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BOOKS and NOTIONS

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

Vol. 5.

AUGUST, 1889.

No. 56.

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Goods; Lacrosse and Tennis Goods.

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J. R. BARBER, President

P. T. PERROTT, Vice-President.

I. F. ELLIS, Treas., and Man. Director.

Nos. 43, 45, 47 and 49 Bay Street.

TORONTO, August 1, 1889.

To the Stationery and Printing trades of Canada :

WE have to congratulate you on the bright outlook for a good Fall trade, and can confidently state that careful buying and strict attention to business will yield a most profitable return on the season's business. We have much pleasure in stating that our Stock will be larger, and our facilities for conducting our business more complete than ever.

We have found that we could use profitably the whole of our immense warehouse ; we will then have six floors, 76 x 100 feet, enabling us to display our stock to the best advantage, and to utilize all the modern appliances in our manufacturing departments.

Our Stock has been carefully selected by our Mr. Perrott in the English, foreign and American markets. We can, with confidence, ask the trade to examine it.

We manufacture the bulk of the envelopes used in Canada, and in spite of the great opposition are making more than ever, during the last three months (the quiet season) our output being Five Millions in excess of the same period last year.

In Blank Books we are constantly adding new lines. We don't think it wise to make only cheap goods, preferring to turn out superior work, which is more satisfactory to the consumer.

In all lines of Printers' Supplies we have a very varied stock, and can supply almost anything required.

Our Catalogue and Price List is acknowledged to be a most reliable guide to the buyer, and will be sent on application.

A call when in the city would be considered a favor.

Yours respectfully,

THE BARBER & ELLIS CO.

BOOKS AND NOTIONS

OFFICIAL ORGAN

OF EVERY BOOKSELLERS', STATIONERS' AND NEWSDEALERS' ASSOCIATION IN CANADA

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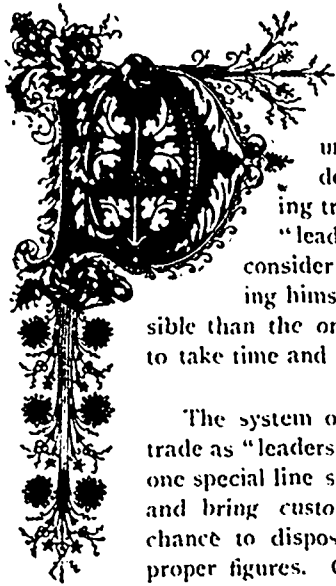
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VOL. V.

TORONTO, AUGUST, 1889.

No. 56.



DOES it pay to use "leaders?" is the question put to me in another column by a "new hand" who is evidently seeking some system for pushing trade, and having hit upon the idea of "leaders" is wise enough to take time to consider and to ask questions before spreading himself. His course is so much more sensible than the one ordinarily adopted that I propose to take time and space to discuss the object with him.

The system of attracting business known to the trade as "leaders," which consists of cutting prices on one special line so low as to attract public attention and bring customers to the store, thus getting a chance to dispose of other stock which is held at proper figures. Generally the cut is made on some staple line which is in general demand. Dry goods merchants run cotton cloth, thread, sometimes blankets, sometimes fans. Grocers generally cut prices of sugar or canned goods, and as my correspondent says booksellers have used school books as leaders.

**

I have always been decidedly opposed to the system and have discussed the subject with men in almost every line of business, and it is an instructive and remarkable fact that the members of these trades which have had the longest and most thorough trial of leaders are the most bitterly opposed to them. Here is the substance of the remarks of a leading dry goods man on the subject.

*

First comes the announcement that Jones, "the great Jones," is selling spool cotton for one cent a spool, then Smith, Brown and Robinson offer it at the same price, then every one in the trade has to follow suit, and what was at first a temporary leader for Jones is now a permanently low priced article all over town. The price cannot be raised again because each dealer is afraid of his neighbor and each buyer knows that she got the last spool at the low price. Next, Smith starts in on blankets. He cuts the price below cost with the hope of getting ahead of Jones and the rest of them, but it is not long before the whole pack are after him full yelp and some of them manage to cut low, a little lower than he did result, another staple commodity permanently reduced in price, and so it continues until bankruptcy wipes out the whole lot.

So it would be in the book trade. If A cuts on school books, B and C will not be very long in following his example, and D will start in for a cut on stationery. Nobody would make a living excepting the sheriff and the assignee, and the smart clerk who started the trouble would grumble the most about the result. There is nothing so contagious as the reducing of prices. Possibly it is the streak of insanity which the doctors tell us is inherited in every brain. There is no reason in it. We know when we argue it out that it is sheer folly, that it decreases the general trade, and increases our own for but a very short time, and that at a loss of business reputation, friendship and credit.

Let me give you what is, I think, a better way. Your object is to attract new customers to the store. How can you do this without cutting on prices? A bright clean window, dressed entirely anew as frequently as possible, a good bulletin board, a good stock, these are, any of them, much better than the leader system and do not create short profits, ill-will, and contention. Use all of them constantly, but I want you to add a leader of another sort.

**

I travelled Ontario for many years, and, like most of my brother travellers, I spent a good deal of my leisure time, when in the hotel or the train, in reading. Therefore, every town I stopped at, one of my first visits was to the news agent to get a Toronto paper, and generally I bought at the same time a book, postage stamps, or some other article of which I stood in need. On my first visit to several towns I had some difficulty in purchasing the daily paper. "All sold out," "get supply only for regular customers," etc., were the answers I received, but by diligent inquiring I ordinarily found that some one dealer in the town had the enterprise and the good sense to buy more papers than he ordinarily could sell, just in order to accommodate the travelling public and to draw trade.

Did it pay him? Of course it did. I let the other travellers know where a paper could be had in that town, no matter what increased demand there might be for them, for usually, my enterprising friend knew enough to have a standing order with the publishers to send him plenty of extra copies when there was anything special. As a result, this dealer was certain to secure all the travellers and transact trade, then naturally, he secured the hotel trade, then the friends of the travellers and their customers.

Here was a fine business made of new customers without any cutting of prices or other unpleasantness, the store was found to look fresh and business-like because it was so largely patronized by business men, full of snap and originality and the leader was, take

the whole year round, a source of profit. Of course the dealer had a large number of copies left over, he may have taken ten copies extra for sale, four days out of six he would sell seven of them each day, the other two days he might not sell more than four each day, that made an average total sale in the week of thirty six copies at three cents each in cash, making a total of \$1.08. For the total 60 copies which he purchased, he paid 90 cents at the end of each month. Truly a small profit, but in making it he killed no former profit, injured no line of his trade, had no quarrel with his competitors, and made up a splendid connection.

Suppose that in taking an over supply of papers he had lost money on that lot. Suppose that he took ten a day, 3,120 extra during the year and sold only one-third of them, or say he sold but 1,000 in all, and was stuck with 2,120. He received \$30 for those he sold, for they were all to casual, cash buyers, and he lost \$16.80 on the whole year's transaction. Was it not a cheap leader even then? What a capital trade he made for himself, what a reputation for enterprise. It would be a good thing even under these worst of circumstances. I don't understand how it is that every news agent in the land has not caught on long since.

HAMILTON'S CARNIVAL.

The Hamilton Carnival Committee send us a copy of the programme of events. Want of space prevents an extended notice. However, in another column, we give a few extracts that will be of interest to our readers. Copies can be obtained from C. R. Smith, Secretary of the Board of Trade.

As there will be large crowds in the city during the Carnival, merchants and their friends should secure lodgings before coming down. The Secretary will furnish them with a list if necessary.

BRAINS IN BUSINESS.

One secret of success in business—the secret, in fact, of success on a large scale—is to conceive of it as a matter of principles, not merely as a series of transactions. There are great merchants as there are great statesmen, and there are small merchants as there are small politicians, and the difference is very much the same in both professions. The small politician works by the day, and sees only the one small opportunity before him, the small merchant does the same thing—he is looking for the next dollar. The statesman, on the other hand, is master of the situation, because he understands the general principles which control events; this knowledge enables him to deal with large questions and to shape the future. The great merchant does the same thing, his business is not a mere money-getting affair, not a mere matter of barter, but a science and an art; he studies the general laws of trade, watches the general con-

dition of the country, investigates present needs, foresees future wants, and adapts his business to the broad conditions of time and place. He puts as much brains into his work as does the statesman, and he ends by being not a money getter, but a large minded and capable man. An eminently successful business man, of statesmanlike quality, said the other day that the more he understood of life the more clearly he saw that it was all done on business principles. By which he meant, not only that the universe stands for the dollar, but that the universe is governed by unvarying laws, that promptness, exactness, thoroughness and honesty are wrought into its very fibre. On these business principles all life is conducted, if not by men, at least by that power which is behind man. It ought to be the ambition of every young man to treat his business from the point of the statesman, and not from that of the politician.

AN IMPORTANT PRINCIPLE.

It is a well-known axiom, that all movements "follow the line of least resistance," which is only another way of saying that whenever a difficulty is met it will be avoided, if possible. This principle has an important bearing on the question of limited prices, which manufacturers would do well to consider. The forces of competition in the distribution of products were never so active as at present. Steam and electricity have so abridged time and space that these forces play upon each other constantly, and competition acts to extremes never before dreamed of.

The system of limited prices is an attempt to moderate unreasonable competition, and they have successfully done so in many lines of manufactured products. Distributors are willing to work on narrow margins of profit, but when it comes to distributing at a loss, they at once turn their thoughts to becoming manufacturers themselves, or what is similar in character, pushing brands which they control, in order that they may make a living profit. This is not only natural but it is right; the labourer is worthy of his hire.

It costs wholesale distributors, upon an average, not less than five cents, and retail distributors ten cents on every dollar's worth of goods they sell. There ought to be a margin of profit above this to cover the risks of doing business, and acquiring a moderate competency against sickness and old age.

If manufacturers do not wish to intensify the forces which work against the introduction of their brands, they will cooperate with the distributors of their goods to insure the latter a living. Manufacturers, distributors and consumers, all are alike entitled to be considered in the regulation of society, although at times legislators and others apparently lose sight of this, and act as if there was only one interest to be considered, and that the one which is most apparent to them at the time. It is well to look on all sides of a question.

HAMILTON'S SUMMER CARNIVAL

19th to 23rd Aug., inclusive.

Take your Vacation during Carnival Week and go to Hamilton, and enjoy some of the greatest events which have ever taken place in Canada.

Yacht Racing, Military Parade,
Bicycling, Base Ball, Rowing Races.

Cricket Matches, Trades Procession,
Societies' Day, Merchants' Convention.

Rifle Matches, Old Time Concerts,
Military Bands, Fire Works.

Procession of Illuminated Yachts,
Naval Display, Pyrotechnic Art on
Water, representing a Sea Fight,

Grand Land Pageant,
And Games of all Nations.

At noon, Monday 19th, will be held the first assemblage of Merchants, who will meet in convention every day during the week, to discuss the various aspects of trade, and also business customs, business evils, their causes and cure.

The Trades' Procession will include every manufacturer, and every commercial firm in the city.

In fact, the entire programme means that the citizens of Hamilton are determined that the 19th, 20th, 21st, 22nd, and 23rd of August will be red-letter days in their history and such as to leave an indelible impression on the minds of the thousands who will congregate there.

THOUSANDS OF DOLLARS IN PRIZES TO
BE COMPETED FOR.

CITY AND BAY ILLUMINATED EVERY
NIGHT.

If you are a Merchant going to the Convention in Hamilton during Carnival Week, and have not received your Certificate, send for one to the Secretary of the Hamilton Board of Trade, and he will enclose you also a programme of events.

Single Railway fares: good for return day following date of issue; Fare and a Third, good anytime from 17th to 26th; Merchants' Convention Tickets, Single Fare to Hamilton, with certificate good for return free up to the 27th.

WM. DORAN (Mayor), Pres.,
W. H. GILLARD, Chairman,
C. R. SMITH, Sec.-Treas.

THE MANUFACTURE OF PAPER PRODUCTS.

We present a very admirable portrait of Walter E. Preble, of the firm of J. Q. Preble & Co., manager of the company's business and well known by all. No better practical illustration can be given of the magnitude to which the manufacture of blank-books and paper products has grown, than a detailed description of the plant and management of J. Q. Preble & Co., and J. B. Sheffield & Son, with whom they are allied. For our data we are indebted to the Paper World.

At the very mouth of Esopus Creek, at the town of Saugerties, N. Y., on the west shore of the Hudson River, is a cluster of mills for making paper, for working it up into various articles of use, and for making the fibre that goes to form paper. The collective plant is a large one, and has many notable features that will arrest the attention of every person who is interested in paper, either in producing it or in manufacturing it into the various goods that go to the consumer, or in selling those goods to the public. These mills have a history of a rare character, and the men who have operated, and who now operate them and sell the goods, were and are notable men. In this group of mills are the two paper paper mills of J. B.

mill of the Barclay Fibre Company, in which Mr. Sheffield has an important interest. Through these mills spruce logs and rags pass on till they emerge as handsome blank books or as beautiful boxed stationery, or as tablets of pleasing appearance. It is the only place in the country where there is such a long line of manufacture between raw

Preble & Co., is a man in the prime of life, with quick judgment and great executive ability. He began business in the paper warehouse of White & Sheffield, in New York, in 1865, and in 1868 came to Saugerties with his father. It is a vast industry that he has the oversight of, and, with a corps of assistants, he keeps all things moving and super-vises a thousand things at once.

The year 1887 was a red letter year with paper and the manufacturers connected with it in Saugerties. This was due to an alliance made by Mr. Sheffield with the famous New York house of J. Q. Preble & Co., who have for many years carried on an immense trade in blank-books, papeteries, envelopes, paper, tablets and other similar goods. The senior member of that firm was born in Maine in 1826 and began his business life at the age of 18 with an engraving and printing establishment in Worcester, Mass. In 1848 he went into business for himself in that city as a manufacturing stationer.

Mr. Preble went to New York in 1851 and opened a store in Pearl street for the manufacture and sale of fancy cards, envelopes, and stationery generally. He was one of those men who want plenty of room and who was unceasingly expanding to fill all the space that could be appropriated. The result was that

he absorbed the business of competitors in an openhanded way and pushed his own trade to every quarter of the United States. He bought out G. W. Bell, the first man to make envelopes by machinery in New York, and also bought out the blank-book business of L. & E. Edwards, of Norwich, Conn.



WALTER E. PREBLE.

material and finished product almost entirely under one management.

William R. Sheffield, who is the head of the paper manufacturing company of J. B. Sheffield & Son, and who is the manager of the blank-book and other business, in maintaining which he is associated with J. Q.

He then consolidated these different lines and moved to Nos. 28 and 30 Beekman street. In 1861, he moved into the "dry goods district," and took up his quarters at No. 77 White street and Nos. 54 and 56 Franklin. The scope of the business now included blank-books of every variety known at that time, of writing papers, envelopes and specialties. The firm and its trade became widely known and famous for enterprise, accommodation, financial standing, and for being in the front rank as regards goods of every conceivable and desirable variety in their line.

On July 3, 1887, a fire laid waste the store of J. Q. Preble & Co. and its contents, but it turned out that the fire was not an unmixed evil, for it brought about a consolidation of Mr. Preble's firm with Mr. Sheffield. This alliance of these two noted companies includes the business of making envelopes, blank-books, writing papers, pads, tablets, papeteries and the like, and does not extend to the manufacture of paper itself. That is still carried on by J. B. Sheffield & Son as exclusively that company's business.

Mr. Preble is president of the blank book company and Mr. Sheffield vice-president and manager.

The New York house had previously taken a large portion of the Saugerties manufactures of paper. This combination of these two noted companies led at once to the erection of two large brick buildings at Saugerties for the immense envelope, blank-book, pad and tablet branches of business

that it was necessary to maintain. These, for convenience and size, are not surpassed in this country.

The movement of materials in process of manufacture is of the most convenient nature. The raw materials go up the elevators to the top floor first, and descend to the floors below, stopping on the way at such floors as are necessary, and finally the finished goods are cased in the basement, first floors, and then rolled on hand cars a few rods down to the water front. This is the procedure in all the mills and factories at this place; the movement is every time in the direction of the place where the shipment is to be made.

After the fire, the store of J. Q. Preble & Co. was located at Nos. 10 and 12 Thomas Street, where they now have the most complete sample warerooms in the city in their line of business. To go into a detailed description of these would require much more space than is at our disposal.

The detailed management of the business of J. Q. Preble & Co. is now in charge of Mr. Preble's only son, W. E. Preble, a young man who was born to the business which he so ably controls, and who has rare talents at his service. He entered upon business life in 1877 at the early age of seventeen years, and in 1886 became a partner in the concern. He keeps informed of every fact in any way pertaining to the multiform interests of the house, and it is his administrative direction that keeps all the currents of work moving smoothly together. The general policy of

the business is in the hands of J. Q. Preble, who has earned relief from the harassing details of work, after bringing the business of his company to its present stupendous proportions. Jarvis M. Fairchild continues in the business of the company as the genial head of the blank-book department in New York.

PIRATED EDITIONS.

Mr. Wm. Bryce and other publishers have been after those retailers who have been importing and selling American reprints of Canadian copyright books. Several retailers have been before the courts in answer to applications for orders to restrain them from selling the pirated editions, and have agreed to pay all the costs and refrain from selling any more copies.

WHO HOLDS THE COPYRIGHT?

A case came before Mr. Justice Osler last month that is of interest to the trade. It appears that an English firm by some mistake or other sold the copyright of an English book, "Pennycomequicks," by Baring Gould, to the firm of Lovell & Son, Montreal, and Wm. Bryce, Toronto. Both parties claim priority of purchase. Lovell & Son took the initiative and made application for an order restraining Wm. Bryce from publishing the book. The hearing of the case has been adjourned until September.

THE PREMIER WAX OF THE WORLD

WATERSTON'S

SEALING, BOTTLING,
PACKING,
EXPRESS and ENGRAVERS'
WAX



ESTABLISHED 1752



ELEVEN PRIZE MEDALS

SOLD BY ALL WHOLESALE HOUSES

GEORGE WATERSTON & SONS, - London and Edinburgh.

WARWICK & SONS' PICNIC.

The annual picnic tendered by Warwick & Son to their employees took place to Lorne Park Friday, August 2.

The picnic is an annual affair and an event looked forward to by the employees of the firm on account of the handsome manner in which they are treated in the way of accommodation and prizes for the games. This firm is one of a few who condescend to notice employees in any way whatever, and they are well rewarded for their trouble. The employees feel that their employers are taking an interest in their welfare, and the result is that they will never wish to leave, and will work to the best advantage of the house.

This last picnic reflects great credit on the firm, everything being done up in the best of style. Everyone in the house was given two tickets, which entitled him or her to passage to and from Lorne Park on the steamer, a lunch and tea. A first class string band provided music for those who wished to dance.

Among the members of the firm and their friends present were: Mrs. Wm. Warwick, Mr. and Mrs. Guy F. Warwick, Mr. and Mrs. G. R. Warwick, Mr. and Mrs. Chas. E. Warwick, Mr. and Mrs. A. F. Rutter, Mr. and Mrs. J. F. Morse, Mr. John Notman and Hugh C. McLean, of BOOKS AND NOTIONS.

A first-class programme of games were provided. Mr. Geo. R. Warwick and Mr. A. F. Rutter were the judges; Messrs. J. L. Robertson, C. Johnson and Jas. Murray were the committee who had the thing in charge. The following are the events and the winners:

Baseball Match, Printers versus Binders—won by Binders. Score, 9 to 5.

Race, 150 yards—1st, Later; 2nd, Foster. Ladies' Race—1st, Miss Russell; 2nd, Miss Smith.

Boys' Race, 100 yards—1st, McDonald; 2nd, Walker.

Quarter Mile Race—1st, Cobett; 2nd, Walker.

Girls' Race—1st, Miss Cahom; 2nd, Miss Scott.

Apprentices' Race—1st, Foster; 2nd, Bell. Boot Race—1st, Cobett; 2nd, McMullen.

Three-Legged Race—1st, Messrs. Walker and McDonald; 2nd, Messrs. McMillan and Gregory.

Running High Jump—1st, Bell; 2nd, Jas. Murray.

Race for championship of house—won by Later.

Tug-of-War, Printers versus Binders—won by Printers.

Handsome prizes were given for these events by the firm.

The tug-of-war seemed to cause the most excitement, and the team argued till the supper bell reminded them of the appetite they had brought with them.

After tea Mr. C. Johnson, of the bindery department, on behalf of the employees, thanked Messrs. Warwick & Sons for the picnic and other amusements tendered them, and hoped that the good feeling that existed in the past would continue in the future. Mr. Guy F. Warwick, the head of the firm, in responding said that he was pleased to see everyone present apparently happy and enjoying themselves, which convinced him that there was a decided benefit in such gatherings, and confirmed his opinion that they did good to both employers and employees. He was glad to be among them and hoped that the pleasant relations existing between them and the firm would continue long and prove mutually advantageous. Messrs. Geo. R. Warwick, Chas. E. Warwick and A. R. Rutter in a few well-chosen remarks spoke of the good feeling that existed among the employees and hoped it and the picnics would long continue.

After a little dancing in the pavilion the boat was taken for home.

"The Diamond Button" and "The Last of the Vanslacks," are just to hand from the press of Wm. Bryce, Toronto.

Warwick & Sons have made a number of changes among their travellers. Mr. W. J. Fosdick, who has been doing the east, has gone over to Copp, Clark & Co., and his place has been taken by Mr. Josh. Lessor, late of B. Marcuse, of Montreal. The genial Chas. Warwick will hereafter be in the ware-

house, and his place on the road has been taken by Geo. E. Bryant. E. A. Taylor has left for the Northwest and British Columbia. A. E. Robinson, city traveller, has gone on a short trip to the Eastern Provinces, and his place has been taken by W. J. Moore. All these gentlemen look forward to a large fall trade.

BUSINESS CHANCES.

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

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

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

BOOK, STATIONERY AND WALL PAPER BUSINESS for sale, in good Western town. Clean and well assorted stock, about \$4,500; handsome store, net profit, \$1,800 annually. Proprietor going into a larger city business, an exceptional chance to secure a good paying business. Terms easy. Apply Box 10, Books and Notions, Toronto.

SALESMAN WANTED.—BOOK, STATIONERY and Fancy Goods—Pushing and energetic—For a store in the North-West, a personal application preferred. references required. Wm. Bryce, Front St Toronto.



E. AULD'S
PURE
MUCILAGE
Sticks Everything
BUT THE BUYER.

OFFICE AND FACTORY:
759 Craig Street, Montreal.

J. Q. PREBLE & CO.,

MANUFACTURERS OF

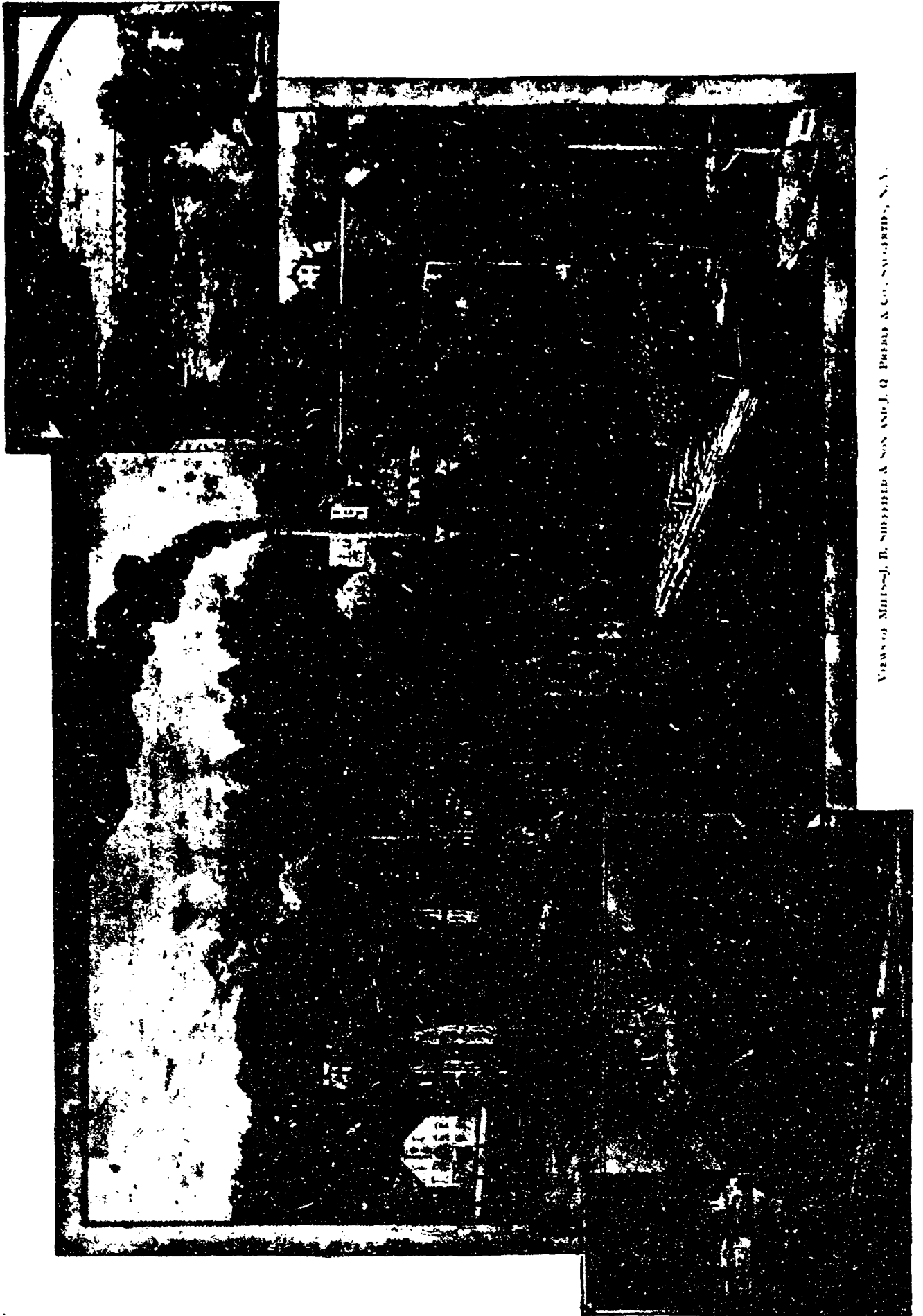
Blank Books, Envelopes, Writing Papers

Tablets, Pads and Papeteries.

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

Sole Proprietors of BELFAST, MANCHESTER and ULSTER LINENS and the Celebrated WASHINGTON and ROYAL STEEL PENS.

Nos. 10 & 12 THOMAS STREET, NEW YORK.



VIEWS OF MILLING, BY SIMON AND J. Q. PERIN & CO. SAGHARTON, N.Y.

TRADE CHAT

H. Mitchell has sold out his stationery stock in Neepeewa.

Jos. C. Margne, the Montreal bookseller, has had some law trouble lately.

Wm. Gossip's stationery stock in Halifax has also been sold by tender, we understand.

J. J. Day, who has been running stationery stores in Guelph and Berlin, has just closed his Berlin business.

Another Lower Province friend has also left us to join the great majority. C. W. Knowles, who conducted a retail stationery business in Halifax and Windsor, died in June last.

We regret to have to chronicle the death of the much respected citizen of St. John, N.B., John H. C. Gray. He was for years an active member of the wholesale house of Gray & Co., dealers in small wares.

Alex. Taylor, the well-known Winnipeg stationer, has gone to British Columbia to look around with a view to starting out there, in which case he would probably dispose of his Winnipeg business. We wish him every success in his venture, should he determine upon it.

G. A. Odell, who has for years been the principal stationer in Woodstock, has just sold out for a good round figure to Wm. Harkness of Toronto, who has tried his hand both at stationery and real estate in the Queen City, some of the remnants of the latter having figured in the purchase.

The other English booksellers in Quebec are all complaining. J. E. Burke says his printing department is scarcely worth running; Matthew Miller daily sees his customers drop away, and Dawson & Co., with all their enterprise, find it impossible to keep pace with the past. This is not as it should be.

A Board of Trade at St. Mary's has been organized. There was a large attendance of business men at the meeting in the town hall, when Mr. H. Fred. Sharpe, president of the Ontario Booksellers' Association, was chosen president, Mr. Samuel Myers vice-president, and Mr. McLeod, of the Argus, secretary treasurer. A council and an arbitration committee, each composed of twelve members, were also elected.

Not a few were surprised last month to hear that the Howarth Paper Company were offering to compromise. It was generally thought this firm was on the steady upward march of prosperity. But there is such a thing as having too much prosperity, when one's capital is limited. Assignees Clark, Barber & Co. are selling off the stock. We do not know how long a time elapsed be-

tween the two events, for the news of both came to us on the same day; but when Jas. A. Perry, the Yarmouth fancy goods man, gave a bill of sale on his stock amounting to \$8,397, and then assigned, the latter act had not the appearance, to say the least, of being "for the benefit of the creditors," as the assignees so constantly and ironically intimate to the long-suffering wholesalers.

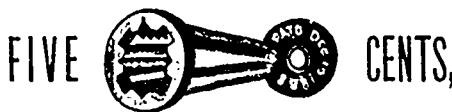
Wm. Stanley and stationery are analogous terms in the old French capital. As long as any English resident of Quebec can remember, Wm. Stanley's sign squeaked in the wind. For books, stationery, and especially school supplies, the school and college boys made this store their headquarters, although they were never known to have obtained even a copy book without first producing the silver. Old William died and left the store to the three sons. One of them left the city, and until last month the business continued to be run by his two brothers, and now they have dissolved and the eldest, William, has taken it over. And, after all, this about represents the kind of progress English people are making in Quebec, where the old people die after seeing their sons established in some more progressive part of the world. A Frenchman quietly steps into the old man's shoes, and no one complains.

"This Will Help the Sale of Slates."

THE NEW S. S. S. SHARPENER.

PATENTED IN

Germany, France, Great Britain, United States and Canada.

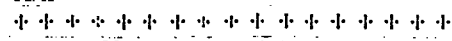


FIVE CENTS,

For Sale by all Jobbers.

Self-Sharpening SLATE PENCIL Saw-Blade :- SHARPENER !

WORKS PERFECTLY, AND CANNOT WEAR OUT.



PAYSON'S INK INDELIBLE THE OLDEST THE BEST

J. THEO. ROBINSON'S REVISED :: LIST. OF FAST SELLING BOOKS.

- A BROTHER TO DRAGONS 25c.
By Amelie Rives
- MR. NAYDIAN'S FAMILY PARTY 25c.
By the author of "Lusor Lustratus"
- VIRGINIA OF VIRGINIA 25c.
By Amelie Rives, author of The Quick or the Dead
- MR. AND MRS. MORTON 30c.
By the author of Silken Threads.
- SILKEN THREADS 30c.
By the Author of Mr. and Mrs. Morton.
- HOW I ESCAPED 30c.
Edited by Archibald Clavering Gunter.
- JOHN BODEWIN'S TESTIMONY. 30c.
By Mary Halleck Foote
- THE BATTLE OF THE SWASH AND CAPTURE OF CANADA .. 25c.
By Sam'l Barton.
- A STRANGE MANUSCRIPT FOUND IN A COPPER CYLINDER 30c.
- JOHN WARD, PREACHER 25c.
By Margaret DeLund 2nd Edition.
- THE MYSTERY OF MARTHA WARNE 25c.
By Arthur Campbell.
- LETTERS FROM HELL..... 30c.
Translated from the Danish.
- LETTERS FROM HEAVEN 30c.
Translated from the German.
- THE QUICK OR THE DEAD 25c.
By Amelie Rives.
- IN THE MARKET, or FROM 18 TO 20 25c.
By Elizabeth Jaudon Sellers.
- THE ROSE OF PARADISE 30c.
By Howard Pyle.
- THE ADVENTURES OF JIMMY BROWN 25c.
By W. I. Alden.
- PIKE COUNTY BALLADS..... 10c.
By Col John Hay.
- FRENCH AT A GLANCE 25c.
By Thunin.

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

SPECIAL TERMS ON LARGE ORDERS.

J. THEO. ROBINSON, - Publisher, MONTREAL, P.Q.

The Montreal News Company, Montreal. The Toronto News Company, Toronto, WHOLESALE AGENTS.



Photo cases are both cheaper and handsomer than ever. The pretty flower tops are brought out in all styles and the crystallized leaf is a novelty which cannot help selling.

G. W. Sherman has just opened a store under the name of "The People's Instalment Co." in Kingston. It is his intention to keep all kinds of fancy household goods and sell them on the weekly payment basis.

The stock of Robert Elliott, fancy goods dealer in St. Thomas, was sold on the 18th ult. The value placed on it was \$2,210 73, but it brought only 25% on the dollar when put under the hammer. Wm. Cornforth was the purchaser.

The latest novelty in thermometer ornaments is a plush plaque with a small handful of wheat attached to it by means of a pretty ribbon and a thermometer scale in the corner. A case holding shaving paper, with a handsome scale on the outside is also a novelty that will likely sell readily at Xmas time.

John Howorth's new picture and fancy goods store on Yonge street, north of Wellesley, is one of the neatest in Toronto of its kind. Mr. Howorth has a peculiar faculty of laying out his store tastily and in such a manner as to shew his goods to advantage. He is hardly appreciated so high up in the street.

F. Hook has just started a book and fancy goods store at 603 Yonge Street, Toronto.

Although he has not previously had experience in this particular branch of trade having worked for a London, Ont., Loan Co., we look for a prosperous future for him. We are glad to hear that he is starting out on the cash basis both in buying and selling.

There is a decided demand for Japanese goods, especially of the small cheap decorative kind. The latest out are spiders, beetles, flies, etc., of all sorts and sizes. These are sold alone and on webs, twigs, etc., and make a very effective decoration for curtain. Huge Jap umbrellas are also quite fashionable, especially in the better class of summer cottages.

The position of king among Canadian fancy goods dealers has always been considered to be between Geo. W. Clarke and Rice Sharpley, of Montreal, the honor being contended upon one or the other according as the judge might prefer European or American novelties. At any rate Rice Sharpley's was always considered a magnificent store, more especially since he moved from Notre Dame Street East to St. James Street, near College Street. This change of location was only made last year after having remained in his old stand for a quarter of a century. And no sooner had he undergone all the worries and trials of moving and settling down than an end came to all his earthly ambitions. His many friends throughout Canada, more especially among the older Montrealers, will miss the old gentleman's kindly face.

"The Salt Cellars," being a collection of proverbs together with homely notes thereon by C. H. Spurgeon, is being offered to the trade by Upper Canada Tract Society.

J. Theo. Robinson, of Montreal, has added several books to his "Popular" series, among which are "The Monk's Wedding," a novel by Conrad Ferdin and Meyer; "Steadfast," by Rose Terry Cooke.

Lovell's Canadian Copyright Series is taking well. The latest additions are "The Luck of the House," by Adeline Sergeant; "The Curse of Carne Hold," by G. A. Henty; "Hedre," by Helen Mathers; "Jezebel's Friends," by Dora Russell; "Sophy Carmine," by John Strange Winter.

NANAIMO, B.C., July 21.

DEAR SIR, -We want BOOKS AND NOTIONS continued to our address as it is better than ever in our opinion. Trade dull here.

RAPER, RAPER & CO.

J. S. RUSSELL,
IMPORTER OF
**FINE FANCY
GOODS**

All the Newest Lines in

PLUSH, BRASS AND LEATHER NOVELTIES.

Walking Sticks of Every Description.

Gold, Silver and Steel Laces, Fringes, etc., for Regalia and Dress Trimmings.

Natural Indian Goods, Moccasins, Snowshoes, Tobogans, etc.

110 BAY ST., TORONTO.

THE BAKER & TAYLOR CO.

DESIRE THE TRADE TO KNOW THAT IN ADDITION TO THEIR COMPLETE STOCK OF

MISCELLANEOUS BOOKS

THEY CARRY A FULL LINE OF THE



SCHOOL BOOKS

OF ALL THE EDUCATIONAL PUBLISHING HOUSES—

We sell at the lowest jobbing prices, give our customers the promptest and most careful service, and all the advantages of trading in the largest American book market.

Our General Catalogue of School and College Text-books, containing net and Mailing Prices and a Telegraphic Code, mailed on application.

SEND ALSO FOR THE FOLLOWING CATALOGUES

1. Special Bargains (Spring Bulletin). 2. Standard Miscellaneous Books. 3. Our Own Publications.

THE BAKER & TAYLOR COMPANY,

740 and 742 Broadway

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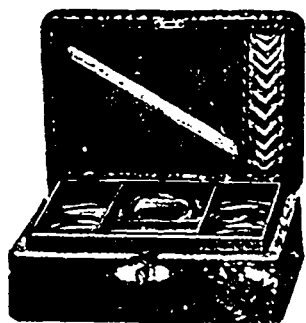
NEW YORK.

AN EXPLANATION.

It is a mistaken idea amongst buyers of plush goods that the manufacturers do not start to make up their goods until they have received all their orders for them. Were they to work on this principle it will be evident that they could not keep their staff going early in the year, and would require a greatly increased number of operatives in the Fall, a system which would, of course, be attended with very serious drawbacks. The truth of the matter is, that as soon as the



samples are on the road, the manufacturers start to make up whatever quality of each line they consider they can sell during the year, and they then order the fittings they require, which have to be secured early in the season. In most instances the quantity made up is on the careful side, and unless a certain line sells far beyond their expectations they do not attempt to make more of it, as the quantity in excess would be too small to turn out at a profit. For this reason the early buyer has the best choice; and as the season goes on the best lines are gradually being withdrawn,



until, in the Fall, the display is materially decreased. To obtain what are really the most salable lines, therefore, the trade should not neglect to make their choice when the traveller makes his FIRST TRIP. The very same rule applies to imported fancy goods. Twice every week we notify our travellers of the different lines they have to discontinue selling, and it is needless to say that among them are found some of the most desirable lines.

Procrastination is the business man's worst enemy. Order your goods early, and cease buying when you have sufficient of them.

REMEMBER OUR OXYDIZED SILVER CASES and FITTINGS.

THE HEMMING BROS. CO., Ltd.
TORONTO. ONT.

Aug. 1, 1889.

MACNIVEN & CAMERON'S } Renowned } PENS

The Waverley. The Pickwick.
The Owl. The Nile.
The Flying Dutchman. The Flying J.

A counter Show-case of M. & C. Pens is a sure salable line. Illustrated Catalogues mailed on application

MACNIVEN & CAMERON, - Waverley Works, - EDINBURGH

PATRONIZE CANADIAN INDUSTRY.

GOWER & CO.

Only Makers }  } Canada.
Samples Free }
on Application. } 10 QUEEN STREET, MONTREAL.

MAP AND SCHOOL SUPPLY CO.

31 King Street East,
TORONTO, ONT.

MAPS, GLOBES,
BLACKBOARDS,
CRAYONS, Etc.

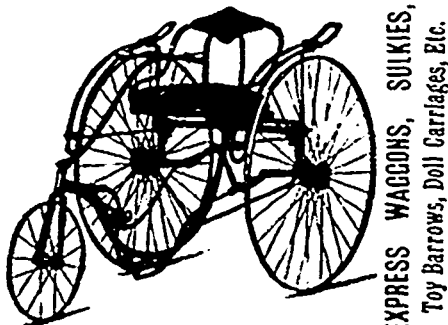
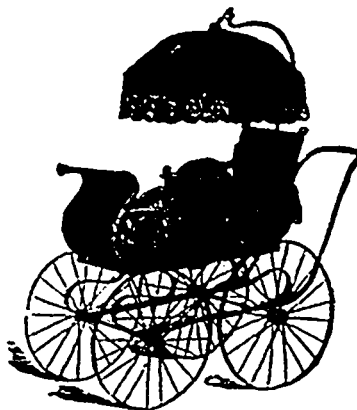
EVERYTHING FOR A SCHOOLROOM

Liberal Terms to the Trade.

THE GENDRON MFG CO., Limited,

MANUFACTURERS OF

Children's Carriages, Velocipedes,
BICYCLES, TRICYCLES,



EXPRESS WAGGONS, SULKIES,
Toy Barrows, Doll Carriages, Etc.

Montreal Office : 1910 Notre Dame St. (Balmoral Hotel Bldg.)
and Salesroom :
Factory and Home Office : 9 Wellington Street, W., Toronto, Ont.
WAREHOUSES - 38 & 40 YONGE ST.

Send for our Catalogue of Sleighs and Fall Goods.

Season 1889.

THE

GOLD MEDAL XMAS CARDS

PUBLISHED BY

HILDESHEIMER & FAULKNER
London, Eng.

THE TORONTO NEWS COMPANY,

Sole Agents for Canada.

FIVE years ago, when we introduced these cards in Canada THEY AT ONCE TOOK A FIRST PLACE, and have continued to hold it ever since, and against the very best productions of other publishers. Wherever compared with the other lines their excellence and superiority were promptly recognized, and this year's productions surpass all previous efforts.

BOOKLETS.

We would draw special attention to the unequalled value we are enabled to offer in our this year's line, owing to the special arrangements made with Hildesheimer & Faulkner, London, Eng. This line has long been recognized as the most artistic in the market. We confidently recommend the goods as

HIGHLY ARTISTIC,
PROMINENT IN LITERARY EXCELLENCE,
MOST DELICATELY FINISHED,
FINE REPRODUCTIONS,
CHEAPEST LINE EVER SUBMITTED TO THE TRADE.

Finished and complete samples are now in the hands of our representatives, and we respectfully ask dealers to hold their orders until they have seen them, as they are without doubt the finest and cheapest lines ever submitted to the trade.

THE TORONTO NEWS COMPANY,

42 Yonge St., Toronto.



BELLEVILLE, July 24, 1889.

DEAR SIR, I suggest the following scale of prices for "Globe," "Mail" and "Empire". Single copies, 3c.; weekly subscriptions, 15c.; monthly, 60c.; no quarterly nor half yearly subscriptions; yearly, \$6. Prices to the trade to remain as at present. Judging from my past experience of twenty odd years in the business in several different localities, I am quite certain that the general public would pay these prices as quickly as the present rates. These prices I consider the happy medium; but I am satisfied that subscriptions would fall off to a considerable extent, if the scale of prices suggested in a late number of BOOKS AND NOTIONS should be adopted.

If the publishers were to re-adjust their prices in accordance with the scale I have given, and keep prices to the trade the same as at present, news-dealers would then be induced to do their best to secure subscriptions; whereas under the present rates they have no heart to do so. If the publishers would adopt the policy and prices I have indicated herein, commencing, say, January 1, 1890, and give news-dealers two months' notice of their intention of so doing, they would find that they would not be the losers in the end. Let them try it for one year, commencing January 1 next, and see how it will work.

I would also suggest that the publishers make the price for the one cent dailies two cents outside of Toronto, and one cent to the news-dealers.

What absurd prices 12½ cents per week and 55 cents per month for the three cent papers are anyway! Why not have them 15 cents and 60 cents? for not one in a hundred of the public would say a word against these latter figures. A. ROBINSON.

DEAR BOOKS AND NOTIONS, You are right about the fine stationery. It is said that "fine feathers make fine birds," certainly good fine stationery always goes with first class people. The bargain counter will not do to supply stationery for the better class of people. I am very careful in selling stationery to offer just the right kind to the right people. I size them up when they ask to look at it, and I am very seldom mistaken. I am with you also on the postage question, and will do my best to help.

Yours respectfully, J. H.

DEAR SIR, What is your opinion of "leaders?" that, I believe, is what they are called in the dry goods trade—special lines

sold under cost to attract trade to the rest of the stock. How would it work in the book and stationery trade? I might better, perhaps, say, how has it worked? for I believe that school books have often been sold under rates for that purpose. Will it pay to use leaders, and, if so, which are the most advisable? Yours, NEW HAND.

DEAR SIR, I read your article on our postage grievance in the last issue of BOOKS AND NOTIONS and endorse every word of it. We have been miserably and shamefully duped. Not one of the promises made us by the postal and customs authorities have been kept. The Postmaster-General lays the blame on Mr. Bowell and Mr. Bowell says it is his deputy, Mr. Johnson, who is in the way. This much we do know, that the trade continues to suffer without abatement. I call upon the individual members of the trade throughout Canada to continually, "in season and out of season," press for a change. TORONTO.

TRADE GRIEVANCES.

DEAR SIR, Permit me space for a few remarks on the greatest evil in our system of doing business, viz. the credit system. It is the curse and ruin of many thousands of good, smart business men; that is, the abuse of the credit system. Merchants should have a mutual understanding between them, and should form some sort of association, meeting, say, once each month, and bring in the list of their poor pay or dead beat customers; or if, for instance, A has been dealing with B and wishes to change, let him bring a receipt from B showing that he has paid B up before he can get credit from C. While in Buffalo a few days ago, in conversation with a friend of mine in the produce line, I asked him how he escaped heavy losses by selling on credit. "Why," he said, "we have an association. We meet every week, and all delinquents are put upon the black list, and a circular is printed and mailed to every dealer, with the names of dead beats." If this were done among the smaller towns and villages in Canada it would be a great assistance to the trade in distinguishing dead beats. All that is wanted is mutual co-operation amongst merchants in their own villages and towns and neighboring places. I think it would pay well in the long run.

Another evil is the compromising system adopted by the wholesale trade. In some cases it is just to give a debtor every chance to go on in his business, but in cases of neglect to business, drunkenness, cutting prices, and fast living, such persons should be closed out, and instead of selling the stocks of such persons en bloc, to be slaughtered amongst parties who pay 100c. on the dollar, they should be divided up into lots, say of \$100 each, and sold. This would give everyone a chance to compete in the sale.

JULIAN SALE

AND COMPANY,

MANUFACTURERS OF

Fancy Leather Goods

TORONTO.

POCKET BOOKS,

PURSES,

LADIES' SATCHELS,

BILL BOOKS,

CARD CASES,

MUSIC ROLLS,

FOLIOS,

Memorandum Books,

etc., etc.

SAMPLE ROOM:

20½ Front St. East.

FACTORY:

169 Bleeker St.

Another imposition merchants suffer under is the imposition of insurance companies. Why should a merchant pay 2½ to 3 per cent. per annum for insurance, while farm property is insured in the same concerns for 75c. on \$100 for three years? A few days ago, while in conversation with the inspector of the Glasgow and London Insurance Co., he admitted that his company lost more money on farm property than on the mercantile, yet we pay four times as high a rate in some cases. It is high time merchants unite on these matters. Thanking you, Mr. Editor, for the space.

Yours truly,
E. MORGAN, General Merchant.

Delhi, Ont., 22nd July, 1889.

THE TRADE CONGRESS.

PAISLEY, Ont., July 22, 1889.

DEAR SIR,—I am glad to see that so many important subjects are to be taken up at the trade congress to be held shortly in Hamilton, all important to the trade. There is no doubt but that bankruptcy and unjust compromises rank as one of the most important grievances in the trade, and I would just like to be there to hear the discussion and listen to the different remedies proposed for the relief of the hundred cents on the dollar merchants. I suppose they will be about as numerous and varied as the patent remedies for dyspepsia. It is rather annoying to a person in regular business that a pedlar should be allowed to go about the country selling to every one without having to pay a cent in the way of taxes for the benefit of the place. There must be something very loose about the license law when a person can evade it by simply going round and taking orders for the goods for future delivery. Sometimes the goods are delivered in a few minutes after the order is given, others again deliver and take orders for the next trip. It is about as barefaced a sham to get out of paying a license as it is possible to get up. Surely a remedy will be found to abate the nuisance. Yours, etc.,

SAUGEEN.

b. p. y. m. s. l. e. r.
BARKER'S SHORTHAND SCHOOL.

45-49 KING ST. EAST

TORONTO, - - - ONT.

E. BARKER was Principal of the Shorthand Institute of the Canadian Business University for over five years. Nearly 700 pupils of that Institution, a large proportion of whom fill excellent situations in all parts of the Dominion and the States, are the best testimonials that could be given. This School offers better advantages than before, both in efficiency and terms. The Type Writing Department, under the management of

MR. GEORGE BENGOUGH

Agent for the Remington Standard, is the best that the country affords.

For all particulars apply for circulars.

RED ... LETTER SERIES

OF:—
Select Fiction

NEW ISSUES.

No.	Title	By	Cents
61.	SEVENTY TIMES SEVEN	By Adeline Sergeant.	30
60.	UNDER WHICH LORD	By Mrs. E. Lynn Luton.	30
59.	A LITTLE FOOL	By John Strange.	25
58.	A TROUBLESOME GIRL	By The Duchess.	25
57.	THE LAST COUP	By Hawley Smart.	30
56.	LORD AND LADY PICCADILLY	By the Earl of Desart.	30
55.	HARVEST	By John Strange Winter.	30
54.	UNDER A STRANGE MASK	By Lieut. Frank Burnett.	30
53.	THE FOG PRINCES	By Florence Warden.	30
52.	THE PRETTY SISTER OF JOSE	By Frances Hodgson Burnett.	25
51.	LIGHTLY LOST	By Hawley Smart.	30
50.	MEHALAH	By S. Barine Gould.	40
49.	THE GIRL FROM MALTA	By the author of The Mystery of a Hansom Cab.	30
48.	LANDING A PRIZE	By Mrs. Edward Kennard.	30
47.	JOHN HERRING	By Rev. S. Barine Gould.	30
46.	A FALSE SCENT	By Mrs. Alexander.	25
45.	ST. CUTHBERT'S TOWER	By Florence Warden.	30
44.	DOLLY	By Justin McCarthy.	25
43.	IN EXCHANGE FOR A SOUL	By Mary Linskill.	30
42.	ENGLISHMAN OF THE RUE CAIN		30
41.	THE MAN HUNTER	By Dick Donovan.	30
40.	LONG ODDS	By Capt. Hawley Smart.	30
39.	THE MATCH OF THE SEASON	By Mrs. Alex. Fraser.	30
38.	THE LADIES' GALLERY	By Justin McCarthy and Mrs. Campbell Praed.	40
37.	A CROWN OF SHAME	By Florence Marryatt.	30
36.	THE MADDOXES	By Jean Middlemas.	30
	THAT FRENCHMAN	By A. C. Gunther, author of "Mr. Barnes of New York," etc. Can. copyright edition.	50

The Toronto News Company,
TORONTO.

The Montreal News Company,
MONTREAL.

Publishers' Agents.

B. MARCUSE, Montreal

MARCUSE

Is at present showing the nicest and most tasty lines of

FANCY GOODS

ever shown in Canada.

MY TRAVELLERS ARE OUT WITH SAMPLES.

823

Craig ST.

HEADQUARTERS FOR Christmas Cards, Chromes, Studies, Ecrap Pictures and Fine Art Goods.



Trade supplied by Davis Lawrence Co., Canadian Agts., Montreal

WM. BARBER & BROS.

Paper Makers

GEORGETOWN, - ONTARIO

Book, News and Colored Papers

JOHN R. BARBER

SIR ALEXANDER CAMPBELL, President. JOHN L. BLAIR, Vice Pres.

THE

Boiler Inspection and Insurance Co.

OF CANADA.

CONSULTING ENGINEERS AND SOLICITORS OF PATENTS.

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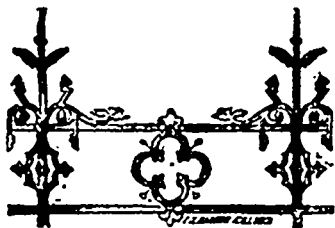
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