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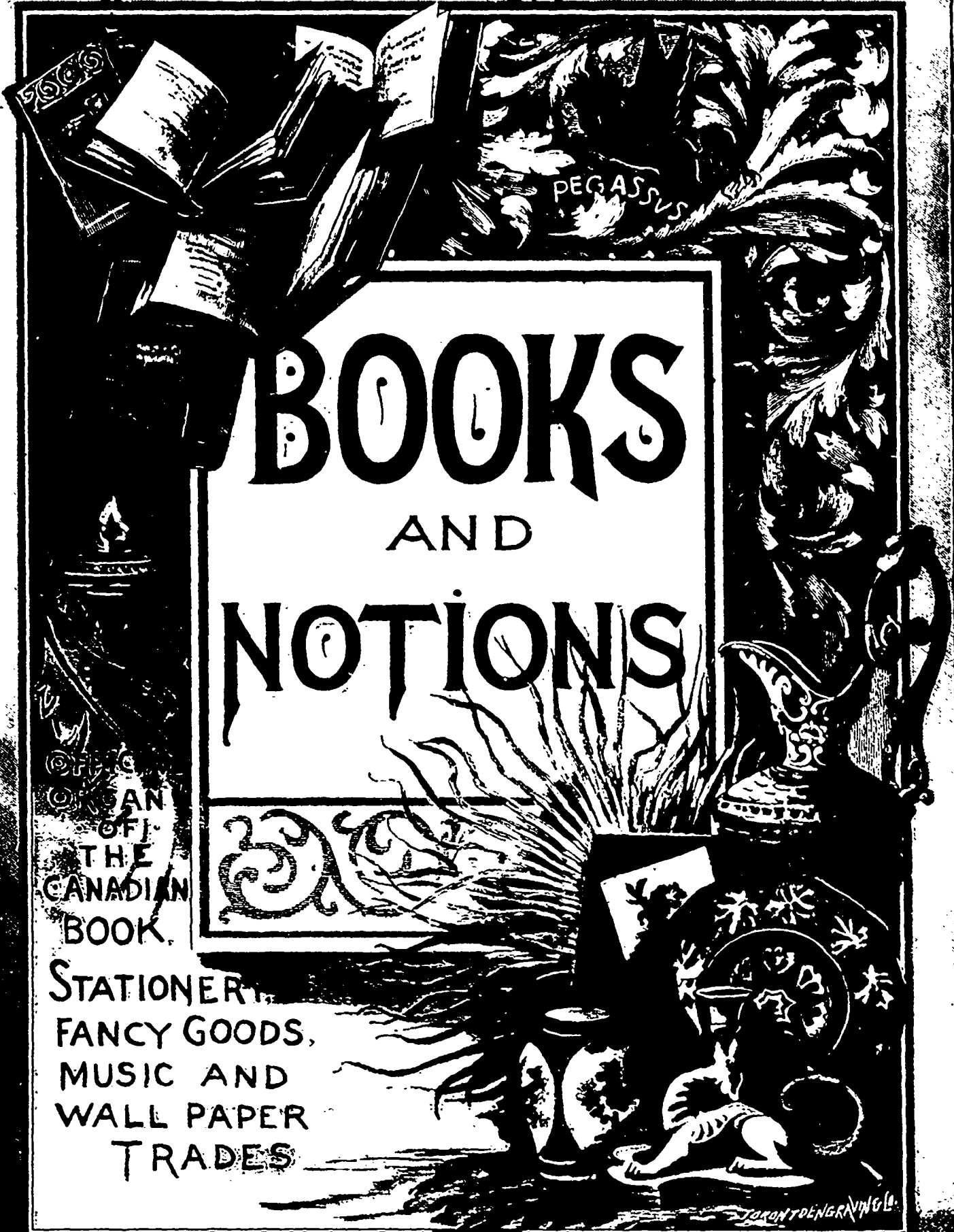
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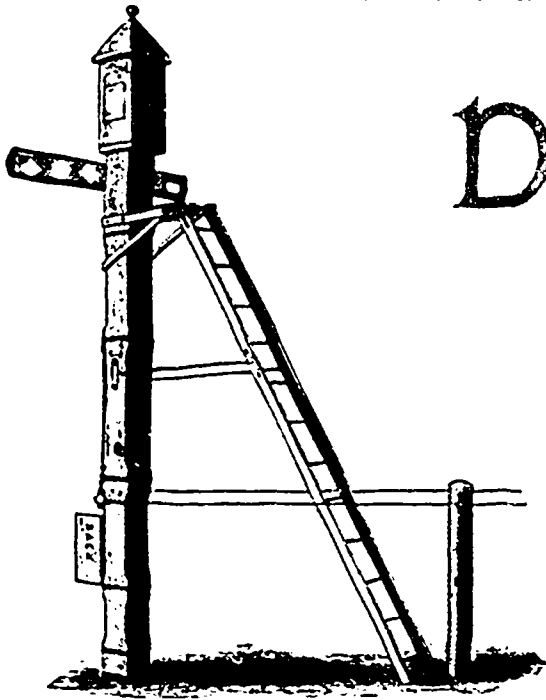


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Vol. 7

TORONTO, JULY, 1891.

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Vol. VII. TORONTO, JULY, 1891. No 7.



DISCOURAGING sign of the times is the large number of chattel mortgages that are being given on stocks of books and stationery goods. These pledges are reported to be more numerous than they were a year ago, and in too many cases are for amounts almost hopelessly beyond redemption. Even for the smallest amount a chattel mortgage is a hard thing to outlive by any ordinary book business. There are lines of trade in which a man of push and with fair chances may calculate upon the future as a solvent of business difficulties, but it is usually best to assume in the book trade that what cannot be done now will not be easier to do a year hence. It is better to lack ballast than to be over-freighted with stock that is not paid for. A man will have a stronger incentive to labor hard and live economically, if his object be to work up to a big stock of his own, than if it be to work up to the payment of a big debt.

Publishers are too prone to make collections of, and publish in sets, the complete works of any author who has made a name for himself. There are writers who have made one strong bid for fame, and on the strength of that one alone are entitled to it. If that single effort had not been successful, all else they wrote would have speedily passed into oblivion. But the demand for collected writings recalls from obscurity all the second-rate or inferior works of the author who has written one meritorious or successful book, and keeps the market inundated with works of comparatively little

worth. The wheat should be separated from the chaff. If a man wants to buy *The Raven*, the work upon which Edgar Allen Poe's title to fame sufficiently rests, he is unlikely to buy five or six large volumes, to dilute, as it were, the merit of the masterpiece in a mass of mediocrity. There is an increasing class of book buyers who have only sufficient time on their hands and room on their shelves for the best, and it would be a good thing if particular works were more frequently selected for publication. It would undoubtedly stimulate book buying. The successful writers of more than one or two books are few.

An event which touched the mainspring of a wide popular demand for one class of book these days, was the death of Sir John Macdonald. The interest in his life and work was acute and general, affording a basis for a large trade in a published biography of him. And the biography was ready nearly as soon as the demand. A very large number of volumes will be sold, but that does not avail the trade anything. The salesmen through whose exertions these volumes will be sold are traveling on the road with prospectus and order book, visiting the farmers, mechanics, professional men, in short all classes of readers, to persuade them to buy a copy. The trade have simply to stand by and look on at one of the rare opportunities to make money in their line being enjoyed by others. To book agents is given the fullest protection by publishers against the competition of the book trade, while it is another of the grievances of the book trade that it is afforded not the least protection against the competition of big bazaars and tea store traders. The trade, it seems, has to be the scape-goat in any case. Publishers who have to be beholden to the trade for the sale of a great part of their stock ought to be just and considerate enough to give the trade the benefit of any special chances. It is upon special opportunities that the bookseller has to depend to make anything.

One hopeful fact is that book-agents are not so plentiful as they once were. Advertisements are open week after week for agents, while in any other class of service there is no trouble in getting a vacancy filled at once. Under "Situations Vacant" all the other classes of employes wanted are not so numerous as agents. The reason is that the work is very disheartening. Agents have become odious to the people, and a man is not so ready as in more favorable times to take to the lot of the book selling tramp. He has to submit to much that outrageous to his self respect, if he has any. The book store man, as a resident and well known respectable citizen, with sufficient insight into men to keep him from degenerating into a bore; could take up the occupation of book agent and put it on a perfectly unexceptionable footing. If book sellers as a class would make a dead set at all book agencies there would be an indirect good of great importance sure to flow from it. It is this: The requirement imposed on itinerants to sell at a fixed price, would have to be observed by the trade, thus profits would be secured, and the stress of competition would be more or less relaxed by the general introduction of the same principle into other lines.

"Author," on another page, speaks from the standpoint of a writer who has had unsatisfactory experience of the trade as a medium for the distribution of native works. While there are many energetic booksellers, there also undoubtedly are a great many who do not realize that there is nearly or quite as much depends upon the salesman as there is upon the book. A well read scholarly customer will often buy upon the recommendation of his bookseller. The local demand does not go before the book, it usually follows the sale of a few copies of it. In many a town one or two reading men are able to make a considerable sale for a book, and it would sometimes pay to make a present of a copy to such a man who numbers many readers among his friends. A considerable part of the success of the book agent is due to the fact that he laboriously loads his memory with extracts from the book he seeks to sell. A requirement of his employers is that he shall know certain passages of the book word for word.

## MEN OF THE TIMES.

### MR. W. W. COPP.

Act well your part, there all the honor lies.

Mr. W. W. Copp, the president of the Copp Clark Co., limited, is one of the few who can look back over an unbroken expanse of nearly half a century's experience in the Canadian book trade. If he continues in it one year longer, he will be able to celebrate in July 1892, the jubilee anniversary of the day he entered it. In July 1842, a youth in his sixteenth year just a few months in the country, he became an in-door apprentice in the employment of the late Hugh Scobie. From that starting point his career was a constantly upward one, his own worth and energy advancing him from one position to another, until he stands to day at the head of one of the most substantial concerns in the country. He remained with his first employer till 1853, and had by that time reached an important position in the staff, when his connection with it was brought to a close by the death of Mr. Scobie. In 1854 Mr. Copp formed a partnership with Thomas Maclear and W. C. Chewett. In 1857 Mr. Maclear retired. The remaining partners continued the business under unchanged style till 1862, when Mr. H. J. Clark joined the firm and the style became W. C. Chewett & Co. In 1865 Dr. Chewett retired, and Mr. Copp and Mr. Clark formed the firm Copp, Clark & Co. In 1873 they sold out their retail business, Mr. Fuller having in the meantime been added to the firm. In December 1885 The Copp, Clark Co., Limited, was formed. That is the last change that was made in the composition or style of the house.

The business with which Mr. Copp's life has been identified ever since he came to the country has grown from merely local into national proportions. It began on King street, in the western part of the premises now occupied by W. A. Murray & Co. The store was on the ground floor and the factory on the second storey. Now that business requires two large buildings, and both are tasked to their full capacity. The building on Front St. is the warehouse and seat of the jobbing department, while the building at 67, 69, and 71 Colborne St. is the factory.

The partner who directs the industries that are carried on in the latter establishment is Mr. Charles Fuller, and under his capable management the very highest class of work is turned out. No one who looks upon the mere exterior of that solid looking but unpretentious building, would guess that it is the beehive of industry that it is, that it contains the most modern and costly appliances of the bookmaking and kindred arts, and that it issues some of the finest work produced on the continent. Its printing, book-binding and lithographing departments are models of all that is modern. Work goes forth from them over all parts of the country and into the United States. The modest, unostentatious

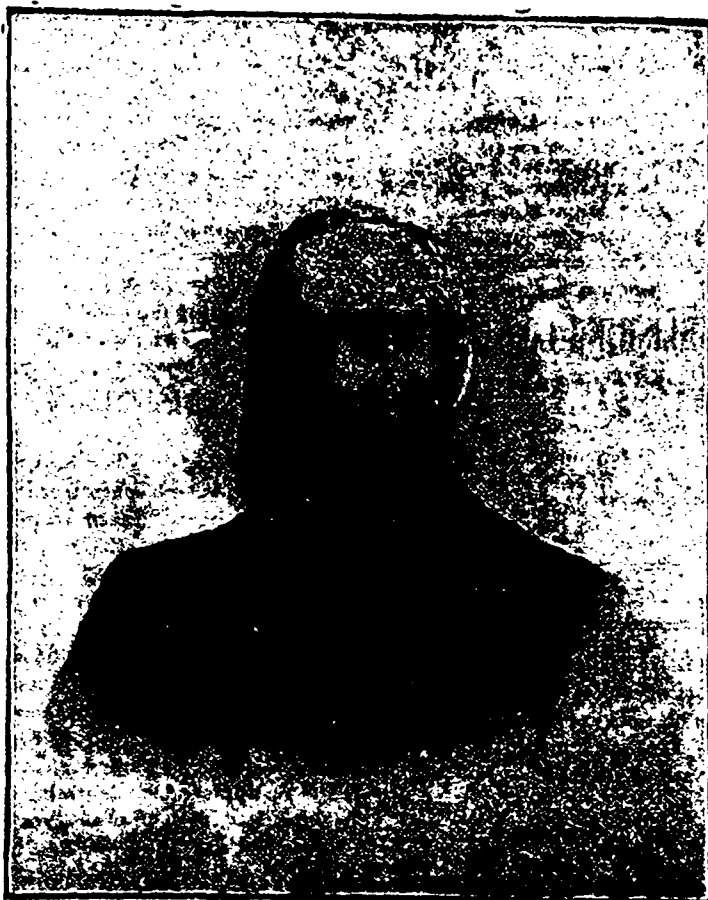
ment. Leaving out the United States part of the business, nearly all the printing, lithographing, and binding done in the factory are for the trade connected with the warehouse on Front street.

The large and elaborate business which Mr. Copp now presides over has evolved from stages that were crude enough even within time covered by his memory. In the early part of his career there was only one ruling machine in the city. That was owned by Mr. Brewer, and everybody had to go to him to get work done. There was only one book-binder—a man named Cuthbert, who carried on the business at his home on Richmond street, whence a work seldom issued till six months after the leaves were left there. But twenty-five years ago the trade made more money than it does to-day. There were fewer in it, books were not so cheap or plentiful, and the retail trade was prosperous. Up to 1865 the business done by the retail branch of Mr. Copp's house under its two earlier styles was enormous. Under the style W. C. Chewett & Co. the business was one of the best known in Canada. The firm's store was a meeting place, a sort of rendezvous where people from all parts of the country would make engagements by letter to meet each other and would turn up there in crowds.

But there were bad spells even in the early days of the book trade. The year 1845 was a particularly dull one. Whole days would pass by without a single sale being made, and the shop boy would have to sweep the shelves to put in the time. While business was in this lifeless state Mr. Copp thought seriously of going to Australia, as there seemed to be no future for Canada. This was

before the railway period in our history, when our only outer connection was a monthly steamer to New York. With increased traffic facilities, notably with the opening of the Grand Trunk Railway, things mended rapidly and Mr. Copp stayed here and thrived.

Mr. Copp is an Englishman. He was born in 1826 in Torrington, North Devon. He came, along with his family, to this country and this city in the spring of 1842. He has consequently been a resident of this country almost ever since responsible government was conceded to it. He has therefore witnessed its growth under the most favorable political auspices, and has been an observer of its economical development throughout the whole of its past railway history.



MR. W. W. COPP.

air which hangs over the building and about every department of it, seems to be in keeping with the fitness of things, as nothing sits so well on an old,—established and dignified concern as does a lack of self-consciousness. There is a sort of egotism about certain great manufactories, a forcing themselves upon one's notice, that an old house like this on Colborne St. can afford to do without. Not many, however, can afford to do without it.

The magnitude of the jobbing department of the Copp, Clark Co. may be measured by the fact that the bulk of the manufactures carried on upon Colborne street find their way into trade through the jobbing depart-

### MEN OF THE TIMES.

With a portrait and sketch of the life of Mr. W. W. Copp, we this month begin a series, of which the subjects shall be the leading men of the times who are in the books and notions trade or any business connected with it. The men who have succeeded are supposed to know the paths of fortune, and there is perhaps no man who has yet his fortune to make, that does not feel a yearning curiosity to know something about experiences that have ended in affluence or eminence. The lesson taught by the story of an honorable career will not only interest, but will instruct and encourage. Among our readers there are plenty of men who have before them what their wealthy fellow merchants have left behind them *viz.*, arduous and patient toil. We hope many of them will get through so successfully.

### LEARN OF THE CANVASSER.

That the pushing of business is indispensable to the success of the dealer in books, notions, etc., is signally illustrated by the issue of a venture that was made a week or two ago by a house to house canvasser. He observed that the book stores and the notion shops of a certain city did not push a well-known specialty, for whose sale a timely opportunity presented itself. A little activity on his part he believed would put a snug sum of money in his pocket, the produce of sales he considered he could make of this specialty. From the concern which controlled the article he obtained a first instalment of supplies, which were the more readily given to him because he was undertaking to sell in a city whence but little demand ever came. His success was far beyond even his own sanguine expectations. He found an almost ravenous demand awaiting his stock, and his first order was immediately followed by another. Before he got through his tour of the city he had made an extraordinarily large number of sales, having made that town one of the largest buyers of the article in question of any town in Canada.

The particular specialty that had so phenomenal a run of success in his hands had been on the market a sufficiently long time to give the trade a chance before this man was allowed to handle it. There was a latent demand which needed only a little fostering to make it an active one. The canvasser executed a flank movement on the trade, and now their disposition to sell is circumscribed by the lack of buyers. The specialty could just as well have been sold to as many people by the stationary dealers, whom it would pay to employ agents to go from house to house with it. Wholesalers look upon their retail customers as the cultivators and nourishers of the local demand. And retailers are valued as customers by any wholesale house, not merely according to the promptness with which they pay, but also according to the measure of their success in

running off lines that are special to that house. There would be fewer itinerant traders if there were more active campaigners in the field of stationary trade. Special lines, above all others, need active handling. They have to be taken hold of with enthusiasm or they had better be let alone. There is also money in them. Being proprietary articles there is no dissipation of profit in competition, the price is therefore always a paying one, and the more sales made of specialties the more nearly is offset the loss from starvation prices in other lines.

### BRITISH WASTE PAPER.

The waste paper branch of the business at Her Majesty's stationer office is a very important one, says the London Daily News. It is situated in Earl Street, Westminster, a few minutes walk from the main establishment. In the good old days waste paper went as the "perks" of Government officers. The more they sold the fatter they grew, and the sturdier, we may be sure, they stood up for Queen and Constitution, and everything that was staid and respectable and conservative. The best of it was that it often happened that the very men who grew fat on waste paper had the ordering of the stock, and the more they ordered the greater were the "perks" of course. It was a delightful arrangement, but it was too good to be permanent, and in 1852 it was ordered that all waste and unserviceable papers, pens, old directories and other publications, and old and useless and worn out stores of every kind should be returned to the Stationery Office, and latterly, therefore, there has been one stream of new stationery from Westminster to all the Government offices in the kingdom, and a return current of used-up material. It pours in in huge van-loads to the establishment in Earl Street, where premises, formerly in the occupation of a marble mason, have been converted into a busy scene of industry in unpacking, sorting, cutting up, repacking, and despatching to the paper mills, that may be witnessed all the year round. Till some little time ago paper-makers contracted for the waste paper here, and entered into a bond to destroy it forthwith. This proved to be unsatisfactory, and there seemed to be no sufficient security against the leaking out of information that ought to be private and confidential. For some time public waste paper was sent to one or two of the prisons in London, to be torn up and sorted by the prisoners. This was not very successful either, and five years ago the Earl Street premises were taken, and everything now goes there. Vans run into the yard with their paper and books stuffed into gunny bags, which are hauled up on to a top floor and turned out upon tables, the tops of which consist mainly of iron gratings. Young women stand at these tables and sort out the paper into ten classes. Much of the stuff is very dusty, and the table tops are

grated, so that as the paper is tossed about the dust may fall down below. Once a fortnight the screen round underneath the table is removed and accumulated dust cleared out. The sorted papers are thrown into different hoppers, and are shot down to the floor below, where there is a tremendous guillotine cutting-machine, driven by a gas engine. All sorts of secrets and confidential communications are here chopped up so far as to render them unintelligible, and then they are packed up for dispatch to the mills, when purchasers come forward with satisfactory offers. Much of the waste is removed back into gunny bags, which are suspended from hooks in the ceiling, and may be rammed full with a sort of Herculean club which some of the damsels enjoy for the purpose; but most of them apparently prefer to get into the bags and dance up to the top as their companions keep feeding in the waste.

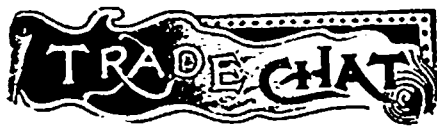
### SEASONABLE READING MATTER.

Although heavy or scientific reading, matter is not what the literary digestion wants in summer, yet it does not follow that very light literature is all it does want. Fiction is undoubtedly read more than any other class of matter in the noon spell of the year, but fiction is not all. Of people who go off on their holidays, some want only such reading matter as will answer for a pastime. Others have a strong partiality for works that promote culture or are refining in their influence. Works in which there is an elevated moral tone or in which artistic truth is unfolded are very largely read in summer by that leisure class which can afford a long holiday. Poetry, propagandist, speculative, or psychological fiction, critical essays, etc., come in for a great deal of attention in summer. People who have the tastes and education go in for refreshing their intellectual as well as their physical powers. *Belles lettres* therefore should form an important part of central stocks. The writers who are so much as a generation dead do not come in for much attention in summer. New books are sought after, in which the author has said something in a startling or novel way. The great living chiefs of the various literary departments indicated are the men whose works will be read most eagerly, as they have the stamp of the time fresh upon them. Books such as are written by Sir John Lubbock, John Ruskin, Goldwin Smith, Edwin Arnold, and many more such men, and by the leading novelists of the time will sell very generally now. Books which have no merit but simply their effectiveness as companions of idle hours will sell too in myriads. Magazines are generally at their best in the trade of this time of year.

*Rivalry, open, fair, good natured and enterprising, is the life of business.*

*The neglect to look after minute details in the factory is a source of great loss to many producers.*





The travellers of H. A. Nelson & Sons in Ontario and the North West report business good.

The Booksellers' and Stationers' section of the Toronto Board of Trade met a few days ago to consider the question of reducing the discounts and shortening the time. They failed to come to an agreement upon the matter.

The Presbyterian News Company will move into their new store on Yonge St., on the first of November. It is probable they will continue to do business also from their old stand on the corner of Toronto and Adelaide streets.

H. A. Nelson & Sons find that they can handle many more customers since they made their first floor the sample room for all lines of their stock. That change has been followed by a large increase in their business.

Mr. James Bain has withdrawn from the firm so long and well known as James Bain & Son, booksellers, King St., Toronto. Mr. Bain has not taken an active part in the affairs of the firm for the past three years. Mr. Donald Bain will continue the business under the old style.

#### PERSONAL NOTES.

Mr. Palmer was in the city for Macmillans a week ago.

Mr. Day, of Longmans, Green & Co., was here in the latter days of June.

Mr. D. N. Jacoby, in behalf of Caw's Black Fluid Ink, has just left the city.

Mr. H. W. Nelson, of H. A. Nelson & Sons, is off this week to the old country.

The trade is advised that Mr. Moyer, of Marcus Ward & Co., will be here in a short time.

Mr. Guy R. Warwick has gone to the Maritime provinces in the interests of his house.

The representative of D. F. Foley & Co., gold pen manufacturers, New York, was here last week.

Mr. McPherson, the representative of W. Collins, Sons & Co., London and Glasgow, is now here.

Mr. Ellis, of the Barber & Ellis Co., is back from over-sea, whither he went about six weeks ago.

Mr. Williamson, of Williamson & Co., booksellers, Toronto, is off on a few days' visit to Philadelphia.

Mr. A. F. Rutter, of Warwick & Sons, has been absent about three weeks on a business trip which is to end about the first of August on the coast of British Co-

lumbia. He will return about the first of September by way of the Northern Pacific Railway.

The Owen Paper Company, of Housatonic, Mass., was represented here by its traveller a few days ago.

Mr. Whitlock is now calling on the trade in the interests of his house, John Walker & Co., London, England.

Mr. Tee, of Eyre & Spottiswoode, London, England, is at present visiting the importing houses of the city.

Mr. Whaley, of Whaley, Royce & Co. is away on a six weeks' trip through the North West and British Columbia.

Mr. Geo. A. Rnisbeck, for the Ph. Hake Mfg. Co., New York, has been on a business visit of a few days' duration.

Mrs. Bryce, the mother of Mr. William Bryce, the Toronto publisher, died on Thursday, and was buried on Saturday.

Mr. A. S. Irving has returned from his holiday ramble in the North Eastern States and is looking and feeling much the better of the respite it afforded him from the cares of business.

Mr. Henry Brophy, the cashier of the Montreal News Company, was in the city a few days last week. He is captain of the Montreal Lacrosse team who defeated the Torontos on the 1st.

Mr. Mason, foreman of the New England Paper Co., of Montreal, for the past nine years has gone to Portage la Prairie, to take charge of the wrapping paper department of the Manitoba Paper Co.

Mr. Solomon, of the Methodist Book and Publishing House, is now in the Maritime Provinces, while Mr. Anderson for the same house is on the Pacific coast. Reports have been received from both that show they are developing business rapidly.

Mr. Henry Dexter, President of the American News Company, paused here four or five days on his trip across the Continent, to visit his friend Mr. A. S. Irving, who gave him ample opportunity to take away a good impression of the city, having shown him over all that was best worth seeing. He will return this way from the Pacific coast.

Mr. R. J. Sailsbury, of C. M. Taylor & Co., has just returned from a trip which took in Manitoba, the North West Territories and British Columbia. It took ninety days to touch all his connections this year, whereas formerly the round used to be made in sixty-five days. He is therefore well satisfied with the business done. His report of the fall outlook for that part of Canada is also cheering. A better feeling prevails among the people because of the exceptionally fine promise of the crops. A buoyant tone pervades not only the trades he had to do with but business generally, as all the travellers he met agreed with him that they had never before found things so bright in the west.

#### STATIONERY NOTES.

Brown Bros. have received some nice lines of rubber pen holders.

The Edison mimograph is taking strong hold wherever it has been tried.

The Wirt Fountain Pen continues to grow in favor, as the demand is now larger than ever it was.

Brown Bros. have the agency here for Arnold's inks, which have been in use in England for nearly a century.

Trade in stationers' novelties and specialties, such as fancy ink stands, paper weights, etc., has received some impulse from the camping season.

The World blotting paper is a specialty for which Hart & Company hold the agency here. It is made from a new process, and is a great absorbent.

Johann Faber has got out a pencil compass similar to that of the Lyr. It is on the market now. What will further the sale of the attachment is the fact that it is shown mounted on a card, not in boxes.

Warwick & Sons have in preparation a large line of school specialties, including scribblers, exercise books, etc., which will be ready for the re-opening of the schools. The "Arctic" is the name of an exercise book that will be likely to revel in the demand. Its bulk, make and general get-up will make a powerful plea to the youth who wants to buy such a school bulk.

The Chester series of pads is a new and superior line of letter and note paper which the Copp Clark Company is now prepared to fill orders in. There are four varieties in it: Monastery, a vellum paper; Ivory White, a white paper; Irish linen, a linen paper; Queen City, a cream paper. The cover of the pad bears a lithograph in four or five colors, done in the beautiful style in which all work turned out of that department of the firm's establishment is done. The Copp Clark Co. is the first Canadian house to publish a pad with a lithograph cover.

The Copp Clark Co. have some fine new lines of note books for the schoolboy to begin next term with. The Ross Exercise Book has a portrait of the Minister of Education lithographed on the first cover, and the Challenge Exercise Book has a handsome chromo on the back cover. Each of these styles is to retail at 10c. The Dominion and the Eclipse exercise books retail at 5c. each. In all four lines the backs are strengthened with cloth. They are handsome and strong, of liberal volume, excellent paper and well spaced. The Oxford Note-Book, with a well conceived and beautifully executed design—the Oxford cap, the Chancellor's and the Vice-Chancellor's mace—will retail at 10c., and will be considered cheap. The All-Round Scribbler is a beauty. The design is composed of a pen, pencil, eraser, inkstand, symmetrically grouped.

# Buntin, Reid & Co.,

WHOLESALE STATIONERS,  
Paper, Envelope and Blank Book  
Manufacturers,  
**TORONTO.**

The Oldest Established House  
IN THE TRADE.

FULL LINES OF

English, Scotch,  
French and German  
Writing and Colored Papers.

Straw Boards,  
Pulp Boards  
and  
Mill Boards.

Fancy papers  
in great variety  
for Box Makers  
and Printers.

Twines,  
Card Boards,  
Writing and  
Printing Inks,  
School Books,  
etc., etc.

Printers, Stationers and Paper Box  
Makers will do well to get our prices  
before ordering elsewhere.

**BUNTIN, REID & CO.,**

29 Wellington St. West.

**TORONTO.**

**WHOLESALE ONLY.**

Now is the Time to Order

## Christmas Papers

FOR 1891.

We desire to mention in particular the  
Christmas Numbers of

The Illustrated London News,  
The London Graphic,  
Figaro, Lady's Pictorial,  
Holly Leaves,  
and Yule Tide.

As we are assured by the different Publishers they will this year far surpass all previous issues, and which had such an enormous sale last year, the largest ever made. We wish to remind the Trade that our exclusive arrangements with the Publishers for ADVANCE SUPPLIES enable us to publish in Canada simultaneously with London and Paris, sufficiently long before Christmas as not to interfere with the sales of Holiday Goods, an arrangement which has been so highly satisfactory to all dealers.

To ensure early and prompt delivery, orders should be sent us at once, as we were unable last year to fill all the orders received, and had to disappoint many dealers who had not placed advance orders. We wish here to emphasize the fact that ALL orders will be booked and filled strictly in the order received, and we will positively fill first (and in full) all orders from our first advance supplies, as far as they will go, so dealers will please take this warning and blame themselves if they fail to order now and do not get their orders promptly filled, and are consequently behind their neighbors. We refer to this point specially as we had a great deal of trouble and annoyance in this connection last year.

The Toronto News Company,

Wholesale Newsdealers,

42 Yonge Street TORONTO.

P.S.--Keep a full line of Irving's 5 cent music in stock. It pays 100 per cent. profit.

A. C. Gunter's latest book,  
"Miss Nobody of Nowhere." By  
the author of "Mr. Barnes of New  
York. 50c.

## -THE- Red Letter Series

—OF—

## Select Fiction.

LATEST ISSUES.

- No. 127. THE ROLL OF HONOR.  
By Annie Thomas..... 30c.
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FLESH, AND THE DEVIL. By  
Miss M. E. Braddon..... 40c.
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VINE. By B. L. Fargeon..... 40c.
- No. 124. IN THE HEART OF THE  
STORM. By Maxwell Gray, au-  
thor of "The Silence of Dean Mait-  
land"..... 30c.
- No. 123. A BAFFLING QUEST.  
By Richard Dowling..... 30c.
- No. 122. THE LAIRD OF COCK-  
PEN. By "Ritta"..... 30c.
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ROYSTON. By Wm. Black..... 40c.
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W. Spreight..... 30c.
- No. 116. THE SOUL OF COUN-  
TESS ADAIR. By Mrs. Campbell  
Praed..... 30c.
- No. 115. FORESTALLED. By M.  
Betham Edwards..... 30c.
- No. 114. MY FIRST LOVE AND  
MY LAST LOVE. By Mrs. J. H.  
Riddel..... 30c.
- No. 113. THE WAGES OF SIN. By  
Lucas Malet..... 40c.
- No. 112. PHRATHE PHOENICIAN  
By Edwin Lester Arnold..... 30c.
- No. 111. THE LIGHT THAT  
FAILED. By Rudyard Kipling.. 30c.
- No. 110. A MINT OF MONEY. By  
Geo. Manville Fenn..... 40c.

The Toronto News Company,  
TORONTO.

The Montreal News Company,  
MONTREAL.

Publishers' Agents.

## 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.

**STORIES OF THE LAND OF EVANGELINE.** By Grace Dean McLeod. 12mo, \$1.25. Boston: D. Lothrop Company.

**HARRY BLOUNT,** by T. J. Flanagan. New York: J. S. Ogilvie. A thrilling detective story, sure to please the lovers of that class of fiction.

**HIS HEART'S DELIGHT,** by Lady Maude Rutledge. Philadelphia: T. B. Peterson & Brothers. A book to while away a couple of hours very pleasantly.

**WHAT'S BRED IN THE BONE.** By Grant Allen. Boston: Benj. R. Tucker. This is the story that won for its talented Canadian author the \$5,000 prize awarded by London "Tit-bits."

**MASTER AND MAN,** by O. O'B. Strayer. New York: J. S. Ogilvie in Sunnyside Series. This is a tale of the Civil War, told with a good deal of power and no waste of effort after dramatic effect.

**THE LAIRD O' COCKPEN,** by Rita, is No. 122 in the National Publishing Company's Red Letter Series. It will be found an excellent antidote to ennui, as the story is full of interest in itself and is charmingly told.

**MY DANISH SWEETHEART,** by W. Clark Russell. Toronto: William Bryce. In this work the author of "The Frozen Pirate" maintains his reputation as a spinner of captivating sea yarns. It is a book that should have a wide sale.

**THE ICE BOOK,** by Mrs. H. Llewellyn Williams. New York: The De Witt Publishing House. This deals with seasonable subjects, such as the making of iced beverages, ice creams, and endless other preparations which confectioners use ice in. It sells for 50c.

**A BAFFLING QUEST,** by Richard Dowling, No. 124 in the National Publishing Company's Red Letter series. A good story. Once begun it will be read through. The plot is sufficiently involved to puzzle the reader now and then as to who is the villain and who the hero.

**NENIE'S INHERITANCE,** by Henry Greenville. Philadelphia: T. B. Peterson & Brothers. A tale of Russian life, absorbing, and without any of the blemishes that disfigure the works of many well known French writers. It is translated by Laura E. Kendall.

**IN THE HEART OF THE STORM,** by Maxwell Gray. No. 123 in the National Publishing Company's Red Letter Series. The author of "The Silence of Dean Manland

needs no recommendation to those who are acquainted with that work. His peculiarities as a story teller are well exemplified in this book, which ought to find a wide sale during the summer.

**WHY I AM WHAT I AM** is a collection of reasons of the faith that is in some of the eminent theologians of the day. The articles are entitled Why I am a Baptist, Why I am a Presbyterian, etc., each written by a leading man in the particular sect spoken for. The book is published by J. S. Ogilvie, New York.

**THE FIGHT OF FAITH,** by Theodore L. Cuyler, D. D., and **HOPE THE LAST THING IN THE WORLD,** by Arthur T. Pierson, D. D., are two little books published by Fleming H. Revell Company, New York and Chicago. The excellent moral and religious teaching they embody in so brief a form cannot fail to secure readers wherever the books are exposed for sale.

**COLUMBIA,** a Story of the Discovery of America, by John R. Musick. New York: Worthington Co. Like its predecessors in the International Library this book is beautifully illustrated. The story is well timed, as it will be more or less the mode from now until the Columbian Exhibition to read all that can be got hold of about the illustrious discoverer. It is a real American historical novel, as its title imports, containing faithful pen pictures of the time of the discovery of the New World. A bright, sparkling love story is interwoven with the thrilling incidents, making it especially attractive. The book is profusely and handsomely illustrated, 345 pages, exclusive of full-page illustrations. Bound in cloth, gilt top, \$1.25; in paper illuminated cover, 75c.

The old days of Nova Scotia are full of life and color. Mrs. Catherwood and Miss Machar have already shown us the romantic side of the story of New France; in this dainty volume, its cover etched with the rocky outlines of Cape Blomidon, its narrative illustrated by Sandhan's striking pictures, Miss McLeod has done the same for Evangeline's home-land - the land of Acadia. To one who loves the story of the wandering Evangeline and whose interest has been awakened in the woes and worries, the hopes and fears of the "evicted" peasants of old Acadia this collection of thirteen dramatic and absorbing stories of the old land and its early people will be found fresh, entertaining and delightful reading.

### ADJUNCTS OF SPORT AND PASTIME.

**THE MAGIC REPEATING AIR-RIFLE** is the newest thing on the market, and ought to be an excellent selling novelty. The beauty of it is that it seldom needs loading. It holds 150 charges, which permits of the youthful marksman popping away as if he had a magazine rifle. It discharges with a force sufficient to kill birds and squirrels. It

is a beautifully polished nickel-mounted piece, and retails at \$2. The mechanism of the rifle is exceedingly simple, making repairs an easy matter whenever they are necessary.

The hammock trade has, this season, been an unusually satisfactory one. It has been large and has been select, the best lines receiving far the most attention.

Tennis goods have been in strong request this summer. The game appears to be extending farther every year.

Cricket goods have had an almost unprecedentedly good year of it.

Lacrosse stock has sold well, but base ball goods have been dead.

### BOOK NOTES.

Vol. 3 of Rev. John McNeill's sermons—in Regent Square Pulpit, is now out.

Professor Drummond's Addresses, with a Biographical Sketch, edited by Rev. W. J. Dawson, is now out.

The Willard Tract Depository will have in a few days a new book on the Gospel of St. John, by Marcus Dodd, D. D.

The Greatest Fight in the World, by C. H. Spurgeon, is the last up to date of the books bearing that hard run form of title.

The Methodist Book and Publishing House has just published a new volume of Annie S. Swan's, entitled Ayres of Shedd-leigh.

A Canadian copyright edition of Grace and Truth, by W. P. McKay, M. A., to sell at 30c., has been issued by the Willard Tract Depository.

Funk & Wagnall's new Standard Dictionary is to be out by the first of November. It will contain 70,000 more words than either Worcester or Webster. A prospectus of the work has been issued to sell at 5c.

The thirteenth edition of a well-known book, Men of our Time, has been issued by the publishers. The title has been changed to correspond with a change in the contents, to Men and Women of Our Time.

Williamson & Co. are getting out a third edition of Goldwin Smith's Trip to England, which has been one of the best selling books of the season. Along with this edition will be published A Trip to Scotland by the same author.

The editor of the novel is a new force for launching a work of fiction into popular favor and possible fame. The way of it is this; An unknown writer brings his manuscript to some well-known one, and asks the latter to become its editor, which, if the work has merit, the latter does. The name of the editor on the title page sells the book. Mr. Gunter, the author of "Mr. Potter of Texas," is editor of several novels.

"Estevan, a story of the Spanish Conquests," the second volume in the historical series, of which "Columbia" is the first, is in course of preparation, and will soon be issued by the Worthington Company. Each volume will be profusely illustrated and cover an important period of American history, so that the twelve volumes will be a complete history of the United States in twelve complete stories.

*New! New! New!*



THE UNIVERSAL CRY among the Trade for the  
past few years has been

*Oh! for Something New in Fancy Goods*

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Following up our well known Motto.

**"ALWAYS LEAD, NEVER FOLLOW"**

We appear before our customers this season with our first grand importation direct from  
Kobe, Japan, of

*Over 200 Cases  
Choice Japanese and Chinese Curios  
and Fancy Goods*

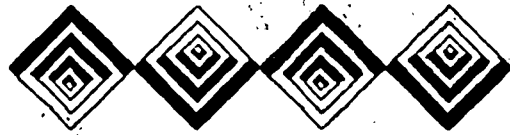
Which we will offer to the Trade of Canada at prices which will ensure a liberal profit  
and speedy sale.

Having made a special study of this department for some time past, we are persuaded  
that we have selected money-making goods for all who patronise us.

Call early and secure best selections as these goods cannot be repeated in time for  
next Christmas trade.

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





## *Tortoise Shell Goods*

In Card Cases, Bracelets, Paper Knives, Rickshas, Salt Spoons, Sleeve Buttons,  
Scarf Pins, Etc., Etc.

## *Bamboo Goods*

Consisting of Bead and Bamboo Curtains and Blinds, Tables, Chairs, Baskets  
of every description, Easels, Screens, Etagiers, Music Stands, Letter  
Pockets, Table Mats, Walking Sticks, Jink Baskets,  
Waste Paper Baskets, Flower Baskets, Book  
Shelves, Lunch Baskets.

## *Wicker Goods*

In Cigar Boxes, Flower Baskets, Cake Baskets, Bread Trays, Pen Trays,  
Spoon and Fork Baskets.


## *Paper Goods*

In Hand Screens, Fire Screens, Lanterns, Table Napkins, Etc., Etc.

## *Ancient Japanese Clocks and Swords*

And an immense variety of other JAPANESE CURIOS too numerous to mention.

Japanese and Chinese  
Curios and Fancy Goods



*As our variety of these goods is so extensive, it will be impracticable for us to shew Samples of all of them through the medium of our travellers.*

*We have therefore arranged to supply our customers with assorted lots, varying in amount, viz:--50, 100 and 200 dollar assortments.*

*Specifications shewing approximate assortments and values of contents of cases will be forwarded on application.*

*As we expect to make a speedy clearance of these goods, to avoid disappointment we invite the earliest possible orders.*



*C. M. Taylor & Co. - Toronto*



Fans trimmed with eider-down are a ruling line in the most elegant of this class of goods.

The Barber & Ellis Co., are getting in a very full and choice line of plush papetries for the fall trade.

Fans made of ostrich feathers are among the new things of the season. The use of the feathers instead of flowers for millinery and trimming in European centres of fashion has raised the price 125 per cent. in a short time.

The hold that plush goods have on the popular taste warrants the persistence of those lines in the market. Gorgeous, loud-hued, clumsy-looking, and liable to decline into trash as many of them are, they nevertheless sell.

The Newark oxidized and Persian silver goods are on the market again this year in all their rich variety and beauty. The trade in them last year was large. Already this year a big run of import orders is heard from. The lines include collar-and-cuff sets, glove and handkerchief sets, manicure sets, toilet sets, shaving sets, card cases, nut-pick sets, work-boxes, writing desks, pin-cushions and jewel cases combined. They are all silver-plated, elegantly wrought and most salable goods.

Hickson, Duncan & Co. have a full stock of new fancy wares and novelties. Work-boxes, desks, moneyboxes, form one line in which prices range from 10c. upwards. Their magic lanterns are in equally comprehensive variety, prices being 25c. up to \$25. Beads they have in all styles. An erasible, new drawing slate with a set of copies is an excellent specialty. Cups and saucers, fancy jugs, vases, French toys, steam toys, hair-covered rocking-horses, etc., are on hand and illustrate everything new on the market in this line. A very novel line of dolls is also in stock: the mourning doll, the fancy dress doll, the transformation doll are certainly very taking.

C. M. Taylor & Co., Toronto, have gone into a new line this summer. One hundred cases of Japanese curios, direct from the primary market, are within a few days of arrival via the Empress of India's express. This will be one of the finest acquisitions to the stock of fancy goods that has been brought into the country for some time. The lines are of various material—Japanese silk, ivory, wood, bamboo, and porcelain. They are more varied in value, ranging from prices as low as 65c. per hundred to those as high as \$60 each. The goods themselves are multifarious in character. There are screens, bamboo blinds, cups and saucers, porcelain figures, wood

carvings, fans, silk handkerchiefs, silk banners, silk lanterns, mirrors, Japanese napkins, ivory carvings, tortoise-shell goods, papier mache goods, rugs, bamboo carved sticks, tea-sets, table covers, lacquered tea-caddies, vases, etc., etc. The goods will be made up into assorted \$50 and \$100 cases, so as to give the trade the greatest variety in values and notions.

**MAGAZINES,  
SPECIAL NUMBERS, ETC.**

The Sir John Macdonald special number of the Dominion Illustrated was out of print long before the demand was satisfied.

A portrait of Horace Greeley forms the frontispiece of The Century for July to accompany a hitherto unpublished address by Mr. Greeley on Abraham Lincoln, which, coming after the Hay and Nicolay history, and Mr. Schurz's review of the same, will be read with particular interest, not lessened by the knowledge of the peculiar relations which existed between Lincoln and Greeley. The address was written in or about 1868, and is printed from the original manuscript. An important paper by Dr. Albert Shaw, in his series on Municipal Government, describes the government of Paris, which he calls the "Typical Modern City," and which is treated of in all the prominent relations of the city to its people,—the police administration, the gas and electric light supply, the trams and omnibuses, the sewerage, the water supply, etc., etc. Dr. Shaw calls Paris "the best lighted city in the world," and narrates what it does for its citizens and what it all costs. This paper strikes into the midst of a host of current discussions of municipal government.

The summer numbers of the two great English illustrated papers are selling remarkably well this year. They have come to be an important accessory to the literature of the mid-year holidays; summer campers, cottagers and boarders, most in fact of those who take a little leisure in the hot season want to have the special number of the London Illustrated News and the Graphic. Both are up to the high standard of former years. The London Illustrated contains a thrilling wild west romance, "Eagle Joe," by Herman, which is full of magnificent illustrations by R. Caton Woodville. The story though a romance does not turn on the actions of impossibly ideal characters, on the contrary it is realistic. A beautiful supplement, about 20x30 inches, entitled "The Terrace Walk," by V. Corcos, goes with the number. The special feature of the Graphic is a fac-simile of the original manuscript and sketches of Rowlandson's Tour in a Postchaise 1782. The diverting and whimsical account of this progress is enhanced by the quaintness of the old form in which it is presented. Interspersing the divisions into which this story is cut are short illustrated pieces, one being a letter in script from Mrs. Jowler to Col. John A. Jowler. The supplement is a picture of Olivia, the heroine of Twelfth Night, by E. Blair Lightton.

**B. MARCUSE, MONTREAL**

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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 Chromos, Scrap Pictures, Photo Frames, Albums and other Fancy Goods, personally selected in the best markets of Europe.

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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 Carriages. Hammocks. Chatelaine and Shopping Bags.

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

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

114 BAY STREET. - TORONTO.

**Just Published.**

**POEMS: GRAVE AND GAY.**

Including the Peanut Ballads by  
**Albert E. S. Smythe.**

Cloth Extra, Portrait, 184 pages.  
Price \$1.00—One-third off.

**Toronto News Co.,  
TORONTO.**

**-THE-  
Art Metropole**

**131 YONGE ST., TORONTO.**

**IMPORTERS OF  
Artists' Colors and Artists' Materials**

OF EVERY DESCRIPTION.  
Sole Agents in Canada for Goult Hoyl's Celebrated 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 "Pfeifer" Patent Stretcher.  
Colors and Materials for China Painting, also for Pastel Painting.  
Dealers who pay promptly, should write for Price List.



### RULES GOVERNING EMPLOYEES.

The following rules govern a large retail house in New York, which may be of use to some of the leading houses in this country :

**RULE 1.** Keep your eyes on the front door. Customers should be waited on promptly and pleasantly.

2. Wait on children as politely as you do on grown people. They are our future customers.

3. Salesmen, when disengaged, will take position near the front door, instead of the back. Customers do not come in at the rear.

4. Don't stand outside the front door when at leisure. It is an excellent notice to competitors and customers that trade is dull.

5. Salesmen are paid for waiting on customers, and are not expected to turn them over to the boys, or new men who are learning the business, while they busy themselves arranging or putting away goods.

6. Don't take a customer away from another salesman until he is through with him.

7. Don't turn a customer over to another clerk, if possible to avoid it, except for the dinner hour.

8. Go for business in every direction ; in the store or out of it, wherever you see a chance to make a sale, work for it with all your might. Rustle !

9. Salesmen will sell at marked prices. Do not go to office for a cut price. It always makes trouble.

10. At retail the dozen price is to be allowed only when the customer takes a half dozen of each kind, or more. Less than half dozen, in all cases, to be at price for each.

11. Sorting up a line of goods allowed to make the quantity, the highest dozen price of the lot to be charged, when a half dozen or more are bought.

12. Clerks of other dealers are to be charged regular retail prices. If the houses they work for buy the goods for them it is a different matter.

13. Don't send a customer up stairs or down by himself.

14. Salesmen will avoid the responsibility of trusting customers whose credit is unknown to them by referring all such cases to the manager. Extending credit without authority makes the salesmen responsible for the amount.

15. In opening a new account get the business and post-office address of the customer correctly.

16. Salesmen are expected to sell the goods we have, not the goods we have not.

17. Salesmen are responsible for their mistakes and any expense attending their correction.

18. If you have a charge to make, enter it before waiting on another customer; your memory is apt to be defective, and the sale forgotten before it is entered.

19. Clerks receiving change from the desk will count the same and see if correct before handing it to the customer. Always hand the cash men, with the money to the cashier.

20. If you know of an improvement of any kind, suggest it at once to the manager; it will be impartially considered.

21. Keep retail stock full and complete on the shelves, so as to avoid detaining customer. Notify each man in charge of a division, when you find anything short in it.

22. Always put the stock in order when through waiting on customers.

23. Each clerk is expected to see that his department is kept clean and in perfect order.

24. Use the early part of the day and the last hour before closing, in sorting and straightening up.

25. Prices are not to be cut. Report every cut price by other firms to the manager after the customer is gone, unless he is a well known and regular customer, in which case report at once.

26. Do not smoke during business hours, in or about the store.

27. Employees are requested to wear their coats in the store. It is not pleasant for a lady to have a gentleman waiting on her in his shirt sleeves, or with his hat on.

28. Employees are expected to be on hand promptly at the hour of opening.

29. Do not leave the store by the rear door.

30. Employees will remain until the hour of closing, unless excused by the manager.

31. The company will ask of you as little work after regular hours as possible. When demanded by the necessities of business, a willing and hearty response will be appreciated.

32. If an employee desires to buy anything from stock, he must buy it of the manager; in no case to take anything without doing so.

33. In purchasing for individual use around town, under no circumstances to use the name of the company as a means to buy cheaper.

34. Employees pay for whatever they damage; they are placed on their honor to report and pay for it.

35. Employees using bicycles will keep them in the cellar or in the back yard; they must not be left where they will cause inconvenience.

36. Conversation with the bookkeeper, or the cashier, except on business, interferes materially with the work. Do not forget this.

37. Clerks, when on jury duty, have the privilege of turning in their fees, or having the time absent deducted from their wages. Drawing a salary for their services, the company is entitled to their time or its equivalent.

38. Watch the ends of stock, make as few as possible, and always work them off first, to keep the stock clean.

39. Keep mum about your business. Always have a good word to say for it, and never say it is dull. Keep your eyes and ears open about your competitors.

40. One hour is allowed employees for meals.

41. Read the paper devoted to your particular line of business. Even if it is badly edited the advertisements will well repay a careful perusal.

IT WILL PAY YOU TO LEARN THE FOLLOWING  
BY HEART.

Towards customers be more than reasonably obliging; be invariably polite and attentive, whether they be courteous or exacting, without any regard to their looks or condition; unless, indeed, you be more obliging and serviceable to the humble and ignorant.

The more self-forgetting you are, and the more acceptable you are to whomsoever your customer may be, the better you are as a salesman. It is your highest duty to be acceptable to all.

Cultivate the habit of doing everything rapidly; do thoroughly what you undertake, and do not undertake more than you can do well.

Serve buyers in their turn. If you can serve two at once very well, but do not let the first one wait for the second.

In your first minute with a customer you give him an impression, not of yourself, but of the house, which is likely to determine, not whether he buys of you but whether he becomes a buyer of the house or a talker against.

If you are indifferent, he will detect it before you sell him, and his impression is made before you have uttered a word. At the outset you have to guess what grade of goods he wants, high priced or low priced. If you do not guess correctly, be quick to discover your error, and right yourself instantly; it is impertinent to insist upon showing goods not wanted. It is delicately polite to get what is wanted adroitly on the slightest hint.

Do not try to change a buyer's choice, except to this extent: Always use your knowledge of goods to his advantage, if he wavers or indicates a desire for your advice. The worst blunder that you can make is to indicate in a supercilious manner that we keep better goods than he asks for.

Show goods freely to all customers; be as serviceable as you can to all, whether buyers or not.

Sell nothing on an understanding; make no promises that you have any doubt as to fulfilment of, and having made a promise, do more than your share toward its fulfilment, and see that the next after you does his share, if you can.

Never run down your competitors to customers. By so doing you advertise them. It won't pay you to get trade in that way. Competitors can talk back.

To sum up and put this whole matter in a few words: Attend strictly to business when on duty; be invariably polite and obliging to every one, not only for the benefit of the company, but for your own good. Remember that civility, while it may be one of the scarcest articles in the market, is also one of the cheapest, and the net profit on it to you, in the end, will be greater—not only from a social and moral point of view, but in dollars and cents—than on anything else you may have to offer a customer.

# GEO. WATERSTON & SONS,

Manufacturers of

**"Bee" Brand** LETTER, EXPRESS, **WAX**  
BOTTLING, PACKING, AND ENGRAVER'S



Eleven Prize Medals



For all Purposes, and Guaranteed for Every Climate.

"The Premier Wax of the World." "The Standard of Excellence in the wax trade." Sold by all wholesale dealers.

LONDON, - EDINBURGH.



## BLAME LAID AT THE DOOR OF THE TRADE.

MONTREAL, 15th June, 1891.

To the Editor of BOOKS AND NOTIONS.

SIR,—Your editorial remarks on the subject of bookselling in Canada in the June issue of your paper hit the keynote of the unprofitableness of publishing works of merit in this country. It has long been claimed that the Canadians are not readers, and that their literary tastes are confined to dime novels and the like. This is the opinion expressed by booksellers. Now, from personal observation and knowledge, I can positively assert the contrary, as can all energetic personal canvassers, such as the agents for the Encyclopædia Britannica, the Virtues, etc., and if there are not more buyers of works of a higher literary calibre at the stalls of booksellers, it is entirely due to the ignorance and apathy of the bookseller and his staff. There may be one or two exceptions in this country, but I am sorry to say I do not know where they are. I produced a book in this city which received the encomiums of some of the highest literary critics in France, England, and the States. Every copy sent to those countries was readily sold, but what was the result in Canada? About a dozen score of copies sold in the whole Dominion! And when simmered down it was found that the bulk was sold upon demand of the purchasers at one store and in one city. Everywhere I traveled, the leading booksellers would reply, "Never heard of the book," "Would like to see a copy," "Send a book." As you describe it ought to sell well; "I am sure so and so would like to have a copy." When this was reported to the publisher, the reply was "A circular was sent to him, and if he wanted the book he should have sent for it." All this goes to show conclusively that

there are no publishers worthy the name in Canada, that there are no booksellers who understand their vocation, and that to produce a book of merit in this country as matters now stand is simply to have it fall flat and a waste of the author's time and money. Had I put no publisher's name on the title page, I would have been much better off, as a friend of mine, by issuing a private circular, sold more copies than the so-called bookseller, and other authors have told me the same story. AUTHOR.

Work can always be found in a store without double-million microscope.

The trader who pays his way must sell at a profit, and cannot afford to cut below others in the same line.

### BUSINESS CHANCE.

AN OLD ESTABLISHED BOOK, STATIONERY, and Fancy Goods Business, (with Blindory 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 per centage. Address "Stationery," care BOOKS AND NOTIONS, Toronto.

## Commercial Travellers.

To any traveller who will send us one new subscriber for three months we will send all the back numbers of the paper containing "Drum Taps." A most entertaining sketch of a week spent on the road by a well-known American Traveller.

## M:U:S:I:C

The ANGLO-CANADIAN MUSIC PUBLISHERS' ASSOCIATION and EDWIN ASHDOWN'S businesses both being in the same premises, it pays dealers and others to order all Music of them direct. Address,

SYDNEY ASHDOWN,  
MANAGER

Anglo-Canadian Music  
Publishing Assoc'n,  
13 Richmond Street West,  
TORONTO, - - - ONT.

## -: IMPORTANT :-

Our travellers are now on the road with a new line of fancy Calendars for 1892 which for price and style excel all those previously shown. We ask The Trade before purchasing elsewhere to see our lines.

We have also over one hundred and fifty styles of Booklets at a very low figure, if you have not bought, you will do well to wait and see these lines.

WILLIAM BRIGGS,

Wesley Buildings, TORONTO.

## MUSIC NOTES.

The Anglo-Canadian Music Publishers' Association has had a goods month's call for the pieces in its Popular Song series. Notable among them as strong selling pieces are :

I'VE WORKED EIGHT HOURS THIS DAY, by Felix McGlennon. Price 40c.

MCCORMACK, by John J. Stamford. Price 40c.

'BLIGE A LADY, by Orlando Powell. Price 40c.

UP TO DATE, by Frank Fagan. Price 50c.

The following new songs from the Association's press are also selling well :

LOVE WERE ENOUGH. Words by Frederic E. Weatherly, music by Hope Temple. Price 50c.

SONS OF ENGLAND. Words by R. W. Gyle, music by Celia Kottaun. Price 50c.

JACK WILL NOT FORGET YOU. Words by F. O. Bynoe, music by Frank L. Moir. Price 50c.

KATIE MOLLOY. Written and composed by Alice Maydue. Price 40c.

THE STORY OF THE BELLS. Written and composed by Arthur West. Price 50c.

A BRITISH SUBJECT I WAS BORN, A BRITISH SUBJECT I WILL DIE. Words and music by S. T. Church. Price 40c. A tribute to the memory of Sir John Macdonald.

Whaley, Royce & Co.'s new pieces this month are :

THE LITTLE TYCOON, Lancers, arranged by Chas. Bohner. Price 50c.

THE LITTLE TYCOON, Polka, arranged by Chas. Bohner. Price 35c.

PASSE PIED, dance ancienne, by Ernest Gillet, is one of the best selling of the recent issues of I. Suckling & Sons' press.

Whaley, Royce & Co. report a strong demand for musical instruments against the twelfth of July.

## POLITNESS A NECESSITY.

Pleasant manners are of most inestimable value to business men, and especially to those who are brought into direct contact with all classes of the public. In the retail line many a business has suffered materially, while others have been entirely ruined by the inability of the proprietor to show a pleasant face continually while being subjected to a badgering by half a dozen whimsical and shallow brained women. "A man may smile, and smile and be a villain still," says the immortal William. Hence, a courteous disposition and affable manners are no criterion of a persons character, and the public may stand more chance of being cheated by the polite dealer than by the morose and surly temper. But nine out of ten people, particularly if they belong to the fair sex, actually would prefer, if they had a choice, to be cheated by a pleasant-mannered man rather than patronise a grumpy individ-

ual of the most undoubted integrity. In our walks about the city we often enter the different stores on our route for the purpose of noting the facilities for doing business the display and quality of goods in stock, and the manners of the proprietors and their assistants. We dislike to pick flaws in the retail trade, but in the interests of the retailers themselves we must say that in general we find more to criticise in the manners of storekeepers and clerks, than in any other of the points mentioned above, and have no doubt that what is true of the trade hereabouts holds good in many other localities. We find enterprising dealers strenuous in their efforts to extend their trade by every channel open to them, and we also find that trade hampered and new patrons repulsed by the absence of so small an essential as common politeness. Now, affability and pleasant manners do not by any means imply servility, and there can be no excuse for the dealer or clerk who fails to display them in the interests of the business. Politeness is one of the few weapons that the small dealer has at his command to meet the competition of larger dealers who buy more cheaply, as the larger the business the greater the number of assistants required, and the less chance of the customers being treated with deference, clerks being as a rule more wanting in this respect than the proprietors of stores. That this advantage is not fully utilised by the average retailer is our firm belief, hence these few remarks.—Merchants' Review.

Mr. D. Barclay of the paper mills has brought his wife and family to reside in Lachute.—Kingston Whig, July 3.

Lightning followed a line of gilt down the wall paper in a Methodist church at Belpre, Pa., and burned off only the flashy figures.

Mr. Lundy, bookseller and stationery, has removed from Brantford to Welland, where the prospects look very favorable for his business.

Where to go this summer is not nearly so important as how to find a \$10-a-week boarding-house near enough to a \$5-a-day hotel to enable you to utilize its note paper and envelopes.

Hugh McNaughten of Warwicks, lives on the Island, and when crossing in the storm the other evening was tossed violently against the side of the ferry and had his left eye severely injured.

Mr. O. H. Garner, Welland, the popular stationery dealer, has the agency of the great Northwestern Telegraph Co., also the Grand Trunk ticket agency. He sells commercial and press tickets, and the boys should patronize him when leaving town. In fact this should be a point observed at all points where dealers have agencies of this kind. Travelers should buy of them when practicable.

## A PECULIARITY OF COMPETITION.

Competition is one of the elements in trade that is recognized as a governing power. Besides contributing these qualities that tend to make trade equitable to the dealer and consumer, it urges the inventor and manufacturer to strive to excel and thus lend a wheel to progress. But competition with all its advantages does not exist without a peculiarity that is well worth consideration. It develops one quality in human nature that is brought out by few other conditions under which business men labor and is one that is seldom acknowledged. It is an apprehension of the superiority of a rival in business, or, to be plain, jealousy. There are few merchants who have not experienced it at one time during their business career and suffered from the follies which attended it. Jealousy in business, however, is more peculiar to young men whose confidence in their own abilities blinds their discretion. They are apt to find, after a short experience in business, that competition stands more in the way of their success than anything else, and that it is a little more than they had calculated upon. The location may be admirable and the profits fair, but a dealer in the same neighborhood is found to be very popular with consumers, and it is difficult to attract their attention. The new merchant soon finds that his shrewd rival is the only man he does not have a kindly feeling for in the neighborhood, and under the sting of disappointment he sometimes finds that he is giving expression to his feelings in the presence of customers, or endeavoring to depreciate the value of his rival's goods by criticising them.

The exhibition of such a disposition not only falls short of accomplishing the object which prompts it, but it is in exceedingly bad taste and a cowardly measure to adopt. No one is so quick to recognize a weak point as a prospective customer and nothing causes him to lose confidence so quickly as to hear one merchant run down the goods of another, or to indulge in personalities.

The most successful business men of all times have been those who stood by principle and allowed their actions to be governed by honest and open competition. In doing this it is not necessary to allow competitive dealers to take advantage by unscrupulous methods. A merchant who died the other day, leaving millions as a testimony of his sagacity in business, used to say : "If a man slaps you on one cheek, don't turn the other for him to slap, but knock him down immediately." These men who indulge in abusing their competitors do not need any knocking down. They knock themselves down in the eyes of fair minded people.

Men who make great merchants take advantage of the better influences of competition and strive to increase their trade by maintaining business principles and liberal ideas. These so penetrate every department of their establishment that the patrons cannot fail to become impressed with them.—Chicago Grocer.

## RICH AND POOR DEBTORS.

Some men are too rich to be good pay. They buy liberally and they are able to pay and credit must not be refused, because their trade is to be desired. But to get the money! Go to leading merchants of your town and ask which represents the largest amount of credits on their books, the rich or the poor, and they will tell you the former. The poor man is dunned. If his bill runs beyond the customary limit the collector is after him, while the bill of his opulent neighbor goes, if it goes at all, through the mails, as a very, very gentle reminder. Many a merchant will say, "If I could make my collections from my customers who are good, I would not care for the doubtful credits," and so "to him that hath it shall be given," etc. The poor man pays for the favors to the rich man, in this regard. The store needs money, and the first accounts to be dunned are the ones where the pay will be forthcoming, and, strange to say, that is from the great mass of men who are living close to the border of want, who are expected and required to pay cash, or, what amounts to the same thing, on very short credit. The poor man, with his cash in hand, pays the penalty of his rich neighbor's habit of running bills and neglecting to take care of them in due time.

In one sense the store keeper (we refer to the large store) does not know his best customers. People who pay cash have no status, no rating in the city establishment. We have a case in mind of a gentleman ordering a carpet at a place where he had been a cash customer for five years. The carpet came in due time to the house marked C.O.D. The gentleman repaired in hot haste to the store and demanded why he had been thus treated—he, an old customer, and as good pay as any that ever entered the place. "Is your name on our books?" inquired the manager. "No, sir," was the answer; "is it necessary in order for me to run a small bill with you that I must already be in debt to you or be in the habit of using my credit?" It certainly was curious, and yet the manager had a good reason for his action. The cash customer does not become known. His cash speaks for him and the individual has no identity there until he gets on the books. How to get the rich to pay is often a serious question. We had a large bill against a jeweller. He had no money but plenty of accounts. "I will turn over some of them as security." "Very well," we say, and he goes to work picking them out for us. "But why not this one?" we ask. "Oh, that would not do, he is one of my best customers and it would drive him away to dun him." "I know it, but it is good," and so we take the accounts against the respectable poor and unmercifully we press down upon them until we get our money, and the rich man, neglectful of his neighbor's rights and his own duty, is safe behind his money bags. It will be ever thus.—The Collector.

## A COMMON MISTAKE.

There are some men who seem to think that successful advertising consists simply in getting a great number of replies. Accordingly they word their advertisements with this one object in view. The word "Free" is displayed in heavy gothic type, and the advertiser seeks to give the impression that all he wants is a few addresses to which to send his "beautiful sample assortment" or "valuable premium" without charge.

There is no doubt that this sort of advertising does produce results—results in the form of a large number of postal card applications, mostly ill spelled, and evidently coming from an ignorant class of people, with little money to spend. Anything offered free attracts them, just as molasses draws flies. They are naturally more eager to get something for nothing than the class of people who are in comfortable circumstances. The advertiser who finds the applications and inquiries pouring in upon him, and who sees his mail daily growing in proportions, may think that he is doing good advertising. He may not even find out his mistake until the end of the year, when he comes to balance his books.

The mistake is not an uncommon one, as an inspection of the current newspapers and magazines will show. The reason is that so many advertisers fail to consider what is the prime object of all newspaper advertising. It is to bring the seller in communication with possible buyers. People who are not likely to become buyers are worse than useless. Even with some articles of universal consumption it is better not to make too much of a feature of free offers. Rather write your advertisement so as to attract buyers. The commonest method of attaining this object is to display most conspicuously the name of the article offered for sale. Thus the word "furniture," if given the greatest prominence, will immediately interest the person who is looking for a folding bed or a writing desk. The man who lives in a hall bedroom, and who doesn't want any furniture, will pass the advertisement with a mere glance. On the other hand, if the advertisement offered a handsome match safe to any person who would send a two cent stamp, with his address, the hall bedroom man, and a great many others like him, would send in applications.

Word your announcements so that they will reach the people who are likely to become customers.—Rowell's Advertiser's Manual.

Soap and water are cheap, but silt on goods is expensive.

Goods conveniently located save time, money and temper in showing.

A feather duster disperses but does not remove the dust from the store.

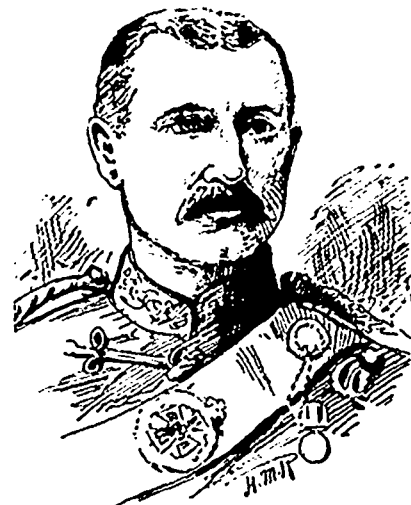
Competition is keen and active, and the only way to meet it successfully is to buy from the best houses, and at lowest prices.

## HOW THE NEWS DEALER DID IT.

A Newsdealer in a western Ontario town with a good deal of go in him studied out the "Popular Clergyman" and "Popular Officer" Competition in the *TORONTO MAIL* with a view to find out what there was in it for him, and here are the results of his cogitations:

"I was taking only 15 *MAILS* when the competition started, but I made up my mind to double the order. Of course I had some left over. One day I had 15 over, but each day I had my boy cut the coupons out of the papers left over from the previous day, and saved them. It was not long before the people wanted coupons and I sold out all my ministerial coupons at fifty per cent advance on what the papers cost me, and mind you, these were the left over unsold papers. I made my first profit on *MAILS* by having plenty on hand to sell to casual purchasers.

"When the Military Competition began I doubled my order again, that is, I ordered 60 Daily *MAILS*, pretty good for a man who was handling only 15 three months since, but I am satisfied that I will have regular customers for all of them before the competition closes. You see I have made the advance in my sales by knowing how to do it. The cutting out and saving the coupons from the left over copies of *THE MAIL* was a great idea."



MAJOR DELAMERE,

Winner of the prize offered by the *Mail* to the most popular officer.

The Commercial Travellers Competition now on is one that should leave a good deal of money in the hands of news dealers who have nerve enough to push business. No matter how many extra copies of the *DAILY MAIL* you may have left over they can readily be sold to the first traveller that comes in to your store, even if the papers are a week or two weeks old.

Why not then DOUBLE or treble your orders at once and get the good out of the scheme early.

Several news dealers sold from 10 to 30,000 extra copies of *THE MAIL*, last month, for coupons alone.

Buy the *MORNING (Daily) MAIL* of course, each coupon counts three votes in that paper, while in the evening edition they count only one.

Wire extra orders now before you forget it.

## COPYRIGHTS.

5945. *Passé Pied. Danse Ancienne pour Piano*, par Ernest Gillet, I. Suckling & Sons, Toronto, Ont.
5946. *Varsity Schottische. Military*, by S. D. Shultz. Whaley, Royce & Co., Toronto, Ont.
5947. *The Commercial Agency Register for the provinces of Quebec, Ontario and Maritime Provinces, January 1891. Volume 3.* Chaput Freres, Montreal, Que.
5948. *Constance Waltz, for the Piano, by Adelyn Torrance.* I. Suckling & Sons, Toronto, Ont.
5949. *A Little Rebel*, by The Duchess. (Book.) John Lovell & Son, Montreal, Que.
5950. *Tea and the Science of Blending.* Fredrick Dane & R. S. McIndoe, Toronto, Ont.
5951. *An Old Maid's Love*, by Maarten Maartens. (Book.) John Lovell & Son, Montreal, Que.
5952. *The Household Savings Bank Pass Book.* Emilus Jarvis, Toronto, Ont.
5953. *Dance's Veterinary Tablet; being a Synopsis of the Diseases of Horses, Cattle and Dogs, with their Cause, Symptoms and Cure.* Frederick F. Dance, Victoria, B. C.
5954. *A Digest of the Laws of the Independent Order of Odd-Fellows of the Province of Ontario.* Josiah Brown King, Grand Secretary of the Lodge of Ontario of the Independent Order of Odd-Fellows, Toronto, Ont.
5955. *A Systematic Course of Exercises and Questions in English Grammar*, by M. F. Libby, B. A. The Copp, Clark Co. (L'd), Toronto, Ont.
5956. *L'Indicateur de Quebec et Levis, 1891-92.* (The Quebec & Levis Directory.) Boulanger et Marotte, Quebec, Que.
5957. *Grace and Truth Under Twelve Different Aspects.* by W. P. McKay, M. A. (Book.) The Toronto Willard Tract Depository (L'd.), Toronto, Ont.
5958. *Prentice's Chart for Ascertaining Irregularities of the Ocular Muscles.* Chalmers M. C. Prentice, Windsor, Ont.
5959. *Cradle Song. Piano Solo*, by Frederic N. Lohr. Forsyth Bros. England.
5960. *The Jurisprudence of the Privy Council, Containing a Digest of all the Decisions of the Privy Council; A Sketch of its History; Notes on the Constitution of the Judicial Committee; A Summary of its Procedure and also Three Appendices*, by J. J. Beauchamp, B. C. L. Amedee Penard, Montreal, Que.
5961. *Right Honorable Sir John A. McDonald's Funeral March* Chas. Bohner. Whaley, Royce & Co., Toronto Ont.
5962. *Onaway. (Awake.) Waltz*, by A. M. Patterson. The Anglo-Canadian Music Publishers' Association (L'd) London England.
5963. *The Temple and The Sage*, by V. C. Hart, D. D. William Briggs (Book Steward of the Methodist Book and Publishing House), Toronto, Ont.
5964. *The Keeper of the Lighthouse. A Canadian Story of To-day*, by Maud Ogilvy E. M. Renouf, Montreal Que.
5965. *Pocahontas. Libretto of Opera in five Acts*, by Annie E. Robinson, Windsor, Ont.
5966. *The Star of Liberty and other Poems*, by Annie E. Robertson, Windsor, Ont.
5967. *The Heir Presumptive and The Heir Apparent*, by Mrs. Oliphant. John Lovell & Son, Montreal, Que.
5968. *Jack will not forget you.* (Song.) Words by F. O. Bynoe, Music by Frank L. Moir The Anglo-Canadian Music Publishers' Association (L'd.), London, England.
5969. *Teachers' Lesson Check.* M. Drew Ingall, Ottawa, Ont.
5970. *The Old Guard Dinner.* (Photo.) Wm. J. Topley, Ottawa, Ont.
5971. *The Quebec Law Digest, Volume IV. A Compilation of all the Reported Decisions in the Province of Quebec from 1st January, 1885, to 1st January, 1890*, by Charles Henry Stephens, B. C. L., Amedee Periard, Montreal, Que.
5972. *Up to Date.* Song, by Frank Fagan. Arranged by Edmund Forman. The Anglo-Canadian Music Publishers' Association, Ld., London, England.
5973. *Homonymes Francais*, par Charles P. F. Baillairge, M.A., F.R.S.C., Quebec, Que.
5974. *English Homonyms*, par Charles P. F. Baillairge, M.A., F.R.S.C., Quebec, Que.
5975. *Le Pantheon Canadien. Choix de Biographies*, par Maximilien Bibaud. Nouvelle edition, revus, augmentee, etc., jusqu'à ce jour. Adele et Victoria Bibaud, Que.
5976. *The English Cathedral of Quebec.* A Monograph, by Fred C. Wurtele, Quebec, Que.
5977. *Architects and the Law*, by Robert W. Gambier-Bousfield, Toronto, Ont.
5978. *Plan of New Westminster City and Suburban Lots. Scale, 6 chains to 1 inch.* W. S. Jennett, New Westminster, B. C.
5979. *Victoria and New Westminster, British Columbia. (Insurance Plans.)* Charles Edward Goad, Montreal, Que.
5980. *Sometime when the Roses Bloom Again.* Words and Music by J. D. Fraser, Warwick, Lambton Co., Ont.
5981. *Ella Stewart Waltzes*, by A. G. Nedham, Hamilton, Ont.
5982. *How to Teach Writing in the Public Schools*, by John B. McKay, Kingston, Ont.
5983. *The Little Tycoon. Polka*, arranged by Chas. Bohner. Whaley, Royce & Co., Toronto.
5984. *Love were Enough.* (Song.) Words by Frederic E. Weatherly, Music by Hope Temple. The Anglo-Canadian Music Publishers' Association, Ld., London, England.

## INTERIM COPYRIGHTS.

345. *Latimer and Company's Map of the City of Winnipeg. Showing the Streets as renamed by the City Council, 1891.* Herbert Latimer, Winnipeg, Man., 18th June, 1891.

## ART BOOKS, BOOKLETS, CARDS, ETC.

"Age cannot wither nor custom stale the infinite variety" of Raphael Tuck & Sons' artistic resources. Additions have been made to the lines that were ready for the sample room a month ago, and of which some notice was taken in last issue. The well-spring of exuberant fancy and fresh originality which the Tucks have drawn from for years shows no sign of exhaustion, but on the contrary yields a richer flow than ever. One year's output does not serve as data for anticipation of the next; new forms, new conceits, new studies emerge in shoals, and yet repetition is avoided and the commonplace steered clear of. There are four distinct lines: flat cards, booklets, books, satin novelties and box-cards. Of flowers the pansy is a favorite, appearing in calendars and other cards in the most unexpected and ingenious connections. There is an exceedingly large number of "shapes," a term which needs no explanation to the trade. The booklets are varied and beautiful. The art books are superb. Typical of this line is "Shakespeare's Heroes and Heroines," a book finely bound in scarlet stiff board covers. Its contents are full-page pictures, in colors, of the leading characters in the plays of the "bard of Avon." The complement of each on the next page is a pithy passage from the play, which furnishes the keynote to the posture in which the character is discovered. The pictures are the conceptions of such great artistic interpreters of literature as C. R. Leslie, R.A., D. Maclise, R.A., Sir A. Calcott, R.A., A. Redgrave, R.A., S. Hart, R.A.

The Christmas numbers of the illustrated papers may be included under the classification of holiday booklets, etc. The trade are sending in orders freely for supplies. It is not too early to be making provision for stock in these goods, as the Christmas cards, etc., have to be ordered now. Last year some traders were slow in ordering, and consequently lacked stocked when the demand was ripe. The Christmas numbers, arriving about the middle of November, or earlier sometimes, give the dealer a chance to dispose of them before the throng of holiday trade, so that he has a sort of double Christmas business. There is a large profit in them as well, and they help to bridge the quiet season before Christmas.

No young man can possibly have mistaken his calling who finds in it what the world wants done.

Credit is often too cheap and overabundant far too common. Don't be guilty of the one, and don't abuse the other.

"One man of genius in 97 thousand & hundred and 42 men of ordinary business talent, is just about the right proportion for actual business."  
—JOHN BILLINGS.

"There are geniuses in trade, as well as in war, or the state, or letters, and the reason why this or that man is fortunate is not to be told. It lies in the man."  
—EMERSON.

One thing in particular should be impressed upon clerks—the necessity of careful attention to small customers.

TURKISH STEEL PEN CO.,

DAMASCUS,  
SYRIA.



IN SIX NUMBERS.

Graded for all kinds of Writing.

SOLE AGENTS:

WARWICK & SONS, Toronto.



**E. AULD'S**  
PURE  
**MUCILAGE**

Sticks Everything  
BUT THE BUYER.

Also, Lithogram  
Composition in 2 and  
3 lb. tins. Note, letter  
and foolscap sizes.

OFFICE AND FACTORY:

759 Craig Street, MONTREAL.

**HENRY MILWARD & SONS,**



Fish Hook and

Tackle M'frs,

REDDITCH, ENGLAND,

ARE REPRESENTED IN CANADA BY

**PORTER, KEMP & TESKEY,**

210 St. James St., Montreal.

Stock complete in every particular. Write for  
samples and prices.

**BROKERS**

—AND—

**COMMISSION MERCHANTS**

IN CANADA

Open to receive an agency for a  
British House not now repre-  
sented here, give references.

Address, J. B., care this paper.

Do the Leads in your pencils  
break?

If so, you do not use the right  
kind;

The best are made by the

**AMER'N LEAD PENCIL Co**  
NEW YORK

Send TWENTY-FIVE Cents in  
stamps for samples worth twice  
the money.

**SPENCERIAN**  
**STEEL PENS**  
Are the Best,

IN THE ESSENTIAL QUALITIES OF  
Durability, Evenness of  
Point, and Workmanship.

WORKS: Birmingham, England.

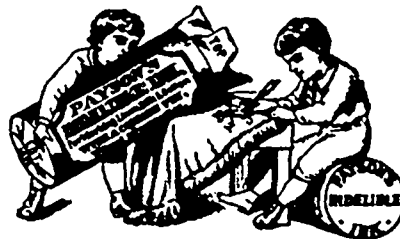
ESTABLISHED 1860.

Over 35,000,000 of these pens sold in United States  
in 1889.

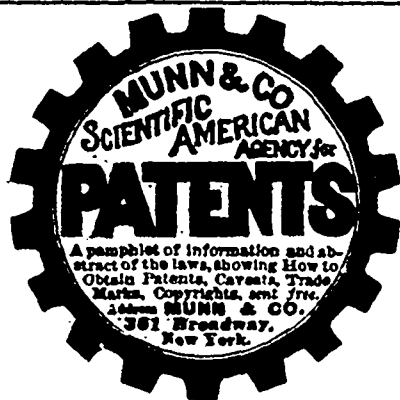
CANADA AGENTS

BROWN BROS., Toronto.

BOYD, RYRIE & CAMPBELL, - Montreal.



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



A pamphlet of information and ab-  
stract of the laws, showing How to  
Obtain Patents, Caveats, Trade  
Marks, Copyrights, and etc.  
J. MUNN & CO.  
381 Broadway,  
New York.

**ESTERBROOK'S**



**Steel Pens**

Fine Points, 333, 128 and 444.  
Business Pens, 048, 14, 130.  
Blunt Points, 122, 280, 1743.  
Broad Points, 239, 313, 284.

FOR SALE BY ALL STATIONERS.  
ROBT. MILLER, SON & CO., AGENTS.  
MONTREAL.

**MACNIVEN & CAMERON'S** } Renowned } **PENS**

**THE FLYING DUTCHMAN PEN**



WRITES OVER 200 WORDS WITH ONE  
DIP OF INK.

**MACNIVEN & CAMERON,**

Waverley Works, Edinburgh.

**WM. BARBER & BROS.**

Paper Makers,

GEORGETOWN, - ONTARIO

BOOK, NEWS AND COLORED PAPERS.

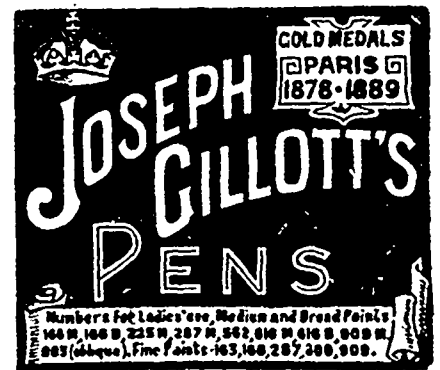
JOHN R. BARBER.

**STATUARY** BUSTS and BAS-RELIEFS  
for Decorative Pur-  
poses, 2000 Styles—  
Pamphlet sent FREE

PLASTER CASTS for Artists  
and Schools, 250 Designs.  
Descriptive Pamphlet FREE

**C. HENNECKE CO., MILWAUKEE, WIS.**

AND 207 WABASH AVENUE, CHICAGO.



Numbers for Ladies' use, Medium and Broad Points:  
140 M, 140 B, 225 M, 287 M, 342 M, 416 M, 416 B, 500 M,  
500 B (oblique), Fine Points: 163, 166, 287, 300, 308.

**KINDERGARTEN** AND  
School Supplies.

**SELBY & CO., 42 Church St., TORONTO.**



James Bain & Son, books and stationery, Toronto, dissolved, Donald Bain continues. Style unchanged.

Berte and Tourangeau, book and stationery dealers, St. Roch, Quebec, have assigned; assets \$3,285, liabilities \$4,000.

Messrs. John Colquhoun Watson, Hugh Watson, and Francis S. Foster have formed a partnership to carry on business in Montreal as wall paper manufacturers, under the name of John C. Watson & Co.

Mrs. Woodliffe, London, Ont., has gone into the fancy goods trade, having opened a stock there early in June.

### THE AMERICAN COPYRIGHT ACT.

We could scarcely expect our American cousins, strongly wedded as they are to protection as an article of commercial faith, to be more generous in the matter of affording copyright to authors outside their own people. For a long period they have been accustomed to trade on the brains of English writers, to reproduce their works unsolicited at prices that kept out English trade and manufacturers, and we should hardly have expected them to forego all this advantage for the sake of justice and honor without a quid pro quo of some tangible and understood kind. Yet there are at least some Americans who, while they would not alter the new act, are at least sufficiently honest to grant that they do not understand why we should not demand the same of them as they do of us for similar benefits. The American Stationer of January 22 last gives a most outspoken expression of opinion, viz., that if the American printer is to be protected against loss owing to the granting of copyright to foreign authors, which grant destroys literary piracy with all its unhonored gains, it is quite just, on the other hand, that his British colleague shall have the same measure of defense; and it would appear from section 13 that while it limits the benefits to citizens of countries which accord equal privileges to America, the same measure of protection as provided for in this act can be adopted by foreign Governments. The section reads as follows.

"That this act shall only apply to a citizen of a foreign state or nation when such foreign state or nation permits to citizens of the United States of America the benefit of copyright on substantially the same basis as its own citizens; or when such foreign state or nation is a party to an international agreement which provides for reciprocity in the granting of copyright, by the terms of which

agreement the United States of America may at its pleasure become a party to such agreement. The existence of either of the conditions aforesaid shall be determined by the President of the United States by proclamation made from time to time as the purpose of this act may require."

It is amusing to note that the journal before referred to is of opinion that the only obstacle to what may be called retaliatory legislation will be found with the British themselves, who prefer to suffer for a pet idea or theory rather than forego it under pressure. This is not a very bad character for us under any circumstances.

Notwithstanding that the evident object of the Americans has been in framing the entire measure only to accord justice to others without less to themselves, we do gain some good things by the new act, and for the author, as distinct from those who produce his books, it is all very fair sunshine. They will have in the United States what they scarcely have in this country, the exclusive right to dramatize and translate all their copyrighted productions; works of art, such as photos, chromos and lithos are put on the same footing as books, and may obtain copyright in a similar way; but copyrighted etchings, steel and copper plates, may be imported on payment of the existing duty, and are thus better off than books. For it is printed: "During the existence of such copyright the importation into the United States of any book, chromo, litho or photo as copyrighted, or any edition or editions thereof, or any plates of the same, not made from type set, negatives or drawings on stone not made within the limits of the United States, are prohibited," with certain exceptions, one of which allows two copies of any one book to be imported at one time for purposes of use and not for sale (let us hope there may be no mysterious abuse of this exception); also in the case of books in foreign languages, of which only translations in English are copyrighted, the importation of the books in the original language is permitted. We must be thankful for these small mercies.

It amounts to this, that we are "dished" in all directions, although we are quite ready to admit that all the printing done here is not in connection with books the authors of which demand American copyright. But if in any case the books should be set up in the two countries, the author in this country must hold back till the American edition is quite "set up;" and if at any time the books are all sold out in America, but there are a lot unsold here, we cannot send them over to fill up the gap.

It is of little use talking about retaliation. The nation will not hear of placing what are really fair trade practices in the place of free trade principles, because if we began the matter of copyright we should certainly have to end in the tariff question generally. Fortunately, the many new automatic composers

now afloat will do more speedily and cheaply the work of the author at home and abroad than has been the case in the past.—Stationer, Printer and Fancy Trades Register. London.

### POINTS TO REMEMBER.

If you would write the kind of advertisements which are read be brief and concise. Try to see how little you can write rather than how much. But make the advertisement readable. I do not believe that disconnected sentences are readable. A great many advertisements are constructed on this model:—

.....  
 : BLANK'S PIANOS.  
 :  
 : FOR YEARS THE STANDARD.  
 : Remarkable for delicacy of touch  
 : and tone.  
 :  
 : Used and endorsed by the leading  
 : composers and musical experts  
 : abroad and at home.  
 : .....

I believe in arranging such statements in smooth, grammatical sentences. People are not used to the omission of verbs and conjunctions in their reading matter. Make it read straight ahead as though it had been prepared for the literary columns of a magazine, and see how much more attractive it will be to the eye as well as to the understanding.

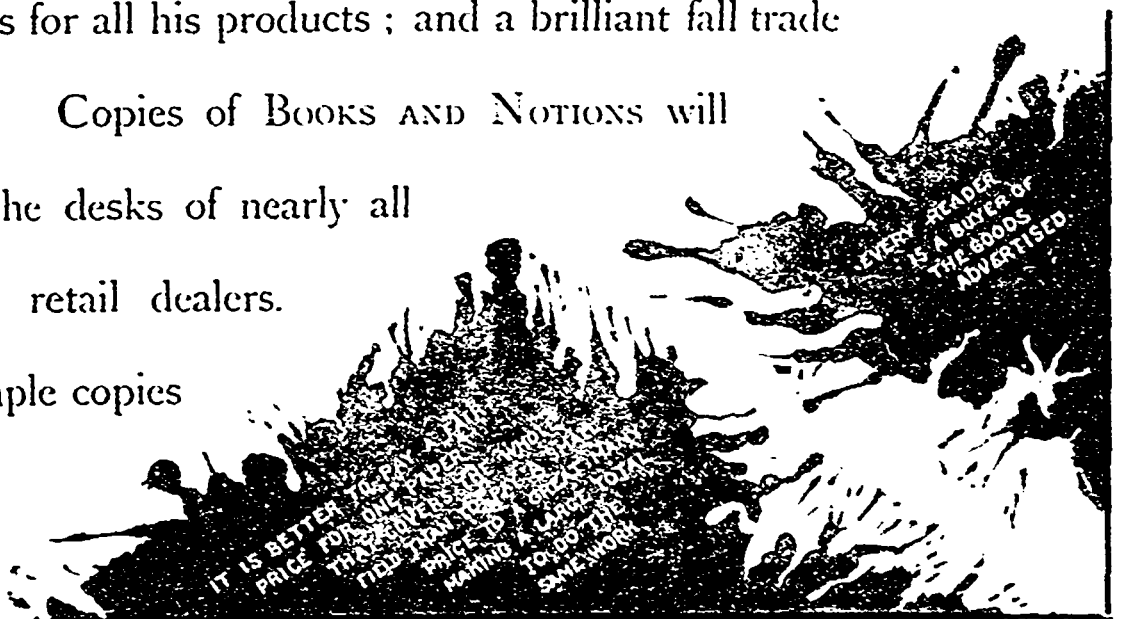
Be original, but don't strain after originality. Don't confound eccentricity with genius. Long haired individuals, with no end of peculiarities, are sometimes tolerated on account of other merits, but eccentricity in itself does not constitute a desirable stock in trade. You had better leave the Powers style and other strongly individualized styles of advertising severely alone, as imitators generally get all of the faults, with few of the virtues, of those they imitate. Be natural.

Don't exaggerate. It doesn't pay in the long run. Because a great many advertisers exaggerate ought to be a good reason in itself why you should not follow in their footsteps. If you can once get the public to believe that you are more careful in your statements and more honorable in your dealings than your competitors a great deal has been accomplished. A lady remarked to me once, as she was looking over the dry goods announcements in the newspapers: "I never read so-and-so's advertisements any more." She had been attracted to their store several times by lying advertisements and was naturally indignant at being deceived. Thereafter she was deaf to anything they might say. The man who wrote those advertisements no doubt thought he was doing a big thing for his house in representing the goods at so much beyond their actual value. But it would have been better if he had never written anything. Advertising will not sell an article that does not possess real merit. All that has been claimed for advertising is that it will bring buyer and seller together. To effect a sale the seller must have something that suits the buyers.—Exchange.

# A BLOT OF INK

In any shape, or form, will attract attention, but if not in the right place it is of little value. Thousands of dollars worth of printers ink is wasted every year by advertisers trying to attract buyers' attention. They don't seem to find the right medium. Do you want to reach the booksellers, stationers and fancy goods dealers of Canada? If so, every speck of printers' ink on every page of BOOKS AND NOTIONS does its work, because every reader is a buyer of the goods advertised. The prosperity of Canada depends on the farmer. Loan and implement companies say that his payments are 50 per cent. better than ever before. Bankers say he has more money in the Savings Banks. Everything now points to good crops and high prices for all his products ; and a brilliant fall trade is anticipated. Copies of BOOKS AND NOTIONS will be found on the desks of nearly all wholesale and retail dealers.

Send for Sample copies  
and rates.





# BUNTIN, GILLIES & CO.,

Wholesale Stationers, Hamilton, Ont.

Send for Samples of our New Note Papers :

IVONICE, 7 lbs., Cream Note, \$1.00 per ream.

SPARTAN, 6 " Vellum " 1.00 "

SCHOOL SUPPLIES :

Chalk Crayons, reduced in price.

Slates, Slate Pencils, Exercise and Scribbling Books.

BANNER TABLET : Cheap line in Note and Letter sizes.

Buntin, Gillies & Co., = Hamilton.

## BYRON WESTON

DALTON, MASS., U. S. A.,

HAS BEEN AWARDED THE

**GRAND PRIZE GOLD MEDAL**

AND RECOMMENDED THE

Medal of Honor and Perfection

At PARIS, 1878,

This being the HIGHEST and ONLY AWARD given for

**LINEN RECORD AND LEDGER PAPER.**

Also, the only Gold Medal given for Ledger Paper at the Adelaide, Australia Exposition, 1881.

**A SPECIALTY.**

THIS paper has received THE HIGHEST PREMIUM over all others from the Commission Industrial Exposition, Massachusetts Charitable Mechanics Association, Franklin Institute of Philadelphia, Louisiana Exposition, Metropolitan Exposition United States Centennial Exposition, Montreal Progress American Institute, 1877 and Medal of Honor given at Progress Exposition, 1878. ITS PRINCIPAL ADVANTAGES are as follows: It contains more lines than any Ledger Paper has ever offered; it is more uniform in color; it has a larger surface for writing; it is more uniform in weight; it is more elastic; it never breaks or gets soiled by the ink; it is more durable; it is more uniform in color; it is more uniform in texture. For proof of the foregoing refer to a large number of Stationers, Bookkeepers, Bookkeepers and Retailers who have given, after a severe test, the preference over all others. This paper is Double Sixed and will stand any climate or the most arid of the hot winds.

Send for Sample Sheet, erase and rewrite four times on same spot.

Each sheet is watermarked Byron Weston's Linen Record

