 25 per cent.

MAGAZINES.

Two Tales for Aug. 20th contains A Net of April Fishes, by Elizabeth Cavazza, and Two Nights in the Wilderness, by W. Thompson.

With each copy of Demorest's Magazine for October a reproduction of the latest picture by Mrs. Harrison, the wife of the President, called A White House Orchid, painted from an orchid grown in the White House, will be presented to every buyer.

The September number of The Art Interchange is more than usually attractive. It has an entertaining biographical sketch of the famous young American sculptor, Paul Bartlett, with illustrations of some of his works. Among these is the celebrated "Bear Tamer," which is in the Art Museum in New York. A new department—"Views by Her"—is exceedingly clever. The writer, whoever she is, understands art topics, and she has a lively way of poking fun at those who don't. Is she quite right, however, in saying that patriotism has nothing to do with art? This is, at least, an open question. Current art events are intelligently touched upon, and there are some uncommonly good reviews of art books. A curious article on

Wood-work, in the Chinese taste, is illustrated by plates from an English work of 150 years ago, and all house dwellers will be interested in the charming \$2,500 house, which is fully interested by sketch plans and drawings, giving views of the exterior and interior, with suggested decoration for parlor, dining-room, window, staircase, etc.

Rev. M. J. Savage has another chapter of wonderful ghost stories in the September Arena which are exceedingly interesting, to say the least. Ibn Ishak, one of the greatest scholars of Persia, contributes a notable paper on The Future of Islam, which is probably the strongest plea for Mahomedanism ever made in a magazine essay. Dr. C. E. Page gives a brilliant and exceedingly practical paper on the successful treatment of typhoid fever. Other notable papers are by Congressman John Davis, Hamlin Garland, Edwin Reed, James A. Herne, Prof. Willis Boughton, John Hudspeh, and the editor, while a remarkable feature is a symposium on Woman's Dress Reform, by six eminent women.

Outing for September opens with a dramatic story, Moeran's Moose, by the well-known sportsman-writer, Ed. W. Sandys. Only a thorough woodsman could so faithfully describe the haunts and habits of the great king of deer, and the author has evidently figured prominently in every scene portrayed, save the final catastrophe. The story is beautifully illustrated by Beard and Hencke, and the entire number is most attractive.

One of the most remarkable articles in the September Review of Reviews is entitled Strikes and their Remedies, and it discusses modes of conciliation and

arbitration, based upon an exhaustive report prepared by the Royal Commission on Strikes of New South Wales, Australia. The article will be found an exceedingly timely one, for it has been prepared with direct reference to the American strikes of the past season. In the Progress of the World the editor of the Review of Reviews continues his last month's advocacy of official, and, to some extent, compulsory arbitration in labor disputes. The Progress of the World further deals with American and British politics, and many other current topics, and is illustrated with excellent portraits of the five American members of the international silver conference, as lately appointed by President Harrison, and various other portraits, maps and diagrams.

RAPHAEL TUCK & SONS CO'S.
CATALOGUE FOR 1892-3.

We have received from Warwick & Sons, Canadian agents, the new catalogue of books, toy books, calendars, booklets, gift books, Christmas and New Year's novelties, electric reflex cards, porcelain gems, etc., etc., issued by the firm of Raphael Tuck & Sons Co., this year, which is a most interesting pamphlet. In catering to the public taste in art publications this firm has left nothing undone that should be done. The diversity of the publications, so as to suit every phase of society, as well as the variety of the subjects depicted and the refined sentiment of the letter press, testify to the remarkable ability of this celebrated firm to meet every requirement of the trade in a high class of goods at popular prices.

Morton Densem & Hurst,
Sole Manufacturers of the Automatic
COUNTER CHECK BOOK

Patented Feb. 25th, 1892, No. 38,51.

3 and 5 Adelaide St. East, Toronto, Ont.

We desire to call the attention of the merchants of Canada to our New Automatic Counter Check Book. It is the Newest and Best Book yet introduced. No more need of any carbon leaf and yet you have a beautiful and indelible transfer. Merchants everywhere proclaim it the best book known to lessen the labor of clerks in making rapid sales.

We will be pleased to send samples and price list on application. Prices cheaper than any other check book.

With the Old Style of Books it requires from 5 to 8 movements to complete a sale, with the AUTOMATIC one or two movements are all that are required. Merchants can see at once the advantage.

THE CENTRIC?

CENTRIC PENS AND PENHOLDERS

ARE THE BEST TO USE,
They won't ink the fingers,
They won't blot,
They are anti-cramp,
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JOSEPHINE'S HEART.—Translated by D. M. Lowry from the German of Reinhold Ortman, is a beautiful little tale which will interest any reader. It is published in the Popular Series by Robert Bonner's Sons, New York. This series contains many fast selling books, including those by Sylvanus Cobb, Jr.

ONE YEAR, A TALE OF WEDLOCK.—Translated from the Swedish. A strange but intensely interesting volume. The heroine is certainly one of the most original figures in contemporary fiction; the character drawing is true to life; its story treats of questions of love and marriage under peculiar circumstances. The narrative is interspersed with many charming descriptions. Worthington & Co., New York.

MR. AND MRS. BEWER, by Paul Lindau, is translated by Mrs. D. M. Lowrey from the eighth German edition. It is No. 172 in the Globe Library issued by Rand, McNally & Co., Chicago and New York. The books published in this library are all excellent productions and well printed on good paper. The covers are well designed, and sufficiently artistic to please the fastidious tastes of the modern novel reader. This work is by a very famous author, whose reputation has spread over the whole of the civilized world. It is essentially continental.

ELEANOR'S DISCIPLINE, by Janet Brown, and **WYHOLA**, by C. Everett Green, are two pocket novels, issued by the celebrated firm of Oliphant, Anderson & Ferrier, Edinburgh and London. These two illustrated shilling novels are thrilling and well-written tales. The thoughts they breathe are of the elevating kind, more so than those of many modern novels. English and Scotch life may here be reviewed in each of these two novels, though portrayed by vastly different authors. Neither of the novels pretend to any great philosophy, beyond the simple, elevating philosophy of a proper life. The tone is quiet, yet pure and very interesting, while the pen-pictures are exceedingly well drawn.

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ENTRAPPED AND RELEASED by E. Werner. Translated by Dr. Raphael. Illustrated with photogravures. This vigorous and original story, excellently told, presents

among other characters a noble who lives in his castle among the mountain fastnesses, with a village below him, of which all the inhabitants are in a way his dependents, and at the same time his enemies. Children shudder at his name, all manner of evil deeds are imputed to him, but he is nevertheless a victim rather than an oppressor, and the clearing up of the mystery which encircles him is full of interest and animation. The setting of the story among the glaciers and the snows with the ice maiden lurking in the abysses to embrace her prey, makes it weird and poetic.—Worthington & Co., New York.

FOUR DESTINIES.—By Theophile Gautier. Translated by Lucy Arrington. Illustrated with photogravures. In this dazzling historical romance Gautier introduces into the love story two political plots, one the restoration of the Indian dynasty, the other an organized effort to release Napoleon from St. Helena. The scene is primarily in England, but gradually extends to India, and embraces the rugged, gloomy island of Napoleon's banishment. The brilliant qualities of Gautier's genius is fully revealed in the descriptive part as in the characterization which includes an extraordinary variety. The orientalism is a strong feature, and with the poetic handling peculiar to the author, gives the charm of versatility to a story which is at once deep, fascinating and thoroughly sustained in its interest from beginning to end. Worthington & Co., New York.

THE OTHER BOND, by Dora Russell, and **A MODERN DICK WHITTINGTON**, by James Payn, are numbers 11 and 12 in the Broadway Series, published by John A. Taylor & Co., New York, London and Toronto. Both these authors are well known and appreciated fiction writers, and these are among their best works. The *Other Bond* is a very interesting work, showing the life of a young man who started under a blight due to his father's sin, but blessed by the hallowed memory of a true mother. He rose by hard work to a high place in the parliamentary world, despite an existence surrounded by peculiar and somewhat sad circumstances. This work shows up the unfortunate side of life very plainly. The novel by James Payn, like the previous work, has its plot worked out among the romantic mansions of England. It describes the career of a poor young man travelling the road that leads to prosperity, gilded on by love and ambition. On the whole it is a charming piece of fiction, and the characters are strongly drawn.

BEATRIX ROHAN, by Mrs. Harriet Lewis, author of *Edith Trevor's Secret*, is one of the most thrilling of this lady's productions. The scenes change with delightful rapidity, and the plot is worked out with a charming freshness which holds the reader spell-bound. The plot is double-barreled, and the two stories are told in almost alternate chapters. Beatrix is an orphan heiress under age and the prisoner of her uncle and aunt, who seek her money, either by marrying their son or by causing her death before she comes of age. After confinement in a Belgian chateau, she escapes from her cruel guardians and travels to England, closely followed by her gaolers. In London she is in a few days discovered, after her legal guardian has refused to do anything for

her, and being pursued down the street is rescued by Sir Lionel Charlton, a young man of splendid parts, and who at once falls in love with the cultured heiress. But in the meantime, during the year intervening between that event and the date of her majority, she must be hidden. She wanders from place to place, closely pursued by her relentless uncle, and at last is captured, only to be released by the lordly lover. The parallel plot details the manner in which an actress plays the role of an heiress, imposes on a wealthy old lady, and seeks to marry her nephew, the same Sir Lionel Charlton. This actress is a magnificently-drawn and well-sustained character, and her doings are very interesting. All the characters are strongly and clearly outlined, and the plot is worked out with numerous sudden and thrilling happenings, which never allow the story to lose its interest until it is completed. Robert Bonner's Sons, New York. No. 67 of the Ledger Library. Cloth \$1, paper 50 cents.

MAYFLOWER TALES is number six in the Mayflower Library, published by John A. Taylor & Co. The volume contains five short stories: *A Modern Girl's Story*, by Julian Hawthorne, which raises the question whether a girl may not be ruined in some cases by virtue, just as she would in other cases by vice; *Maisie Bowman's Fate*, by Grant Allan, which shows that in woman, man requires virtue, or respect is absent; *The Other and I*, a shadow story, by Richard Dowling; *My Two Wives*, by George R. Sims; and *Through the Gap*, an adventure, by Hume Nisbet. These little tales are very choice reading, and written by well-known pens. Price 30 cents.

A YOUNG MAN OF THE PERIOD, by Andre Theuriet, translated from the French by Max Maury, is one of the latest of French novels. It is a protest against the French method of match-making and mercenary marriages, and a plea for dowryless marriages, as being productive of more suitable and poetical unions. The young man of the period is one of the mercenary sort, but his fiancee is a beautiful girl, with high and noble qualities. The tale is essentially French in its details and scenes, but cosmopolitan in its characters. The plot is simple but skillfully worked out. Every circumstance is clearly marked and all the scenes clearly drawn. The language is majestic where necessary, and the conversation admirably planned and carefully worked out. It may be said to be a really worthy novel. Laird & Lee, Chicago. Library of Fiction, No. 52.

TIB, by George Douglas, comes from the press of Oliphant, Anderson & Ferrier, Edinburgh and London. It is a two-shilling book bound in boards. The scene is laid in the northern part of Scotland, and the tale is a simple love-story of that highland district. Tib was an out-worker, and the hero was a stranger whom she found in a swoon on the highway. He loved her at once, but he was a long time winning the strong-minded Scotch lassie. She left him a long chase, and his troubles were many, but at last he wins her before she loves him, and soon afterwards a blot is removed from his life and he assumes a gentleman's position. The work is full of quaint Scotch humor.

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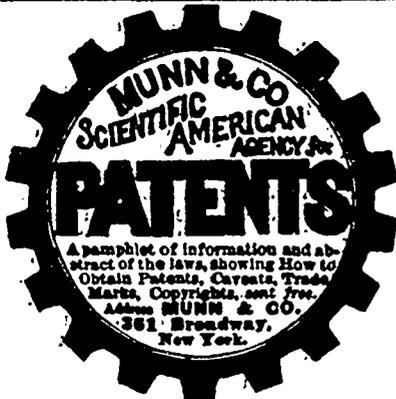


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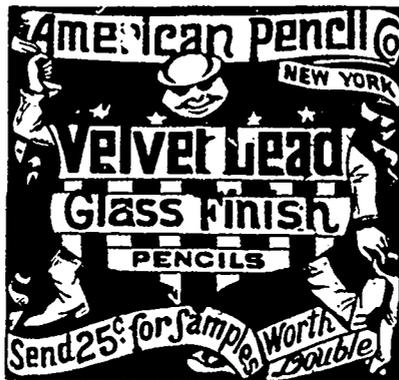
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SOME MORE TRUSTS.

Just now there seems to be a mania for forming trusts of all kinds, huge and small. The wall paper trust was the latest one which affected the Canadian trade which this paper represents. Information is to hand of two more, but the effect of these on Canadian trade will be but slight.

The Book Cloth Co. is an English trust composed of five or six of the largest bookbinders' cloth manufacturers in England, and one United States and one German firm. This is a huge trust with a capital of over six millions of dollars and is made for the purpose of preventing slashing in prices.

A report is just to hand that the large tissue paper manufacturers of the United States have combined with a capital stock of \$3,000,000. The plan of consolidation is practically the same as in all other centralizations of industrial concerns. A large central organization has been formed, and it proposed to take the different mills into the combination at fixed valuations, paying for the same in stock and cash. It is said that the object of the combination is to do business more economically by dispensing with individual management and competition. It is not proposed to materially advance prices. This combination will not affect the Canadian trade as much as the former one, because most of the tissues sold in this country are of English or German manufacture.

THE CANADIAN ALMANAC.

The Canadian Almanac for 1893 will surpass all previous issues. The publishers have received permission from the Law Society to publish a list of the barristers and solicitors in this Province, and this will be incorporated in the forthcoming edition. The price will not be increased, but besides the twenty-cent paper edition, and the thirty-cent limp cloth edition, it will be issued full bound in cloth to retail at 40 cents. This better edition will be to meet the demand from judges and lawyers, who will naturally want a copy. All the other lists will be carefully revised and former standards maintained. The book belongs to that class of books which must be pushed by the dealer. Of course it has been so long established and is so well known that it may be called a staple; but, nevertheless, the sale may be largely increased by judicious pushing on the part of the bookseller.

DONT'S FOR CLERKS.

Don't lose your temper. No matter how provoking or ill-tempered your customers are, treat them politely. They will appreciate it, even though they may not appear to. Don't be afraid to show goods, nor act as though you did not wish to do it. Customers will always go where they receive the most careful attention.

Don't misrepresent goods. If you can recommend goods truthfully, do so; if not, do not urge them on your customer. They never forget it, and will never trust you again.

Don't slight the poor customer merely to wait on the rich one. The poor person's money is as good as any and they feel neglected more keenly than a rich person. Wait on each in their turn.

Don't be saucy. It's neither witty nor polite. Don't be afraid to smile. Everyone likes a pleasant face. Don't under any circumstances comment unfavorably on one customer to another.

Don't tell your employer's business to anyone.

Don't neglect your work when your employer is away. See that everything is as well taken care of and customers waited on as well as though he were in the store. Don't make promises, such as procuring certain goods, etc., unless you are sure you can fulfill them, and, having made them, do not neglect them. Don't attempt to wait on a customer and talk with a friend at the same time. Give your whole attention to your customer. You cannot show goods properly while thinking of something else.

Don't make an old lady or gentleman wait while you attend to others, and don't lose patience with them because they are slow. You would not like to have others treat your father or mother rudely because they are old.

Don't talk too much. Don't attempt to tell your customer what they should buy. They know better than you what they require. But if they ask your opinion give it truthfully and courteously.

In conclusion, I would say, do know your stock thoroughly. Understand it so you can show it to its best advantage.

Do keep it clean! A person, especially a girl, who cannot or will not dust properly is not fit to take care of stock.

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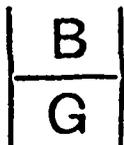
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