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BOOKS

AND

NOTIONS

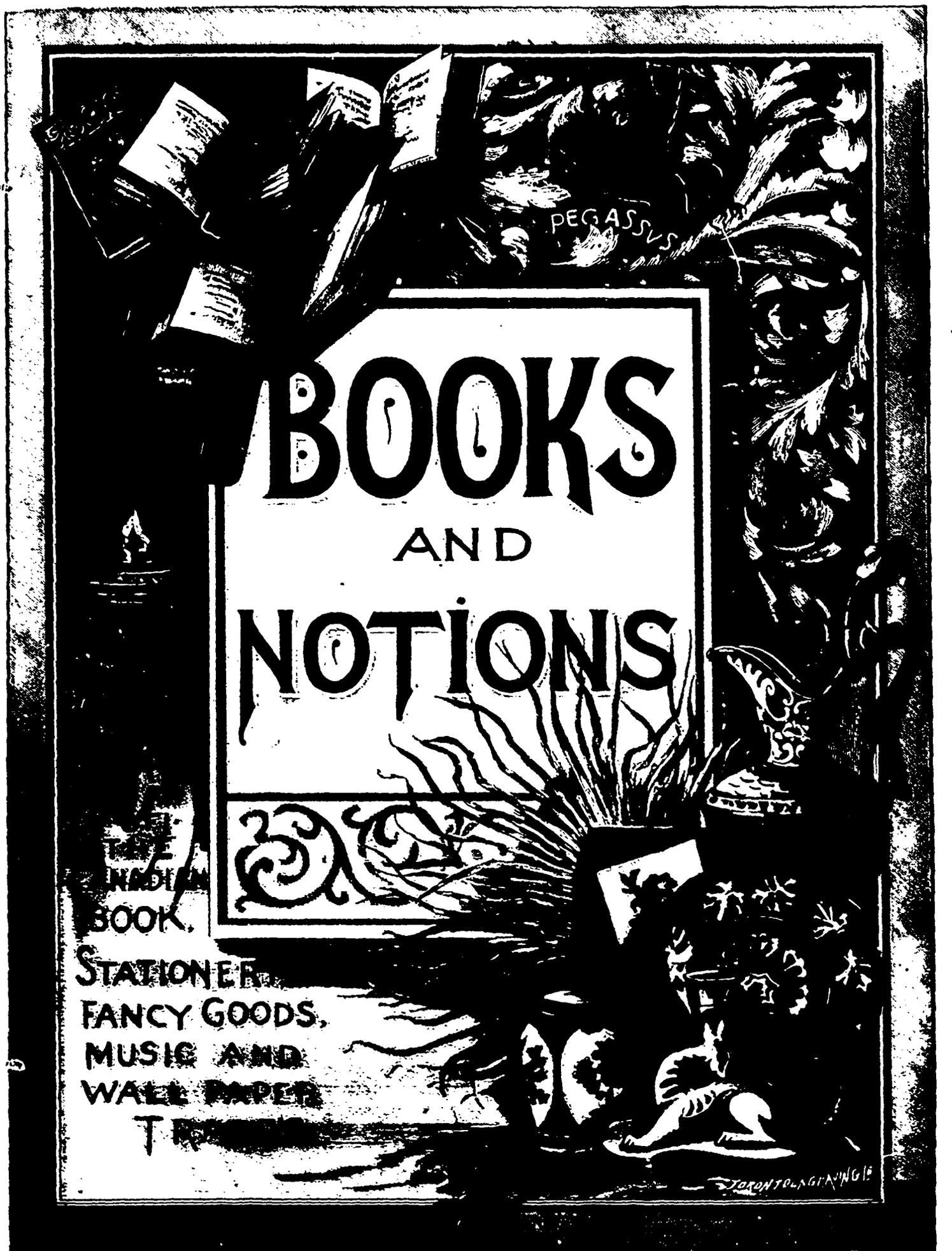
THE
INDIAN
BOOK.

STATIONER
FANCY GOODS,
MUSIC AND
WALL PAPER

TRADE

PEGASUS

TORONTO-ANGLO-16





FROM THE **ATLANTIC**
TO THE **PACIFIC.**

Our Representatives are now covering the ground
on SPECIAL CHRISTMAS CARD TRIP.

RAPHAEL TUCK & SONS'

(SEASON 1891-1892.)

Beautiful line of Art Publications :

CHRISTMAS CARDS,

CHRISTMAS NOVELTIES,

NEW YEAR CARDS,

CALENDARS,

BOOKLETS,

TOY BOOKS,

ART TABLE BOOKS, Etc., Etc.

WARWICK & SONS,

SOLE CANADIAN AGENTS, TORONTO.

BOOKS and NOTIONS

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

Vol. 7

TORONTO, JUNE, 1891.

No. 6

Lawn Tennis Goods

Sole Wholesale Agents for **WRIGHT & DITSON'S** Celebrated
Tennis **RACQUETS, BALLS, NETS.**

Full line of Tennis Sundries. **PAGE'S ENGLISH RACQUETS** and **BALLS.** Ayer's Champion Ship Balls.
Send for Catalogue.

H. A. NELSON & SONS'
TORONTO. - MONTREAL.

BROWN BROS.,

Importing and
Manufacturing Stationers,

64-68 King St. East, Toronto. *Established 1858*

Our stock in every department is very complete and fully assorted. Just opened out a very large stock of

Paper, Stationery,
Office Supplies,
Stationers' Novelties and Specialties.

ACCOUNT BOOKS.

We make a very extensive line; every description and style and all sizes. We make a specialty of Memorandum Books, which we claim equal to anything made.

FANCY LEATHER GOODS—Our own manufacture. Great variety of the newest designs and patterns. Close Prices.

C. M. TAYLOR & CO., TORONTO,

Sole Agents in Canada for

W. HAGELBERG'S

Celebrated Series of Christmas Cards.

The Special Novelty is

Wonderful Electric Effects,

Of rare and exquisite beauty.

No dealer can afford to be without these delightfully Artistic Novelties. Our travellers are now on the road.

C. M. TAYLOR & CO.
TORONTO.

MORTON, PHILLIPS & CO., Stationers, Blank Book Makers, Printers and Publishers.
1755 AND 1757 NOTRE DAME ST., MONTREAL.
EASTERN AGENTS FOR THE CALIGRAPH.

PUBLISHERS OF

THE IMPORTERS' GUIDE.
MATTES' INTEREST TABLES,
From 4 to 10% and 3 per cent.
OATES' EXCHANGE TABLES.

Customs and Excise Tariff with Tables, etc., etc.

HICKSON, DUNCAN & CO.,
IMPORTERS.

LEADING LINES—"GOLDCHOP" Fire Crackers, extra brand; **LUNCH** and **PIC-NIC** baskets, splendid assortment; **FANS**, large variety, unique and artistic designs; **CHINESE LANTERNS, FLAGS.**

LACROSSE STICKS. We carry the finest stock on the market.



Prices, \$2.10, \$4.50, \$6.00, \$12.00
"Poters" No 1, \$13.80, No. 2
\$16.20.

IMITATION ALLIGATOR CLUB BAGS IN SOLID LEATHER.

9 in. 90c., 11 in. \$1.15, 13 in. \$1.30,
15 in. \$1.45.

We defy competition in this line. Can't be beat anywhere.

Send for samples.

Prompt attention to letter orders.

25 Front St. West, Toronto.

CALENDARS FOR 1892.

Specimens of our new designs in **BLOCK** and **RIBBON** Calendars for 1892 are now in the hands of our travellers, and will be submitted to you at an early date.

We have secured the Exclusive Sale for several lines, including some of **DUTTON'S FINEST LINES** for this year. **PRICES LOW.**

TORONTO WILLARD TRACT DEPOSITORY, Ltd.,
TORONTO.
Canada Depot for Bagster Bibles.

THE
: Barber & Ellis :
COMPANY,
Nos. 43, 45, 47 and 49 Bay St., Toronto.
 AND
823 Craig St., Montreal.

Manufacturers of
THE STANDARD SERIES OF ACCOUNT BOOKS,
 ALSO
THE MERCANTILE SERIES.

SOLE AGENTS FOR THE CELEBRATED ST. NEOTS PAPERS,
 The Best and Cheapest on the Market.

FULL ASSORTMENT OF JOHANN FABER'S PENCILS, ERASERS, ETC.

SOLE AGENTS IN CANADA FOR THE NEW FASHIONABLE COURT MOURNING STATIONERY. "Chaste in design, and ought to supersede the hideous black-edged border now so prevalent in mourning stationery. The new paper has an artistic black triangle edge at the left-hand corner of the note paper and envelopes, quite sufficient to denote mourning without disfiguring the entire sheet."—Court Journal.

Also for the Ivy Note Paper and Envelopes to match. This is the newest paper on the markets.

Importers of
Wedding Stationery, Programmes,
Announcement Folders and Fancy Cards.
 NEW LINE OF PAPETERIES.

A large and complete line of Inkstands and Office Requisites.

The Envelope Department
 Is Complete and several New Lines on the Market.

BOOKS AND NOTIONS

ORGAN OF THE

BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year, in Advance.

OFFICE, No. 6 WELLINGTON ST. WEST, TORONTO, ONT.

RATES OF ADVERTISING:

One Page.....1 Month.....\$25 00	One Page.....12 Months.....\$250 00
One Column.....".....10 00	One Column.....".....60 00
Half Column.....".....6 00	Half Column.....".....35 00
Quarter Column.....".....3 50	Quarter Column.....".....18 00
Eighth Column.....".....2 00	Eighth Column.....".....18 00

All communications intended for publication must be sent in not later than the 2nd of the month.

ADDRESS BOOKS AND NOTIONS, TORONTO.

Booksellers' and Stationers' Association of Ontario.

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THE J. B. MCLEAN PUBLISHING CO., Ltd., Printers and Publishers.

HEAD OFFICE: 6 Wellington West, Toronto.

MONTREAL OFFICE: G. Hector Clemes, Manager, 115 St. Francois Xavier St.

NEW YORK OFFICE: Roy V. Somerville, Manager, Room 105, Times Building.

Vol. VII.

TORONTO, JUNE, 1891.

No. 6



WHETHER associations exist or do not exist there ought to be in every trade an all-pervading enthusiasm on which the interests of that trade are up-borne. The 'sympathy of the craft' ought not to be wanting. Nevertheless it is sometimes. It might be more highly cultivated among the book and stationery traders of the country. Among many of them there is plainly an indifference to the real welfare of the trade. The return from the petitions sent out for signature in the matter of the postage question show this to be a fact. That these petitions should not be signed by every bookseller through whose locality one of

them circulated would seem inexplicable, but the actual fact that only 21 out of 100 of the petitions were returned with signatures affixed is dum founding. What movement in behalf of the trade can succeed in the face of such apathy? The real friends of the trade who have worked hard to further its interests cannot be otherwise than disheartened, when they consider that their cause is nearly as much hindered by lukewarmness on the part of their followers as by steadfastness on the part of their opposition.

Some very good books have gone forth from the presses of Canada during the last two or three years, but the returns from the sale of them have in very few cases been satisfactory to the pub-

lishers. The class of books particularly in mind is that intended for general readers, got up in superior mechanical style and put before the public through the medium of the trade exclusively. Such books as a rule, though excellent in matter and perfect in form, go through one edition very slowly in this country. They may attain a high reputation and a big sale in the United States and the United Kingdom, but make little progress here. What is the reason of this? Are the Canadian people not to a large extent capable of appreciating good books? Two facts prove that they are. The first is, that good editions of books of a high order of literary merit are imported and read very largely. The second is that expensive books sold by traveling agents find buyers everywhere. Plainly the people do read books and costly ones.

Why, then, do they not buy more freely the best class of Canadian books that are put before them by the trade? The trade, perhaps, can answer that question better than anybody else. It may be because the trade are not assiduous enough in pushing these books upon the market. The books will be on the shelves if the booksellers are not apt at selling. A bookstore man ought to be as persuasive a salesman as an itinerant book agent, and he usually has a much better article to offer. And the bookstore man must take to some of the ways of the travelling agent. He must canvass. That is the way the publishers and the jobbers have to do. They have to employ travellers to get orders from the retail dealers. The retail dealers, on their side, ought to recognize the change that is coming over trade. It must have its envoys. He who wants a customer had better hunt him. The big distributors know this well.

There would be many more books sold, much more money made by the retailers and many more books produced by the publishers, if this aggressive method were more generally followed by the trade. Every new book that comes out ought to be noted by the retailer and prospective buyers ought to be picked out and soon seen by him. He will be able to place many a book that he would otherwise never have a call for, and will be so alert a trader that no agent, no representative of book buying associations will be able to make much money out of the people in that particular bookseller's neighborhood.

There are some books which the publishers will sell only through traveling agents. This fact is itself a reflection upon the energy of the booksellers of the country. The publishers of such books feel that their selected traveling agents, going through the country at a large expense, having no source of income but their sales from one book, will bring in many times the returns the stationary trade can. And yet the stationary trade have big advantages. They know the people, have personal influence therefore, and can discriminate between good and bad customers; they have a stock of other goods from which they make a great part of their living: yet they are not considered to be the best means of putting subscription books on the market. It is the fault of the trade if they are not. They should show that they are, and ought to reach out for every deserving agency that offers. There is money in it for live men.

The itinerant competitors of dealers in other lines have been driven from the field by the active measures taken by the resident traders. The grocers have run most of the tea-peddlers to cover, because the grocers have taken energetically to the sale of the best lines carried by the tea-men, and have co-operated to control the retail trade in those lines. The same progress is being made by most retailers in trades where there are peddlers. It is a good deal better way to meet them than to seek municipal legislation to put heavy licenses upon them, because by the former way the dealer gets trade that he had not previously. Booksellers ought to be the only book agents.

AN OPPORTUNITY FOR THE CITY TRADE.

The coming convention of the teachers of the United States, which is to meet in this city early next month, is an opportunity that may be turned to very profitable account by the local book trade. There will be thousands of teachers in the city at that time, and as they will be delegates, or such others as are sufficiently interested to come so far from pure interest in educational matters, they may be considered the very cream of the teaching profession in the United States. Their numbers will be further swelled by teachers from all parts of Canada, as the meeting is of so exceptional importance that none zealous in the work of native education will miss the chance of attending it. The summer vacation will have opened before that time, so that every teacher who wishes may attend. It will be the greatest educational gathering that has so far ever assembled in Canada.

The fact that it is the live workers, not the drones, of the profession who will make up the convention, will make it all the more profitable to the retail traders. Not only will all the teachers be readers, but most of them will be interested students of our educational institutions, teaching methods, text-books, etc., and will have the curiosity of scientists in hunting up such information as they can get. They will want books, and will be apt to have a peculiar interest in buying books that are out of date. It is in these they will find material for studying the development and history of the teaching art in this country. Therefore, dealers should not keep their old, neglected books in the background. Bring them out and let the eyes of the casual shopper wander over them. The visitors are mainly outsiders, we must remember, and their interest in such books is not ruled by the present demand for the books. There will be an immense demand also for books that are at present in use in the schools. Teachers from Canadian provinces east and west of Ontario will likewise have to buy books, and will be led by their interest to buy many that are not now in use, the other provinces not having the same text-books as Ontario has.

Special occasions also occur for the sale of religious books. The meeting of the various church synods, assemblies, conferences, etc., afford these opportunities, and this summer Toronto has her share of such gatherings.

TRADE IN FANCY GOODS.

This year so far has been a somewhat troublesome one in the fancy goods trade both for wholesalers and retailers. There is no doubt but that the first to suffer in slack times are those who are dealing in luxuries—the "unnecessaries" of life. Those whose trade is confined to the "necessaries"—clothing, provisions, etc., no doubt feel a stringency in money, but only to a limited

extent in proportion to their friends in such trades as fancy goods, jewelry, etc. The first step in economy is to stop giving presents, and in presentation lies the stronghold of the fancy goods and notions trade. The first three months of the year were very quiet ones in the trade. April was a little more active, and made up somewhat for the ground lost in the previous months, but it will take a good harvest and an exceedingly good summer and fall trade to place a good many of the dealers on their feet again. From the present crop reports received from one end of the Dominion to the other, those in the trade anticipate a big boom in the business before the present year goes out. The chief cause of the recent dull spell was undoubtedly the Dominion elections, accompanied as they were with intense excitement throughout the country, from ocean to ocean, and by no means lessened by the fact that had the present Government been defeated the trade policy of the country was in great danger of being subverted, which made a depreciation in value of many thousands of stock upon which duty had been paid. It is impossible to calculate the loss sustained by a country during such disturbances, and if the figures could be shown with any degree of accuracy it would probably be better for trade generally if the life of each parliament was extended.

WHAT TO SAY IN AN ADVERTISEMENT.

The advertiser—I am referring to the general advertisers in the majority of local papers—fails to change his advertisement because he procrastinates. It seems to be one of those business chores that can be postponed. He decides to write a change of matter as soon as he reaches his desk. That good resolution lasts until his morning's mail gains his attention. Postpones the job until after dinner. In the afternoon business callers drop in, claim attention, and the day slips by. Next day is a repetition of the one before. If he had plenty of time in which to write advertisement copy, the chances are that he wouldn't advertise. Pushing for and getting his share of trade make him a busy man.

Carelessness is another factor. No tradesman will buy a bill of goods to the amount of \$100, place the goods on his shelves and make no further effort to sell them. But this is practically what many an advertiser will do with a \$100 space in his local paper; contract for the advertisement and let it run week after week without change of matter.

An almost daily inquiry is, "What shall I say in my space?" or "What's the best thing to say in my advertisement?" I invariably reply that the very best, the most sensible, the proper thing to put in the advertisement is exactly what is said over the counter to the customer.

And why? A business man who is selling goods puts his best foot foremost when he has his customer before him. It is his op-

portunity. He has the buyer's attention. The seller must—if ever—make his opportunity tell. If the buyer proves to be a non-buyer this time, he may ever afterward remain a non-buyer. The seller will say the best things he can call to mind about his wares or of the article under inspection. He may explain its process of manufacture, its finish, its strength, or other points well to be mentioned. All these may help the customer to decide and the merchant to effect his sale. But the plague of it all seems to be that while he can talk fluently, sensibly and convincingly with, so to speak, his foot on his native heath, the moment he puts pen to paper to write his advertisement copy his facts and reasons seem to him poor, weak and out of place in print, and he falls back on the stereotype phrases of "Large Stock," "Big Bargains," etc.

Just there is where he makes his mistake. The facts he mentioned, the points he urged, the particular virtues held in commendation are the claims he should bring to the attention of so wide a field of readers—and buyers—as the paper will supply.

Then there is the fear of saying or doing something that may be considered "infra dig." "Our firm doesn't do that style of advertising," "We mustn't compromise the dignity of the firm," "It has too much the appearance of so-and-so's advertisement," etc. Just so long as the advertiser is afraid to cut adrift from the old strings, just so long will his advertisement remain prosy, dull and unattractive.

Often an advertiser remarks that he could sail right in and write easily and freely if he could only get a text—something to start out with for a catch word or heading. Very well. It isn't everyone that has the knack of bringing to mind a taking phrase. Look one up. The best place to look is right in the middle of some bright article in the best newspaper you can lay your hands on. It is surprising how easy it is to cull out a good heading after you have picked up the idea of how to do it. Run your eye down the column. Presently a group of words will strike the eye, and one can almost intuitively supply the matter to follow and the application of it to the business on hand. A few minutes' search will supply a dozen texts which allow of any amount of latitude if the writer can only grasp the opportunities afforded.

In writing advertisements as far as possible use everyday phraseology. Don't believe that you're compelled to write pure English—though the best English is none too good. Drop the "attention of readers is called to our stock," &c. The attention of buyers is what you need, and you'll have their attention the moment you succeed in convincing them that you will give, and continue to give, a bigger dollar's worth of a better article than your competitors. Don't try to be too familiar, if you're at all known in the community, and if you're a success as a business man you're bound to be well known, but talk in your advertisement just as you talk to your customer face to face. As far as writing advertisements goes, it will come a great deal easier than trying to pound your ideas and thoughts into a shape that you are not familiar with.—F. H. Dobbing, in Rowell's Advertisers' Manual.

SUBSCRIPTION AGENCIES VS. REGULAR DEALERS.

The question of subscription agencies and the legitimate bookseller and newsdealer is one that has been much written upon and widely discussed. It is not only an interesting, but an important matter, and one which interests many. The following, relating to the subject, is from the Western Bookseller, of Chicago:—

"Why should the publishers of legitimate papers and magazines encourage subscription agencies that cut the regular rates?" was the pertinent question asked by the popular bookseller, Charley MacDonald, the other day. "The regular bookseller and newsdealer should receive the support of publishers," continued Mr. MacDonald, "because they are legitimate business men. They have capital invested in their business, they must have a well-assorted stock on hand, they must have help, and they must pay a high rent for a good place of business.

"On the other hand the subscription agency has no capital invested, it has very little rent to pay, for all it needs is a little deskroom somewhere, and has no need for assistants or help. The subscription agency is not a legitimate business concern, and is not entitled to the support of the publishers of periodicals or the public in general. Now, in what way is the publisher of a magazine benefited by the subscription agency? There are several things to show that he is not only benefited, but is in many cases put to inconvenience and annoyance by the subscription agent. In the first place the subscription agent gets the same discount from the publisher as does the newsdealer, and the only way in which the publisher can be benefited is through a large number of subscriptions from the subscription agent. But this does not pay the publisher for several reasons, and I know of periodicals which absolutely refuse to accept subscriptions through the agencies. Read this notice from the Art Interchange:—

"Readers are warned that no subscription to the Art Interchange will be received through any agency which receives subscriptions from the public at less than our full retail rates. If, after accepting a subscription, we ascertain that it was secured at cut rates, we will promptly cancel the subscription and return the money due on the unexpired portion of it."

"Read this also from the Engineering and Building Record: 'Hereafter we will accept no subscriptions from subscription agencies or anybody else at less than our regular published prices. Our subscribers will save themselves and us trouble by dealing direct with this office, or buying the paper weekly of their newsdealer. The annoyance caused us and some of our subscribers by certain agencies compels us to adopt this course.' This is what some publishers think, and every publisher should use his influence for the legitimate bookseller. The methods of the subscription agency are at the least questionable.

"Now they must have a profit in some way, and it cannot lay entirely in the fact of

the large number of subscriptions they obtain. They get a popular magazine at \$3.50, and they take a subscription for it for \$3.60, leaving a profit of ten cents on this one subscription. This is a very small profit, which even a large number of subscriptions cannot make respectable, and they must resort to some other means to make it up.

Now, there is a way in which this can be done which the subscriber little dreams of. The average subscriber to a periodical cannot tell when his subscription began after six or eight months have expired, and this fact is illustrated in my store almost every day. Now, don't you see it would be very easy for the agency to call nine months a year with the average subscriber, who would be no wiser, having made no memorandum of the date, and in this way the agency can make up for its ten cents profit on each subscription. I know this to be a fact, and I will illustrate by a personal circumstance. I once subscribed for the daily Pall Mall Gazette through an agency and paid twelve dollars in cash. After I had received the paper nine months a notice was sent me that my subscription had expired. I remonstrated, but could do nothing, and had to lose the three months. This is only one instance; there are plenty of them.

"Some subscribers have accidentally kept memorandums of the dates, and when the legitimate time was shortened have complained to the publishers, and this is the reason why some publishers have refused absolutely to receive subscriptions through these agencies. So it can be easily seen that the proprietor of a periodical makes nothing in the end by placing his paper in the hands of an agency, nor does the subscriber, who is sure to lose the difference in the subscription price, either by annoyance or by a surreptitious cut in time."

THE MAGAZINES.

Canadian readers of Outing for June will find no cause for complaint that their sports are neglected. The second part of Capt. Thomas Blackwell's "Rowing Clubs of Canada" is finely illustrated, and completes a valuable article. "Canoe and Rod on the Thames," by Ed. W. Sandys, tells of paddling, and playing game black bass on a stream in western Ontario, and in "Virgin Streams and Lakes for Sport" Ernest Ingersoll devotes considerable space to the Canadian side of Lake Superior.

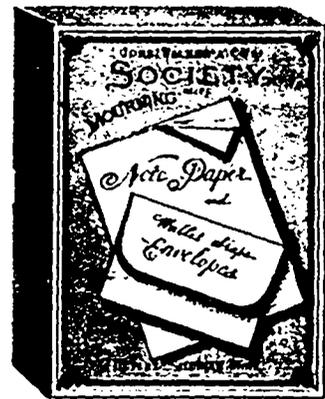
A recent paragraph in the daily papers announced the fact that Mrs. Rives-Chanler was hard at work upon a new novel destined to arouse the entire literary world by its artistic merit and bold originality. There have been many conjectures advanced as to the probable source through which the new novel would be given to the public. Notwithstanding the high prices which Mrs. Chanler demands for her manuscripts, it was known that many publishers were in the field in competition for her latest work. While many rumors were afloat, the Cosmopolitan Magazine had quietly secured it and placed it in the hands of a famous artist in Paris for illustration. It is announced now that the first chapters will appear in the August number of the Cosmopolitan, and that, in the estimation of critics who are most competent to judge, this last story will be the most finished, as well as interesting, product of this versatile Southern pen. The story is likely to be the literary sensation of the year. Its publication in the Cosmopolitan is a guarantee that it will contain nothing of the kind that excited criticism in Amelie Rives earlier productions.

"A Rose of One Hundred Leaves" is the title of a story by Amelia E. Barr, which is to appear in Lippincotts for July.

KINDERGARTEN AND School Supplies.
SELBY & CO., 42 Church St., TORONTO.

THE LATEST.

**SOCIETY MOURNING
 NOTE PAPER
 —AND—
 WALLET SHAPED ENVELOPES**



Black border only on the turned down corner and flap of Envelope.

In Papeteries, Regina size, per doz.	\$3 60
Extra fine, Cream Laid, Principis size, per doz.	3 60
Duplex Silurian Grey. " "	3 60
Ivory Vellum " "	7 20

THE COPP CLARK COMPANY, Limited,

No. 9 Front St., Toronto.

AN OBJECTIONABLE DUTY.

The Publishers' Association of Toronto have petitioned the Government to put a duty of 6 cents a pound, in addition to the present duty of 15 cents ad valorem, on all reprints of British or foreign books or periodicals coming into Canada. We are glad to note, however, that the book and stationery section of the Toronto Board of Trade, at a recent meeting, passed a resolution strongly opposing the imposition of such a duty. The imposition of such a duty is conceived, no doubt, with the two-fold object of stimulating the reprinting of British and foreign literature in this country, and, secondly, of encouraging the development of a native literature. But the practical effect would be the shutting out of a very desirable class of literature without any sufficient guarantee that its place would be taken by anything adequate of native production. We draw the line at protecting literature. We have no literature, and can have no literature, for probably a century or more, that can at all compare with the work of British or foreign authors. Our only hope of developing a native literature lies in the faithful cultivation for many years of the native mind. To do this our people need to have the freest access not only to all the best English and foreign creative literature, but also to all expositions or criticisms of such that anywhere exist. The more impatient of us are continually clamouring out for a native poetic literature. Let us read what the greatest literary critic of our century has to say as to the best method of preparing for such a birth. In his essay on "the Function of Criticism," (Essays in Criticism, first series page 6), Matthew Arnold says:—"The world being in modern times a very complex thing, the creation of a modern poet to be worth much implies a great critical effort behind; else it must be a comparatively poor barren and short lived affair. This is why Byron's poetry had so little endurance in it, and Goethe's so much; both Byron and Goethe had a great productive power, but Goethe's was nourished by a great critical effort, providing the true materials for it and Byron's was not; Goethe knew life and the world, the poet's necessary subjects, much more comprehensively than Byron. He knew a great deal more of them, and he knew them much more as they really are." Now it is notorious that the vast majority of Canadians do not know the significance of life at all, so absorbed have they been heretofore in merely material concerns. The critical study of social and political institutions of art and of literature has only begun in Canada. As this critical effort extends over the country the soil will be prepared for a permanent growth of poetry and of art. If the efforts of Byron, Shelley and others of the early nineteenth century period were largely thrown away from the want of a preceding critical effort in Britain,

what must we say of those of the few Canadian songsters? Canada is infinitely farther behind Britain in respect to seeing things as they really are than Britain was behind Germany at that time. The new critical method which first made its appearance in Germany was domesticated in Britain mainly through the efforts of Carlyle, Ruskin and Arnold, and has since been developed by a great number of British critics. Let us have the freest and fullest access to such works if we wish ever to have a native Canadian literature of any power. To exclude them by the imposition of a heavy duty might stimulate to a certain extent the printing and book-binding trades in Canada, but the retarding of the growth of a Canadian literature would be a heavy price to pay for such an advantage.—Kingston News.

EARLY CLOSING.

The early closing movement seems to gain ground slowly. Here and there from all parts of the country come reports of agreements formed or of by-laws passed to support the closing of stores at a uniform hour. In some cases the by-law is carried barely by the required plurality of petitioners, in other cases the traders are unanimous, and in yet other cases the opponents of the by-law are more than one-fourth of the total number of local traders, so that their opposition hinders the adoption of it. There is talk of appeal in some of the cases where the council has granted the petition of the traders, so strong is the unwillingness of some traders to close early. But there are more early-closing towns and villages this year than there were a year ago. Last year there seemed to be a reaction from the movement which brought about the passing of the Early Closing Act by the Ontario Legislature. There seems to be a revival from the indifference that was so general a year ago, and yet there is plenty of room for the extension of the movement.

In most of the instances where early closing has been made a matter of voluntary compact or made compulsory by a local by-law, it is significant that not the employers but the employes have initiated movement in its behalf. The employes in many cases have done more, they have been the negotiators of the terms that have finally been adopted as the basis of a by-law or an agreement, and by their diplomacy have reconciled elements that could possibly not have been harmonized if left to the principals themselves. The latter may be as little averse as the clerks to the idea of early closing, but for some reason that is not obvious there is very often a reluctance to be the first to call a truce. Clerks are therefore useful as mediators. Where no by-law exists but where there is an early closing agreement, clerks are also something of a safeguard of early closing. The contract made between traders is also virtually a contract made with the clerks, and any dealer who is

disposed to play fast and loose with his pledged and signed word not to keep open beyond a specified hour, is more or less restrained from doing so by his employees, who are wronged as much as are competitors by a breach of the contract. Now and then the clerks show themselves able tacticians in the struggle between early and late closing shop-keepers. The clerks of Vancouver determined by a signal stroke of policy to enlist public opinion in their cause. They gave a free concert, captivated their hearers and captured their support for early-closing, the people being persuaded that so much talent ought not to be entombed in a shop beyond the hours of daylight.

Agreements among the traders of any particular place to do any given thing, whether it be to close uniformly at a specified hour, to exclude certain persons from the benefits of credit or to uphold prices, very seldom hang together without some such binding influence as the interest of the clerks or the assimilating agency of organization. Organization is the best thing after all. Any set of traders who are formed into an association can carry out an early-closing agreement or an agreement not to cut prices disastrously, much more effectually as a detail of their association than they can if they are isolated from one another in all relations but the undertaking to maintain that single agreement. There is an esprit de corps born of organization, that is of immense service to any movement which is astir in the trade, and it is the lack of this which is the usual cause of special agreements failing. A score of traders may agree to close at a particular hour, but if there is no other bond of union among them such an agreement will be unlikely to confer coherence upon them. The ties of association though light as air are in some cases strong as iron.

DOES NOT WANT TO MISS A COPY.

Enclosed please find one dollar, for renewal of my subscription to BOOKS AND NOTIONS. I received the April number. I hope you also sent the May number, as I do not want to miss a copy. Wishing all success to BOOKS AND NOTIONS and the book trade, I remain, yours truly, WILLIAM WOODS, Isherwood P.O., Rainy River.

FRENCH TOYS.

According to recent statistics there are in Paris alone nearly five hundred manufacturers of toys, mostly situated in the districts of the Marais, the Temple, and the Archives. The number of persons employed regularly in the toy industry, from year's end to year's end, is about twenty thousand. The manufacture of toys and playthings had not achieved any considerable degree of development in France before the year 1867, when for the first time it obtained a special classification at the Paris universal exhibition, twenty two French exhibitors having been admitted.

ART BOOKS, BOOKLETS, CARDS, ETC.

Christmas cards showed signs of ill health last year, but they have recovered and are more robust than ever, and the coming season will reveal many of exceeding beauty and elegance. For the past few years each season's goods had a certain amount of sameness about them, that they were classed as "chestnuts," and almost placed among the unsaleable goods. For a long time there has been a search for something to take the place of the fringed cards. Various ideas have been suggested and Raphael Tuck & Sons Company has now placed on the market a line which not only fills the bill, but which is having the hearty approval and the substantial orders of the trade. It is impossible to describe the variety and beauty of the line. There are dozens and dozens of designs in the collection and one has to see the full display in order to thoroughly appreciate the work which the Raphael Tuck & Sons Company has laid before the trade this year. These goods are bright and artistic and the prices are exceedingly attractive. Samples of the foregoing goods are now being shown by Warwick & Sons, and those in search of a good line cannot fail to be pleased with this assortment. The same firm are showing a line of booklets, which for original ideas and attractiveness are far ahead of anything of the line ever shown before. The text and illustrations are all that one could desire. The covers have pretty titles embellished with sketches in color, and the books in their entirety are gotten up in a style which cannot fail to draw a good deal of attention. Table mats, wall splashes and flour pot covers in paper may be added to this line of novelties, and will be found to be an attractive acquisition to any stock.

C. M. Taylor & Co. have just opened their samples of Christmas goods, and will shortly have them on the road. Their folding cards with electrical effects are very beautiful and will no doubt meet with a great deal of approval from the trade. They are also showing an elaborate line of booklets, which for new designs and attractiveness will be found well up in the procession. Prang's American line, also handled by this firm, is sure of a large representation. Their collection for holiday gift books and booklets, and art pictures, Christmas cards, calendars and novelties make a good showing, and should take well.

Since Sir John Macdonald's illness the white paper made profile pictures of the premier, put on the market some time ago, by C. M. Taylor & Co., have received a good enquiry.

We have just had a glance at the advance designs of Castell's booklets. They are exceedingly attractive in design and coloring, and will no doubt be welcomed by the trade. The Copp, Clark Co. (Ltd.) are agents in Canada for this line.

POINTS FOR CLERKS.

A book recently published entitled "Looking Forward for Young Men," contains a chapter on "The Young Man and his Ambitions," from which we quote:

"That old council to the young to 'aim high,' has the merit of practical wisdom in it. There is as much in aiming as there is in shooting. Indeed, aiming is the chiefly important thing. The hitting quality is in the aiming. Whoever shoots without aiming may hit somewhere, yet is liable to hit nowhere. Haphazard shooting is uncertain and dangerous. Nobody can fortel its mischief. It is much so in life. Haphazard living, though common, is seldom successful, save in the very commonest ways. Men who live in a haphazard way trust to luck for good results. And men who purposely trust to luck are gamblers. They voluntarily take the chance of success or failure. Chance is a gambler's method. It is the fool's opportunity, for there is no wisdom in it; and it is the knave's opportunity, for there is no virtue in it. There is no principle, or smartness, either in luck or chance. There is nothing manly in a bright man's putting his power on a level with the ignoramus as he does when he enters upon a game of chance. Luck, chance, lottery, gambling, all classes in one moral order, which men of good ambitions do well to play shy of. The only good luck is in good ambition, good sense, and good endeavour. The lucky fisherman is the man who fishes skilfully. The lucky mechanic is the one who does good work and sticks to it. The lucky business man is the one who understands his business and pushes it. The lucky professional man is the one who is master of his profession. The lucky man all round is the one who does everything well. This is the luck in which true men put their trust. It seldom fails to become a rich reward. What multitudes of young men in all the callings have trusted their all to the luck of good sense and good work and have been enriched with the prizes of noble lives and good fortunes.

"One of the ways to have good luck is to have good aims. It is almost certain that every young man has something in his mind to live for, something which his ambition covets, which awakens his best endeavors for attainment. Between the highest and lowest of these ambitions there is a wide range, that makes all the difference we see in men. It is men's ambition that make or unmake them. If a man has an ambition to be a clown, it is difficult to make anything else of him. If one has an ambition to see the world, he will travel, if he has to do it on foot and alone. If one has an ambition to study, it will be almost sure to shape his life. An ambition for business will show itself in that way. An ambition for mechanics will seek some trade and build a life on it. An ambition for the ministry will find the way into the pulpit. A political am-

biton will affiliate with politicians and be interested in their affairs. A fourteen-year-old boy had an ambition to be a physician, and because he could not have his way at home he ran away to California, worked on a ranch, and borrowed books of the nearest physician and studied by himself. He became a noted physician. Nearly all marked men had an early ambition for the line of life in which they became noted. An early ambition is usually the finger that points the way the boy should take. If there be no ambition for any particular line of business, there almost always is for the style of man one wants to be."

The English are making use of crepe and crinkled tissue papers which are applied to various decorative purposes. They are said to resemble the most expensive silk crepe, surpassing ordinary colored tissue paper in appearance and decorative and artistic effect. Crepe tissue paper is a fine crimped, soft, silky material; crinkled tissue is a coarser crimped material, more like ordinary tissue paper "crinkled" by pulling frequently through the hand; but, being done by machinery, the paper has a more uniform, soft and rich appearance, and the colors are so intensified by the process that the general effect is of great beauty.

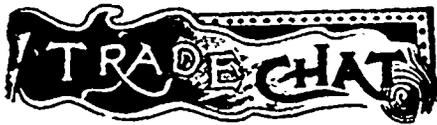
You can lose more than we do
by not subscribing for this paper.

ENVELOPES.

Our facilities for the economic production of envelopes are now unsurpassed. We are making an excellent grade of envelope paper and an excellent envelope. Our dies are all full American sizes and our envelopes will enclose one of the same number from any other Canadian factory, which is frequently a great advantage.

When wanting Commercial, Official or Square Envelopes drop us a line for samples and prices.

Canada Paper Co.,
(LIMITED.)
Paper Makers and Wholesale Stationers,
15 Front St. W., Toronto.
(Also Montreal.)



Selby & Co. were awarded the contract for furnishing kindergarten supplies to the public schools of Toronto.

The American Bookseller announces that it has moved to Clinton Hall, Astor Place, New York.

The C. P. R. employees' library at Ignace has received from President Van Horne a donation of books to the value of over \$200.

Mr. W. W. Bailey has been awarded the contract for the paper mill buildings to be erected at East Angus, Que. Work will be commenced at once.

On the 28th ult. Miss Amy Douglas Brown, daughter of Mr. Richard Brown, of Brown Bros., Toronto, was married to Mr. A. E. Huestis, Halifax, N.S.

The The Toronto News Company is putting on the market Dennison's Base Ball Scorer, the most complete instrument for keeping the tally of a game yet devised.

Librarian Bain, of the Toronto Free Library, visited St. Thomas recently in the interests of that institution, in search of some old and valuable books desired by the library.

Vannevar & Co. have moved from 440 Yonge street, Toronto, to the premises next door to the south, No. 438 Yonge street. The need of more room is the cause of the change.

The Toronto News Company has got out a lithograph of Sir John Macdonald, and have sent out several thousand of them since his death. It has also a mourning badge of him which is commanding wide sale.

At Oliver Coate & Co.'s auction rooms a stock of stationery and fancy goods amounting to \$1,223 was submitted to the hammer by order of Assignee Sherman E. Townsend, the agent for the mortgagee. Mr. John Clark was the buyer at 40 cents on the dollar.

Among the toys and games now finding sale from the Toronto News Company's stock are: The Home Guard Safety Cannon, for discharging fire crackers; In the Soup, a game; The Bumble Bee, a toy whereby the sound of the bumble bee is imitated; The Dancing Air Ball, a toy lung tester.

At a regular meeting of Local Assembly 5,743, K, of L (Bookbinders), the following resolution was passed unanimously:—"Whereas, this Local Assembly believing that it would be in the interest of both the manufacturer and mechanic if the duty now existing on machinery and material used in the bookbinding industry were removed; therefore, be it resolved that this Local Assembly do hereby petition the Dominion Government to so amend the tariff to allow the above-mentioned commodities to come into our country free of duty."

The E. H. Eddy Manufacturing Company have gone into a new industry, and in the course of a week will be manufacturing cardboard in their establishment hitherto known as the sash and door factory. The building is situated to the northwest of the wooden bridge leading into Hull. It is already equipped with four dryers made in Hamil-

ton, Ohio, and it is expected that from two to three tons of the cardboard will be turned out daily. It will be made expressly from pulp made out of spruce, hemlock and several other kinds of wood. This new establishment will probably necessitate the permanent employment of 15 or 20 men, summer and winter.

BOOK NOTES.

The Copp Clark Co., Ltd., have issued a Canadian copyright edition of some of Isaac Pitman's works. They are the Canadian agents for Isaac Pitman & Sons.

Professor Chas. G. D. Roberts has written a guide book to Canada, which Appletons are publishing. It is expected that the work will also be published by a Canadian house.

A second edition of The Layman's Handbook is being got out by Messrs. Hart & Co. It will be greatly enlarged, revised and improved. The work has taken well abroad. A large part of the present edition is for London, England.

The Epic of Saul, by Wm. Cleaver Wilkinson, has lately been published by Funk & Wagnalls. Price \$2.50. The same firm has also got out a new edition of the Schaff-Herzog Encyclopædia of Religious Knowledge in four volumes. Price \$20.

The following books are in the press of the National Publishing Company, and will be ready for the summer trade: St. Katharine By the Tower, by Walter Besant; The Roll of Honour, by Annie Thomas; He Fell Among Thieves, by David Christie Murray; A Freak of Fate, by the Earl of Desart.

It is expected that Mr. Kingsford will bring up his History of Canada to Confederation. The publishers, Messrs. Rowsell & Hutchison, report a large sale for the work, and an increasing demand from the United States, where it is regarded as a standard authority on Canadian history.

The Willard Tract Depository has received twenty cent editions of the following: How to Learn How, by Prof. Henry Drummond; The Fight of Faith, by Theodore L. Cuyler; The Last Thing in the World, by Arthur T. Pierson; The Four Men, by Rev. James Stalker. They are all published by the Fleming H. Revell Company, New York and Chicago.

Mr. Benj. R. Tucker, of Boston, will publish very shortly Grant Allen's latest novel, "What's Bred in the Bone," which took the \$5,000 prize awarded by London "Tit-Bits" for the best work of fiction. Mr. Tucker also announces, for early publication, a translation from the German of "The Rights of Women and the Sexual Relations," a work by the famous German-American and revolutionist of '48, Karl Heinzen.

A TRIP TO ENGLAND.—This charming book, to which reference was made in last month's issue is selling very freely. The publishers, Messrs. Williamson & Co., Toronto, have issued it in three forms: in vellum covers, 50c; in parchment 75c; and in unique cloth, \$1. Canadian readers cannot get anything more elegant in outer form or more appropriate in matter for summer reading.

The National Publishing Company has recently issued the following new novels in Red Letter Series: A Baffling Quest, by Richard Dowling; In the Heart of the Storm, by Maxwell Grey; The Laird o' Cockpen, by Rita, The World, the Flesh and the Devil, by Miss Braddon, Ties, Human and Divine by B. L. Tarjeon. They will be found very suitable for summer reading.

MUSIC NOTES.

The latest music of the Anglo-Canadian Music Publishers' Association has been very favorably received. The following pieces are at present in wide demand:—

ZAMORA, a waltz, by Ernest Halle. Price 60c. This has been played with great success by all the military bands.

ROSA CLARE, a song, the words by Dr. Wm. J. Wetmore, the music by Berthold Tour. Price 50c.

MARY GREY, a song, the words by Clifton Bingham, the music by Hope Temple. Price 50c.

SOLDIER JACK, a song, the words by Samuel K. Cowan, M.A., the music by Theo. Bonheur. Price 50c.

AVANT L'ATTAQUE, a military march, by Henri Roubier. Price 50c.

CAPRICE ESPAGNOL, for the piano, by Paul Beaumont. Price 60c.

LA SERENADE ECSSAISE, caprice for the piano, by Henri Roubier. Price 60c.

The Anglo-Canadian Music Publishers' Association has removed from 13 Richmond street west to larger and more suitable premises at No. 68 King street west, Toronto.

The music dealers of Hamilton have unanimsly agreed to close their places of business on Wednesdays at 1 o'clock during the months of June, July and August.

As the present International Copyright Act law affects the future outlook of the sheet music trade, Mr. Geo. J. Sheppard, Montreal, has decided to devote his future efforts to developing this branch of the business, and in order to provide for the changes will retire from the piano and organ department.

Mr. Thomas Claxton, Yonge street, Toronto, reports the trade in music and musical instruments seasonably good.

Messrs. I. Suckling & Sons have lately issued the following pieces for which the demand is especially good:

CONSTANCE, a waltz, by Adelyn Torrance. Price 50c.

CRADLE SONG, a piano piece, by Frederic N. Lohr.

THE COLLEGE POLKA, by Arthur Percival. Price 40c.

Messrs. Whaley, Royce & Co., have reopened their publishing department and will have several new pieces soon ready for the trade. They begin again with

THE VARSITY SCHOTTISCHE, by S. D. Schultz. Price 35c.

Messrs. A. & S. Nordheimer are busy on new work and find the sale of their latest pieces very satisfactory.

BUSINESS CHANCE.

AN OLD ESTABLISHED BOOK, STATIONERY, and Fancy Goods Business, (with Bindery attached); situate in one of the cities of Ontario, is offered for sale, owing to the ill-health of the proprietor. Goodwill and lease of present commodious premises may be had, or stock would be sold at a percentage. Address "Stationery," care BOOKS AND NOTIONS, Toronto.



*Christmas
New Year
and Holiday
Publications*

1891-1892



**C. M. TAYLOR
& CO.**

::: SOLE CANADIAN AGENTS FOR :::

W. Hagelberg's world renowned *Christmas and New Year
cards and Art Goods*

The line for the ensuing Season surpasses all previous efforts, and embraces an entirely new feature in DAZZLING ELECTRIC EFFECTS. - - - The series is a collection of rare beauty.

EXCLUSIVE CANADIAN REPRESENTATIVES OF

Hildesheimer & Faulkner's *New Booklet
and Art Book*

collection for 1891-1892, comprising a variety of New Designs in excellent taste and marvellous value.

REPRESENTING

E. P. Dutton & Co's New Publications in Booklets in Monotint and Color. Illustrated Gift Books, Birthday Books, Fine Art Children's Books, Toy Books in shapes, Art Calendars in great variety.



: : : ALSO : : :

L. Prang & Co's New Series for 1891-1892

New Calendars, New Shape Books and Booklets
New Christmas Pictures, New Art Books, New
Art Studies, Etc., Etc.

The foregoing will furnish the Trade of Canada with an idea of the EXHAUSTIVE CHARACTER of the magnificent display of samples of

*Christmas and Holiday
Publications*

which our travellers will submit for their inspection at an early date.

It is with unusual confidence that we solicit a careful examination by intending purchasers, when our travellers call.

C. M. Taylor & Co.

52 Front Street West

Toronto

21st May, 1891.



Jewelers' silk velvet goods are gaining in favor and a better class of material is being used.

Opera glasses have met with a very slow sale during the past season nor can much trade be expected.

With the advance of warm weather fans are receiving more request, and some houses report difficulty in filling orders.

Purses of a good quality are in active demand and it seems that the cheaper and poorer qualities have had their day.

There has been an active inquiry of late for all solid leather travelling cases. Cheap imitation goods do not seem to be wanted.

Nerlich & Co. are showing some handsome lines of fish, game and dinner sets. They are all hand decorated and are worth seeing.

Horn goods, which were put on the market recently in an experimental way, are fast becoming staple and are meeting with an increasing demand.

One of the prettiest novelties lately brought out is a table bell of delicate porcelain, exquisitely decorated with wreaths of tiny, pink rose buds. The tongue is of silver.

Very few failures in the fancy goods line have taken place in the Dominion during the past month. There were one or two small firms who were unable to keep up, but the trade was not in any way affected.

W. H. Bleasdel & Co. announce to the trade of the Dominion that they have re-entered the fancy goods business with an entirely new stock directly imported from Europe. Their place of business is 74 York St., Toronto.

The fancy goods trade for the past month has been very quiet, and this may be said to be the fancy goods dealer's holiday season. Novelties have started out with samples of goods for the coming Christmas trade and so far report a good trade for future delivery, but for immediate shipment is very dull.

Pocketbooks for ladies suggest the idea that they are seeking compensation for their pocketlessness, as some of the new styles are capacious enough to hold nearly all of a lady's small belongings. Among the new notions in this line are the bright red books, which, strange to say, bid fair to be popular.

Among recent inventions is a magazine penholder, constructed on the principle of the magazine gun. This penholder is "loaded" with a stock of pens intended to last for a reasonable length of time, and when a pen wears out it is ejected and another, supplied from the reservoir in the holder, takes its place. The same idea is also worked out in pencil holders, and we shall probably ere long find these new concomitants of the stationer's stock insinuating themselves into public notice. The magazine penholder becomes distinctively the rival of the fountain pen. In the one the pen and in the other the ink is fed as wanted for the use of the writer. Each has its place, but this late invention seems to be a promising reinforcement to the steel pen army.

Plush goods this year as shown are greatly improved since last season and dealers are making for a good trade. The novelties are

bright silks, antique oaks and other fancy woods. Manicure goods are finding a more extended sale. The newest thing in this line is the album box made in the shape of the ordinary photograph album and is intended to take the place of the latter.

Bright silver is holding its own in the fancy goods world, as anyone can see; but as this is not the time of year for novelties one finds little which is really new and interesting to talk about. Some extremely pretty things are offered in the way of chate-laine tablets, engagement, memo, and expense books for ladies' use, all of which are bound in white silver, with etched or engraved decorations of rare delicacy and beauty.

STATIONERY LINES.

SOCIETY MOURNING NOTES.

One of the blackest outrages now perpetrated on society is the old custom of using note paper and envelopes with a narrow or deep black border around the edges. The envelopes when used with a double extra broad border on them, appear absurd, hardly sufficient room being left for writing the address. That people feel this, is shown by how little black-bordered stationery is sold; but yet it is only fitting that some mark should remain on it as an indication of recent bereavement. The Society Mourning Note Paper, with its tiny band of black on the right hand upper corner of the paper turned down, should meet the desire of every person of refinement, and the wallet-shaped envelope, with flap only edged with black, is a decided improvement on the old-fashioned B.B. envelope. The Copp, Clark Co. are making a specialty of the Society Mourning Note, and report good sales and satisfaction.

The Ben Hur Tablet, advertised in this issue by Buntin, Gillies & Co., is a very handsome line. The cover contains a striking scene descriptive of the chariot races, from Lew Wallace's famous book, printed in ten colors, the workmanship of which is a credit to the firm of Hamilton lithographers who executed it.

At a recent meeting of the printing committee of the House of Commons, Hon. Mr. Chapleau suggested that it would be desirable for the committee to make enquiries in order to ascertain whether the supplies of paper and envelopes could not be manufactured in Canada of as good a quality as those at present obtained from England and Scotland, thereby effecting a considerable saving. It was agreed to take up the subject at the next meeting, when the stationery head of the department will attend and give his views.

James Bain & Son got the contract of supplying ink to the public schools of Toronto at 60c. a gallon.

A handsome large illuminated glass sign, advertising the Pasha pens, is being distributed among the trade of Ontario by Warwick & Sons. The sign is elegantly framed and would make an attractive ornament to any store.

Messrs. W. J. Gage & Co. have got out a very handsome catalogue and price list. It is bound in morocco, and is one of the most elegant things in this line that the trade have been favored with. The catalogue portion, finely printed, classified and illustrated, fills the first half of the book, and the latter half is taken up with ruled paper for entering order-notes, etc.

B. MARCUSE, MONTREAL

**M
A
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Now carries a full line of new

JAPANESE GOODS,

PORCELAINS, LACQUERED WARE
BAMBOO GOODS, CURIOS, SILKS, etc.

Also the usual large Assortment of
Chronos, Sorap Pictures, Photo Frames,
Albums and other Fancy Goods, personally
selected in the best markets of
Europe.

823
CRAIG
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A MAGNIFICENT LINE

Of Xmas Cards and Booklets is
getting ready. Wait for them!

J. S. RUSSELL,

IMPORTER OF

Fine Fancy Goods

Lacrosse, and Base Ball Goods. Rubber
Balls. Express Wagons, and Baby Car-
riages. Hammocks. Chatelaine and Shop-
ping Bags.

Walking Sticks of Every Description.
Gold, Silver and Steel Laces, Fringes, etc., for Ro-
gals and Dress Trimmings.

Native Indian Goods, Moccasins, Snow-
shoes, Tobogans, etc.

114 BAY STREET, - TORONTO.

NOW READY

Advance copies of

Castell's Booklets

Our travellers are now showing them
on the road.

Agents in Canada,

The Copp, Clark Co., Ltd.

- THE -

Art Metropole

131 YONGE ST., TORONTO.

IMPORTERS OF

Artists' Colors and Artists' Materials

OF EVERY DESCRIPTION.

Sole Agents in Canada for Gebr. Heyl's Cele-
brated Artists' Colors, in double tubes, used by
the leading Artists in Europe, also by all the
leading artists in Canada.

Also, Sole Agents for the "Pfluger" Patent
Stretcher.

Colors and Materials for China Painting, also
for Pastel Painting.

Dealers who pay promptly, should write for
Price List.

RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 25th of each month to ensure insertion in the current month's issue.

BOOK FOR ADVERTISERS is the title of a book in which Geo. P. Rowell & Co., New York, classify and describe the bulk of the journals of the United States. Price \$1.

A PRETTY GOVERNESS, by Mrs. May Agnes Fleming. New York: J. S. Ogilvie. The title quoted is that of but one of the short stories in the volume, which contains four or five others, all interesting reading.

A DOUBLE LIFE, by Ella Wheeler Wilcox. New York: J. S. Ogilvie. A cleverly devised plot, a good moral tone and a bright style teeming with the results of intelligent observation, are the features which characterize this work.

LOVE AND REBELLION, by Mrs. M. C. Keeler. New York: J. S. Ogilvie & Co. A story of the United States civil war and the period of reconstruction which followed it. It is well told and has all the elements of a successful novel of the season.

THE MYSTERIES OF MARSEILLES, by Emile Zola. Philadelphia: T. B. Peterson & Brothers. Price 25c. The name of the well-known French author is a guarantee that the book is readable, and is a stimulus to the curiosity of readers to buy the work and see what is in it. It is a good selling work.

THIRTY DAYS WITH PRESIDENT HARRISON. New York: J. S. Ogilvie & Co. The matter comprehended in this title is a collection of the speeches made by President Harrison on his recent vacation trip through the country, together with a record of all the receptions and banquets at which the speeches were delivered.

THE RECTOR OF ST. LUKE'S, by Marie Bernhard, translated by Mrs. Elise E. Lathrop, with photogravure illustrations by Geo. E. Graves. New York: Worthington & Co. In get-up this book is on a par with its predecessors in Worthington's International Library, and the captivating story is as worthy as any of them of the elegant form in which they are all issued.

POEMS GRAVE AND GAY, by Albert E. S. Smythe. Toronto: Imrie & Graham. The "grave" predominate, the author's sensibilities being evidently more acute on the side of sentiment than on that of humor. The poetic response is quite as spontaneous, however, in the cases where humorous impressions are the moving cause as in the case where sentimental ones are, but the disposition to seek his motive in such sources is apparently not strong with the writer. The Poems will take a prominent place in the Canadian literature of the day. They have

undoubted merit, the author's command of variety in metre being a noteworthy feature of his poetry. Mechanically the work is beautifully got up, and great credit is due to the publishers for the enterprise and workmanship of their house.

A WOMAN'S THOUGHTS ABOUT WOMEN, by Miss Mulock. Philadelphia: T. B. Peterson & Bros. Price 25c. In this book there is food for thought, and abundance of sympathetic practical wisdom which needs only to be read to be appreciated. The following headings of some chapters indicate the general nature of the contents: Self-dependence, Female Professions, Female Servants, The Mistress of a Family, Gossip, Lost Women.

THE RECTOR OF ST. LUKE'S, by Marie Bernhard, translated by Elise L. Lathrop. New York: Worthington & Co. It deals largely with the terrible remorse and unhappiness of a highly gifted artist, whose life was ruined by a hasty, youthful deed. It is a book of great power, characterized throughout by sympathy, and interesting for its charming style and insight into life and character. 1 vol. 12mo Price in ½ Rox. \$1.25; paper, 75 cents.

FIRST STEPS TOWARDS CHRISTIAN UNION, by Rev. Charles H. Parkhurst, D.D., New York and Chicago: Fleming H. Revell Company. The essay is issued in pamphlet form, contains 32 pages and is made up of two divisions, One Body in Christ, and Members one of Another. It is thoughtful and tolerant, and cannot but help to further the great cause in behalf of which it was written. The author is the well known pastor of Madison Square Church in New York. His terse, pointed style is an instrument of no small value to a movement which is of so great importance as church unity.

TEN YEARS IN MY FIRST CHARGE, by Rev. Alexander Hugh Scott, M.A. Toronto: Hart & Company. This record of a Presbyterian ministers first decade of experience in the field will be read with interest by laymen, fellow minister's and intending ministers. It is full of interest for all. The circumstances attending its publication, as the gift of \$600 by a gentleman who was taken with the manuscript, and the liberal run of advance orders that preceded its issue, have created considerable curiosity concerning it, a curiosity which will not be disappointed by the matter of the work. Hart and Company have made a beautiful volume of it, of 357 pages, in fine binding.

A SYSTEMATIC COURSE OF QUESTIONS IN GRAMMAR, by M. F. Libby, M.A., English Master of the Parkdale Collegiate Institute, Toronto. Toronto: The Copp Clark Publishing Company (Ltd.) The trade ought to bring this book before the attention of teachers everywhere. The work is arranged so as to correspond in plan and teaching with the High School grammar, to which it paves the way. There is nothing

in it therefore to unlearn, in order for the pupil's knowledge to be in line with the teaching of later school days. The price is 35c.

THE NEW EMPIRE, by O. A. Howland. Toronto: Hart & Company. This is the sort of book that the time calls for. The undertone of content with the movement of our history along its present lines has not been caught by all political observers. The greater din and conspicuousness of proposals for change have led many to over-estimate the volume of the desire for change, and to make too little of that spirit of tranquillity which keeps things as they are. That spirit needed the emphasis which the author of the New Empire has given it in his able work. He shows that we are drifting no random course, but that we are piloted along a track defined by constitutional landmarks. The author has analyzed and got at what is fundamental in the existing state of things, he shows wherein amendments are necessary and practicable without disturbance. A scheme of Imperial Federation there is no need to draft, according to his conclusions, as the lines of such a scheme underlie the relationship that subsists among the parts of the British Empire. There is in the book much more that is deserving of extended notice, which cannot be got into the compass at our disposal. The publishers have given a fitting embodiment to the author's valuable matter. The book mechanically is one of the finest issued from a Canadian press. It is in one handsome 600-page volume, with gilt-top, finely printed in large clear type.

PERSONAL NOTES.

Mr. A. S. Irving, president and manager of the Toronto News Company, is away on a two weeks' trip in the United States.

Mr. Gregory, for many years with Vannevar & Co., the well known booksellers in this city, has accepted a situation in New York.

Mr. M. Bower of Goodall Sons, London, England, has been in the city the last few days. Mr. Bower is now in the course of his third trip round the world, having come here from Australia.

The importing houses of the city are advised that Mr. Whitlock of John Walker & Co's., London, England, and Mr. McPherson of Wm. Collins & Co's., Glasgow, will make their regular season's call in a few days.

Mr. J. H. Martin, the successor to Piddington in this city, took a leading part in the Shakespeare entertainment given in Association Hall a few nights ago. Mr. Martin has a more than ordinarily high reputation as an amateur.

Mr. F. D. Ward, head of the house Marcus Ward & Co., of Belfast, London and New York, spent three days in the city a short time ago. He had come out on a two months' visit to the United States and Canada, in pursuit of recreation not business. Mr. Ward is an ex-president of the Belfast Chamber of Commerce and is a Knight of the Legion of Honor.

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THE CREDIT SYSTEM.

Credit versus cash has been the theme of endless discussions, nevertheless the subject appears to be an inexhaustible one. The following paper on the credit system appears in the American Storekeeper for May, and is from the pen of Mr. Hervey S. Dale :

Let us look into the history of the credit system for a few moments.

The oldest record of credit we find in the history of China. Banks of deposit and discount existed there 2800 B. C., and as the existence of banks denotes a high state of development of commerce and of confidence, we may reason that credit, in that deliberate and slowly progressive country, was ages in maturing before it culminated in the establishment of banks. In 800 B. C. we find interest laws enacted for the production of borrowers, and 500 B. C. the Chinese government issued paper money. We find in the earliest history of Egypt and India credit transactions recorded. We read of the Hebrew women, 1500 B. C., going out into the wilderness glittering with jewelry and trinkets borrowed from their Egyptian neighbors; nor is this mentioned as a novel occurrence.

History gives us no actual statement as to when and where the first actual credit transaction took place. That this occurred at an early period, when man was in a semi-civilized state, and incapable of reducing traditions and events to writing, we may readily take for granted. The most ancient writers lead us to conclude, by inference at least, that credit was not only contemporaneous with them, but even more ancient than they. In Athens and other commercial centres of Greece, the credit system was not unknown. The rights of capitalists was strictly guarded, though they were heavily taxed. Money was obtainable and money lenders were numerous, but interest was high. Indorsing for one another seems to have been customary then as in modern times, for we find laws pertaining to the liability of the indorser.

In Rome the credit system flourished. There were many rich people, composed mainly of nobles, who never turned a deaf ear to the poor applicant. In the Europe of the Middle Ages, we find the first banks established by the rich trading centres of Genoa, Venice, Hamburg and Bremen. From the time of the establishment of these, we may date the growth of commerce and credit. As banks cannot flourish in communities where confidence does not exist, we must assume that the conditions in Europe had undergone a change for the better.

Holland, in the seventeenth century, had better credit than France or England, and, up to the reign of, Queen Anne, she continued to be the first commercial nation. After that England was in the ascendancy, and has maintained it ever since; and its credit, at

home and abroad, from that time to this, has always been the wonder and amazement of other nations.

We are shown that a high state of credit marks a corresponding degree of civilization. Savages and the ruder tribes of uncivilized countries hardly know what credit means, and have no word even expressive of its meaning. Only where probity and ownership of property exists, and where rightful possession is defined by a higher law than that of the individual standard, can credit flourish. In the matter of property and ownership the savage is like a child; everything within his reach he appropriates, and neither scruples nor asks questions. Of what we term honor the savage has none, and truth he is a stranger to—with strangers particularly.

In all civilized communities we find credit, but its use is found to vary according to the intelligence and education of the people. Credit is given liberally by the Chinese, we are told. They are thrifty in their ways, and understand the accumulating properties of little grains of sand better than any other people. No bankrupt laws exist in China, but debtors are liable to corporal punishment. Not paying one's debts is a disgrace, and the debtor is practically "drummed out" of business. The whole nation "settles up" at New Year's day, which comes usually in February. It is said that China never had a panic, and that in times of failure of crops and famine, the government furnishes liberal aid to the sufferers, although recent events do not corroborate this statement.

Credit has an aptitude for good and evil; it can be benign or malignant in turn, but its existence is a sure mark of progress in the social scale. How it slowly ripened, bearing fruit in the shape of bonds, stocks, bank and government notes, loans and mercantile credits would be difficult to trace. We exchange our earnings for the flimsy bits of paper with a trust that is most wonderful, and the wonder is that credulity does not oftener outstrip performance. But this modern credit is the creation of our own confidence, withal, and in the course of its development has struck deep roots in the very heart of the State.

Now let us glance at the credit system in its relation to commerce. Some one has aptly said: "Commerce is the offspring and at the same time the support of civilization." Wherever we find the one we always find the other. Commerce came with the growth of civilization, the latter being the cause, and the former the natural result. This we must accept as a fact, although to-day we might almost be inclined to believe that commerce was the cause, and civilization the effect.

But commerce does not stand as the agent or representative of civilization in doing this grand work of civilizing and educating. While she performs this work, and does it well, it is foreign to her real purpose and apart from her real mission. The purpose

of commerce is not of a philanthropic nature; it has no such motive. Self interest and the hope of personal aggrandizement are its incentives, and these furnish the motive power for its penetrating and aggressive tendencies.

Thus we see that civilization and commerce are so closely allied that it is difficult to determine which one leads or follows. When we consider the relationship of commerce and credit, we find the line of demarcation even more indistinct. They are of simultaneous growth, and the existence of one always implies and is indispensable to the other.

It might be argued that commerce could exist without credit. Possible on a very limited scale. Every commercial or mercantile transaction is based on credit at some point. Your confidence causes you to rely on the statements made, and you credit these statements. You may buy a barrel of St. Louis flour and pay cash for it, but there is a credit implied nevertheless. What makes you pay the cash for the flour before you have actually examined the contents of the barrel, weighed it on your scales, and satisfied yourself from other sources that the flour was made in St. Louis, and not in Minneapolis, as claimed? You see, even in your cash transactions, credit is given. In the above case the buyer gives all the credit and takes all the chances, whereas, in the ordinary credit transactions, the flour being sold on time, both buyer and seller give credit. They have mutual confidence in each other that each will do as he agrees. Here then we have the synonym for credit: mutual confidence.

The marvellous progress and development of this country is the wonder of the world, and our own amazement finds no limit; but as the great factor in helping to bring about this condition, our credit system, extending as it does to every nook and corner of this great continent and beyond it, is no less worthy of remark, and commands the admiration of those capable of a just conception of its importance.

Credit flourishes in proportion as people have confidence in each other. What creates it with us here in this country, is, that greater opportunity is afforded for making money, and this, joined with our natural ability as traders and aptitude of improving opportunities, is what gives faith and mutual confidence in each other.

We are recognized the world over as a nation of traders. To deserve this encomium and to build up this reputation for ourselves, has settled us in the conviction that we possess superior advantages, as well as talents, in our methods of money making. These are the elements that contribute to the development of our credit system, and capital, consisting either of money or goods, feels not only safe in the return of the principal, but has assurance also of interest or profit. This furnishes the fundamental principles on which credit is established.

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ESTABLISHING A CREDIT.

The dealer just embarking in business, says an exchange, who expects to obtain credit from the jobber, must first establish a credit for himself. There are many who fail to realize the importance and necessity of this practical step. The jobber must not be expected to know the financial standing of the great army of dealers with whom he does business, except in but one way, and that is after they have established a credit to his satisfaction. The goods are the jobbers', represent so much of his money, and it is purely a fair business proposition that he first ascertain the probability of getting his money back before letting the goods go out of the house. There are very few dealers in the country that the mercantile agencies do not quote, but these quotations are not always wholly fair to the dealer, and the jobber is disposed to give him a chance to establish a credit in some other way, if he is able to do so. No dealer, with any knowledge of business rules or principles, could expect to purchase goods on credit without first convincing the jobber that he would be likely to pay for the goods. The experienced dealer is always glad to furnish such information for the benefit and guidance of the parties from whom he expects to buy goods. Recently a St. Louis jobber received an order from a dealer who had just embarked in business, who desired to purchase on credit. The jobber wrote him, suggesting that he establish some basis for credit, and give references for confirmation of the same, at the pleasure of the jobber. This particular dealer considered the jobber's interrogations as impertinent, and so wrote him, canceling the order for the goods. The dealer was clearly wrong. Perhaps without his knowledge, his rating was known to the jobber and was not gilt-edged. When asked to establish a credit with references, the dealer was simply given an opportunity to better his rating, despite the unfavorable showing in the mercantile reports.

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SOUND BUSINESS MAXIMS.

The following pertinent paragraphs are gleaned from *The Office* :

When, after years of industry, a valuable credit is obtained, remember that one false step may dissolve it in a moment.

When arranging goods on a line, shelf or counter, place the smaller ones toward the door, as it is more natural to the eye of a customer.

When a draft is presented for a bill which is due, do not refuse to honor it on account of pique.

When you ask a person for his candid advice, do not preface your inquiry with an expression which conveys your own opinion.

When you are told that "a rolling stone gathers no moss" also remember that "a setting hen gathers no fat." Don't be entirely guided by old saws.

When you are particularly successful in your own line, do not consider that as a consequence you are fitted to succeed in all lines. Remember that a great king once made a conspicuous failure as a cook.

When you seek a medium for advertising, remember that the character of the journal often colors the value of the advertisement.

When you choose a business location, embark in the vicinity of your competitors; the "droppings" of old concerns have often been the stepping stones of their successors.

When a customer appreciates that you understand your business, and consult his interest as well as your own, you have gained his confidence.

When you are making a transaction remember that it is the commission on the buyers ignorance which swells the profits of the seller.

When you are told that "honesty is the best policy" believe it, but avoid practising honesty simply because it is policy. Real integrity needs no incentive.

When you engage an employe for a fixed time, as a year, his mind being thereby settled, his services become more reliable.

When you believe others, beware; but when you rely on yourself, be honest for it is a very mean man who will cheat himself.

When a paid service is rendered, a pleasant "thank you" is always to your own interest.

When you allow business to unduly worry your mind, it is a sure indication that your adventure "is a size to large."

When you have the ability and tact to cause your customer to be pleased with your goods, your clerks and yourself, you can justly consider yourself a skillful manager.

When you are buying goods remember that politeness is then as much to your personal interest as when you are selling.

When a bill of goods is received with "allowance for freight," deduct the cash discount from the face of the bill.

When prices are inflated and speculation rife, prepare for a financial panic.

When you are making a transaction with a person of a suspicious nature, avoid commending too highly the article he prefers.

When your goods consist mostly of staples, prices and measures are most important; if of luxuries, style and exclusiveness.

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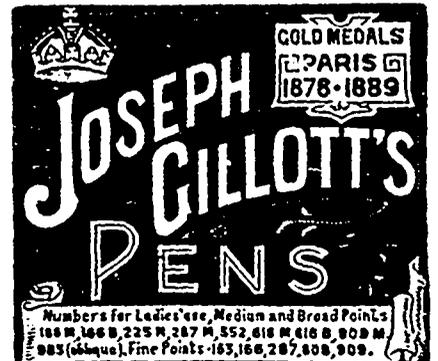
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Business Changes

Wm. McArthur, bookseller, etc., Dunganon, Ont., has assigned.

W. J. Clarke & Co., fancy goods dealers, Montreal, have assigned.

Hart & Co., drugs and stationery dealers, Cannington, Ont., have dissolved.

Mr. Lailey, the President of the Standard Publishing Company, Toronto, died last week.

The New England Paper Co., Montreal, had a quantity of stock damaged in a recent fire. Insurance \$5,000.

Mr. A. H. Jones has purchased Mr. W. W. Black's stock of stationery and school supplies at Moncton, N. B.

A new book store has been opened in the North end of St. John, N. B., by Messrs. Dwyer & Griffin, two young men who

have considerable experience in that line. The stock of books and stationery on hand is very complete.

The leading booksellers of Toronto close at 1 p.m. on Saturday, from the 30th May till the fifth of September inclusive.

Mr. R. Wellington, Oshawa, is thinking of retiring from business. He has a well assorted stock of stationery, books, fancy goods, etc.

A. T. Macdonald's stock of stationery and fancy goods has been sold in Stratford to Scarff & Ferguson at 40 cents on the dollar. Value of stock, \$5,000.

F. E. Grafton & Sons, stationers, Montreal, have dissolved, F. B. Grafton retiring, and business being continued under unchanged style by remaining partners.

John C. Watson, manufacturer of wall paper, Montreal, has admitted Hugh Watson and Francis Stewart Foster as partners, style now John C. Watson & Co.

The Robins Brothers, of Mitchell, have bought out the book and stationery business of Mr. Alex. Weir, Clinton, and the elder brother, Mr. H. V. Robins, takes charge of it.

The bankrupt stock of E. Bannister, Brampton, has been sold, the stationery and

fancy goods stock going at 40 cents on the dollar, and the drug stock going at 42 cents on the dollar.

The partnership existing between Messrs. Treffe, Berthiaume, Napoleon Sabourin and Gonzalve L. Desaulniers, Montreal under the name of the "Playing Cards Co., Montreal," has been dissolved.

A BOOK WANTED.

The Latin American department of the World's Columbian Exposition is very anxious to obtain information concerning a copy of a little quarto published in Rome in 1493, containing the important bull of Pope Alexander VI., by which he divided the New World between Portugal and Spain.

Only two copies of this pamphlet are in existence so far as can be ascertained. One is in the Royal Library at Munich. The other was sold in London at auction by Puttick & Simpson, auctioneers, on May 24, 1854, and was bought by Obadiah Rich for £48s. for some private library in the United States, which he declined to name. It has entirely disappeared from the knowledge of bibliophiles, and no trace of it can be found. Any person having knowledge of the whereabouts of this historical treasure will be kind enough to notify the Department of State, Washington, D.C.—American Stationer.

HAPPY REMINISCENCES.

(With Apologies to Puck.)



DOOEY—Do you remember the good toime we had, Patsy, at dtho Innskillen Fair in 'forty noine?
 HOGAN—O! can't call it to mind, this minute.
 DOOLEY—Don't ye recollect whin ye whinked at Katie O'Hara, an' Oi hauled off an' t'umped ye wan—



—loike thot?



HOGAN—Behivins, Oi remember it well now An' do ye' call the fact that Oi come back at ye—



—loike this?—



—and that?



DOOLEY—Oi do! An' it's meself that wishes thim happy days, would come ag'in.



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