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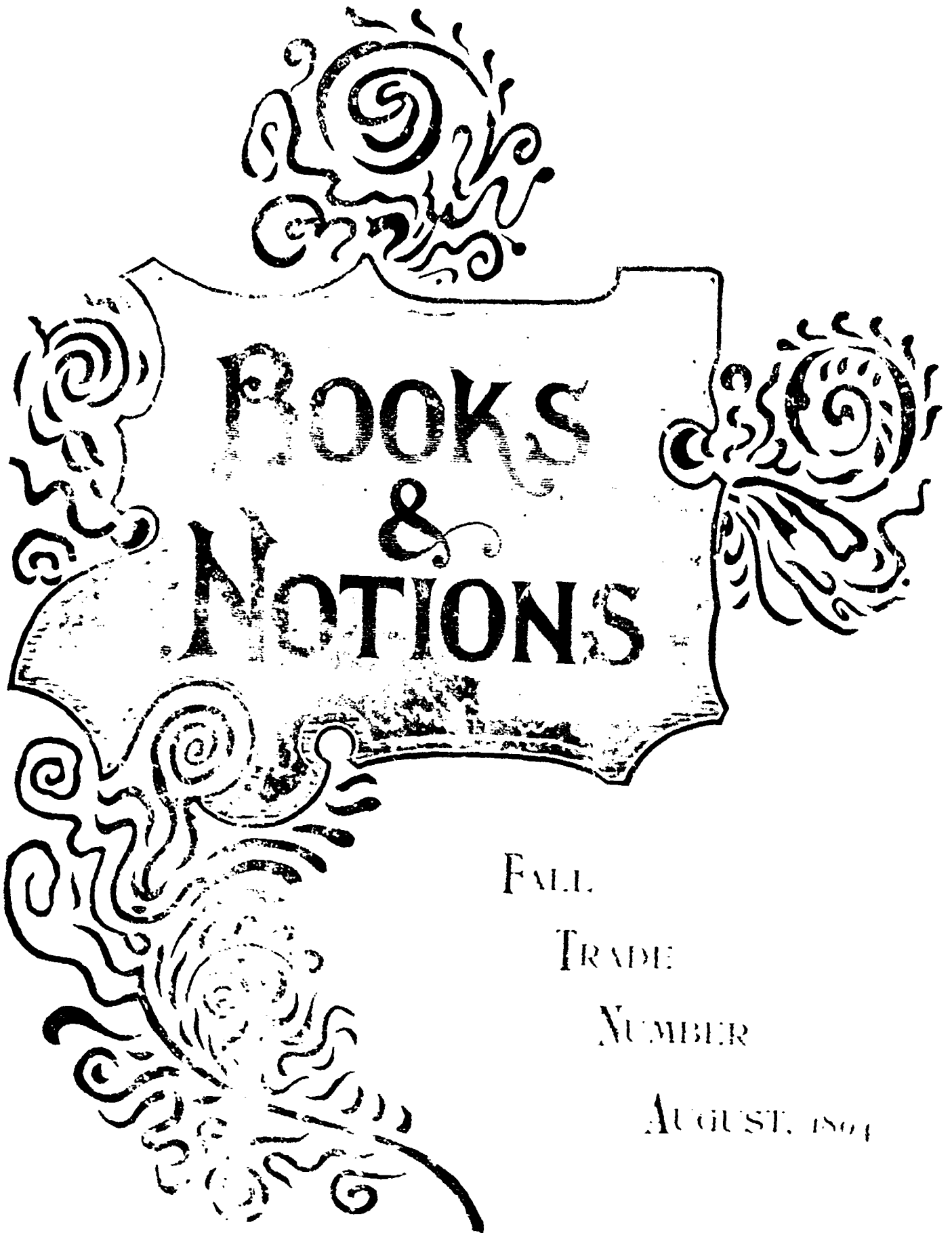
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**BOOKS
&
NOTIONS**

FALL

TRADE

NUMBER

AUGUST, 1891

September

RE-OPENING OF SCHOOLS

We have made
preparation with
our accustomed
special care.



School Books
School Stationery
School Requisites

Our stock is complete. Many new and
attractive lines have been added.

We would ask particular attention to our **Exercise Books**
and **Scribbling Books** which will be found the best value
in the market. No trouble or expense has been withheld to place
these ahead of all competitors.

Every requirement of the trade fully met. Our travelers will wait on you
with samples. Please do not order till you see them.

Warwick Bros. & Rutter

Manufacturing and Importing
Wholesale Stationers

TORONTO.

BOOKS and NOTIONS

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

Vol. X

TORONTO, AUG., 1894.

No. 8

Study Your Own Interests

Our travelers, with a full line of samples, comprising Holiday and Presentation Goods, Silver Novelties, Albums, Toilet, Manicure, Shaving and Jewel Cases, Fine French Chinaware, Glassware, Musical Goods, Dolls, Toys, and Games of all descriptions, will call upon you in the course of a few days. Examine our line and be convinced.

H. A. NELSON & SONS - Toronto and Montreal

W. H. BLEASDELL.

H. J. HOLLINRAKE.

W. H. BLEASDELL & CO.

ARE SHOWING A
SPLENDID COLLECTION OF

NOVELTIES

For the Fall and Xmas Trade

THE BEST RANGE OF DOLLS IN CANADA

Shall be glad to have a visit from our Customers when in the city.

Warehouses:

74 York St., Toronto

Alex. Pirie & Sons, Ltd.

ABERDEEN, SCOTLAND.

MANUFACTURERS OF

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

FINE PAPERS A SPECIALTY.

To be had of all Wholesale Stationers.

Ask for these goods.

WILL BE PUBLISHED SHORTLY

HANDBOOK OF THE

CUSTOMS AND EXCISE TARIFF

Of the Dominion of Canada, with list of Warehousing Ports and many useful tables and extracts from the Customs Acts compiled from official sources, alphabetically arranged. The most correct Tariff Handbook published.
Fcap 8vo, cloth. Price 50c. Discount to the trade.

MORTON, PHILLIPS & CO.

Publishers, etc., Montreal.

The British & Colonial Printer & Stationer

PUBLISHED EVERY THURSDAY

Established 1878.

Price 1 wopence.

A WEEKLY Journal of Home, Colonial and Foreign Printing and Stationery Trade Intelligence, Mechanical and other Inventions Illustrated, Novelties in Leather and Fancy Goods, Books and Book Manufacture, Patents, Gazette and unique Financial Trade News.

"An excellent paper," Lloyd's News.
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W. JOHN STONHILL, - 58 Shoe Lane, LONDON.

FUNK & WAGNALLS CO.

... PUBLISH ...

Many Books

THAT SHOULD BE IN EVERY

BOOK STORE

IN CANADA

Write for Catalogue and Terms

FUNK & WAGNALLS CO.

11 Richmond St West, TORONTO

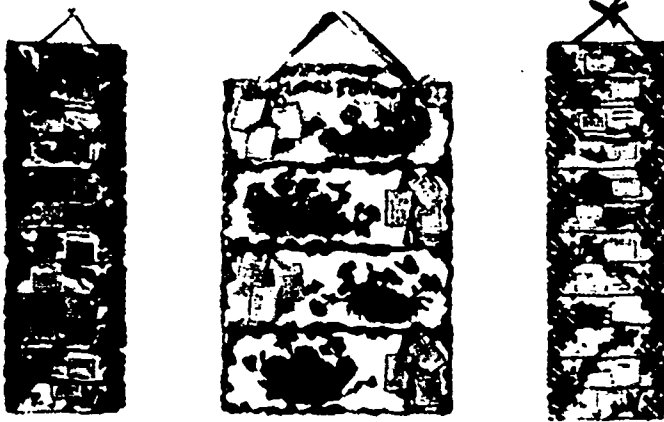
RAPHAEL TUCK & SONS' GOODS.

A HUGE quantity of the excellent cards and calendars put out by Raphael Tuck & Sons finds its way each year into the homes of the Canadians with artistic tastes and these are not a small percentage of the population. Knowing that these calendars were exceptionally brilliant this year, a short description of some of the leading lines is given, the cuts having been obtained through the kindness of Warwick Bros. & Rutter, the Canadian wholesale agents for these goods.

Almost simultaneously with the publication of their Christmas cards, this firm brought out a finer and more extensive collection of calendars than they have yet published. Looking at the productions of the past, this would seem at first sight to be almost impossible, but an inspection of the new collection will prove the accuracy of the statement, for the delicacy of style and outline in which they have such experience has been applied in several new ways in the production of their calendars with the happiest results. The collection opens with pretty little basket calendars, such as Snowdrop and Sweet Violet, together with a Sunbeam, which is most appropriately named. Small turn-overs in art grained paper show some very neat decoration, amongst which the Longfellow and Tennyson figure as very cheap productions having a classic and high class appearance.

LADDER OR BLIND CALENDARS.

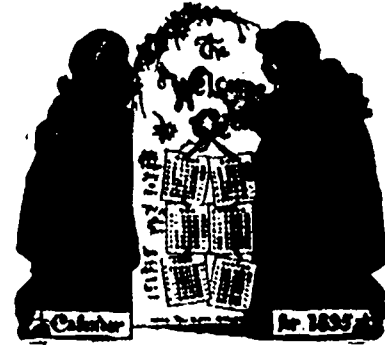
There are several varieties of this now popular form of calendar. The Golden Ladder and Forget-me not in gold and color are representative types, being very light, sweetly pretty, and very easily packed. The Year's Unwritten Scroll is in the same style, and it is to be noticed that the illustrations on the slips or "splines" are beautifully balanced. It is the first time, as far as the writer knows, that calendars of this description have ever



been produced with cut out rustic borders. This new style is seen to good effect in the Lord's Prayer and the 23rd Psalm, where the rustic framework supports embossed ivy leaves. The effect is as pretty as it is uncommon in this class of work. A perfectly lovely study in blue and gold is entitled Sunny Days. A new departure in this line is the production of the Venetian blind calendars in a large form, which is very effective. To this variety belong Flowery Pathways, illustrated by Bertha Maguire, and Golden Days (landscapes) illustrated by S. Bowers; both of which names are a guarantee for something pretty and bright. It is needless to comment on the style in which they are reproduced in chromo, as praising the work here is analogous to painting the lily. It will, therefore, suffice to say that the borders of the calendars are in a delicate fancy design.

SHAPED CALENDARS.

Here one comes to several decided novelties which once again prove the fertility in artistic, fanciful, and entirely charming ideas which renders the productions of Raphael Tuck &



Sons such firm favorites with the trade and the public. The firm might indeed have adopted as their motto the line of Tennyson, "I governed men by change, and so I swayed all moods," employing the present tense. Welcome Greetings is a charming idea for a two-fold calendar where two children, shaped and embossed, kiss as they meet over the back panel on which the months are represented as tablets strung together by tape, and printed in gold and colors. The At Home (patented)



is a shaped Dresden china teapot, round which the cups all stand out, each with a month on one side. This is one of the best and newest things out, which will suit people to a T. The Keepsake (patented) is another equally good novelty of the same nature. It represents a basket, or rather when opened out, four baskets in one, filled with chrysanthemums or

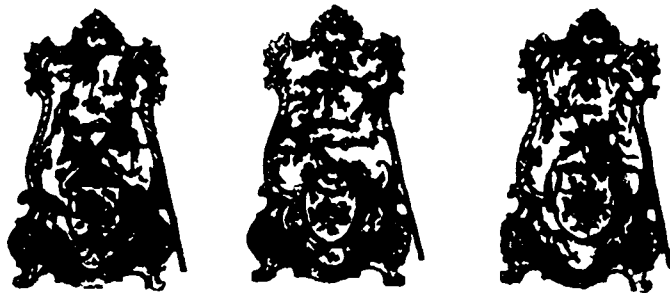


pansies in a novel manner. On each of the four sides are three months. The Minuet, on account of the great success of this design last year, has been re-issued, and there is no

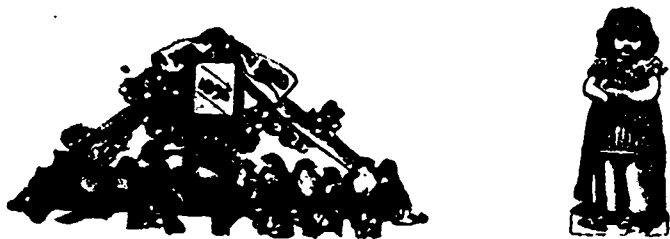
doubt about last year's record being repeated. Another style which is exceedingly handsome in appearance is The Golden Year, a garland of rich hued chrysanthemums measuring 11-in. by 13-in. Twelve of the golden flowers move on a pivot, disclosing the month underneath. Although this idea cannot be said to be strictly novel, the effect is very good, especially for hanging purposes.

BLOCK CALENDARS.

The shaped block calendars reflect the essence of artistic delicacy, combining, as they do, a decorative reference in their style to bygone times of elegance, and an indication of the future



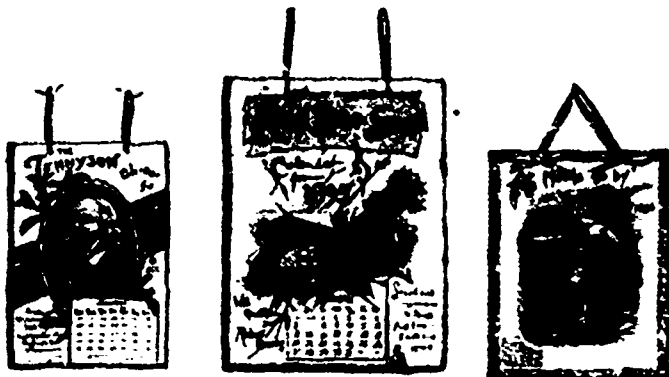
"marked in plain figures." The titles of the The Pompadour, The Recherche, and the Bijou will sufficiently convey the idea of design without further detail beyond the fact that colors, gold, and embossing have been employed to render them boudoir pets. A very showy calendar with plenty of color, and



triangular in shape, is entitled A Year of Song, the song being represented by a bough full of feathered songsters.

TWELVE LEAF CALENDARS.

There is a large variety of this kind in several different sizes. Specially worthy of mention amongst the smaller ones are Christian Graces, Oliver Wendell Holmes, Auld Lang Syne, in beautiful harmonies of color and gold, the floral design on the top leaf being embossed. A little larger in size are Noble



Thoughts from Ruskin, and Noble Thoughts from Whittier, with bright illustrations, delicately tinted backgrounds and fanciful borders. They are classic gems. Another charming production measuring 9-in. by 12-in., is Children of Many Lands, illustrated

by G. Frances Brundage, with quotations from Byron, Whittier, Longfellow, etc. The decorative design is beautifully harmonized. Something very far above the common is Shakespeare's Heroes



and Heroines, the character studies by H. Saunders being reproduced with softness, richness, and warmth. Rosalind, Juliet, Hamlet, Falstaff, and others, are beautifully rendered. In the Old Masters' Calendar is found a collection of fine etchings by S. Myers, of paintings by Creswick, R.A., Sir A. W. Calcott, R.A., etc. Amongst them is seen the "Pastoral Landscape" of Claude, and Gainsboro's "Waggon." The paper is of a suitable tint, and the subjects would subsequently frame well. Ye Etchings calendar, by R. F. Roe, treats of Gravesend, On the Scheldt, London Bridge, etc., with very fine effect. The collection is of a most unique and comprehensive character in every respect.

Warwick Bros. & Rutter

... TORONTO

Sole Agents for the sale of

Raphael Tuck & Sons Company's

Art Publications in Canada

Take pleasure in announcing that the sale of these goods for the Season 1894-5 has been the

Largest on Record

And 20 per cent. ahead of last year.

Please see the following:

MESSRS. WARWICK BROS. & RUTTER,
TORONTO, ONT.

NEW YORK, July 16th, 1894

DEAR SIR, We acknowledge the receipt of, and have booked your advance order for Christmas Cards, Booklets and Calendars for the ensuing season, and have much pleasure in noting that same is the largest order ever received from your country. We are also glad to state that our sales in America are far in advance of all previous years. With many thanks, we are,

Yours truly,
RAPHAEL TUCK & SONS COMPANY.

Our Dolls

Are pretty, their faces look nice;
Proportionate in weight, proportionate in size,
Their hair is natural, their eyes blue or brown—
Adorned like our little ones, with the latest of gown.

WE HAVE NOW DISPLAYED OUR NEW ASSORTMENT COMPRISING

Over 200 Kinds of Dolls

To a few lines we beg to call special attention

The durable felt-body dolls with bisque and washable heads.

French walking dolls in three sizes.

Kid-body and felt-body dolls with jointed seat, arms and knees.

Little Japs, Chinamen, Zulus and Mulattos.

Indians in warrior costume, Squaws and Eskimos.

Soft wool-dolls and girls in snowshoe suits.



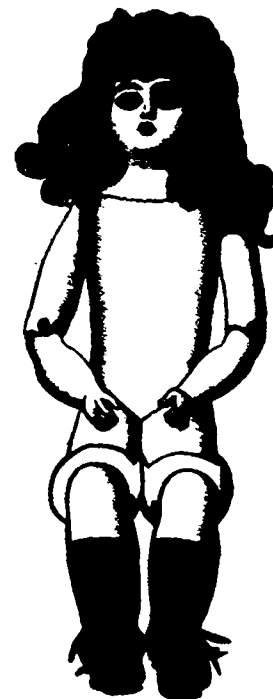
SEE OUR DOLLS
.. TO RETAIL ..

At 25 and 50 Cents

Our stock for this season is complete . . .

Come and inspect our large sample rooms.

Special bargains offered during
September.



NERLICH & CO.

Wholesale Fancy Goods, China, Glassware.

85 Front St.
West . . .

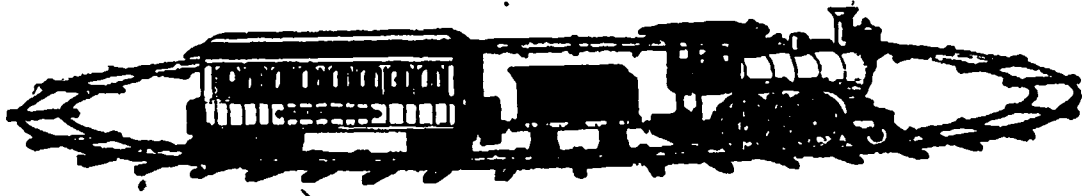
TORONTO

NERLICH & CO.'S TOYS.

NERLICH & CO.'S range of toys for this season's trade is undoubtedly the best ever shown in Canada. The pains taken to produce articles which will suit the Canadian youth and also suit the pockets of the parents of said youths, is almost in-

in this style are also shown in long range in low priced and high priced goods.

Perhaps the most interesting and the most educating toy in the market is the magic lantern. These have an educational value which is well recognized, and which cannot be gainsaid.

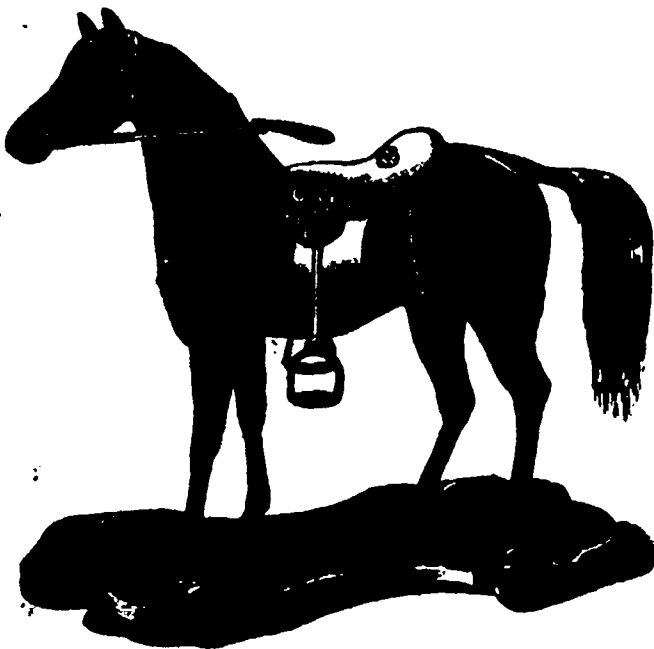


TRAIN AND TRACK. NERLICH & CO.

credible. Nevertheless the result is a superb collection from English, German, Austrian and United States markets.

Toy trains take a large part in this year's collection. In tin trains some of the better varieties have American style of engine showing driving shafts and also American coaches. Iron trains of all kinds, sizes and descriptions are in full display, and procurable at almost any price. The accompanying cut shows the cheapest grade of train with track. A little better variety has a larger oval track. The best line has a track in the shape of an

A \$15 lantern is a beauty. It has a handsome wooden body and possesses a three-wick lamp, strong reflector and perfect lenses. From this leader down are to be found many cheaper lanterns, but all as good as can be produced for the price asked. Fifty cents is the lowest price. Boxed lanterns as shown in the accompanying cut are a strong feature of the collection. Slides are in full stock and can be procured at from 20 cents to \$1.80 per dozen. Some of the slides illustrate stories, such as the Life of Christ. These stories are told in 12 pictures each.



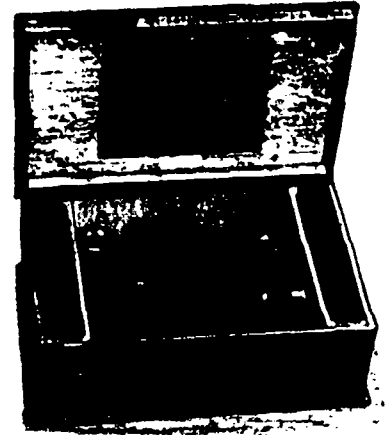
PLATFORM SKIN HORSE. NERLICH & CO.

eight, with tunnel, switch house and depot. The cheap line has two cars and the better lines have three cars.

In rocking horses, the newest thing is the rocker and platform combined. These are shown in two sizes, the cut showing the platform with its iron wheels, but without the rocker. No. 27193 is 31 inches high, has both platform and rocker, so that either can be used at will, is covered with good skin and durable trappings. The price is \$6.50 each. No. 27191 is 28 inches high, very similar to 27193, at \$5.00. No. 270 is a rocker without the platform, is 24 inches high, and is sold at \$3.50.

Smaller imitation skin horses at prices ranging from \$6.50 per dozen to \$16.80 are shown in five sizes. Horses and carts

Iron toys of all descriptions are a class which every dealer should always have in stock for his best customers. No large stocks are necessary, but large ranges are. Iron carts with horses in tandem, fire reels, express carts, express wagons, racing horses with jockey and sulky these are a few of these strong and well made toys. Iron banks are a line which may be mentioned here. The cheap lines are carried by every dealer, but the better lines are often tabooed. One or two of such lines as registering banks, or large combination lock banks, can always be safely carried by dealers.



MAGIC LANTERN.

Steam engines in the usual styles are shown. These have been added to by displaying some engines with mechanical attachments, such as cranes, or working figures. The full range of these and other iron toys is full of suggestiveness as to the change of peoples' tastes. Jumping jacks and flashily colored toys are passing into oblivion, and toys which are durable and have an educative value are taking their place.

Tool chests are another line of educative toys. They sometimes develop latent mechanical ingenuity, which otherwise unnoticed might be lost to the world. Many a good mechanic got his early taste for his labor from the tools which Santa Claus brought down the chimney. Nerlich & Co. have an excellent range in various sizes. These are well boxed, with bright labels, and are surprisingly low-priced. An assortment large enough to please all classes can be secured from their stock.

SURPRISING . . . YET SOLID FACTS!

The Best Values in

Fine Celluloid Toilet, Manicure, Work and Jewel Cases, Silver Novelties, Fancy Goods, Photo and Stamp Albums, Glass and Chinaware, Musical Goods, Japanese Art Ware.

Cases of Assorted Toys and Fancy Goods . . .

Made up especially for Dealers who cannot make a personal selection, at \$7.50, \$15.00, \$22.50, \$30.00 each. Discount on application.

Dolls of All Descriptions

The largest and most unique assortment ever shown.

Toys and Games

A collection not to be beat.

TO DEALERS

Who intend visiting **TORONTO** during the **EXHIBITION** we extend a Hearty Welcome. Our Mammoth Warehouse stocked from cellar to roof with the finest goods suitable for the General Trade is a sight not to be missed. Be sure and give us a call.

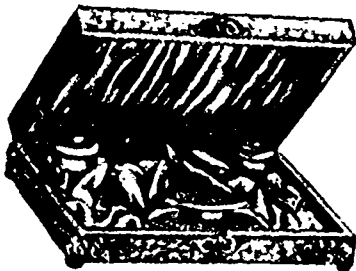
H. A. NELSON & SONS

56 and 58 Front St. West

59 to 63 St. Peter St.

Toronto ^{AND} Montreal

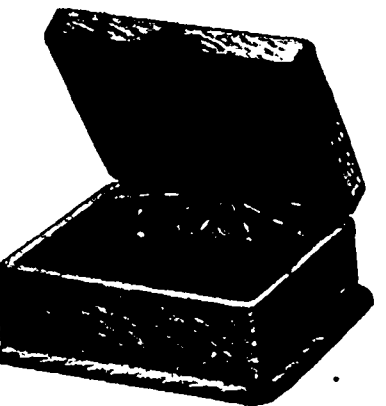
Polished Wood Fancy Boxes



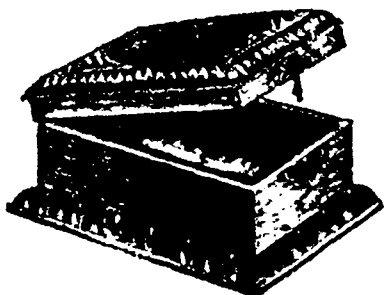
Quarter Cut Oak
Mahogany . . .

Plush Goods are NOT DEAD, as some would have us believe, for we are selling almost as many of them as we ever did, but **POLISHED BOXES** are certainly more alive than ever this year. We have a large assortment at all prices and are meeting with splendid encouragement in the way of sales. Our principal woods are

ROSEWOOD



Cocobolo and
Tulip . . .



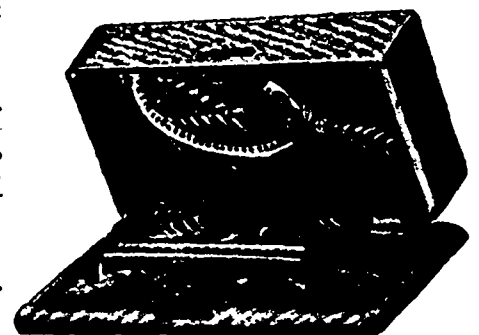
The great advantage of our goods over those that are imported is that, being acclimatized, they

DO NOT WARP

while German, Austrian or English boxes are **SURE TO WARP**. Our wood being cheaper than in Europe enables us to give extra value to our customers. Do not fail to try a good assortment when placing your Xmas order with our travelers.

THE **HEMMING BROS CO.** LTD.

76 York Street, Toronto



H. A. NELSON & SONS.

NO larger stock of general fancy goods is to be found in Canada than that displayed by H. A. Nelson & Sons, with warehouses in both Toronto and Montreal. Space permits a reference to but two or three lines.

In albums they have an enormous range of new goods at suitable prices.



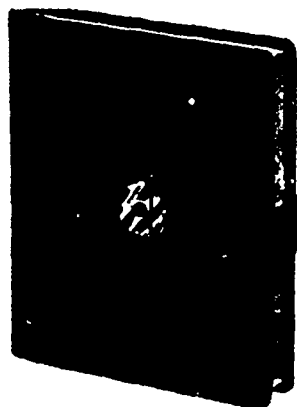
No. 40.

No. 40 is an easel album with a drop front; the panel part of the cover is celluloid, on which in natural colors are hand-painted flowers. No. 110 is an aluminum front with metal ornament corner., and with a plush back giving a rich appearance generally. No. 116 is a tourist album in plain morocco cover with extension strap fastening. No. 117 is a screen album with flowers in blank. This style is shown in

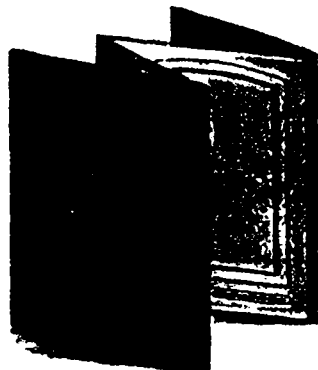


No. 110.

several different qualities of leather and in different varieties of style. These are the newest styles in this class of goods, but



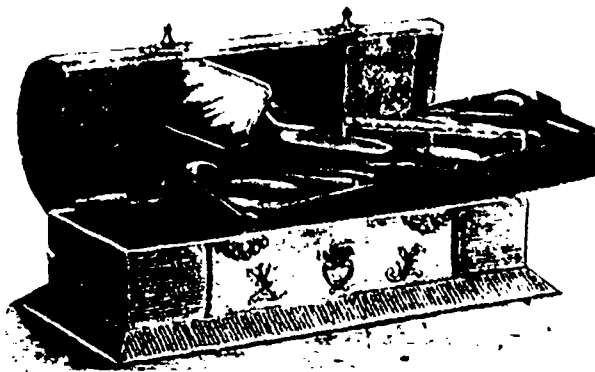
No. 116.



No. 117.

the variety of new things is too large for more minute description. In fancy dressing cases some decidedly new styles are shown.

No. 20, '19 is a celluloid dressing case with an inside lifting tray, and very desirable fittings. It is a toilet, manicule and jewel case combined. Similar boxes are shown at various prices.



No. 20.

No. 65 is a celluloid work-basket, and as in the previous case is a sample of a long range.

In silver novelties many strikingly artistic articles are shown.



No. 451



No. 41

These goods are all bright cut and silver finish and present a taking appearance, at the same time being quite durable. No.



No. 65.

451 is a silver finger ring stand at \$3 per dozen, only one size being shown. A cut of a neat photo frame is also shown.

Wall Paper!

THE
POPULAR
LINE

OF THE DAY

Our New Samples for **SEASON 1894-95** are the most varied and interesting we have ever submitted. We show an unexcelled assortment in the following grades:

Brown Blanks

White Blanks

Glimmers

Color Gilts

Embossed Gilts

Leathers

Flitter Gilts

Varnished Tiles

Plain and Figured

Ingrains

Ingrain Friezes



SOLE AGENTS FOR

CAMEO RELIEFS AND LIGNOMUR

PRICES

Were never so low in the history of the business, and our prices are as low as the lowest.

Don't Buy Till you see What we Have to Offer

WATSON, FOSTER & Co.

WORKS AND OFFICE:

86, 88, 90, 92 and 94 Grey Nun St.

WORLD'S FAIR

The only Canadian Wall Paper
factory receiving an award

• • • **MONTREAL**

WALL PAPER RETAILING.



PERHAPS nothing which dealers carry calls for so much careful attention in the selling as wall paper. The salesman's taste is everything, although quickness to discern a customer's tastes is also a necessary qualification for a speedy clerk. The variety of tastes to be found in lady customers is something appalling and disconcerting to a green hand, and to know by a question or two, or to gather from the first

few remarks of the buyer, just what she wants is a rare quality. Although the quality is rare, it can be cultivated by persistent self-education.

No lady who never buys a paper less than 25 cents per roll cares to have a clerk start out by showing her 5-cent paper. It offends her dignity, her pride and her self-respect. Especially is this the case if she be a 'nouveau riches' as many rich people in democratic Canada are. Again the lady who wants expensive paper because it is superior, and who wants quiet patterns, will receive a shock if shown exceedingly loud patterns and has them recommended to her. She will feel that she has been misjudged, and with her mind thus disturbed will not be able to reach decisions quickly or satisfactorily.

On the other hand it is exceedingly unwise to show 25-cent papers to the lady who has decided to economize and put 5-cent paper on her kitchen and 10-cent paper on her dining-room. Not only will she find it more difficult to choose a cheap pattern after viewing the better patterns, but, as in the other cases, her mind is unnecessarily perturbed.

The salesman must ascertain the groundwork facts of the case before he begins. He must by two or three pleasant questions and as many shrewd surmises ascertain very nearly what his customer wants before he shows a single roll. According as the clerk has the tact to do this, his value increases or decreases. The clerk that mixes his customer up will not sell half so much paper as the one who by mixed intuitiveness and adroitness helps his customer to a speedy decision.

But to sell well, the goods must be placed conveniently for the displaying of rolls of patterns which have specially caught the fancy of the customer in looking over the sample book. This can be done by use of a trough at a moderate height running along the rack, or it can be done by having a high stand with slanting leaf at one side.

Sample books must be well put together and every sample perfect. No ragged ends, torn sheets, or soiled patterns must be permitted under any circumstances. Neatness is an essential feature of this business. Each price of paper should be sampled together, so that no time may be wasted in showing all the papers at a certain figure.

The means of showing friezes and papers should be perfect. When a ceiling also is needed, the three must be shown together. Perhaps the best way is to have the friezes and wall paper samples sewn in sample book together, so that the frieze shows properly on the paper, as in the cuts shown in this issue. When the frieze is a one-band, the sample book should be of more than ordinary length to preserve the relation. With the better grade of papers even this is not sufficient. Two rolls must be hung side by side from a trough and a strip of the border hung temporarily along the upper ends by the clerk.

The great point, of course, is to show the paper to the great



CURTAIN DESIGNER, N. C. H. M. STANLEY & CO., LONDON.

New Wall Papers

SEASON
1894-5

Great Reduction in Prices

Every Live Dealer

Who wants goods that sell quickly
and yield good profits

Should see our New Samples

They are unexcelled for pattern, coloring or price.

We are showing all grades from **Embossed
Bronzes** to the cheapest **Blanks**.

HEADQUARTERS for Plain Ingrains and Friezes

Travellers now on the road.

Don't Buy before you see our line.

M. STAUNTON & Co.

PARSONS, BELL & CO., Winnipeg
Agents for Manitoba and N.W.T.

J. L. BECKWITH, Victoria, B.C.
Agent for British Columbia

TORONTO

est advantage with as little friction and as little time as possible. Towards this end the dealer can afford to spend much thought and time and a little money. Some dealers find a small sample room, carpeted and furnished with two or three comfortable chairs, a taking feature.

With a properly selected stock, with ingenious clerks, with well-displayed samples, the only thing lacking may be customers. These can be got by judicious advertising. Without advertising in local papers, everything else is vain. An advertisement, striking, artistic, not too large and not too expensive, will be a very paying investment.

A BUFFALO FIRM.

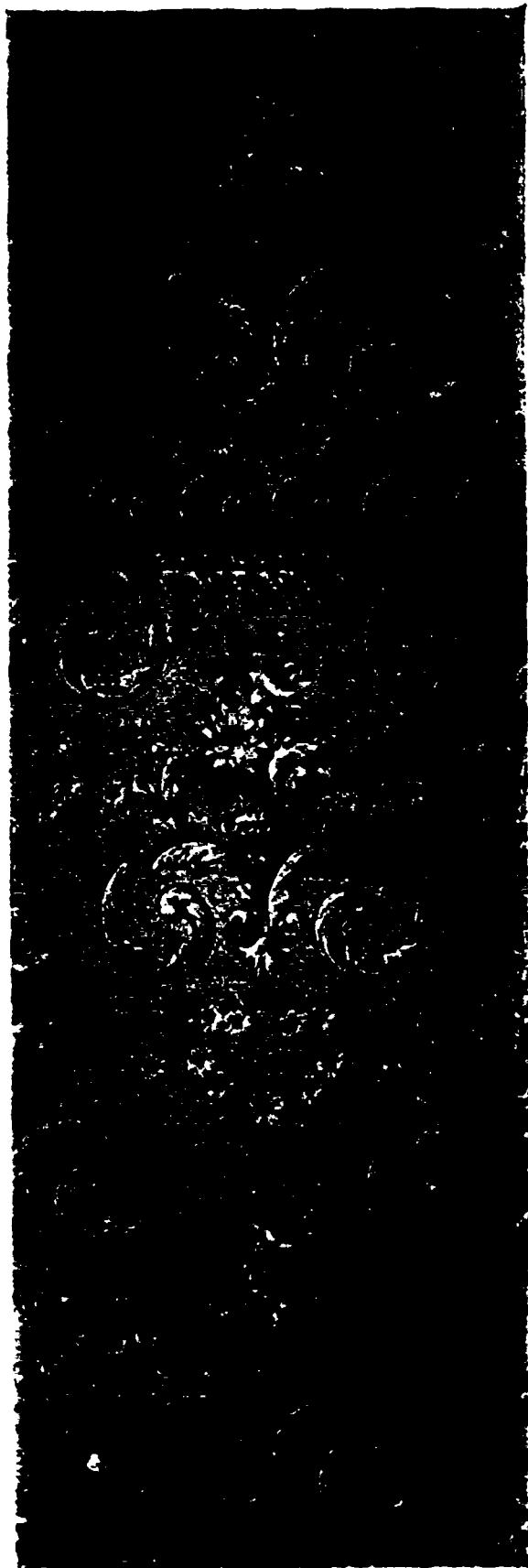
M. H. Birge & Sons, manufacturers of paper hangings, Buffalo, N. Y., will be represented in Canada the coming season by Geo. Tait, a former Canadian, and who will be remembered as an officer and an active member of the Ontario Booksellers' Association.

The Birges occupy a unique position among wall paper and even among other manufacturers on the American continent, possessing the largest capacity and having the largest output of paper hangings of any factory in the world. The past year of financial panic, followed by general business depression, has not retarded their onward march: on the contrary, their large establishment has been run day and night through the entire season to meet the demands of their immensely increased trade.

But especially will the Birges be remembered by the trade for the successful defensive fight they have maintained against the combine, or trust—the so-called National Wall Paper Association—which endeavored to gobble up the factories of the continent. This firm, recognizing their distinctive position with the trade, positively refused to be drawn into an arrangement which was intended to ultimately squeeze the retail trade, if not destroy it. Possessing the energy, pluck and business capacity, with ample independent capital, the Birges were able to pronounce an emphatic "No!" The wisdom of their stand, they claim, has been as emphatically answered by enormously increased business with the best trade of the United States and Canada.

The coming season will be another advance on their march of progress, and they have already commenced to still further increase their enormous capacity, and while their line will still retain its distinctive feature and specialties of new ideas and suggestions in the wall paper evolution, which have given the Birges a world-wide reputation in the past, it will also be a very general line, covering every range of paper hanging production from an ordinary brown blank to the finest pressed silk. Dealers are respectfully requested to recognize that the Birge paper hangings will be placed only in the hands of the legitimate trade.

There are 3,985 paper mills in the world, and they produce annually 930,000 tons of paper. About half this quantity, or 465,000 tons, is used for printing purposes, nearly 300,000 tons of it going for newspapers and periodicals alone. The Government offices of the world consume 100,000 tons, the schools 90,000 tons, commerce 12,000 tons, and trades about 90,000 tons, while private letters, etc., make up 52,000 tons. These paper mills employ 270,000 hands, two-thirds of whom are women.



HANGING NO. 22. FRIZE NO. 1204—FLORAL RENAISSANCE.
(One of WATSON, FUNSTER & CO.'S high class designs, produced only in the best grades of gilt.)

Wall..

Decorations from the cheapest
Brown Blanks up to the most

Artistic Embossed Gilts and Ingrains

With One and Two Band FRIEZES.

PRICES : Be sure to note, and inspect the line
before placing your Spring order. . .



Paper

COLIN McARTHUR & Co.

1030 Notre Dame Street

— MONTREAL

Wall Papers Not Made by a Trust.

BUFFALO, N. Y., July 20, 1894.

Our new patterns of Paper Hangings for the season of 1895 are approaching completion. Every pattern in our sample books will be a new design, never before shown to the trade. We shall not re-color any old patterns, but, on the contrary, our entire collection will be fresh, new and original. We are certain it will be the largest collection of new patterns ever shown by any manufacturer, and probably as large a collection of new patterns as will be shown in the combined lines of any three or four of our competitors.

We have virtually two factories, and the new samples have been colored and designed by two different sets of colorists and designers, so as to get the greatest variety of ideas. But we do not claim merit for the line on the score of its size only—It is, without doubt, the most carefully designed and colored collection we have ever produced, and will embrace every quality and grade of Paper Hanging from Brown Blanks to the finest Pressed Papers, so that any dealer can easily and successfully do his entire business with our patterns.

Our salesmen will call on the trade in due season. We solicit a continuance of your liberal patronage.

**M. H. BIRGE
& SONS** 

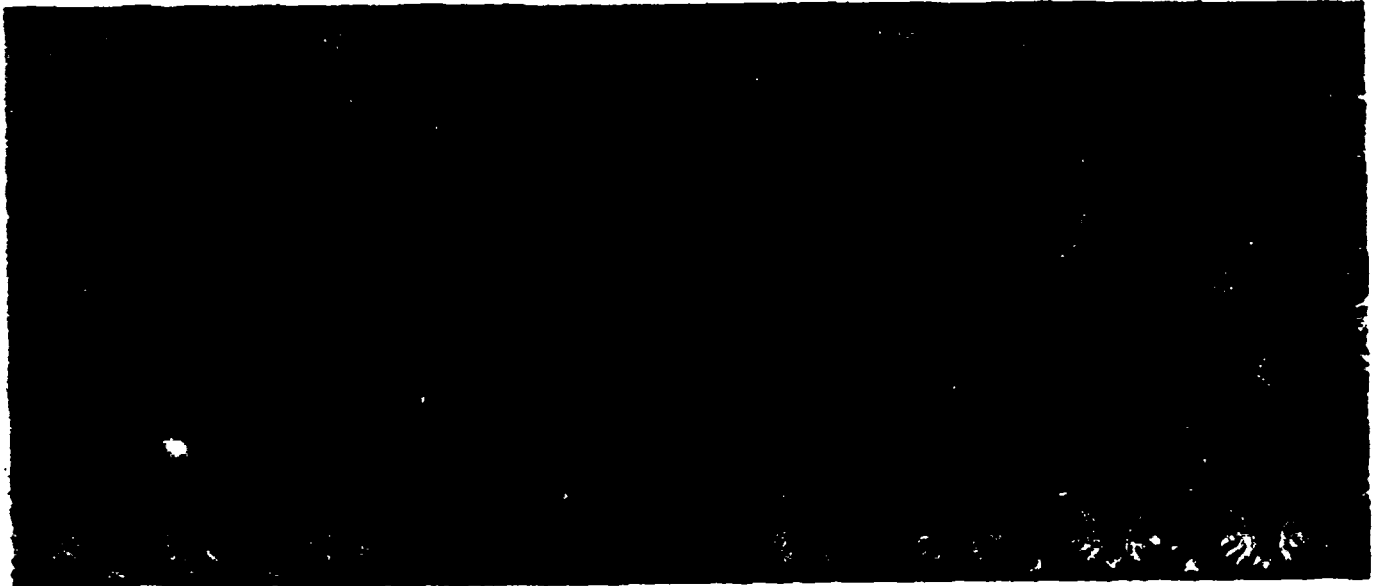
Office and Works at BUFFALO, N. Y.

NEW YORK CITY SALESROOM :
1155 BROADWAY.

Manufacturers of all Grades of

Wall Paper

*The largest capacity for the pro-
duction of Paper Hangings of any
factory in the world*



FLITTER INGRAIN FRISZE No. 1210—SCROLL RENAISSANCE.
Manufactured by WATSON, FOSTER & Co., Montreal.

SPECIAL MONTREAL NEWS.

THE trade in fancy goods during the past month has been of the average order. The jobbing houses state that they have had a turnover fully equal to last year, but it is worthy of note in this connection that the manufacturing concerns complain that their sorting-up trade is not as good as it was. The inference to be drawn from this is that the jobbers have been able to do with less supplies this summer. In connection with the holiday and Christmas demand travelers now have some lines of samples out, and seem, according to all accounts, to be meeting with a fair reception. All the houses who make a specialty of this trade claim that their holiday assortments this year are going to be very full, as well as of novel design. In the stationery trade business is quiet, as it is between seasons, while in wall paper both the firms here claim that their turnover is fully equal to that of last year. In books trade has not opened out yet, but the school book demand will commence shortly, and all the houses have, as noted in previous issues, made ample preparations for it.

H. A. Nelson & Sons are now hard at work on their extensive catalogue of fall and holiday goods. Fred. Nelson promises that the firm's assortment this year is going to surpass any of their previous efforts. People who examine the catalogue will be bound to buy.

Colin McArthur, of Colin McArthur & Co., is enjoying the sea breezes on the Maine coast, near Portland. He will be away about three weeks.

H. A. Nelson & Sons' trade in summer sporting goods, lacrosse sticks, tennis outfits, hammocks, etc., has been fully equal to that of last season. They will also be able, by the middle or end of September, to afford customers an opportunity to personally inspect the extensive line of holiday supplies which they have made arrangements for.

Colin McArthur & Co. find that their trade this season in wall paper has been fully equal to last. They have been making special efforts in parlor papers, particularly with flitter effects, which are taking with buyers generally. They find, also, that ingrainings are more in demand, and some of their latest shadings are meeting with even greater success than they had hoped for. While they find a feeling of caution among the trade, there

appears to be a fair legitimate demand, and a general anticipation of improvement seems to pervade the trade. They have only to complain in one connection, and that is that payments are not exactly what they might be. They are adding some new and fine machinery to their plant, which they expect will enable them to keep their orders well in hand.

THE NATIONAL GROWS.

The New York Tribune says: "The firm of William Campbell & Co. has been absorbed by the National Wall Paper Co., of Broome and Elm streets, a trust whose capital is recorded at \$38,000,000.

"When the wall paper trust was projected, some ten or twelve years ago, Wm. Campbell & Co. resolutely declined to relinquish their individuality by joining it. Some thirty other firms in this and other large cities, yielding to pressure, sunk, in a measure, their own identity, and 'pooled their issues' with the great trust. Henry Birge, of Buffalo, held out with Campbell & Co., who controlled several wall paper mills. Last October Campbell & Co.'s principal plant, at No. 54 1/2 West Forty-second street, was practically destroyed by fire. The plant was inventoried at \$1,250,000, and insured for \$750,000, and the insurance was only recently adjusted.

"Prior to the burning of Campbell & Co.'s main factory, that firm and Mr. Birge had sold wall paper to jobbers in defiance of the National Co., which would sell only to retailers direct, and Campbell & Co. had refused an offer of \$2,000,000 for their plant, which is reported to have been bought by the National Co. yesterday for \$1,000,000, and all work ordered to be stopped at 3 p.m. except on unfinished orders."

The Buffalo Commercial Advertiser of the 17th says: "'That does not affect us in the least,' said George K. Birge, of the firm of M. H. Birge & Sons, this morning. He referred to the fact that the Campbell Co., of New York, manufacturers of wall paper, had been absorbed by the wall paper trust, and that a New York dispatch stated that the Birge concern might also be brought in. 'We will not join the trust,' asserted Mr. Birge. 'We are the largest producers of wall paper in the world and are still outside the trust, and outside we intend to stay. The sale of the Campbell Co. has left our position unchanged.'"

WINTER EVENING GAMES

LIST OF GAMES

- LOUISA
- CROKINOLE · OUIJA
- LACROSSE · STEEPLECHASE
- FOOT BALL · PARCHEESI
- REVERSI · GO BANG
- ZENOBIA · BOY TO BANKER
- TENNIS JUNIOR · SIR LANCELOT
- THE UPPER TEN · UP FROM THE RANKS
- OBSTACLE RACE · LOGOMACHY
- CANADIAN EVENTS · PERRY WINKLE
- OLD MAID * * · FORESIGHT
- PETER CODDLES · LOST HEIR
- FISH POND * · RAILROAD PUZZLE
- BACKGAMMON & CHECKERBOARD
- HALMA · LOTTO · CUCKOO
- NATIONS · AUTHORS · SNAP
- DR. BUSBY · JUMP KINS · BOBBIES
- CHECKER BOARDS



Manufactured by **The Copp Clark Co. Ltd.**
TORONTO

EVENING GAMES.

A GREAT deal has been said of indoor games until little more information remains to be given to the trade. Yet the additions made to their lines by the Copp, Clark Co. are worthy of more than passing attention.



The rage for cheap games has led to the putting on the market of a five-cent line. These, of course, are cheaply gotten up, and do not show much gilded ornamentation, but they are fast sellers at the price. The latest additions are Old Maid and Peter Coddles. Previous issues included Jumpkins (or Flips), Railroad Puzzle, Authors and Snap.

The same rage led to the issue of a ten-cent line, in which more pasteboard, papers and ink enters, and which are considerably ahead of the five-cent line in size. This line includes Lost Heir, Snap, Authors and Dr. Busby. These cheap lines have the virtue in themselves of not needing the help of any salesman. A table of them neatly displayed and furnished with price tickets in prominent position will take the place of a salesman. Moreover this should be considered sufficient, and a salesman who would waste his time pressing the sales of such cheap goods, except incidentally, would be exceedingly



unwise. In 25-cent games, the newest is Fishpond. In this line are also to be found Loto, Nations, Authors, Halma, Lost Heir, Canadian Events, and eight others. This is a very popular price, and a good stock should be carried by every dealer, and pushed as soon as the long winter evenings make them a



necessity.

A game to retail at 50 cents is still cheap, even if three lower prices are quoted. Fishpond is the newest in this line also, while Halma, Zenobia, Go Bang, Boy to Banker, Cuckoo are the leaders. Besides this line, 75-cent and dollar lines are shown. The former contains five kinds and the latter twelve,

of which Steeplechase and Reversi are two. Crockinole and Ouiga are two games too well known and too popular to need more than a passing reference.

A game well worthy of attention is Foresight, or Looking Ahead. This is said to be very interesting, and has a splendid appearance considering the price.

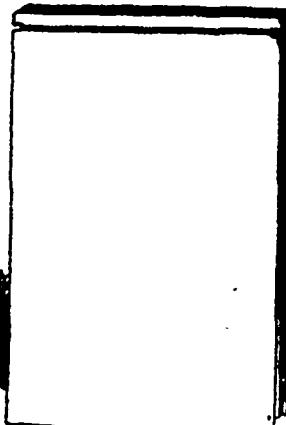
The whole line of games put out by the Copp, Clark Co. is away and beyond anything shown by any other Canadian manu



facturer, and as such is worthy of consideration. As has been remarked in these columns before, we cannot do without imported goods, but when as good can be procured at home, he would be selfish, indeed, who did not purchase them.

STATIONERS' SUNDRIES.

THE Copp, Clark Co. have always something new in stationers' sundries worthy of note. Faber's Checking Pencils, about three quarters of an inch in diameter and about eight inches long, with large nickel tops, are shown. They are used in different colors by markers of rough goods and of cases. They are neater than lumber crayons and fully as effective.



The Utility Pad is selling well, owing to the extensive advertising they have given it. Owing to the dilatoriness of dealers in taking it up, they have been obliged in several cases to sell direct to the consumer, much

against their wishes.

A census of newspapers is almost an impossibility, on account of the extraordinary rate at which they come and go. The ups and downs in the history of journalism are interesting and instructive, but exceedingly mystifying to anyone who is striving after even approximate figures. To day they are, and to-morrow their place on the bookstall knows them no more. As far as one can judge there are between 40,000 and 50,000 newspapers published throughout the world, and these in fifty-nine different languages. Searchlight.

SILVER-PLATED NOVELTIES.

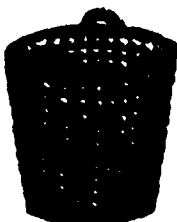
EVER since Hemming Bros. began to confine themselves more strictly to manufactured novelties they have been looked to for the latest in these lines. Silver-plated novelties are a specialty with them, and their range is very large.



Playing-card holders are a very taking line, and are made in several qualities. The finish of these goods renders them especially saleable to customers who de-

sire no trash.

Pin-cushions and match-holders are shown in low-priced ranges and novel designs. Frogs, booties, shoes, slippers and baskets are found in both lines. A basket match-holder and a frog pin-cushion as shown in the accompanying cuts will give an idea of these cheap and fast-selling novelties.



A new fad in these silver goods is a tea-pan. This is a small bowl about one inch in diameter, with a four-inch handle. It is used when desiring to make tea in a hurry. The top of the bowl, which is perforated, is taken off and the tea leaves placed in it. The boiling water is placed in a cup, and the tea-pan inserted as a spoon. The result is a cup of tea.



An aluminum cigar holder to hold two, three or four cigars is a decidedly new novelty. The weight is nothing, the strength surprising, while the space occupied is the smallest possible. A large one is illustrated herewith.

Flower baskets in imitation of large twisted leaves have had a rapid sale. Finger ring holders in the shape of an open hand are quite new. Embossed celluloid cases of all kinds, without



ALUMINUM CIGAR HOLDER

metal joints, are in full display. Rosewood cases and caskets made here so that the joints will stand the climate are goods in which reliance can be placed. On the whole, Hemming Bros.' display must be said to be worthy of their reputation.

HARRIS H. FUDGER'S OFFERINGS.

ON page 36 is an advertisement which, in its odd way, contradicts itself when it says all advertising is talk mere talk. There is no business man who believes more strongly in the potency of printers' ink than Harris H. Fudger. His continued advertisements in BOOKS AND NOTIONS, and his illustrated catalogues, are proofs beyond which nothing further is required.

Nothing succeeds like something which people cannot understand. Mr. Fudger started some time ago to supply wooden

toys from United States' manufacturers to his customers at New York prices, and in this way saved them the duty. This was one of his special schemes to secure trade, and it worked as originality always works. To-day he is offering a large range of this class of goods at prices which are the same as the New York jobbing prices.

In other American goods, such as albums and dressing-cases, the same thing cannot be done, but nevertheless he shows a range at prices which are surprisingly low. These American lines are less stereotyped in style than those from European manufacturers, and for this reason alone they command large prices from the artistic portion of the buying public.

Silver novelties are also shown. The range is extensive and includes nearly every novelty for a dresser that could be imagined.

Celluloid cases of all kinds, including dress, work, manicure and photo cases, are shown in abundance. The designs are chaste and the workmanship superior.

Iron toys are in full display. To describe these would require too much space, and moreover the display in print could not hope to rival the display in Mr. Fudger's well-lighted sample room.

Stationers' sundries, musical merchandise, druggists' sundries, and tobacconists' supplies, cutlery and silverware, are some other lines carried by this house. By continuous and enterprising efforts Mr. Fudger maintains an excellent trade in these various classes of goods, and as an importer has met with an abundant measure of success.

THE TRADE JOURNAL IN BUSINESS.

A great many merchants receive sample copies of trade journals, glance them over in a casual way and then consign them to their waste-basket, never stopping for a moment to think for what reason the journal was mailed them. The publishers have two objects in view in distributing sample copies of their journal. The first is to acquaint the merchant with the merits of the journal and have him become a permanent subscriber. Secondly, to place advertisements before the trade and acquaint the dealer with the goods advertised by the manufacturer. The merchant who is alive to his interests will study the advertising pages of the trade journal, and by so doing he will keep himself posted on all the new goods, new firms, fires, failures, etc., in his line. The live manufacturer and jobber of to-day recognizes the advantages of having an advertisement in a trade journal that is attractive and has influence. He advertises principally for the purpose of opening correspondence with firms who desire prices, catalogues, etc. The business man who closes his eyes and ears to the trade journal and the salesman, and places himself upon the know-it-all pedestal, has no use for the trade journal, does not care to receive any catalogues, snubs the salesmen, and in fact his conceit will not permit him to learn anything in connection with his business, as he already has a business education, in his own estimation, that cannot be improved upon. This man would never write a postal card for a catalogue or ask the market quotations on certain articles, because his self-conceit would not permit him to do so. But the man who is willing to be posted can receive a load of useful business knowledge by dropping a few postal cards to the advertisers that appear in the recognized trade journal in his particular line. Advertisers are always willing to give any information concerning their goods that may be asked. House Furnishing Review.

BOOKS AND NOTIONS

— ORGAN OF THE—

BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year in Advance.

OFFICE: NO. 10 FRONT STREET EAST, TORONTO.

MONTEAL OFFICE: 146 St. James Street
L. DESBARATS, Agent.
NEW YORK OFFICE: Room 91, Times Building
ROY V. SOMMERLEK, Agent.
EUROPEAN BRANCH: 17 Victoria Street, London, S.W.
Canadian Government Offices.
R. HARGREAVES, Agent.

RATES OF ADVERTISING.

One Page 1 Month	\$ 25 00	One Page 12 Months	\$250 00
One-Half Page "	15 00	One-Half Page "	150 00
One-Fourth Page "	8 50	One-Fourth Page "	85 00
One Column "	1 50	One Column "	100 00
Half Column "	6 00	Half Column "	60 00
Quarter Column "	3 50	Quarter Column "	35 00
Eighth Column "	2 00	Eighth Column "	18 00

Copy for advertisements must reach this office not later than the 25th of the month for the succeeding month's issue.

BOOKS AND NOTIONS, TORONTO.

Vol. X. Toronto, August, 1894. No. 8

WARNING TO SUBSCRIBERS.

We understand there is a man in Winnipeg, named Ostreecer, who claims to be our agent. He has already called upon several of our subscribers and in one or two cases succeeded in obtaining money. Friends, he is an imposter; he is not our agent, never was, and never will be, so please look out for him. Of course, our journals have now such an enviable reputation that people insist upon working for us, whether we like it or not. We don't like it. Mr. John Cameron and F. W. Armstrong are our only authorised agents in Manitoba, Northwest Territories and British Columbia. They are well known and thoroughly trustworthy.

YOU AND US.

BOOKS AND NOTIONS presents to its subscribers its first attempt at a special number for some time. The objects aimed at were hard to explain to patrons. Nevertheless, as the advertisements witness, these dealers have in nearly every case helped us to produce a number worthy of the trade in which we are mutually interested. An initial adventure so successful predicts wonderful things in the future.

During the past year this journal has made considerable progress. The retail trade have evinced a growing and a commendable desire to use its columns to point out the obstacles which prevent progress. This is a feature which has been especially pleasing. Wholesalers have also shown a keen appreciation for a journal which is published in the interests of their customers, and have received all suggestions or criticisms in the friendly spirit in which they were offered.

The fall announcements made in this number are worthy of attention. BOOKS AND NOTIONS is pleased to state that every advertiser in its columns is reliable, and a safe person to deal with. None others are allowed to use its columns, and retailers are confidently recommended in the knowledge of the certainty of right and just treatment.

FAILURES IN FIRST HALF OF YEAR.

ACCORDING to Bradstreet's returns, 957 failures were reported in the Dominion for the six months ending June 30th last, as against 887 in the first half of last year, an increase of 70, or 8 per cent. Total liabilities are given at \$9,509,342, compared with \$8,215,759 in the first half of last year, an increase of 16 per cent. Against this there is an increase in the assets of 42 per cent. The province of Ontario reports 38 more failures for six months of this year than last, the province of Quebec 49 more, New Brunswick 5 more, Manitoba 4 more, and British Columbia 2 more, all others reporting fewer. It is worthy of note that while business failures throughout Ontario carry with them an increase of 12 per cent. in liabilities, those in the province of Quebec show an increase of debts amounting to 62 per cent. The following table, giving a comparison between this and last year, will be found interesting:

Province.	Number of failures.		Assets.		Liabilities.	
	1893.	1894.	1893.	1894.	1893.	1894.
Ontario	427	301	\$1,675,291	\$1,437,628	\$1,601,849	\$1,218,073
Quebec	347	392	1,394,511	930,591	1,689,304	2,410,011
New Brunswick	43	47	392,417	152,600	595,250	280,820
Nova Scotia	38	51	170,001	308,888	116,000	371,115
Prince Edward Island	5	17	17,800	48,650	28,150	106,000
Newfoundland	1	6	4,800	66,100	8,700	98,530
Manitoba	10	35	100,647	188,791	125,600	126,381
Northwest Territory	5	11	9,000	25,125	28,131	70,291
British Columbia	2	28	440,400	144,000	640,652	272,500
Totals	957	887	\$4,084,082	\$2,860,210	\$4,590,142	\$8,115,250

The lesson taught by these failures is that credit is not so cheap as it was a year ago, and fewer rotten failures are to be noticed. The assets in the total are much higher than in previous totals. This is exceedingly cheering, so far as general business is concerned.

FOUR TIMES A YEAR.

THE man with a \$5,000 stock and a total of \$20,000 worth of business in the year is turning over his stock four times a year. Unless he is doing this, and having a fair profit each time, he is not making money.

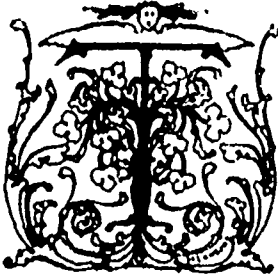
The dealer who does not reach this standard of turning over of stock can write it down in letters, red as blood, that he is going to fail sooner or later—not because BOOKS AND NOTIONS says so, but because common ordinary arithmetic and abundant history both prove it.

There are some men who turn over their stock six times a year—but they are not engaged in the book or fancy goods business. There are some men who do a business each year which figures up to five times the amount of stock carried at any one time. These men are making money, and yet they are very scarce. Some of the dealers in books, stationery and fancy goods in Canada turn over their stock twice a year only. These men are losing money and a comfortable living. Their brows are becoming wrinkled with their financial cares, and life grows to be a burden.

The remedy is simple. Buy light and do not carry too much stock. A prominent wholesaler remarked the other day that one of the greatest evils of the trade was the tendency to carry heavy stocks. Thirty years of experience taught him what he said.

If you are guilty, quit it.

A GREAT FUTURE FOR OUR PAPER AND PULP MAKERS.



HERE are two industries for which Canada is especially suited. These are now developing, and if the circumstances of trade tariffs are not allowed to interfere, a great future is assured. These two industries are the manufacture of paper and of pulp, and the prosperity of the one depends to a great extent on the prosperity of the other.

Already pulp is being sent across the Atlantic to Great Britain, and a huge market is opening up. Five years ago the British paper makers would have nothing to do with wood pulp. To-day they are buying it from Norway, from the United States and from Canada. The Norway trade with Great Britain is the only one which can be a factor to compete with the Canadian. The United States pulp mills get their supply of logs from Canada, and could not export to any extent if the Canadian Government would place an export duty on pulp logs. The United States would soon cease to send pulp to Great Britain, and Canada's idle mills would be put in working order. Canadian ships would carry the pulp now going out from Portland and other United States ports.

The British market is just opening. The demand grows larger year by year. The amount of pulp consumed from this time forth will be enormous, and the only two countries who can supply this demand are Norway and Canada. The Canadian Government is derelict in duty, so long as it allows a state of affairs to exist which prevents Canada getting her share of this trade. Just now the British importers of this class of goods are forming their relations with foreign firms for their supply. The first dealers in the market get the trade and it is hard to displace them. Hence should Canada stay out of the market for two years longer, it will be much harder for her exporters to gain a foothold in it.

But let us look farther. The United States is sending paper to Australia and to Great Britain. Canada possesses the raw material; why cannot she carry the manufacture still further, and export the paper as well as the pulp? If the United States can buy pulp logs in Canada, take them to their pulp mills, and there change them to pulp, take the pulp to the paper mills and convert into a highly finished product which is exported to these two British countries, why cannot Canada do the trade? Her almost unlimited supplies of spruce give her the whip hand, and she can say whether this trade shall go through Canadian mill owners or through United States mill owners.

So far, this export trade has received little development. The McKinley bill (excuse the chestnut) threw the trade into the hands of our competitors to the south, and the Canadian Government has passed no resolution to counteract its effect. The paper and pulp export trade of the American continent belongs rightfully to Canada, and Canada should have it. The superior enterprise and far-sightedness of the United States manufacturers and exporters has thrown this trade into their hands. It remains with the Canadian Government to say whether they shall reap a profit to which the citizens of this country are justly entitled.

What the Government should do was pointed out in last

issue. It should impose an export duty of \$2.50 a cord on pulp logs so long as the United States imposes an import duty of \$2.50 on wood pulp and \$6 to \$7 on chemical pulp.

This article can be fitly closed with a quotation from a recent letter of the Portland correspondent to the Paper World:

"What is true elsewhere is true here in Maine," said a prominent manufacturer, the other day. "We are no exception to the rest of the world, and if it were not for our export trade, business would be very flat. The mills that have been the most prosperous during the past year are those which are engaged in grinding up our spruce logs and sending the pulp across the water to England." Of course this remark is true—strictly so—and there is a good deal of food for thought in its truth. The result of this thinking, in the opinion of your correspondent, will be that within a few years Great Britain will be largely overshadowed by the trade in paper with that same market.

Why not? The trade in pulp is an established fact. It was laughed at, both sides of the ocean, when first proposed. The British manufacturer would have nothing to do with wood pulp, anyhow. He preferred to make his paper of stewed grass. But he is making a good deal of it now from wood pulp, sent to him from the state of Maine, U. S. A., thank you! But why send the wet pulp across the Atlantic to be made up on British paper machines? We can make the paper as economically, and certainly as well, in mills built beside those which grind the pulp, and it would be a pity if the dry paper, neatly put up in packages or rolls, could not be freighted across the ocean as cheaply as the pulp, which at the best is half water—and so half waste.

THE THREE-VOLUME NOVEL.

WE are on the eve of a revolt against the three-volume novel, says an English journal. The revolt is not on the part of the public, but on that of the libraries, who find that the custom of issuing a work in single volume within a few months of its appearance in the orthodox three volumes is having a prejudicial effect on the commercial side of their business. Mudie's and Smith's have communicated their views to the trade, and important results are likely to follow. Smith & Son's circular, after noting with concern a great and increasing demand on the part of subscribers for novels in sets of two or three volumes, proceeds:

Most of the novels are ephemeral in their interest, and the few with an enduring character are published in cheap editions as soon after the first issue that the market we formerly had for the disposal of surplus stock sets is now almost lost.

As a result of our deliberations, we would submit for your favorable consideration:

(1) That after December 31st, next, the price of novels in sets shall not be more than 4s. per volume, less the discount now given, and with the odd copy as before.

(2) In respect of the issue of the cheaper editions, and the loss to us of our market for the sale of the best and earlier editions of novels and other works, through their publication in a cheaper form before we have had an opportunity of selling the surplus stock, we propose that you be so good as to undertake that no work appear in the cheaper form from the original price until twelve months after the date of its first publication.

What action the publishers may take it is difficult to say. But, as the Daily Chronicle points out, whatever happens it seems probable that the three-volume novel will come in for organization. It may be that we shall soon come to the issue of new fiction in one volume at once, as they have it in America and France. And this, according to the Chronicle, would mean that at least two out of every three people now writing fiction for a living would have to find some other occupation.

MR. MICAWBER'S ADVICE.

MR. MICAWBER is one of Dickens' most unique creations. Though he made a failure of life himself, he seemed to recognize why he did not succeed. His advice to David Copperfield is as good and as needful to day as it was when Dickens first wrote it.

"My other piece of advice, Copperfield," said Mr. Micawber, "you know. Annual income twenty pounds, annual expenditure nineteen six; result—happiness. Annual income twenty pounds, annual expenditure twenty pounds ought and six; result—misery. The blossom is blighted, the leaf is withered, the god of day goes down upon the dreary scene, and and in short, you are floored, as I am!"

The revelations from the printing trade during the past year show that Mr. Micawber's rule is not acted upon by a large percentage of those engaged in this business. A good business is done by many a man, and then, becoming intoxicated with his own success, he commences to spend \$1,500 a year when his income is only \$1,000. He does this for a few short years until his capital is all gone; his creditors become impatient, take chattel mortgages, and when they become due, foreclose them. The printer is thus robbed of a good business which he has spent years in building up, and life must be commenced over again.

To know just what to spend, a business man must know exactly how much profit is coming in from his trade each year. This pre-supposes a careful system of bookkeeping and the taking stock at least once a year. This will indicate regularly and plainly just how the business stands, and how much a man can safely spend on his own and his family's pleasures.

This is a fast age. The desire to keep up appearances, and to run with the hounds, leads many a man to spend more than he really feels justified in doing. The sensible man will, however, fight against this tendency, and by so doing will gain more permanent and lasting respect than if he tries to live the "hail fellow well met" life. He will not sacrifice the prospects of a comfortable and respected old age for the fleeting pleasures of a gay life lasting at most but a few years.

THE JUNGLE BOOK.

Rudyard Kipling has produced another fascinating work, "The Jungle Book." In its pages the people of the jungle stalk before us and we hear them converse with one another of their hunting and of other events of their daily life; and the reader is led to see many things in a new light, when he has heard them discussed from the standpoint of the people of the jungle. The greatest interest centres round Mowgli (the Frog), a little boy protected from Shere Khan (the Tiger), by Father and Mother Wolf, and brought up by them in their cave together with their own cubs, so that he does not even know that he is a "man-cub," but thinks he is a wolf. Mowgli's chief friends are Baghura (the Black Panther), and Baloo (the Brown Bear), who teaches the wolf-cubs the law of the jungle, and who takes special pains to teach Mowgli the "master words of the jungle." His friend, too, is Akela (the great, gray Lone Wolf), who led all the pack and presided at the pack meeting held on the Council Rock. The story entitled "Tiger Tiger" tells of Mowgli's final revenge upon Shere Khan, who has been his enemy all his life. "'Brothers, that was a dog's death,' said Mowgli, feeling for the knife he always carried in a sheath round his neck now that he lived with men. 'But he would never

have shown fight. Wallah! his hide will look well on the Council Rock. We must get to work swiftly.'"

Kala Nag was an elephant who had served the Indian Government forty-seven years, and was nearly seventy years old. His driver was big Toomai (third of that name who had been driver to Kala Nag), and his son little Toomai would, according to custom, finally take his father's place. Mr. Kipling tells how Kala Nag broke his pickets one night and ran away with little Toomai on his back, and joined the dance of the elephants in the Garo Hills—a sight never before beheld by any man.

While "The Jungle Book" was undoubtedly written for young people, their seniors must not think it is unworthy of their perusal. Those who have enjoyed "The Naulahka," "The Light that Failed," and "Plain Tales from the Hills," etc., will read "The Jungle Book" with pleasure, and close the last page with regret. The Copp, Clark Company, who are supplying the retail trade in Canada, have found it one of the best selling books of the season.

CANADA'S GREAT FAIR.

The Toronto Industrial Exhibition has now become one of the great events of the year in Canadian history, and is looked forward to by the people in all parts of the Dominion. We have received a copy of the prize list for this year's fair, which is to be held from the 3rd to the 15th September next. The amount of prizes offered is as large as ever, and there is every prospect of this year's show excelling all others, as there is no other great fair to conflict with it, and the directors have voted a large amount for novelties and special features which are bound to attract the people. The grounds are also being vastly improved this year. Any one desiring a copy of the prize list can obtain one by dropping a post card to H. J. Hill, manager, Toronto.

C. L. AND S. C.

The Chautauqua Literary and Scientific Circle have many members in Canada, and the sale of the books is quite an item in the bookseller's business. The Methodist Book Room has issued the following information:

PRESCRIBED READING FOR 1894-95.

THE GROWTH OF THE ENGLISH NATION (illustrated). Katharine Coman, Professor of History in Wellesley College	\$1 00
EUROPE IN THE NINETEENTH CENTURY (illustrated). H. P. Judson, Professor of Political Science, Uni- versity of Chicago	1 00
FROM CHAUCER TO TENNYSON (with portraits). Henry A. Beers, Professor of English Literature, Yale University	1 00
RENAISSANCE AND MODERN ART (illustrated). W. H. Goodyear, Lecturer to the Brooklyn Institute	1 00
WALKS AND TALKS IN THE GEOLOGICAL FIELD (illus- trated). Alexander Winchell, late Professor of Geology, University of Michigan	1 00
THE CHAUTAUQUAN (12 numbers, illustrated)	2 00

"Canadian students will please note that the books are supplied by the Canadian agents at the American publisher's prices, no advance being made for duty, etc. Canadian students will, therefore, find it to their advantage to order from the Canadian agents, and save the duty which they would have to pay if ordered from the States."

Now this business of selling these books should pass through the hands of retail booksellers. It will do so if the booksellers are sufficiently active.

CANADA'S TRADE.



In spite of a world-wide depression in business, in spite of a steady decline in prices during the past five years, in spite of financial troubles in countries with which she trades Canada, on June 30th, closed a most successful fiscal year. The exports are almost equal in value to those of last year, and last year they were \$4,600,000 ahead of 1892, or \$20,150,000

ahead of 1891. That this country has been able to hold her own in this trying year is a matter for congratulation.

True, the pathway of trade during the year has not been too rosy. The drain of money spent by those who went to the World's Fair last year; the steady decline in the price of cereals, of which Canada exports large quantities; the embargo placed on Canadian cattle in the British market; the declining demand from the United States for Canadian goods; the below-the-average crop in Manitoba and the Territories—these have been some of the thorns along the mercantile pathway. These are some of the causes which have made a marked reduction in the imports of the past six months. The people generally are buying less, and as a consequence importers are importing less.

The total trade of the Dominion during the past twelve months is here given, and a comparison made with the preceding twelve months. The figures taken are the unrevised figures, and will be slightly increased when full returns are received.

IMPORTS.

	1892.	1893.
July	\$ 9,545,262	\$10,692,637
August	13,518,575	11,375,862
September	10,213,059	12,193,226
October	8,986,529	9,801,157
November	9,144,132	9,144,132
December	8,256,269	7,686,688
	1893.	1894.
January	\$ 9,160,464	\$8,573,554
February	7,989,834	6,999,360
March	10,449,939	9,730,942
April	9,389,800	8,151,229
May	12,149,847	9,161,161
June	12,001,030	9,421,493
Total	\$120,809,740	\$112,931,441
Decrease		\$7,878,299

EXPORTS.

	1892.	1893.
July	\$12,712,350	\$12,683,507
August	13,248,607	13,572,817
September	13,833,118	12,779,137
October	13,466,438	13,706,003
November	14,964,502	14,964,502
December	9,166,270	9,898,334
	1893.	1894.
January	\$ 4,975,175	\$ 4,657,593
February	3,770,822	3,742,516
March	9,545,336	3,601,807
April	3,989,502	3,792,847
May	8,277,768	7,863,960
June	13,372,295	13,225,873
Total	\$118,392,243	\$115,488,986
Decrease		\$2,903,257

Canada is not the only country that has bought less. The United States in 1892 bought \$866,490,922 worth of goods;

but in 1893 the total is only \$654,835,873, a decline of about 25 per cent. The decline in Canada's imports is less than 8 per cent., so that she has quite an advantageous position compared with the United States. Moreover, Canada's purchasing power has been about \$24 per head for the year, while the purchasing power per head in the United States has been only about \$10. This enormous difference is due in part to the greater share of domestic goods used in the United States; but still this will not account for the total difference.

The following figures show the course of Canada's trade since 1868:

Fiscal year	Total Exports.	Total Imports.
1868	\$ 57,567,888	\$ 73,459,644
do. 1869	60,474,781	70,415,195
do. 1870	73,573,490	74,814,339
do. 1871	74,173,618	96,092,971
do. 1872	82,639,663	111,430,527
do. 1873	89,789,922	128,011,281
do. 1874	89,351,928	128,213,582
do. 1875	77,886,979	123,070,283
do. 1876	80,966,435	93,210,346
do. 1877	75,875,393	99,327,962
do. 1878	79,323,667	93,981,787
do. 1879	71,491,255	81,964,327
do. 1880	87,911,458	86,489,747
do. 1881	98,290,823	105,330,840
do. 1882	102,137,203	119,419,500
do. 1883	98,085,804	132,254,022
do. 1884	91,406,496	116,397,043
do. 1885	89,238,361	108,941,486
do. 1886	85,251,314	104,424,561
do. 1887	89,515,811	112,892,236
do. 1888	90,203,000	110,894,630
do. 1889	89,189,167	115,224,931
do. 1890	96,749,149	121,858,241
do. 1891	98,417,296	119,967,638
do. 1892	113,963,375	127,466,668
do. 1893	118,564,352	129,074,268
do. 1894	*116,000,000	*122,000,000

These are approximate, as full returns are not yet in.

During the past year one conviction has been deepened in the minds of the great bulk of the Canadian people, and that is that Canada's future does not depend on her wheat-producing powers. Wheat may be a large feature in her trade, but it will not continue to be the greatest article of export. Mixed farming has fixed itself firmly in Ontario, and it is rapidly being taken up throughout the Northwest. The low price of wheat in the world's market, the increasing competition from markets where labor is much cheaper than in Canada, has led to the conviction that the future of this country depends on its wool, mutton, beef, pork, poultry, butter, and cheese; and on its mineral and timber supplies. Mixed farming and manufacturing must be added to wheat growing to ensure Canada's greatness.

Canada's railways have been and must continue to be a great factor in her development. During the closing days of the present session of Parliament, a grant of \$750,000 a year has been made for a line of fast Atlantic steamers. This will throw a great deal more trade into the hands of Canadian railroads. True the Government gives all the money and the railroad companies take part of the profits, still this is to be expected until the people learn that the great roadways of every country

the arteries which carry the red, life-giving blood of commerce should belong to the people, managed by the people and for the people. But this line of Atlantic steamers, making

20 knots an hour and sailing direct to Canadian ports, will advertise Canada in a way she was never advertised before, will keep her people always under the protection of the British flag. The Australian or the English resident of China or Japan can reach British Columbia on a Canadian line of steamers, cross the continent on a Canadian railroad, take steamer from Halifax, St. John or Quebec to Great Britain on Canadian steamers, and from Great Britain cross the other half of the world in ships flying the same Union Jack. English and Canadian steamers and railroads will thus have direct communication around the globe—a feature great in possibilities. The carrying trade that will thus be brought to Canada's steamers and railroads must be a feature in the making of Canada's greatness.

Looking forward and backward, it can be seen that many difficulties have been overcome, and some remain to be faced. Yet, though all hopes have not been realized, prospects are sufficiently bright to make the citizens of this Dominion proud of her present and future progress.

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7468. What the People Say. Testimonials. The Metallic Roofing Company of Canada, Ltd., Toronto, Ont.
7469. Valse Brillante. (In E Flat.) By John Post. Whaley, Royce & Co., Toronto, Ont.
7470. At the Court. Minuet. Old-fashioned dance for piano. By F. J. Hatton. Whaley, Royce & Co., Toronto, Ont.
7471. Our City and Our Sports. The Montreal Bicycle Club, Montreal, Que.
7472. Canada: A Portfolio of Original Photographic Views of Our Country. Vol. I., No. 7. Art Publishing Co., Toronto, Ont.
7473. Daisy Dalton's Decision. By Amelia Panton Stroud, Milford Bay, Simcoe, Ont.
7474. Wanted. By Mrs. G. R. Alden (Pansy). Wm. Briggs, book-steward of the Methodist Book and Publishing House, Toronto, Ont.
7475. The Linton Institute. For the Permanent Cure of Stammering, Stuttering and all Voice Defects, Toronto, Canada. G. Windsor Linton, Toronto, Ont.
7476. Mamie and I. Bicycle Song. Words by Geo. H. Orr. Music by Charles R. Palmer. Whaley, Royce & Co., Toronto, Ont.
7477. The Colonial Conference. Delegates, Senators, Members of Parliament, etc., held in the Senate Chamber, Ottawa, on the 28th June, 1894. Photo. George Richard Lancefield, Ottawa, Ont.
7478. The Little Helpmate; or, How to Keep a Husband at Home. A Dictionary of Useful Information re Cooking, together with several valuable Household Recipes, etc. By Eli Mark Tree, St. John, N.B.
7479. Canada: A Portfolio of Original Photographic Views of Our Country. Vol. I., No. 8. Art Publishing Co., Toronto, Ont.
7480. On the Midway Plaisance. Words and music by Jas. Woods. Whaley, Royce & Co., Toronto, Ont.
7481. The Ontario Reporter's. Volume XXIV. The Law Society of Upper Canada, Toronto, Ont.
7482. Ottawa City Directory, including Hull, P.Q., 1894-95. The Might Directory Company of Toronto, Ltd., Toronto, Ont.
7483. Le Catechisme des Provinces Ecclesiastiques de Quebec, Montreal, Ottawa. Pruneau & Kirouac, Quebec, Que.
7484. The Bell Telephone Company of Canada, Ltd., Ottawa Exchange, Subscribers' Directory, July, 1894.
7485. Insurance Plans of Montreal Island and Vicinity. Charles Edward Goad, Montreal, Que.
7486. Ontarian Families: Genealogies of United Empire Loyalist and other Pioneer Families of Upper Canada. Vol. I., Part I. Edward Marion Chadwick, Toronto, Ont.
7487. The Chalice of Love. Words and music by J. P. Stanley. A. & S. Nordheimer, Toronto, Ont.
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7489. A Treatise on the Investigation of Titles to Real Estate in Ontario, with a Precedent for an Abstract. Second edition. By Edward Douglas Armour, Q.C., Toronto, Ont.
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7491. The Bell Telephone Co. of Canada, Montreal Exchange, Subscribers' Directory.
7492. Real Property Statutes of Ontario, being a selection of Acts of practical utility. By Alfred Tylour Hunter, L.L.B. The Carswell Co., Ltd., Toronto.
7493. In Pace Paratus. March for piano. By Carl Bendel. Whaley, Royce & Co., Toronto.
7494. Rosalie Waltz. By Geo. R. Joseph. Whaley, Royce & Co., Toronto.
7495. Laundry Day Book. Robert James Lovell, Toronto.
7496. Christ Will Now Forgive. Words and music by J. M. Whyte, Toronto.
7497. Come This Way, My Father. Music by J. M. Whyte, Toronto.
7498. Confessing Jesus. Words and music by J. M. Whyte, Toronto.
7499. De Light am a Shinin' on de Way. Words and music by J. M. Whyte, Toronto.
7500. For Thy Sake. Words and music by J. M. Whyte, Toronto.
7501. Have Mercy on Me. Words and music by J. M. Whyte, Toronto.
7502. Holy Spirit Help Us. Words by Jay. Music by J. M. Whyte, Toronto.
7503. How Much, My Saviour! Words by Frank Hogg. Music by J. M. Whyte, Toronto.
7504. I Could Not Do Without Thee. Words by F. R. Havergal. Music by J. M. Whyte, Toronto.
7505. Jesus Calling You Home. Words by E.C.S. Music by J. M. Whyte, Toronto.
7506. Jesus, Crucified and Risen. Words by E.C.S. Music by J. M. Whyte, Toronto.
7507. Jesus is Risen. Words by E.C.S. Music by J. M. Whyte, Toronto.
7508. Little Children, Abide in Him. Words by Joseph Scriven. Music by J. M. Whyte, Toronto.
7509. Thy Love, O Christ! to Me. Words by J. Mills. Music by J. M. Whyte, Toronto.
7510. Under His Shadow. Words by Lillian Jackson. Music by J. M. Whyte, Toronto.
7511. What I Want in Jesus. Words by J. C. W. Daly. Music by J. M. Whyte, Toronto.
7512. When I Go Home. Words and music by J. M. Whyte, Toronto.
7513. Ye Ransomed, Sing On. Words and music by J. M. Whyte, Toronto.
7514. Counting Made Easy. By Chas. Johnstone, A Mus., L.C.M., St. Catharines, Ont.
7515. Lovell's Montreal Directory for 1894-95. John Lovell & Son, Montreal, Que.
7516. La Grande Cause Ecclesiastique. Le Canada Revue vs. Mgr. E. C. Tache. Aristide Filiatreault, Montreal, Que.

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BOOKS AND PERIODICALS.

BOOK REVIEWS.

THE RED SULTAN. The remarkable adventures in Western Barbary of Sir Cosmo MacLaurin, Bart., of Monzie, in the County of Perth. By J. MacLaren Cobban. London: Chatto & Windus; Toronto, The Copp, Clark Co., Ltd. Cloth, \$1.25.

It is a striking, and, in many ways, a highly original story, and should greatly enhance Mr. Cobban's reputation as a novelist of strong imagination and really artistic execution. "The Red Sultan" stands out a bold and living personality—a real creation, who deserves to live, and, we believe, will live.

SELECTIONS FROM THE POEMS OF ARTHUR HUGH CLOUGH (Golden Treasury Series). Cloth, \$1. London: MacMillan & Co.; Toronto: The Copp, Clark Co., Ltd.

The collection consists of "The Boitie of Tober na vuolich," "Early Poems," selections from "Dipsychus" and "Amours de Voyage," and "Miscellaneous Poems."

This volume, as was to be expected, maintains the high standard attained in the Golden Treasury Series.

THE BEST PLAYS OF BEAUMONT AND FLETCHER. Two vols. (The Mermaid Series.) Decorated cloth, 90 cents per volume. London: T. Fisher Unwin; Toronto: The Copp, Clark Co., Ltd.

These plays have about them an elegance, a spirit, and a light amusing wit, reflecting the gay sprightliness of the upper classes to which their authors belonged; but they are also deeply stained with that viciousness of thought and speech which then prevailed in even the highest circles of English society.

A CAMSTERIC SACKET. By Jessie M. E. Sabvy. Pocket Novels, No. 14. 1s. Oliphant, Anderson & Ferner.

"A CamstERIC SACKET" is a Shetland story of seafaring life, being the tale of a contrary laddie, ill to guide. It is pathetic and soul-touching, full of delicate coloring and quaint sayings, and charming in its simplicity.

WILLIAM BLACKLOCK, JOURNALIST; A Love Story of Press Life. By T. Banks MacLachlan. Crown, 8vo., antique paper, cloth extra, 3s. 6d. Oliphant, Anderson & Ferner.

A young gentleman from one of Scotland's villages starts to the city to take a place on the Daily Mercury. Every prospect is bright and alluring. The rounds of the ladder of success

seem to be within reach. Yet his unstable character led him to wreck what might have been a brilliant career. The book is brilliant. It is full of interesting information concerning newspaper life, and yet having a plot which makes it as charming a love story as the most æsthetic taste could wish for. Its pathos is also exceedingly impressive.

THE AMERICAN AMBASSADOR. By a Public Man. Paper, 25 cents; illustrated. Laird & Lee's Pastime Series.

The domestic life of many men is monotonous, dreary and uneventful. Husband and wife are respectful to each other; solicitous for each other's comforts; polite, studiously amiable, invariably unemotional. Never a dispute, never a word of haste, never a doubt one of the other—simply monotonous. Even the position of a United States diplomat—its prestige and its glory—cannot avert such unhappiness. Yet even late in life a change may go—a married couple of many years standing may become lovers. This book tells a queer tale of diplomatic life somewhat along the general line of thought here suggested.

HIS WILL AND HERS. By Dora Russell. Paper, 25 cents. Rand, McNally & Co.'s Rialto Series.

This book does not differ greatly from "The Broken Seal," "The Last Signal" or "Footprints in the Snow." It is an intensely dramatic tale of live and love commingled, told with the charming language of which Dora Russell is a master.

THE MASK OF BEAUTY. By Fanny Lewald. Translated from the German by Mary M. Pleasants. Paper, 50 cents. Robert Bonner's Sons' Ledger Library.

Fanny Lewald is a German writer of considerable merit, and in this story, which centres around Dantzig, in Germany, she exhibits beauty as the mask of a pure and beautiful soul unconscious of the dangerous possession. The book is somewhat realistic—yet not too much so.

YET SHE LOVED HIM, by Mrs. Kate Vaughn; and **JEPHTHAH'S DAUGHTER,** by Julia Magruder. Paper, 50 cents. Robert Bonner's Sons' Ledger Library.

"Yet She Loved Him" is a popular and sensational story of English life. It has many elements of interest, and will please all readers to whom a good story is the principal thing in

a novel. Miss Magruder's novelette, "Jephthah's Daughter," which is appended, is of a distinctly higher character. It is based upon the Biblical narrative, and is written in a style peculiarly appropriate to the subject, and full of beauty. The story is a brilliant piece of work. Nothing which Miss Magruder has written exhibits greater literary ability or more sustained power.

WANTED. By Mrs. G. R. Alden (Pansy). Illustrated. Canadian Copyright Edition. Wm. Briggs, Toronto.

"Pansy" sometimes has an object in view in her books which have been described before in these columns as the "unchangeable goody-goody." Strange as it may appear, the object in this book—or one of the objects—has been discovered by the writer, and, as a consequence, instead of commencing to be sarcastic at "Pansy's" expense, he will say a kind word for it. The book says that the average shop girl is a fool (and proves it), because she stands behind a counter ten or twelve hours a day, endures rudeness from customer and cash boy, sleeps in an attic, and eats sour bread and stale vegetables year in and year out. If she sought domestic service she would be well-fed, well-housed, and well-kept, morally and physically. She might not exhibit so much "tone," but she would exhibit considerably more common sense. Pansy's newest book should be put into the hands of all the young women of the country at the government's expense. It would have an elevating effect. This country has too many shop-girls for the moral good of the community. Otherwise, "Wanted" is like Pansy's other books. They are written for the young, and the young like them and profit by them. The old fogies who do not like them, need not read them. The descriptions are warm in coloring; the teachings hot from excessive fervor, and the characters—some of them—too good to be found afloat in this chaos of mingled vice and virtue.

BOOK NOTES.

"South Africa," the new volume of The Story of the Nations Series, is now ready. The book includes Cape Colony, Natal, Orange Free State, South African Republic, and all other territories south of the Zambesi. The author is George M. Theal, of the Cape Colonial Civil Service. The Copp, Clark Co., Ltd., of Toronto, carry stock for Canada.

Rand, McNally & Co., of Chicago, have been boycotted by the trade unions. The concern has a capital of \$1,000,000 and a surplus of over a million. If the boycott is pursued aggressively, the surplus will be increased to \$2,000,000 inside of three years. Loyal Americans take this means of showing their dislike of the favorite weapons of trade unionism—murder, incendiarism, intimidation, the strike and the boycott. Michigan Tradesman.

The Copp, Clark Company have found a ready sale for "Vashti and Esther." The London Speaker says: "'Vashti and Esther' scores a distinct success. . . . Its bright vivacity, shrewd common sense and real knowledge of life place it far above the average novel. It is decidedly a book to be read, enjoyed and talked about."

The Copp, Clark Company have received "The King's Assegai," a Matabele story, the latest novel by Bertram Mitford, author of "The Gun-Runner," "The Luck of Gerard Ridgeley," etc. Like Mr. Mitford's other spirited South African romances, "The King's Assegai" is spicy and stirring, and will be read with breathless interest.

The Toronto News Co. will publish, about September 1st, an "Illustrated Historical Album of the Queen's Own Rifles (2nd Battalion) of Canada." This will contain a history of the regiment from 1856 to 1894. Owing to the fact that ex-members of this regiment are scattered throughout the whole of Canada, the sale should be general. The price will be \$1.00.

"Post-Prandial Philosophy" is the title of Grant Allen's new book. It is a collection of essays that originally appeared in the Westminster Gazette. The volume is beautifully printed and tastily bound by Chatto & Windus, of London. The Copp, Clark Company are handling it in Canada.

The Toronto News Co. will issue, about August 15th, "A Perfect Tool," by Florence Warden. This author's books always have a quick sale. By reference to their advertisement in this issue it will be seen that they are offering a new and worthy library at \$7.50 per hundred. The books are said to be regular novel size.

The Intercolonial Conference at Ottawa has revived the interest in J. Van Sommer's book recently published by the Methodist Book Room. It contains a great deal of information between its paper covers.

"The Dream of Columbus" is a somewhat lengthy and ambitious poem by R. Walter Wright, B.D., published in card board covers by Wm. Briggs, Toronto. The author paints in glowing colors the transfer of liberty and power from the old world to the new. That the poem has much merit cannot be denied.

Marah Ellis Ryan's "A Flower of France," a story of Old Louisiana, is having a good sale. Rand, McNally & Co. publish it.

In his essay on "The Political Ethics of Herbert Spencer," (American Academy of Political and Social Science, 35 cents), Professor Lester F. Ward goes through Mr. Spencer's various works, and, taking together those parts in which his political views are expressed, analyzes these doctrines and thus discovers Mr. Spencer's views on political science. He finds that Mr. Spencer, having begun as a revolutionist, has now, like so many other great thinkers at the close of their careers, become a reactionist. When in his later works he has changed any of his early views, it has always been with a backward tendency. Professor Ward concludes that Mr. Spencer's system is, as Professor Huxley called it, one of administrative Nihilism." The monograph will be read with interest by both friends and opponents of Mr. Spencer.

Cooper & Co., 11 Front west, Toronto, advertise in this issue a line of American juveniles. They claim to be showing something "entirely new."

G. Mercer Adam, from his now New York study, has added a supplementary chapter to Justin McCarthy's "History of Our Own Times," bringing it down to March, 1894. It will be issued by Lovell, Coryell & Co., in 2 vols., at \$5. Captain Adam's compilation, "Sandow's System of Physical Culture," has had quite a sale in Canada, where the compiler is so well known.

Rand, McNally & Co., Chicago, are still issuing their series of pocket maps and shippers' guide. The latest to be added are Arizona, Colorado, and Idaho. Full particulars as to railroads, post offices, telegraph stations, etc., is given, and everything is reliable.

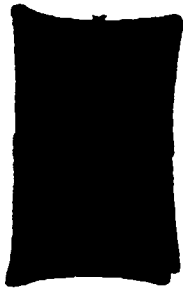
An excellent catalogue of paper-covered books has been issued from the office of The Book and News-Dealer, San

Francisco. It is a handsome book, printed on heavy paper, and complete in every respect. Many Canadian booksellers have bought it all the live ones. Unfortunately the rest of the trade are not sufficiently awake to appreciate a thing of this kind.

Cooper & Co. report new 50 cent books, as follows: "The Woman who Stood Between," by Minnie Gilmore; "Scarabaeus," the story of an African beetle, and "Disappearance of Mr. Derwent," by Thomas Cobb; and in 25-cent books: "The House of the Wolf," by Stanley J. Weyman; "Was She Guilty?" by Morris Redwig; and "The Umbrella Mender," and "Ships that Pass in the Night," in one volume.

THE INTERNATIONAL BIBLE.

Elsewhere will be found an advertisement of the International Bible. The publishers claim its superiority in the following terms: The type used in the Bibles is very plain and bold, giving an unusually clear and readable page. The references



are arranged to economise space and at the same time are sufficiently full to meet the requirements of the reader, consequently the International Bibles are smaller and more convenient to handle and carry than any others. New "Helps" have been prepared for this series by the most eminent divines of America and Great Britain, and a new set of maps, or atlas, of Palestine has been made by Major Conder, of the "Palestine Exploration Society," especially for the International Bible. The India paper for this line is nearly white and the ink used is very black, giving the best possible combination for a clear and readable page, and while the yellow cast in the India paper has been overcome, it is yet very opaque, thin, strong and light. Every Bible in the entire series has the new maps, and all Reference Bibles have, in addition to the text and maps, the Subject Index, Harmony of the Gospels and Chronological Tables. Notwithstanding the improvements and the evident superiority of these Bibles, they are lower in price than any others, so that the claim for the entire line that they are the best and cheapest cannot be successfully controverted.

A DISCREPANCY.

The Kingston Board of Trade condemns the proposed grant to the last Atlantic steamship line. A despatch says: "Business men in this and other cities in the West contend that what is needed is a line of large steamships that can be utilized to carry freight, cattle and grain at cheaper rates than at present, so as to compete with steamers sailing from New York to England. It is considered that at present the high steamship

freight rates are crippling the business done by Canada with Great Britain."

The present steamship companies, on the other hand, are complaining that if the new line is established there will be the dividing of a business which is none too profitable now.

There is a discrepancy somewhere. The present lines have a sliding scale on cattle, etc., whereby the charge is varied according to the price of the goods marketed in Great Britain. This would seem to indicate that they have too much of a monopoly. There is a great deal to be explained yet about this matter.

PAPER-COVERED BOOKS: A CATALOGUE

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S. R. CROCKETT.

DURING the past year two new names have come to the front in the literary world—with that rapidity which is always startling. These two names are Crockett and Weyman.

Weyman writes French historical novels for English readers. "The Gentleman of France" is a tale of the French court during the time of the great popularity of the Protestant Henry of Navarre. "Under the Red Robe" is a tale of Cardinal Richelieu's time, and the "red robe" is the Cardinal's.

S. R. Crockett, whose portrait is given herewith, writes Scotch history for everybody who admires the wild and the weird life of the once lawless Highlands but whether this will be the line in which alone Mr. Crockett will attempt to excel is decidedly uncertain. Should he be more cosmopolitan, and write of general circumstances and of general history, his popularity will have to depend on his quaint humor, his delicate descriptions, his superb character-touching, and his deep pathos.

His two books of most importance are "The Raiders" and "The Stickit Minister." The latter is a collection of short stories written while he was one of the editors of a Scotch religious weekly. Being written for the clergy, they are clerical in tone; yet from a literary standpoint they are gems with few flaws.

"The Raiders" was Ambition's book, and the author's ambition must have been satisfied. Even in Canada the sale has been large. A cloth edition was selling extra well, when a paper edition—a colonial library appeared. This no sooner happened than the holders of the Canadian copyright immediately rushed out a Canadian paper edition to sell at 60 cents. Now a second paper edition has been issued—on July 26th—the first paper edition being exhausted in about two weeks.

Mr. Crockett is the Free Church minister at Penicull, Midlothian, Scotland, and the happy possessor of a library of 7,000 volumes. He is a tall, broad-shouldered, brown-bearded man, with a general air of health and vigor. Astronomy is one of his chief hobbies, but he also indulges in all branches of science. He has been a journalist, and has written for the Pall Mall Gazette, Daily Chronicle, and other English papers, and has been a systematic collector of information, which he infuses into all his writings. His favorite authors are Robert Louis Steven-

son and Sir Walter Scott. It is said that he will publish a book of travels towards the end of the year. This book will be awaited with much interest, as, from Mr. Crockett's habit of noting facts, it should be full of interesting observations.

NEW MUSIC.

New publications during the month have been few. Whaley, Royce & Co. have sent us some of their latest issues, among them being the first three numbers of "Edition Whaley-Royce," a new series of compositions for the piano. The cover of this edition is in two colors, the design being most chaste and classical, and altogether they are most creditable specimens of work.

Among the new music published by this firm are the following:

"Loveland and Dreamland." Words by Wallace Bruce; music by W. C. Barron; 40 cents. A vocal serenade in D, suitable for mezzo-soprano or baritone. This is a delicate little number, possessing rare beauty, and carrying with it a charming effect.

"In Pace Paratus." March by Carl Bendel; 35 cents. An easy number in G; a good teaching piece written in splendid style.

"Rosalie Waltz." By Geo. R. Joseph; 50 cents. It is bright and effective, yet not at all difficult. The style is good, and on the whole it shows itself to be a very pleasing number.

"Manie and I." Bicycle song, by Chas. R. Palmer; 40 cents. This little song is in the popular vein, with the conventional waltz-time chorus. The melody is good, and the song is sure to sell well among musical wheelmen.

"On the Midway Plaisance." Comic song by James Woods; 40 cents. It is published in E flat; compass, D to E flat. The words, descriptive of the Midway wonders, are accompanied by somewhat taking music, and together they form a combination strong enough to live through at least one season.

The Anglo-Canadian Music Publishing Association have recently issued a set of waltzes, "The Glenmore," by James K. Flock, who composed the "Debutante" waltzes. The present suite is even better than the former one; the melodies are strong and the time well marked, the general effect being all one could desire.



S. R. CROCKETT.

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THE BAG OF DIAMONDS, by George M. Fenn.

THE OCTOON, by M. E. Braddon.

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TRADE CHAT.

W H. BLEASDELL & CO., wholesale importers of fancy goods, invite their customers when in the city to call and see them at their warehouse, 74 York street, Toronto. They are now showing a splendid collection of novelties.

The Dominion Paper Co.'s works, burnt out at Kingsley Falls, Que., recently, will be rebuilt at Sherbrooke.

N. Caple & Co., stationery and news agents, have opened business at Vancouver.

Emil Nerlich, of Nerlich & Co., Toronto, is in the Maritime Provinces at present.

A. E. Huestis, of Jas. Bain & Son, has gone to the Maritime Provinces for holidays. He earned them.

W. Smith, who was formerly with his father, Henry Smith, Bay street, Toronto, is now selling on his own account.

The mortgagees of the Williamson Book Co., Toronto, have arranged to pay off the creditors at a rate on the dollar.

J. D. Mills & Co., manufacturers of paper boxes, Hamilton, were sold out by auction last month.

F. Nesbit has been awarded the contract for supplying stationery to the Kingston Public School Board, which will be given free to the children, beginning next term.

W. J. Gage has gone to England and the continent. Mr. Gundy, the manager of the W. J. Gage Co., is holidaying at present.

F. H. Revell is in Toronto at present looking after the Canadian part of his business. Mr. Doran is spending a month in Chicago.

The Telegraph Bookstore, at Ridgetown, is now owned solely by M. G. Hay, R. W. Young having retired. Mr. Hay is said to be both energetic and popular, and should succeed.

Hurst & Cooch will again act as Canadian agents for the National Wall Paper Co.; Mr. Tait will represent Birge; and R. J. Sailsbury, the Janeway branch of the National.

Edmund G. Burke, proprietor of the Northumberland Paper Mills, of Campbellford, died very suddenly, on July 16th, of hemorrhage of the brain. Deceased was well and favorably known, having been in the manufacturing business for the past ten years. He was 43 years old, and leaves a wife and two sons.

The wall paper and painting firm of S. Hughes & Co., Toronto, have assigned to Charles W. Henderson. This business was established in April, 1888, when the present proprietor's father is understood to have furnished the capital. It is said that Mr. Hughes, jr., has never had the full confidence of the trade.

Owing to a broken letter in some of the copies of BOOKS AND NOTIONS of last month, a number of dealers ordered a 50-cent edition of "A Daughter of To-day" from the Toronto News Co. The price in this company's advertisement should have read \$1.50, but the "one" got broken in the press, thus causing the trouble.

The loss by the Lincoln Paper Mills fire at Merriton, Ont., is estimated at \$47,000. The stock room, printing and bagging departments, with several small buildings, were destroyed, and much valuable machinery injured. The loss is covered by insurance in the Hartford and six other companies. By the exercise of earnest endeavors on the part of the management, arrangements have been made to fill all orders, and the reinstatement of all the machinery is going rapidly forward.

MAGAZINES.

The Cosmopolitan keeps up its usual standard for August. An immense new home is to be built for this magazine. Its new price seems to have brought prosperity.

Booksellers seem to be giving the Canadian Magazine every opportunity, as the sales are steadily increasing. The quality of the articles during the past few months has been wholly satisfactory, and if maintained will ensure a brilliant future. Articles on the less-known parts of Canada are a great education to its people, and should be widely read. Articles on literature and art are too few in Canada, and what this magazine gives should be appreciated.

"Posing in Photography" is the subject of the opening paper of the August number of The Art Interchange, in which Charles H. Davis gives some valuable hints and suggestions to amateurs, and strengthens them by a number of beautiful pictures in his text. "Dreaming," and "In Wonderland," are unusual examples of artistic figure work. Marguerite Tracy tells a delightful studio story, under the title of "In the Pursuit of Art," that is well worth reading, while F. Hopkinson Smith talks charmingly from his experience in "Out Door Sketching."

Lovers of sport and healthful exercise will find much to interest them in Outing for August. East, West, North, and South, contribute their share of pleasant reading. Gypsy camping, elk hunting, grouse shooting, coon hunting, muskalonge fishing, mountain climbing, cycling, and a valuable history of the New York Yacht Club, are among the many good things provided. Three interesting stories will appeal more directly to non-sporting readers. The editorial and record department is strong and up to date.

Congressman John Davis' article in the Arena, for August, on "Money in Politics," will be widely read by men of all opinions. Money can be in politics in three ways: As direct or indirect corruption of individuals for immediate political results; by the debauching of public sentiment in the press, and, in a broader and truer sense, when money is a political question. This third view of the subject occupies Mr. Davis' attention in a review of the financial legislation of the century from the scientific point of view.

Albert Shaw, the editor of the American edition of the Review of Reviews, has been in Canada on a tour for the purpose of acquainting himself with the forms of municipal government in Canada. Mr. Shaw knows that the Review of Reviews has a large circulation in this country, and that its proceedings have a measure of importance in that journal which cannot be gainsaid. The municipal, educational and legislative institutions of Canada are not perfect, but they are as near perfection as any other set to be found on the mundane sphere.

The complete novel in the August number of Lippincott's is "Sweetheart Manette," by Maurice Thompson. The scene is laid at Bay St. Louis, on the Gulf of Mexico, and the charming heroine has a quartette of lovers, and no little difficulty in deciding between them. This well-known author has done no better work. Louise Stockton's tale, "A Mess of Pottage," is concluded. Other short stories are "At the Rough-and-Tumble Landing," by Prof. Charles G. D. Roberts; "A Military Manoeuvre," by Kate Lee Ashley; "The Everlastin' Buzzards' Sit," by Charles McIlvaine; and "An In Memoriam of the Keys," by Johanna Staats. Thomas Stinson Jarvis contributes an acute and suggestive essay on "Feminine Phases," and Charles Henry Webb discusses "Uncared-for Cats" in a humanely humorous vein.

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JAMES BUNTIN GILLIES.

IN Hamilton there is an energetic stationery firm doing business under the name of Buntin, Gillies & Co. Having enterprising travelers, and being under able management, they do a very fair business. A photograph of James Buntin Gillies, the present manager of the firm, is given herewith.

Mr. Gillies is just in his 25th year, but having received an excellent education at Upper Canada College, and a thorough training in the stationery business, he is competent to manage the present business. His father, David Gillies, was managing partner of the concern for twenty years previous to his death, a few years ago. His mother, who died in 1880, was a sister of Wm. Hendrie, of Hamilton, who took charge of the estate on the death of Mr. Gillies, and purchased the business in the interest of the two sons, of which James Buntin Gillies is one. This reorganization of the firm took place in 1880, when the late Alexander Buntin retired. From that date Mr. Gillies has had an interest in the business, and a leading voice in the management. Moreover, by his industry and the good use of his ability and knowledge he has been successful in his conduct of this extensive business. Much of Mr. Gillies' life, it is to be hoped, is still before him, and his natural talents will no doubt enable him to take a front place in the ranks of Canada's successful business men.

Mr. Gillies comes of a family of stationers and paper-makers, his uncle, Alex. Gillies, of Montreal, being one of the best known stationery men in Canada, while his great-uncles, the late Alex. Buntin, of Montreal (father of Alex. Buntin, Toronto) and the late James Buntin, of Hamilton (the founders of three concerns which still bear their names, viz., Alex. Buntin & Son, Montreal; Buntin, Reid & Co., Toronto; Buntin, Gillies & Co., Hamilton) were among the pioneers in the paper and stationery business in Canada.

It may be mentioned that although these three firms have similar designations, the Hamilton firm has no connection whatever with the others, and is run on its own basis.

A NEW DRAWING COURSE.

A new drawing course has been copyrighted and issued by Selby & Co., Toronto. The object of the "Progressive Drawing Course" is to encourage the work of drawing, not simply copying; to place it within the reach of teachers as well as the

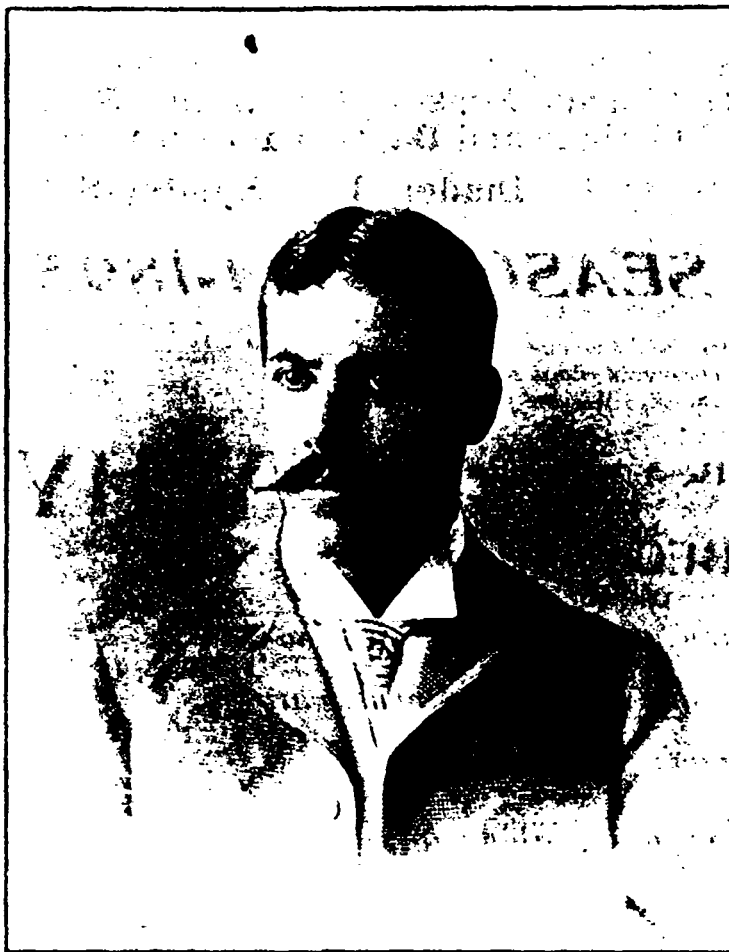
youngest children attending school, and to base it on a proper foundation. As drawing is dependent upon observation, it follows that its study should be preceded and accompanied by observation lessons. Provision is made in the Course for these observation lessons, and also for the recording of the impressions produced by them. The tendency of this method of treating the subject is to secure eminently practical results and to form habits of thoughtfulness and self-reliance in the pupils.

Many of the exercises introduced have been practically tested and proved to be possible of accomplishment by children of even moderate ability, and all of them are designed for the majority of pupils instead of the favored few who are "born artists." The work all through is of such a practical nature that a boy or girl leaving school from even the junior fourth book class will have had considerable practice in inventing, constructing and representing, so as to be able to produce a working drawing or pattern of an object, a decorative ornament, or a sketch more or less artistic. The work of construction is specially considered as being of primary importance, while the other branches receive the share of attention which each deserves.

Selby & Co. deal especially in kindergarten books and supplies. "Symbolic Education," a commentary on Froebel's "Mother Play" by Susan E. Blow, is a new and very worthy book for kindergartners and primary teachers. "In the Child's World," by Emilie Poulsson, is also having a splendid sale. This latter is a book of 450 pages with over 100 illustrations, and is a book of morning talks and stories for kindergartners, primary schools and homes, and will be found a library in itself, so far as holding the interest of little children is concerned.

The talks and stories are about the things with which the children ought to be most intimately acquainted the changing seasons, fruits, flowers, domestic animals, insects, industrial trades, meaning of holidays and such bits of history, biography and geography as seem appropriate. The book inculcates many a lesson of patience, gratitude, brotherly kindness and Christian charity, although there is in it no attempt to moralize from the standpoint of any particular creed.


Eliot Stock, the bookseller of London, Eng., has just ordered from Grafton & Sons, of Montreal, five hundred copies of "The Wonder Web," a volume of fairy tales written by Miss C. A. Fraser and Miss M. R. Charlton, of Montreal.



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KEEN appreciation of the wants of the trade, and unusual facilities for supplying them, are among the salient characteristics of the Art Lithographic Publishing Co., of Munich and New York (whose sole Canadian representative is the Fleming H. Revell Co., of Toronto) This fact has long been appreciated, but fresh proof is furnished every year, and the line of booklets, cards and calendars for the holiday season of 1894-5 will add fresh lustre to the company's fame. As usual, the line is large and varied and characterized by an artistic perception of the beautiful and a delicacy of handling never surpassed in similar productions.

Among the fine specimens of lithographic and illuminating or jewellery art may be mentioned "Snowflakes and Sunbeams,"



the cover of which presents a striking bit of coloring. It represents an old country farm scene, with rustic farm house and outbuildings, the roofs of which are white with snow, white corners and cornices are tinted with golden

sunbeams, while the setting king of the day illuminates with a roseate hue the western horizon. The booklet is of oblong shape, about 7½ x 10 inches, and each page contains a scenic or floral decoration illustrative of the letterpress, the designs being mainly in colors.

Of uniform size with the above is "River Reveries," by Ellis Walton, the handsomely lithographed cover of which shows a country road by the river side. Beyond the road is a picturesque group of cottages, and on the river bank are two boys fishing. Interspersed through the booklet are many bright bits of river scenery and the plants and flowers that may there be found.

Similar in size, but opening at the side instead of at the end, is "By Streamlet and Meadow," by Frank Ferndale, with a chaste and beautiful cover, whereon are depicted a little stream with an arched stone bridge crossing it to human habitations on the bank. Embossed floral decorations add greatly to the beauty of the cover. Lilies, daisies, violets and birds form the main subjects for poetic and artistic treatment between the covers and the treatment in both respects is far above the average.



Another distinctly different class of booklet which the Art Lithographic Co. have brought to a rare state of perfection is the rococo style, among which "Inspirations," "A Christmas Home" and "From the Lattice Window" may be mentioned as samples. All are unique in shape, rich in design and brilliantly illuminated.

"From the Lattice Window," by Frank Ferndale, has a cleverly designed cover showing an open window, with flowers and vines on the ledge, and as we find from

the letterpress, it opens out upon a garden fair to see, the beauties of which are well described and illustrated. "A Christmas Home," by Cecilia Havergal, is daintily attractive, as all the productions of this gifted lady are.

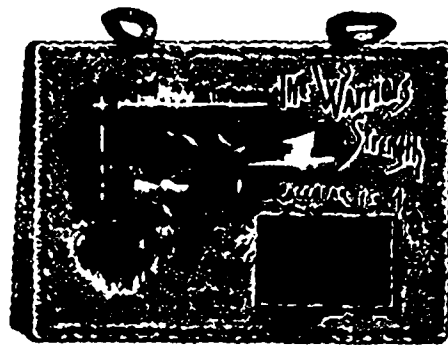
"Petals in the Pathway" shows a brilliant combination of open work and the richest of decoration, while "Celestial Voices," by Dora Ross, and "The Flowers' Awakening," by Frank Ferndale, though smaller, are almost equally beautiful. All are illustrated between covers in delicate water-color effects, which forms a sharp and pleasing contrast to the bright and striking covers.



The subdued but beautiful cover in silver and gray of "Calls From on High to the Workers Below," is very appropriate to the contents of the booklet, which is thoroughly devotional in tone. The verses, of which there is one for each day in the month, are by Charlotte Murray. Each verse occupies a separate page, and is preceded and based upon a scriptural quotation. The verses occupy a quarter or third of the space on each page, the balance being devoted to an appropriate illustration, half of which are in colors and the balance in monochrome. The cover has the title embossed in silver, and angels, also embossed, blowing trumpets. Another day book of similar scope, more modest in execution, but very attractive, is "Word and Work," by Cecilia Havergal, in which a page suffices for several days. Still another dainty day book is "Times of Refreshing," the poem being by Charlotte Murray, with appropriate texts selected by Elsie Murray.

"Life's Sunshine and Its Secret" is also devotional in its tendency. The verses are by Frances Ridley Havergal, selected by Cecilia Havergal, and it contains several full-page rural scenes in colors besides the floral embellishment.

"Ivy Leaves," by Charlotte Murray, is notable for its clever representations of the beautiful plant which gives it its title, the cover being especially beautiful with embossed autumnal ivy leaves.



These are but a few of the many striking booklets of the Art Lithographic Publishing Co., but they will give some thing of an idea of their brilliant line. As to calendars, screens, etc., their number is legion; while in unique and

artistic design and color they are quite in advance of earlier years' issues. The assortment embraces poets' calendars, devotional calendars, and general annual tokens of remembrance. From among the large variety, perhaps as attractive as any (though it is with difficulty one makes the selection), are the "Violet" calendar, "Forget-me-not" (fan shape), "Grains from Shakespeare's Garner," "In Perfect Peace," and "The Warrior's Strength." However, there is but one way of judging of the value of such works, viz., a personal examination of the exquisite color and workmanship which can never be conveyed in black print.

HISTORY OF THE PENCIL AND ITS MANUFACTURE.

BY JOHANN FABER.

THE invention of the pencil has caused one of the most important and interesting peaceful revolutions in the social and industrial life of the world.

We can scarcely conceive now a-days how so many centuries passed without this most useful writing instrument. If we had suddenly to do without it, we should be most seriously hindered in our scientific, artistic, industrial and commercial activity, for the pencil serves us not for writing purposes alone, it has also become in many ways indispensable for our sciences and arts. It has aided the great advance made in drawing, which has to a great extent facilitated the technical perfection of most of our industries, and, in fact, without which we could not have reached the place we now occupy.

The history of the pencil shows its importance. The German word "bleistift" (which for the sake of its derivation we will here translate by "lead holder" or "lead support") indicates that we have to do with a compound article, consisting of the chief part, the "lead," and its assistant or secondary substance, the "holder" or "support," which keeps it together and enables its use. The "stilus" or "writing stick" was already known to the Romans, and is therefore exceedingly old. They used it for writing or rather scratching signs or marks into wax tablets. They wrote with the pointed end and erased the marks again, when necessary, with the flat end of the stilus. Even the use of lead was not unknown to them, as they employed it in the form of round discs for ruling their parchments, in order to arrange their letters in a regular and uniform way. This instrument was called the "præductal," from præ, before, and ducere, to conduct. Though the use of lead in some shape, like our pencil, would appear to us as easily arising from this, still the Romans did not think of it, and such a manipulation as the pencil, in its present form, was first introduced at a much more recent period.

If we refer to Albrecht Durer's work on the art of drawing, we find that he mentions needles, pens, charcoal and lead. In all his drawings representing artists he generally places a pen in their hands, and always puts his signature written with a pen on his drawings and engravings. He mentions the needle for making perspective points and lead or charcoal for indicating auxiliary lines. He prefers the charcoal to the lead, because it can be more easily erased. However, lead was used for drawing in those times, for some so-called "silver pencil drawings" exist of the younger Holbein and of Durer himself. Those pencils were, of course, very different from our own. They were sticks of lead with or without any mousing. Italian artists of Durer's time, instead of charcoal, likewise used pointed sticks made from two parts lead and one part tin, called lapis piombino. The term "lead pencil" has remained up to the present time, though graphite has long replaced the lead. This mineral was supposed in the 17th century to be a compound of lead, because it looked so much like it, notwithstanding the fact that it can neither be melted nor that it is of equal specific weight.

Italian mineralogists mention in 1596 a new mineral "pencil lead," but its discovery is somewhat older and took place in England, where the celebrated graphite mines of Borrowdale, in Cumberland, were opened between 1540 and 1560. This mineral was specially recommended for its usefulness for draw-

ing purposes. The Italians called it grafio piombino, but the German mineralogist, Abraham Werner, at the beginning of the present century, was the first to use the word "graphite" (or as spelled in German, "graphit"). Thus a mineral had been used a couple of centuries, while neither its substance nor its chemical composition seem to have been known. Now, of course, it has long been settled that graphite is carbon with greater or lesser impurities. At the end of the 16th century the newly discovered mineral was already extensively used by Italian artists; sticks were cut from it and surrounded with wood. Thus they greatly helped to make these pencils known and be exported to other countries. Pencils were then already made at Nuremberg, and though no exact dates can now be discovered, an Italian writer, Cesalpinus, mentions that the best quality of the pencil lead (graphite) comes from England, the lower from Holland, and that the Nurembergers use it largely. As mentioned above, the oldest graphite mine is in Cumberland. As soon as the nature of the mine became known, it caused a revolution in lead pencil making. It was only worked during six weeks in the whole year, but during that time £40,000 were realized. The graphite was packed in iron cases and sent to London under due protection, where it realized £16 the kilo (about 2 lbs. English) at public sales. The importance of graphite was so well understood by the British Government that its importation was only allowed in the form of finished pencils. However, after a time the mine became exhausted or nearly so. The famous Cumberland graphite is therefore a thing of the past, at any rate as far as the world's markets are concerned. Even at its original production it would not now be able to supply the constantly increasing demand.

The manufacture of pencils from Cumberland graphite was exceedingly simple. The graphite blocks were sawn into parts, which again were subdivided into small sticks and then set into wood. Manufacturing remained in this primitive state for upwards of a hundred years, even when new graphite mines had been discovered on the continent.

Pencil making became a settled trade in Bavaria early in the 18th century. We know, however, very little about the particulars except that great blocks like those found in England do not exist on the continent, nor is the material so pure. Other ways had therefore to be introduced to improve the quality.

We give from Sprengle's work on industry and arts, published 1772, some notes reported by a pencil maker of the name of Matthias Schmidt, whom King Frederick William I. of Prussia, in 1726, called from Schwabach to Berlin, in order to introduce this industry into Prussia. He says that though pencils are made in Germany looking like English, their inferiority becomes at once apparent when sharpened for use. According to him this is the process of manufacturing: The lead cutter crushes the pencil lead (graphite) in a mortar and throws out foreign matters, such as sand, by running it several times through a sieve. Then he adds $\frac{1}{4}$ to $\frac{1}{3}$ lbs. sulphur to the 1 lb. of graphite in the melting pot. The mass is then melted and allowed to cool. Before it is quite dry, it is put on a board and formed by the hands into a kind of cake. The latter must then become quite cold and is afterwards sawn into thin plates, and the latter are cut into square pencils, which are inserted into wooden frames. These frames are made by cutting a groove with a plane or else burning this groove into the wood. The lead is then glued into the groove and another piece of wood is glued on the open side. The side whence the lead comes out

is neatly pointed with a file. Finally the whole outer side of the wood is neatly polished with glass. The pencil maker, our informant continues rather quaintly, must have omitted some important particulars, for he has to finish his work in a very short time. The whole dozen only costs 8 groschen (equal to 9d. English).

In this description of a very simple process the pretence of secrecy is rather amusing. No alteration in the process took place until about 70 years ago. As the use of india rubber was yet unknown, those pencils were considered the best, the writing of which could be erased most easily. The chief difficulty in pencil making arose from the employment of a suitable binding substance, which formed the graphite powder into a compact mass without taking away the coloring power. First sulphur, afterwards gum, glue, resin, shellac and other similar substances were tried, and lastly antimony of sulphur melted together with graphite.

In the year 1795 the Frenchman Conte conceived the idea of mixing the graphite powder with clay in ordinary cold water. This method at once revolutionized pencil making and gave it a chance of the most brilliant progress, of which, among others, the Nurembergers most successfully availed themselves. The new mass was very soft and elastic, so that it could easily be formed into any shape. There was no longer any need of making and drying cakes and cutting them afterwards. The pencils could at once be made into the right shape and had only to be dried and hardened afterwards. There was also this further advantage, that by making the addition of clay larger or smaller the softness of the pencils could most accurately be regulated.

However much Conte's invention assisted pencil-making, it may still be said, without presumption, that the great success of modern pencil-making is closely connected with the name of Faber. To show this more clearly, we have only to compare the above primitive sketch of the process with the following description of the modern improved method.

The present process of manufacture is closely connected with the three materials, graphite, clay and cedar wood.

Many kinds of graphite are now supplied by Bohemia, Bavaria, Spain, Mexico, Ceylon, Siberia, and North America. Bohemia furnishes by far the largest quantity, and supplies about 95 per cent. of all. Siberia is too far away, and the land transport takes too long a time and is too expensive.

The value of graphite consists in the grain and the composition: Ceylon, e.g., is very pure and excellent for making melting pots, but pencil makers require the finest grained quality and therefore prefer the Bohemian.

The first process to which the graphite is subjected is the washing. Even the refined quality brought into the market contains many substances, which have to be eliminated. Chemical means have often been tried, but pencil makers find the washing process the most successful. It is arranged in a number of vats, a dozen or more very often, which are each a couple of feet lower than the other. Water is let in, and the mass is stirred up. The heavier parts go to the bottom, the finer mixture flows through the openings into the next vat, where the same process is repeated until the last contains the purest mass. The same is then pumped into the filter presses, which extract the water and line the sides with paste-like cakes. The clay is subject to the same process. The graphite and clay

cakes when dry are weighed in certain percentages and moistened in wooden vats, whence they go to the mixers. Very fine graphites are ground 80 to 100 times or more. Afterwards the grinding filter presses extract again the moisture. When the mass has been completely dried, the pencil sticks are made. Special machines pulverize the hard dry cakes, the powder is so far moistened that the elastic paste can be let into steel cylinders which are quite closed, but have a small hole at the bottom formed with jewels. This hole is sometimes round, sometimes square, or has three or six sides, of course, of the exact shape the inside lead the pencil is intended to have. The graphite paste in the steel cylinders is subjected to pressure of about 20 atmospheres and pushed out of the jeweled holes at the bottom, where it comes out like a string and falls in spirals on boards, where the workmen draw it out and straighten it. Then they cut it into the necessary length. The sticks in this state when dry are very brittle, and can only be made suitable for writing by burning or heating. This burning is a very important part of the process. Thirty or forty gross are placed in the graphite melting pot, which must be perfectly airtight, for in the open air the graphite would burn away. The pots are gradually heated in stoves and remain there for several hours, at a temperature of 1875 deg. Celcius. When cold, the leads have acquired the necessary quality.

Now for the wood. Strange to say the cedar wood required for pencils, grows exclusively in America. The botanical name is "*Juniperus Virginiana*," and is different from other cedar species. All the others, including the cedars of Lebanon, are too hard, have too many knots, and scent too strongly, while the American tree is soft, has no knots and possesses a pleasant aroma. There is some suitable wood found in the Bermudas, but it is rare. The cedars coming from Florida are the best quality, as the climatic conditions are most suitable. The preparation of the cedar wood commences with sawing blocks of pencil length: these blocks are cut with circular saws into boards of a width of four to six pencils. These boards have to be freed from resin, boiled, washed and slowly dried. After the boards have been kept ready for some time and become thoroughly seasoned, they are placed into the "grooving machines." (The lecturer here showed a drawing of such a machine and explained its objects and working.)

Each pencil has two halves, and in order to hold the graphite the groove must correspond to exactly half the thickness of the "pencil lead." Now one half of the board with the grooves is lightly coated with glue, and the leads are placed into the grooves, the corresponding board is put on the top and then placed into presses till the glue is quite dry. Then they go into "regulating machines," which polish the upper ends of the pencils. Now the boards (of six pencils each), go into the planing room, where specially constructed machines change these boards into round, square, hexagonal, or triangular pencils. These machines generally interest the visitors to a pencil factory as much as the graphite presses. It is certainly very curious how the boards go in at one end of the machine and come out as half-a-dozen finished pencils at the other end. They have now only to be sorted and sent to the polishers.

The polishing is a special branch. The firm of Johann Fabre now employs 70 polishers in the factory and 300 outside workers in addition to the various machines. After the polishing, the ends of the pencils are cleaned and cut to the right length on special machines. Of course

Advertising

Is all mere talk.

***Who wants to be talked to death this
weather?***

Don't read any advertising.

Take a Trip!

Visit Toronto.

At the corner of Yonge

And Wellington Streets you will find

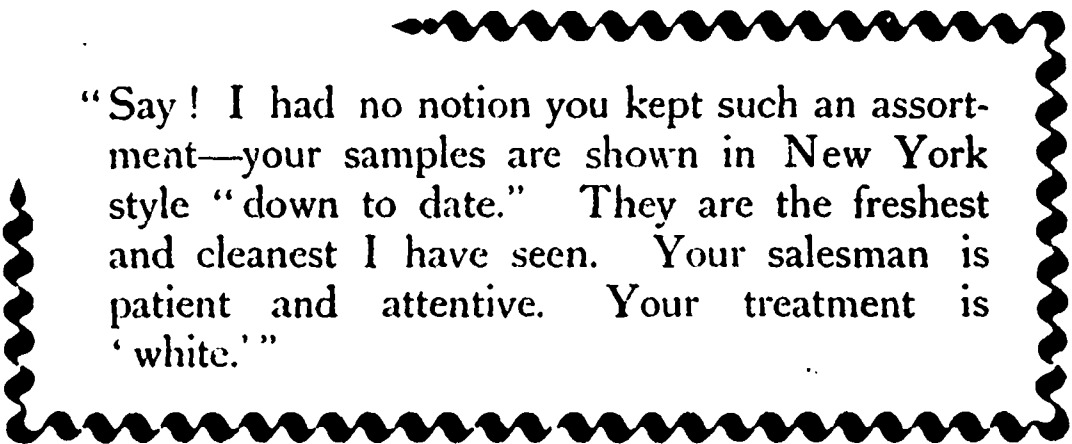
The warehouse of Harris H. Fudger.

Come in and see

For yourself.

Here is the experience of one of

Many July Buyers:



“Say! I had no notion you kept such an assortment—your samples are shown in New York style “down to date.” They are the freshest and cleanest I have seen. Your salesman is patient and attentive. Your treatment is ‘white.’”

• **Office Hours—8 a.m. to 6 p.m.**

Consultation Free.

the knife only takes off an infinitesimal part of an inch. Now they are banded and receive gold, silver or aluminum stamps. The packing into dozens, and of so many dozens into a box, is done by nimble-fingered women. This is no small work, for the firm of Johann Faber alone has 3,000 different kinds of marks and labels which correspond to the requirements and tastes of all the countries of the globe. From this room, the pencils, which are now ready, go to the warehouse or to the forwarding department, whence they are despatched to all parts of the world.

There are twenty-six pencil works in Bavaria, of which twenty-three are in Nuremberg and its immediate neighborhood, employing from 8,000 to 10,000 workers and producing 30,000 gross or 4,300,000 lead and colored chalk pencils per week.

In this number the numerous workers are not included who do the various kinds of patent and artists' pencils, etc., and all the auxilliary branches, such as turners, metal workers, fancy box makers, etc., who all more or less depend on the pencil industry.

The works of Johann Faber produce on the average 7,000 gross or 1,000,000 pencils a week, and are the largest in Germany.—The Stationer, Printer and Fancy Trades' Register.

ROMAN PAPER AND INK.

WRITING materials of the ancient Romans were crude enough, when compared with the elegant stationery of to-day, yet they wrote charming letters and books whose fame will live forever. There was no haste in epistolatory efforts in those days; writing was a serious business and involved an amount of preparation favorable to thought. The materials used as paper were of three kinds: The rind of a plant or tree called papyrus, parchment made of skins, and wooden tablets covered with wax. Pieces of the thin rind of the papyrus were joined together when damp, pressed, dried in the sun, and rubbed until smooth. Long rolls of sheets pasted together were sold. Some rolls of papyrus sheets nearly fifty yards in length are now preserved in one or two museums in Europe. When a book was finished, a stick was fastened to the last sheet and all the sheets were rolled together in a way similar to that in which we roll our maps. The name of the book was written in red ink on a piece of papyrus which was attached to the roll. The second kind of paper or parchment was made from the skins of sheep and goats. The hair was taken off and the skin made smooth by the use of pumice. A remarkable fact in connection with writing on parchment was that the ancients often used the same piece twice or even three times. They did this by rubbing or washing the writing off. The third kind of writing material was a waxen tablet, used for almost any purpose, but chiefly in writing letters and making notes and by schoolboys for writing exercises or working out problems. The tablets were made of wood, generally beech, fir, or citron wood, covered on one side with wax. In order to prevent the wax of one piece from rubbing against that of the other when they fastened two pieces together with wire, they left a rim around the wood. The wire fastening the backs of the tablets served as a hinge. When a writer had finished his letter he placed the tablets together, bound them with a strong string, tied this into a knot, placed wax upon the knot, and stamped it with his signet ring. The ink used by the Romans was of different kinds. When they used paper made from papyrus they wrote with ink composed of

lampblack and gum. With parchment they used a mixture of gum and oak galls. Sometimes they made an ink by boiling the dregs of wine. It is said that occasionally they used as ink the black fluid emitted by cuttlefish. Ovid tells us that people occasionally wrote with fresh milk, and that the characters could be seen only when coal dust was sprinkled upon the paper. Single and double inkstands, the latter for ink of two kinds, some round in shape, others hexagonal, with covers, were found at Pompeii. Pens were made from a reed of nearly the same shape as our old-time quill pen. It was split like our pens, and named "cloven-footed." Certain Asiatic people use this reed even now. With the waxen tablets, a sharp iron instrument called a stylus was in use. One end was sharpened for scratching on the wax, and the other end was flat and was used as an eraser. British Bookmaker.

TOO MANY BOOKS.

A friend of ours, who had some talent and had done some good things, took his verses to a publisher, who agreed to bring them out in book form at the author's expense. "How many copies do you want?" he asked. "About fifteen hundred, I suppose." "Better say a hundred and fifty, for unless you give them away you will get most of them back. When not backed by a well-known name, poetry is a drug in the market." And so is most prose, too.

Therefore, don't pose as a martyr if the publisher, having looked over your effusions, offers to act simply as your agent, you bearing all costs; nor yet if he declines to handle them at all. In our day literature, or what aims to be such, is overdone; there is too much of it. Real talent, if it can get its products into available shape, will be heard from sooner or later, first and chiefly, as a rule, through the periodicals. To try your luck costs merely postage and, at the other end, the time of editors and clerks, which publishers pay for in your behalf. But nobody is going to win wealth and fame by the pen merely because he or she would like to. "Talks with the Trade," in July Lippincott's.

AS GOOD AS SUPER-CALENDERED.

An article which has been most eagerly sought after by the printers and lithographers is a paper with a high surface, for bringing out in bold relief all cuts and half-tones. There have been many different grades placed on the market under enticing names, all of which had more or less faults.

Buntin, Reid & Co. have now come to the front with an article which will completely fill the wants of the printers, and the advantage they claim for their paper is that the ink will dry just as quickly as on ordinary super-calendered paper. This is owing to their using no foreign substances in the paper in order to get the desired surface. The paper goes through a treatment of their own, which enables it to take on the highest possible finish, making an attractive paper for catalogue and fine work. The price being low, they look forward to large orders. This firm also signify their intention of shortly placing on the market a line to take the place of coated papers for fine catalogue and book work. Owing, however, to pressure of orders in their mills, they are unable just at present to place their samples on the market, but expect to have the line ready for the trade by September.

The Barber & Ellis Co.

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

TORONTO

We have the only complete

Envelope Factory

IN THE DOMINION

CAPACITY: THREE QUARTERS OF A MILLION DAILY

We are constantly adding new lines of saleable goods.

Our aim is to turn out only perfectly made goods at reasonable figures.

We are making a very fine line of papetries which is becoming daily more popular.

We rule and pack all the note paper we sell and carry a large stock and many varieties.

IN

FLAT PAPERS
BILL HEADS

CARD BOARDS
LETTER HEADS

Etc., Etc.

We have a full stock.

JOB LOTS

In Faber's Lead Pencils, Stafford's Inks, and Note Books we have a few lines left that we will close out at very low figures.

Correspondence
Solicited

THE BARBER & ELLIS CO.

MONEY-WASTING ADVERTISING.

BY NATHANIEL C. FOWLER, JR.

THE man who says that all advertising pays is a liar. Half the advertising mediums are worth half charged for them. Half the methods of publicity are worth little more than nothing.

Half the advertising is placed because the man who asked for it knows his business.

Half the printed matter suits the compositor better than the man who sends it out.

Half the printed matter is ten times too long.

Half the advertisements attract nobody.

Half the descriptive catalogues are understood principally by their publishers.

Advertising will pay if not too much and not too little money is expended for it.

Economy is to be practised in advertising.

Too much economy in advertising is just as unprofitable as too little of it.

The newspaper or regularly issued periodical is the fundamental back, sides and bottom of all successful advertising, and all else, to be profitable, must be used in conjunction with it.

The circular has its place; so has the flyer, the handbill, the sign on the fence, the painting on the rock, the novelty, and everything else which tends to bring people to the store or to keep regular customers.

In every town of any size there are one or two directories. The majority of directories are issued by concerns who grind them out by the yard and paste on new covers, getting their names from the other directories. The directory publisher depends upon the advertisements and not upon the sale of the directory for profit, because it has no sale. The majority of local dealers advertise in every directory.

It may pay to advertise in the regular standard directory of the town, but it never pays to advertise in directories not thoroughly standard.

If the advertiser thinks his advertisement in the back pages of the directory, surrounded by 100 or 1,000 more advertisements, is of any particular use to him, let him put a \$5 bill among these advertising pages, place the directory in the most conspicuous place in his store, and he will find that his money is about as safe in that directory as it would be in his safe.

The charitable programme, and programmes issued by other local entertainment committees, come under the classification of legitimate blackmail: that is, they are honestly issued, their publishers are leading men and women, and it generally does not pay the advertiser to refuse to place a small announcement in them, because by not doing so he is liable to get the ill-will of regular or prospective customers. He must take this advertising space, although it is practically worthless in itself, and charge it either to charity or to profit and loss.

The advertiser issues a pamphlet describing his goods. He spoils it because he plasters his name all over it. He gives information of interest to himself and not of interest to the public. He is too technical. He does not present his goods so that the public can understand what he intends to tell them. He makes a directory of his catalogue when he should make of it an interesting book of reading. More good money has been lost in catalogue and descriptive pamphlet advertising than in

almost any other method of publicity. The catalogue is indispensable, but its value is practically annihilated by over writing it and presenting it to the public, typographically and otherwise, in a way which makes the public immediately throw it into the waste-basket without even a glance of recognition.

The flyer is illegitimate in that it is a cheap way of advertising—cheap in cost and cheap in every way.

The flyer can be made to be of benefit if it contains the briefest matter, and only makes one point at a time.

The flyer should never be used to dispose of regular stock, but it can be used for the announcement of bargains, shop-worn articles, or anything else out of the usual line.

The newspaper announcement of bargains is worth much more than the flyer, but both can be used to advantage.

Never let a boy distribute flyers, unless the boy is guaranteed by some surety company.

If he is like the average boy, or like you as you were when a boy, he will leave from one to one hundred at each house, and give to each passer-by as many as he will take.

The circular left at the door seldom gets beyond the front steps, because the wind blows it away.

If the bell is rung, the servant girl takes the flyer into the kitchen and there it remains.

About one out of a hundred circulars left at houses is seen by the inmates.

About one out of every twenty-five handed to passers-by is read by the receiver.

A circular to be delivered at the houses, to be of any value, must be handsomely printed, and sent in a sealed envelope properly addressed.

The circular given out upon the street must contain little matter and be in large type, that when the pedestrian drops it, and it happens to fall face up upon the sidewalk, it may then do a little good as a transient advertisement.

Signs on fences have been proven to be profitable. Do not have the signs so near the street that the occupants of carriages cannot easily read them. A large sign at a distance is much better than a small one near to.

Do not use the expression: "Go to Smith's," or "Smith's is the cheapest."

Say something broad and out of the conventional ruts.

"Go to Smith's" means nothing.

"Smith's is the cheapest" is a hackneyed expression passed by everybody.

Of course the sign cannot be changed often, and therefore it must be of permanent character, but that does not interfere with its being bright.

If you know how to be funny, be funny in your signs.

Dry prose is bad enough, but cheap wit is an abomination.

The mile board is not bad, although conventional.

If you put up mile-boards be sure that your distances are correct. It doesn't make a prospective customer feel very well to read while on the way that it is five miles to Jones', and then, after traveling a mile further, discover that he is five miles and a half away.

Be sure that your signs along the railroad are a considerable distance from the track, because passengers on a moving train cannot read letters close by the road-bed.

Advertisements on hotel blotters and depot clocks are worth comparatively little, because users of hotel blotters are tran-

THE BROWN BROS. LTD.

STATIONERS

BOOKBINDERS

Manufacturers of



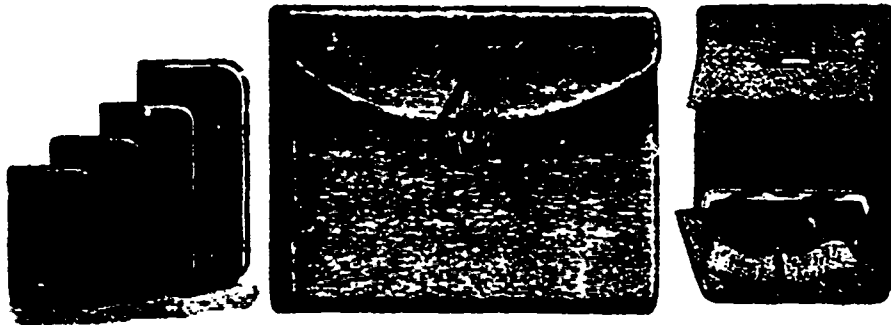
Account Books

Leather Goods

64-68 KING ST. EAST, TORONTO

**Complete Stationery Warehouse
Office Supplies, Typewriter Supplies
Stationery Specialties and Novelties**

New lines in Envelopes, Clips, Files, Copying Presses, Pens, Pencils, etc. Arnold's Ink, Stafford's Ink, Higgin's Ink.



Leather Goods

Our own manufacture new designs and styles of **Wallets, Purses, Letter and Card Cases, Portfolios, Music Rolls, Memo Books, Bankers' Cases.**

Account Books

Unsurpassed as usual. Full range styles and sizes.

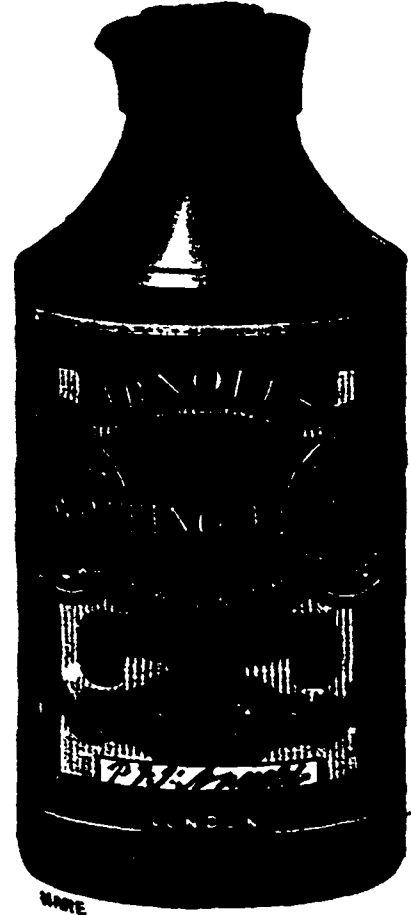
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PRESENTATION TO MR. R. K. LOVELL.

ONE night last month the employees of John Lovell & Son presented their employer, Robert K. Lovell, with a very fine oil painting of their late respected master, John Lovell, Esq. In the following address they expressed their opinion that they could take no better form of showing their gratitude than that of presenting him with a portrait of his father, the "Canadian pioneer of William Caxton's art," for whose memory they entertained so deep a respect:

23 ST. NICHOLAS STREET, MONTREAL, JUNE 28th, 1894.
R. K. LOVELL, ESQ.:

RESPECTED AND DEAR SIR,—Approaching, as you are now the completion of your first year as the head of the firm "John Lovell & Son," we your employees, are desirous of showing our appreciation of your kindness to us, and the energy you have displayed which has enabled you, single-handed, to uphold the time-honored reputation of the oldest, most reliable, and honorable printing house in Canada.

Built up by the father, succeeded to and made to prosper by the son, we have every reason to feel proud of our connection therewith.

Knowing as we do that whatsoever is dear to your recollection must of necessity be momentous to ourselves, we take pleasure in offering for your acceptance an oil portrait of our late respected master, John Lovell, Esq. (the Canadian Pioneer of Wm. Caxton's Art), as most befitting the occasion, and also illustrative of the respect we bear his memory.

With every wish for prosperity in your business career, we are, on behalf of your entire staff,

Yours respectfully,

O. L. FULLER,	GEO. BARR,
A. ALLAN,	E. COYLE,
A. BELAIRE,	J. BARRETTE,
A. LAPERRIERE,	C. HALLAIRE,
C. McCLATCHIE,	J. S. HOULE.

The presentation was then made by Edward Coyle, an employee who has been 45 years with the firm. Mr. Lovell, in reply, thanked them for their splendid gift, which was a credit to the donors as also to the artist (S. Hawksett). He also thanked them for the hearty manner in which they individually and collectively had responded to his efforts to uphold the name the firm had won for themselves under his father's guidance, and which he, with their assistance, would always maintain. It had ever been his desire to further the interests of his people to the best of his ability, and trusted that their present relations would always continue.

THE VALUE OF SOMETHING NEW.

IT is a great thing for any fancy goods store to get the reputation of always having something new on hand in the way of new styles, new fabrics, etc. It is advantageous, if possible, to be always receiving something new and different from what you have in stock, even if the goods are received in small quantities. We once knew of a store which made its entire reputation (and finally grew to be quite a success), from the fact that every Wednesday morning some new line of goods was shown. The proprietor of the store made it a business to order something fresh and nice every week in first one line and then another; possibly each week only receiving one or two different things at the most. He made it a point that every week there should be something new to show the customers, even if he had to keep some of the goods received the week before, done up in the original packages, until the following Wednesday, when he wished to open and display them. The people in the city in which this store was located grew to looking for this as a regular feature. Every week they expected that there would be something new at this store, and they always came in crowds to see the new thing, whatever it was, and to buy.

As the novelty stores of to-day handle so many different lines of goods, this is a much easier thing to do than in a store where only one or two kinds of merchandise are carried. For instance, one week you may open up a fresh shipment of fans, the next week a fresh shipment of leather goods, etc., taking in each stock, one at a time. Let these things, which you display as new goods, really be new. The store which we mentioned above paid a man in New York city a small sum weekly to look around among the large wholesale notion houses, and select one new thing each week. The expense incurred in having this man in the market was very small, as he was only required to make one small purchase each week, and the profit on this new purchase, however small, would more than pay his salary, and the gain which the store received from it was the reputation for being always on the look out for new things, and always showing the latest goods. —Ex.

FAILURES IN THE PAST SIX MONTHS.

According to R. G. Dun & Co., the failures in the second quarter of 1894 were 2,734, against 3,199 last year, and the amount of liabilities in commercial failures only was \$37,595,973, against \$63,982,179 in the first quarter of the year, and \$121,541,239 including all reported in the second quarter of last year. There is a heavy decrease in manufacturing liabilities, \$13,421,124, against \$27,954,978 in the first quarter, and also in trading liabilities, \$18,585,792, against \$33,760,186 in the first quarter. Thus in the important classes the commercial failures show a most encouraging improvement during the second quarter, though the half yearly return is large.

The aggregate for the half year, 7,031 commercial failures with \$101,578,153 liabilities, has not been surpassed in the first half of any year except the last. There was a great decrease in banking failures, which numbered only 63, with liabilities of \$13,184,461, and in railroad receiverships, which numbered 17, with \$46,800,595 indebtedness exclusive of stock. Failures during the week have been 181 in the United States, against 334 last year, and 34 in Canada, against 23 last year, with no important disaster as yet since the new half year began.

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 W. E. GLADSTONE.
 April 24, 1864.

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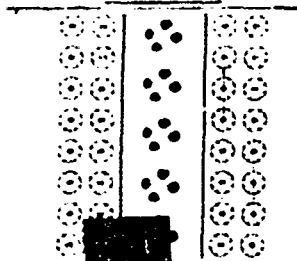
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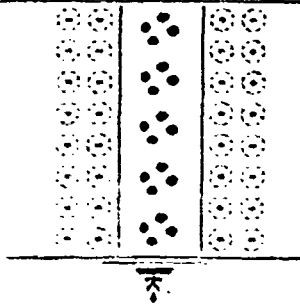
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