

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

- Coloured covers/
Couverture de couleur
- Covers damaged/
Couverture endommagée
- Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée
- Cover title missing/
Le titre de couverture manque
- Coloured maps/
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur
- Bound with other material/
Relié avec d'autres documents
- Tight binding may cause shadows or distortion
along interior margin/
La reliure serrée peut causer de l'ombre ou de la
distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear
within the text. Whenever possible, these have
been omitted from filming/
Il se peut que certaines pages blanches ajoutées
lors d'une restauration apparaissent dans le texte,
mais, lorsque cela était possible, ces pages n'ont
pas été filmées.
- Additional comments:/
Commentaires supplémentaires:

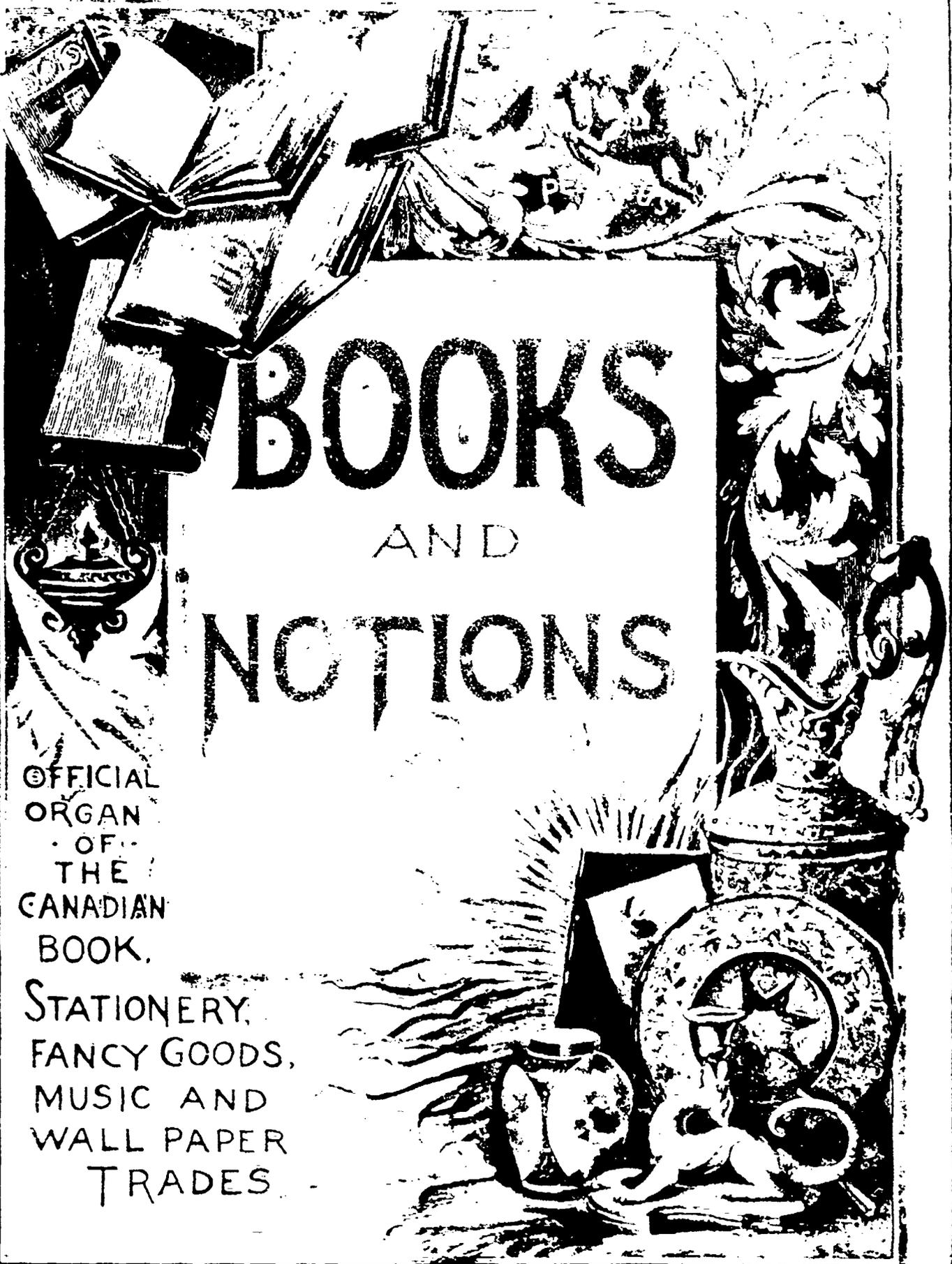
L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured pages/
Pages de couleur
- Pages damaged/
Pages endommagées
- Pages restored and/or laminated/
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées
- Pages detached/
Pages détachées
- Showthrough/
Transparence
- Quality of print varies/
Qualité inégale de l'impression
- Continuous pagination/
Pagination continue
- Includes index(es)/
Comprend un (des) index
- Title on header taken from: /
Le titre de l'en-tête provient:
- Title page of issue/
Page de titre de la livraison
- Caption of issue/
Titre de départ de la livraison
- Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FALL NUMBER.



BOOKS AND NOTIONS

OFFICIAL
ORGAN
OF
THE
CANADIAN
BOOK.

STATIONERY,
FANCY GOODS,
MUSIC AND
WALL PAPER
TRADES

- WALL - PAPER. -

M. H. BIRGE & SONS, BUFFALO.

WARREN, LANGE & CO., NEW YORK.

ROBERT GRAVES & CO., NEW YORK.

KEYSTONE WALL PAPER CO., PHILADELPHIA.

W. H. MAIRS & CO., SPECIALTIES, BROOKLYN.

Representing the above LEADING AMERICAN Manufacturers as CANADIAN JOBBING AGENTS.

We are showing a selection of Samples that for Beauty of Design and Richness of Color can not be excelled. They run through all the grades in a great variety of patterns.

Our arrangements are such that we CAN SELL at FACTORY PRICES.

WAIT FOR OUR TRAVELLERS.

W. J. GAGE & CO.,

54 FRONT STREET WEST,

TORONTO.

BOOKS and NOTIONS

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

Vol. 6

TORONTO AND MONTREAL, OCTOBER, 1890.

No. 70

B. MARCUSE, MONTREAL

MARCUSE

823
CRAIG ST.

IMPORTER OF
**ALBUMS, PHOTO FRAMES,
CHROMOS, OLEOGRAPHS,
CHRISTMAS CARDS,
ADVERTISING CARDS,
PLUSH, LEATHER AND BRASS
FANCY GOODS.**
—
WAIT FOR TRAVELLERS.

JNO. UNDERWOOD & CO

INKS.

—AND—

MUCILAGE

In use by Dominion and Provincial Govern-
ments, Railway Companies, leading
Banks, etc., etc.

John Underwood & Co.
10 Johnson Street, - TORONTO.
NEW YORK AND CHICAGO.

CUSTOMS AND EXCISE TARIFF

—WITH—

**List of Warehousing Ports in the
Dominion.**

Sterling Exchange, Franc, German Rix-
mark, and the principal foreign currencies
at Canadian Customs values, also
A TABLE OF THE VALUE OF FRANCS
IN ENGLISH MONEY, HARBOUR
DUES, &c., &c.

Compiled from Official Sources.
Corrected to 25th June, 1890.

Price, - - - 50 cents.

MORTON, PHILLIPS & CO.,
Stationers, Blank Book Makers and Printers,
1755 AND 1757 NOTRE DAME ST., MONTREAL

SPECIAL NOTICE.

H. A. NELSON & SONS

BIG BARGAINS

IN FANCY GOODS, ALBUMS, VASES, CUPS and SAUCERS, TOILET
SETS, DOLLS, TOYS, GAMES, Etc., Etc.

Sole Wholesale Agents for the Celebrated Persian and Oxidized Silver Goods.

WE ALSO OFFER FOR THE

FOOTBALL SEASON 1890-91

Our "Champion" Capless Ball.
ASSOCIATION OR RUGBY.

The only Ball that has stood the TEST SATISFACTORILY
Used by all Leading Clubs.

H. A. Nelson & Sons, Toronto.--Montreal.



SPRING 1891.

NEW DESIGNS IN
**American Wall Papers,
Decorations and Borders,
and Sanitary Paper**

From the following leading Manufacturers:

Warren Lange & Co., New York.
Henry Gledhill & Co., New York,
W. H. Mairs & Co., Brooklyn, N. Y.,
Janeway & Co., New Brunswick, N. J.,
Howell & Broz., Philadelphia, Pa.,
Wilson & Fenimore, Bristol, Pa.,
A. A. Yorkes Mfg. Co., York, Pa.,
Long Island Wall Paper Co., Brooklyn, N. Y.,
C. & J. G. Potter, Manchester, England.

Our travellers will visit you with samples of the above very
shortly. Kindly reserve your orders.

C. M. TAYLOR & CO, Toronto.

SEASON 1890-91.

Christmas Cards. Booklets.
Bibles. Hymn Books.
Prayer Books. S. S. Books.
S. S. Cards, etc., etc.

Our stock is now Very Complete. Prices Right.

Address A. G. WATSON, Mgr.,

TORONTO WILLARD TRACT DEPOSITORY.
Toronto, Ontario.

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

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

SOLE AGENTS FOR THE CELEBRATED ST. NEOTS PAPERS.

The Best and Cheapest on the Market.

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

Importers of
Wedding Stationery, Programmes,
Announcement Folders and Fancy Cards.
New Lines of Papeteries in Fancy and Plush Boxes and Handkerchief
and Glove Boxes.

A large and complete line of Inkstands and Office Requisites.

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

BOOKS AND NOTIONS

ORGAN OF THE
BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year, in Advance.

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

RATES OF ADVERTISING:

One Page.....1 Month.....\$25 00	One Page.....12 Months.....\$250 00
One Column.....".....10 00	One Column.....".....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

All communications intended for publication must be sent in not later than the 22nd of the month.

ADDRESS BOOKS AND NOTIONS, TORONTO.

Booksellers' and Stationers' Association of Ontario.

PRESIDENT

H. FRED. SHARP, *St. Marys.*

VIC-PRESIDENTS:

J. A. NELLES, *Guelph.*

W. MIDDLETON, *Kingston.*

SECRETARY-TREASURER:

J. B. McLEAN, *Toronto.*

EXECUTIVE COMMITTEE:

R. O. SMITH, *Woodstock;* DONALD

BAIN, *N. T. Wilson,* A. S. IRVING

and S. WALLACE, *Toronto.*

Official Organ: BOOKS AND NOTIONS, Toronto.

OUR MONTREAL OFFICE.

OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE, MR. HUGH C. McLEAN, WILL BE PLEASSED TO HAVE SUBSCRIBERS AND ADVERTISERS CALL UPON HIM THERE. HE WILL ALSO PAY SPECIAL ATTENTION TO GATHERING BUSINESS ITEMS AND ATTENDING GENERALLY TO THE INTERESTS OF THIS PAPER.

Vol. VI. TORONTO and MONTREAL, OCT., 1890. No. 70



We have long regarded as anomalous, and as probably worth while investigating, the fact that there are two channels of import supply kept open by the book and stationery trade of this country. Besides the conventional and normal medium of importation, that of a whole-

sale trade, we have another importing capacity, both active and considerable, in a section of the retail trade of Canada. It is that section which is in the situation and has the ambition to do the very best business that the capabilities of the demand can maintain. Such a business requires special resources of stock, and these are not the blossoms of the demand but they are fertilizers of it. They are to be laid in, not because customers have first learned of the existence of such specialties, and have enquired for them, but because the retailer has acquired advance information of what the market affords, and has gauged the tastes, means and buying susceptibilities of his customers. A retailer who is animated by this policy will not easily be thwarted in his desire to obtain the goods he wants. If his trade is in a large town or city, he may consider he has a potential demand in his clientele for stock that wholesalers do not import. What does he do? He may not be able to persuade them to drop their conservative scruples as to the economy of handling such stock, or he may wish to develop an individuality in his business and so may not desire to persuade them. In either case he usually becomes an importer himself.

What is thus imported is not, therefore, such stock as is in every day request. Nor is it now solely such stock as is not brought in

by wholesale importers. Certain retailers, having become importers because they could not get otherwise what they specially wanted, continued to be importers, and now often bring in lines the exact counterpart of those brought in by the wholesalers. They import still to individualize their trade, and with the rarer articles they introduce they also bring in some of the more staple lines. From a beginning which aimed to supplement lines handled by wholesalers, these retailers have grown to some extent to be rivals of the wholesale importers. Of the European and United States goods sold in our cities and leading towns, a very considerable proportion is brought into the country by direct orders from large retailers.

This is not in keeping with the principle of mutual benefit which should interact between the retail and wholesale organs of any body of trade, and which cements the elements of that trade into a harmonious system. It has in fact a disorganizing tendency. Between the large retailers referred to and the wholesalers, the current of trade would be dried up were it not for the circulation afforded by certain staple lines, which all retailers bring from internal wholesale stocks. The effect, as it is, is to make the wholesale trade a partial one. This is not desirable in the interests of any concern of trade.

The significance of this anomaly to outsiders is this that there is a lack of good feeling between wholesalers and retailers, and it is inferred that there would be more retail importation if more retailers were in trading constituencies and circumstances that would warrant them to be importers. This probably is a superficial deduction, but it is one that is not uncommonly made. There may be no lack of good feeling, yet it cannot be denied that the very nerves of reciprocal good will must lose their tone in correspondence to any decline of the interchange between wholesaler and retailer. It may not be that lack of good feeling had anything to do with the original cause of this independent retail importation, but it may have something to do with the continuance of it, as such lack is apt to be a consequence rather than a cause of independent retail importation.

However much the want of good feeling may now have or may originally have had, to do with the evolution of a retail importing book and stationery trade, it is manifest that other causes were active. One of these, itself an outcome of defective trade unanimity, is the unwillingness of wholesalers to lay in certain stocks, because of the risk going so often against them in the disposal of such stock. How much very good stock now lies side-tracked with our wholesale importers, few retailers know, and the reason that so much has become stranded on the high banks of trade, is that retailers did not come to wholesalers when the demand was astir for these lines. Many lessons of this kind have determined wholesalers to avoid the risks incidental to trade in books, etc., for which the demand is ephemeral. Mistrust that retailers will buy is begotten. Also, change hurries on the heels of change many times faster than was the case ten years ago, and that circumstance aggravates the hazard. From a contemplation of it alone, wholesalers are led to keep their stocks close to staple limits, and farther from the wavering line of current novelty.

Another cause that comes properly under consideration in connection with the good feeling aspect of the matter, is the neglect on the part of wholesalers to cultivate intimacy with their retail customers. The mediate link in that intimacy is the staff of employes in the salesroom and warehouse. If these are frequently changed, the means of developing friendly personal relations between wholesaler and retailer are deranged. In a staff of veteran salesmen and warehouse hands, a wholesaler has a valuable trade fostering instrumentality, and should do his utmost to keep such a staff about him. But now, retailers complain that they are received and waited on by boys and girls. They miss the cordial recognition of the old, well-posted hand, the man who knew the customers better than his employers did, and whose business was to see the customers. The staff which grew up in the service of the establishment is still a most

valued bond of trade in dry goods, hardware, and grocery warehouses. It is not a certainty that the book trade has gained by that simplifying of its mechanism, which enables the old changed youth and girl to superannuate the well-known old timer.

A cause that was adverted to in an earlier paragraph, the desire of prominent retailers to have something out of the routine course, led to such men importing. If they gave import orders for a particular line to the traveller of a domestic wholesale concern, they invariably found that he would use their names all over the country as a guarantee to other dealers that such stock was considered very saleable. Thus the leading retailer was robbed of an advantage that was the proper fruit of his own foresight, and naturally enough found fault with a system that usually caused his business sagacity to miscarry. He found the safest course to be independent importation. Whatever risk he might run in that, he would at least not show his hand.

Retailers would certainly prefer not to import directly if they could have all their ends served by dealing entirely through the jobbers. A retailer often overshoots the mark when he goes on the foreign market. He gives an order amounting, say, to £100. This looks like an outlay of \$500, but when 35 per cent. of duty is added, and freight charges are put on, the outlay becomes \$700, and sometimes more. This miscalculation has its drawbacks. Then the retailer has not always facilities to be an importer. Again, the inconvenience of meeting engagements that come due in a distant country is great, as compared with the advantage of a connection with some house at home. In England, payment has to be made from here before it is due, and has to be made promptly. In this country indulgence can now and then be obtained for a few days' delinquency.

THE ANNUAL MEETING.

At the monthly meeting of the Executive Committee arrangements were completed for the annual meeting which will be held at the Queen's Hotel, Toronto, Wednesday, Oct. 27, at 2 p.m. This will be the most important meeting the Association has yet had, and every bookseller and stationer should make it his business to be present. There are reforms that can be brought about, legislation that can be secured, increased profits that can be obtained by united action. If we do not work together we cannot get them. Some of us will visit the chief wholesale centres and spend hours in looking for a seller from whom we can buy slightly below the market. The total advantage thus gained is unimportant as compared with what can be secured if we all come together and work for the common good.

The postage question is the most important matter to be considered. The Executive Committee urged it on the attention of Parliament last session, and it is hoped that the

concessions asked for by the trade will be granted during the coming year. It will require vigorous action on the part of the Association. Under the head of school books the Executive Committee will report the work done during the year, and ask for further instructions. In this connection it may be remarked that the Committee has been successful in stopping cutting in several instances, and has been given every promise of such increased discounts as will ensure a fair profit. Among the other matters to be considered will be uniform selling prices for periodicals, books as premiums for newspapers, newspaper rates, American and English houses selling outside the legitimate trade.

If anyone has any remarks to make on these or any other subjects and finds it impossible to be present at the meeting, let him write at once to the secretary.

THE TRAVELLER'S MOULDING INFLUENCE.

There is but one existing agency which has in itself the possibility to become a power equal to and co-ordinate with the trade press. It is that great arm of commercial service, the travelling department. In it lies the germ, already somewhat developed, of a usefulness not foreseen in the mission to which the traveller was called. The traveller came to facilitate business between wholesaler and retailer. He came when the field of trade had become enlarged, and the shares in it had grown more numerous. When the retailer had more wholesale sources of supply to choose from, when he need not return to any house for re-stocking, the circumstances which invoked the traveller were at work. The mountain was becoming less likely to go to Mahomet, and so Mahomet went to the mountain. In the traveller the wholesale establishment became portable and ubiquitous, instead of stationary and indivisible. Now it is, virtually, wherever one of its travellers is. The original Mahomet has multiplied himself. The primary function of the traveller was to make trade, and he made it. Through his mediation there has been an increase of wants that the voluntary movement of retail trade, with no pressure from the source of supply, would not have produced for perhaps a score of years yet. He who increases the wants of a people is an influential minister of trade. Commercial travellers have done nearly as much to increase the wants of the people, as the increase in internal production has done.

But there is another modern condition of trade in which the impress of the travellers' handiwork may be traced. It is the assimilation of trade methods. Travellers are contributing their quota to this effect, which is now in course of attainment. It is in this work that the salesmen of the road may be considered the allies of the trade press. Like the latter medium the travelling fraternity is

a diffuser of ideas and a circulator of late intelligence to and from the seat of distribution. Ideals may differ with different men. Among a hundred men there may be fifty or even a hundred distinct conceptions of beauty, music, tint, etc., and even such clearly apprehended things as justice, patriotism, etc., etc., may be questions of argument with some men. But after all, there is but one test of perfection or worth of any kind, and that is truth. To harmonize the different conceptions of business rectitude, policy, or method, there must be investigation constantly at work upon these conceptions to extract from them what is essential to a general ideal. The men who have the best chance of doing the observing which is necessary for this induction are undoubtedly our travelling salesmen. What each studious traveller observes, rejects, and selects, if multiplied by the number which represents how many travellers there are, would leave a vast residuum of practical business wisdom in the minds of those who sell from samples. They see stores, their faults and excellences, they observe methods, their errors and advantages, they know men, their shortcomings and strong points; above all, they are much and intimately acquainted with the complex subject from which observations have to be taken to get at the particular applications of truth that we call business principles. Their opportunities should soon make our travelling salesmen an itinerant faculty, a circulating college of business teachers.

But not all travellers are observers. Some, good observers though poor conductors, learn a great deal about business but never teach anything. It is the few who really aid to make our retailers better businessmen, the few who give the advantages of their own observation to their customers. If there were more who did, there would be less eccentricity in trade to-day, for undoubtedly the travellers' power to affect trade in this respect is enormous. Too much are some travellers prone to make use of their wide knowledge of the imprudent tendencies most common among business men, for their own very temporary advantage. An incautious retailer may be led to overstock, and it is seldom there is any one so capable of warning him as is the traveller. In the case of this fault the traveller is very frequently a tempter towards the path of error, instead of a counsellor in the way of wisdom.

At a meeting of Quebec manufacturers held in the Board of Trade rooms on Monday it was decided to forward several exhibits of Quebec manufactured products to the Jamaica Exhibition. President Turner, of the Quebec Board of Trade, stated that Premier Mercier had promised to send a representative to the Exhibition to watch the interests of the Quebec province products.

A reputation for truthfulness is indispensable to permanent and satisfying success.

A customer secured is a promise of greater salary in time.

BANKRUPT STOCKS.

The reference which we made last month to the resolution passed by the fire, markets and police committee of the Hamilton city council, had to be kept within space-limits that precluded any consideration of the part of the resolution relating to bankrupt stocks. That is an important part. In it the committee has discriminated between bankrupt stocks brought from places outside the city, and bankrupt stocks which have developed in the city's own trade. The latter stocks are made free, subject only to the tax-liability to which all the citizens are. The former are put under a special tax of \$100. The position is therefore all in favor of the local insolvent's stock. The committee seems to have considered all it was competent to make provision for, namely, the unjust competition forced upon stationary dealers by outside adventurers, and the unequal terms upon which local bankrupt stock and bankrupt stock transferred from outside were put on sale. Both these vexations have been modified. That is, stationary dealers paying tax as citizens upon their stock, now have the satisfaction of seeing transient dealers assessed for a considerable license; and disposers of local bankrupt stocks, also paying civic tax, are no longer at the disadvantage of competition against other bankrupt stocks which pay no tax.

But the Hamilton committee has only touched the bankrupt evil with the wand of reform. Must the bankrupt stock which is the residuum of a business carried on outside the city always pay a special tax? If A is an outsider who comes into Hamilton with a bankrupt stock that was bought at 46c. in the dollar, and stays three months to sell it, of course he will have to pay a license fee. If B, a man now trading in Hamilton, goes to some town outside of Hamilton and buys a bankrupt's stock at 46c. in the dollar, and from the same store as he does a normal trade carries on an abnormal one in this stock for three months, should he not also pay a license fee? We think he should, but have no doubt it is against the spirit of the committee's resolution that he shall. The city receives a regular contribution from this dealer as a resident, while from the interloping outside owner of a bankrupt stock it does not, and it simply aims to redress this inequality. If B, the resident trader, handles nothing but bankrupt stocks, it is unlikely he pays as much tax as a resident who does the same amount of trade in stock bought directly from wholesale sources. The latter has goods that are not depreciated by a failure, which are therefore more highly valued for the purposes of assessment, as they are for anything else.

The legislation that is to solve the question as to how the bane of bankrupt stocks is to be done away from the path of legitimate retailing, must come from business conferences not from municipal bodies. The latter will legislate more with an eye to civic revenue

than to the protection of a minority of its citizens, and it is only as the latter end is reached through a measure aimed at the former, that municipal bodies will favor the trading minority. In giving free ingress to bankrupt stocks to the stores of resident traders, city and town councils feel that they are bringing cheap goods to the great body of the people, and are therefore doing a popular act. If bankrupt stocks are to be eliminated from trade, it must be by the pressure of commercial public opinion, which must be brought to bear through conventions, etc.

DEPARTMENT STORES.

How long will the business men stand this new and mean competition called department stores? inquires a correspondent of a contemporary. Every business man in the country knows that no single firm doing a retail business can compete with these concerns, because their methods are so "maliciously perfected" that no one can meet their "bait price" without working his own ruin, and a man does not need to be a philosopher to judge what influence this kind of business will have on trade! If left unchecked the department store will soon ruin every retailer in the land, and the jobber will feel it, too; but not only this, they will ruin the price of everything. Now, this would be a mean example to the rest of the world, and it would show that we had departed in business from the good old ways which worked evil to nobody. I say it will serve us right, because business men have it in their power to squeeze the life out of this piratical business, which has no more right to exist than a pirate on the ocean. How long, then will business men remain different to this evil? Would it not be better for retailers, jobbers and manufacturers, all of whom are interested in this matter, to come together and devise measures for its removal? Is it not mean, for instance, for a manufacturer to send his agent around in a city to sell his goods to all the retailers or jobbers, and then go to the department man and sell him the same goods, thus ruining the prices for all the rest. A manufacturer who will do this deserves no patronage from people who do business on business principles. Still, this is practiced every day; and I ask again. How long shall we stand it? Can we not teach the manufacturers a lesson in this respect? Does anybody desire any more opposition than we have in the legitimate way? Those department men are evidently devoid of business principles, and I think that justice and self preservation demand that business men should organize against them, because their interests are antagonistic to all but themselves. There is a very bitter feeling all over the land against this department business, and it would be an easy matter to get every dealer in line against them. Common sense teaches the manufacturer, too, that it would also benefit him, and it would, in short, be a great reform

in business. I hope sincerely that some of the leading business men who read this will sound the bugle, and all will fall into line, and we will teach these concerns that they must either quit their piratical business or else do business on principles which work evil to nobody.

CIRCULATION.

Three principal things are to be considered by the advertiser in investigating any class of trade journals. These are, 1, quantity of circulation; 2, quality of circulation; 3, character and grade of the editorial contents of the paper. Each of these influences affects the value of the medium for advertising purposes. In considering the class of papers now before us we cannot help the reader in the least under the first of these heads. With trade papers at present, as with many of the daily papers, circulation books are practically sealed to the public. Some daily papers are making exception to this rule, and perhaps the time will come when the trade papers will follow suit. But so long as the average advertiser is ready to be gulled by the latest and largest story which the advertising solicitor can tell, just so long will the condition of the trade press be such that reputable publishers cannot afford to make their circulation public. Whenever an honest publisher states the actual circulation of his periodical it is only a challenge to the dishonest publisher of a rival paper to go one or more better. While telling a lie, why not tell a big one? This seems to be the rule with some at the present time, and accordingly figures are big. We were not at all surprised to receive, in answer to our letters of inquiry, from all the more prominent and the most influential publishers in the entire list, a polite declination to name circulation figures for publication. Appealing to the newspaper directories and to the advertising agencies gave us no help. In fact, so ridiculous was the table after we had it made, based upon different directory ratings, that we decided not to publish it. Where we had statements, as we did have in a few cases from publishers, their assertions and the guesses of the directories were so much at variance as to be beyond reconciliation. Singular though it may seem, some of the directories were above what even the publishers claimed, generous as the latter appeared to be. For the most part, however, the reverse of this statement was true. The reader, therefore, so far as we are able to help him, is left to the other two heads—viz. The character of the circulation and the grade and the class of editorial contents. In a certain sense these two things are one and the same. A paper that has an excellent selection of articles of a high class, which are of interest to the best men in the trade, may be assumed to have a high class circulation, whatever the quantity may be. On the other hand, a paper that is second class in all that it does cannot readily be supposed to number first-class people exclusively among its readers. The Office.

A number of Hamilton commercial travellers have formed a 'Travellers' Circle, to promote Christian work on the road.

"THE YOUTH'S COMPANION'S" NEW BUILDING.

Messrs. Perry, Mason & Co., the publishers of The Youth's Companion, have begun the erection of a building for their business, on the corner of Columbus avenue and Berkeley street, Boston. This building is a large one, having a frontage on Columbus avenue of more than two hundred feet, and on Berkeley street, of one hundred feet. As will be inferred from the illustration, the architects have not neglected the opportunity to add one more to the imposing buildings of Boston.

Although many persons know that The Companion circulates very widely, and has nearly a half million subscribers, few realize the present size of The Youth's Companion business. To this publication belongs the honor of being the first weekly paper for young people published in the United States, and, as far as is known, in the world. Founded in 1827, it has steadily grown in favor until it now holds an unrivalled place in American Literature.

At present, The Companion occupies, in whole or part, four different buildings. Its offices occupy four floors in two building on

Temple place, while its Printing Department occupies the whole of the large buildings on the corner of Pearl and Franklin Streets.

In the new building all the different departments will be brought under one roof, which will be of material advantage to a larger development of the business. There will be found all the conveniences that are known at the present day of a first-class publishing house.

Each one of the subscribers to The Companion will feel an interest in the successful progress and completion of the paper's new home.



FOURTH ANNUAL MEETING OF THE UNITED TYPO-THETÆ OF AMERICA.

The fourth annual meeting of the United Typothetæ of America was held at Boston from September 2nd to 5th, with about 150 delegates present from all parts of Canada and the United States. The Employing Printers' Association of Toronto was represented by Messrs. W. A. Shepard (Mail Job Department), President; C. Blackett Robinson (Presbyterian Pub. Co.), Vice-President; H. Bruce Brough (Brough & Caswell), Secretary; James Murray (Jas. Murray & Co.), Chairman of Executive; W. H. Apter (Apter Bros.), and Hugh C. McLean (J. B. McLean & Co.), of BOOKS AND NOTIONS. Among others who accompanied the above were Messrs. R. L. Patterson (Miller & Richards), Fred. Diver, M. Corcoran (Canada Printing Ink Co.), Miss Murray and Mrs. Shepard, all of Toronto, and Mr. Fortier, of Montreal.

The proceedings were opened by an address of welcome by Hon. H. O. Houghton, of Houghton, Millin & Co., President of the Master Printers' Club of Boston, who, in speaking of the objects of the convention, said:—

Now, it is not only to cultivate good feeling among the members of our own business, but we have got one of the noblest kinds of business that any men in this country or in any country have. We are in touch with this

great universe. All the streams of knowledge flow through our fingers. The news of the world, the philosophy of the world, the reason of the world, all come and go through our manipulation, and it depends upon ourselves whether we are made better and wiser by this rare position in which we are placed, differing as it does from that of all other men, and all other professions in this country or in any country.

President Rockwell responded at some length to Mr. Houghton's address of welcome, and in speaking on international copy right law said:—

So far as this body is concerned, I suppose the question of an international copy right law has passed beyond the bounds of discussion. The preponderating sentiment in its favor among printers has been so strengthened that we need but to reaffirm our support of the measure as one of justice and expediency of justice, because it is a matter of common honesty, of expediency, because the American author is soon to be the chief fountain of supply for the American press.

The reports of corresponding and recording secretaries were read and adopted, also that of the executive committee.

When the question was brought up as to the next place of meeting, Messrs. Pugh, of Cincinnati, and Mr. Rollins, of San Francisco, advocated their respective cities. The latter gentleman, in the course of his speech, said, speaking of San Francisco:—

She bids you break away from this pent-up Utica, and stand within her illimitable borders, and thus comprehend your relationship; to cast off the straight jacket of convention-

alism, and don the robe of untrammelled freedom, to come to her shores and dispel the crude, unjust, and unworthy ideas you may have of her greatness, her possibilities, and her destiny; to tramp three thousand miles under the benediction of the stars and stripes, and find there the temple of justice and the shrine of Liberty; to come and forever dismiss from your minds the idea that the Digger Indian and his festive grasshopper, the cards and brawl of the gambler, the smile of the wanton, or the sneer of irreligion, are the sole indices of our highest civilization,—to come, I say, and find that in her soil are already sown the seeds of the world's grandest development in morals and in mind.

Mr. President, since the chronicles of authentic history have been written, the empire of man's dominion has pushed on towards the West. About forty years ago the hardy scout of the invading army tented on the earth's end. Vim, strength, pluck, and mind came trooping on. In September, 1850, the world's occupying army gained a double triumph,—one at the gate of the Pacific, the other at the door of the United States Senate. She came, not a trembling aspirant for the crown of statehood, but spurning the halting ceremonies of territorial government, she stood there demanding what she well knew would be given. In herself she exemplified the poetic fiction of the goddess springing full armed from the brain of her sire. She knew no infancy, no childhood.

The committee on apprentices reported that the present hap-hazard way of graduating journeyman printers from messengers, sweeps and "chore" boys, who are picked up without any reference to their future calling, is pernicious, and productive of so many "black-smiths" in the business. The present system

and thoroughness are strangers. They investigated two distinct systems, and thought best to submit both. They recommend that each local Typothetæ give this matter immediate attention, and let them settle which system may seem to be best suited for their section, and adopt it as a Typothetæ, with such modifications as may to them seem best. Then have its members make a trial of the matter at once, keeping a record of the results, and have it at the next annual. They recommended that the term of apprenticeship be five years. That previous to making papers the boy should be in the office, on trial, at least three months, that the boy and the employer may know that the boy is fitted for the calling chosen. Then a definite scale of wages, as below, settled upon, making a gradual increase every six months or year. This must be governed by the location and prevailing wages.

For first 6 mo's.	\$3 50	For sixth six mo's.	\$6 50
" second "	4 00	" seventh "	7 50
" third "	4 50	" eighth "	8 50
" fourth "	5 00	" ninth "	10 00
" fifth "	5 50	" tenth "	12 00

The committee on nominations and selections of a place for the next convention recommended, that it be held at Cincinnati, commencing the third Tuesday in October, 1891, and the following be officers :

For President—A. H. Pugh, Cincinnati.

For Recording Secretary—W. L. Becker, St. Louis.

For Corresponding Secretary—Everett Waddey, Richmond, Va.

For Treasurer—A. O. Russell, Cincinnati.

For Vice-Presidents—F. H. Mudge, Boston; W. A. Shepard, Toronto; J. R. McFetridge, Philadelphia; Thos. Williamson, Detroit; Joseph Winterburn, San Francisco, Lewis Graham, New Orleans.

For Executive Committee—Amos Pettibone, Chicago; W. C. Rogers, New York; E. R. Andrews, Rochester; G. S. Morehouse, New Haven; W. H. Bates, Memphis; Geo. M. Courts, Galveston, Texas.

The report was adopted.

On Tuesday by invitation of the Boston Master Printers' Club, the members of the Convention, with about fifty ladies, the whole party numbering nearly two hundred, took carriages at the Parker House at three o'clock, and were conducted through some of Boston's suburbs, passing over Commonwealth Avenue, past the Chestnut Hill Reservoir, the Arnold Arboretum and Franklin Park. On arriving at the Roxbury Club House, on Warren Street, the party alighted and were entertained by Messrs. Henry B. Dennison, Frank H. Mudge and H. T. Rockwell, in accordance with previous announcement. Resuming carriages at six o'clock, the party reached their hotels half an hour later.

Wednesday, the delegates, their families and friends took in the harbor excursion in Massachusetts Bay, complimentary to the United Typothetæ of America, by the Master Printers' Club of Boston. Steamer left at one o'clock, punctually, proceeding to Eastern Point, Gloucester, Cape Ann, by way of Broad Sound and along the North Shore.

Lunch was served on board steamer, after leaving wharf. On arrival at destination, a New England Clam Bake was served under a tent, on the site of "The Old Fort," opposite the cottage of Mr. L. L. P. Atwood, which had been placed at the disposal of the committee for the convenience of guests. Three hundred persons were seated at the tables, and all seemed to so enjoy the dinner that little opportunity was given to wander about "The point," so generously and courteously offered for this day to the Master Printers' Club for the entertainment of the Typothetæ. At five o'clock the steamer was headed towards Boston, passing into and up the harbor by Boston Light, and through main ship channel to Lewis Wharf, where passengers disembarked at eight o'clock. Coaches and horse-cars were provided to convey the guests from the pier to their hotels.

The banquet at the Vendome, on Thursday night, was a fitting conclusion to the round of entertainments so lavishly provided, and was deservedly acknowledged to be a splendid success. About 250 sat down to dinner. In front of the presiding officer's chair had been placed a miniature representation of a two-revolution four-roller book printing press made of white confection. It was a marvel of ingenious workmanship. In addition there were arranged before every plate blocks of sugar made in imitation of type, and the letters thereon spelled out the word "typothetæ."

Hon. H. O. Houghton presided at the dinner, and started the flow of oratory with a reference to the first printers and printing presses of New England.

The acknowledged speech of the evening was that of Mr. Shepard's of Toronto. The topic allotted to him was "Over the Border" In the course of his speech he referred to the growth of the organization, and of its incalculable value to the master printer and to the employe. There was an idea abroad that the organization in its aims and objects was antagonistic to that of the Typographical Union, that they were opposed to their employes forming themselves into societies, and some even professed to believe that they were banded together for the purpose of resisting any effort they might make to increase their wages or to better their condition. It was not necessary for him to say that that was not their position. While they were organized for mutual protection, they were ready to investigate and discuss intelligently and fairly all questions of difference from an economic standpoint, discuss them in the same fraternal spirit as had already been done in repeated conferences between their Association and that of the Typographical Union of Toronto. They had not attempted to establish a scale of prices, but he believed that a decided improvement in prices had already been effected by coming together. The best informed amongst them had something to learn, and they had been surprised to find

how little they really knew about the cost of printing until they came together and the whole subject was carefully, honestly, and thoroughly investigated. They had found that a closer intercourse and frank discussion in their business relations had the effect of cultivating a spirit of forbearance and given each other broader and higher views of the craft, while the interchange of views on business methods had been very profitable, and the social intercourse brought about by the formation of the Association had been attended with the happiest results. He next referred to the questions which had been discussed, and upon which action had been taken by the Toronto Association, such as the tariff, the apprenticeship, and the copyright questions, and then closed with the following reference to "over the border":—

The country over the border is not altogether unknown to the people on this side of the border, but I am inclined to think there is a great deal of ignorance existing here—as well as, I am sorry to say, in our Mother Country—as to the extent of our country and its social, commercial, and political condition. If I were to tell you that the area of the Dominion of Canada was larger than that of the United States, some might be inclined to doubt, and would tell me, if it was true, the greater part of it was covered with ice and snow. But if I were to say farther, that the area of cultivable land was as large as that of the United States I might be accused of a little Yankee boasting, but it would, nevertheless, be a fact. If I were to say that we had a country almost boundless in its resources of gold, silver, copper iron, coal and other mineral wealth, with rich fertile soil, vast forests, immense prairies, mighty rivers and lakes, inexhaustible fisheries, manufactures that will compete with any in the world, and to say farther, that we had a hardy, industrious, and enterprising people, proud of their heritage, and having faith in the future of their country, having the best political institutions, and enjoying the greatest amount of civil and religious freedom of any nation under the sun, I might be told I was taking a leaf out of Cousin Jonathan's Fairy Tales, but the statement would be a hard fact all the same. If I were to say that the Public School system of Canada was equal, if not superior, to any on the continent, and that its higher educational institutions ranked amongst the first in the world, I should only be repeating what your best educationists have said again and again. And then, if I were to point you to the greatest achievement of modern times—the construction of the Canadian Pacific railway, extending from ocean to ocean—built by Canadian money, Canadian energy, and Canadian enterprise, in half the time that it has taken to build a similar railway in any other part of the world, some of you might say I was given to boasting, but it is nevertheless a recognized fact in railway history. The fact is when your people come to know something more about our glorious country, we can scarcely wonder at their desire to have a slice of our fair land. And when you see some of our Canadian press playing into the hands of avowed annexationists, and holding up such men as Wiman, a professed Canadian, and Butterworth, his boon companion, of your own country, as the would be emancipators of Canada from commercial slavery, we can hardly find fault with our friend from St. Louis, who last year predicted that in four years the great American Eagle would swoop down upon us and take us to his happy

hunting grounds. But, gentlemen, we have no inclination to be swooped up. We have our own happy hunting grounds, and intend to keep them. But may we not hope that while you are looking at a young nation springing into life alongside your own—a people speaking the same language, breathing the same atmosphere of freedom, coming from the same mother's loins—you will not throw any obstacle in the way of our development, and if you cannot bid us god speed, you will at least give us fair play in the great race for supremacy on this continent.

The speaker was frequently interrupted with cheers, and sat down amidst loud applause.

COPYRIGHTS.

5503. Echoes of the Ball (Loin du Bal), by Ernest Gillet. I. Suckling & Sons, Toronto, Ont.

5504. Scotch Dainties (Brose, Parritch, Kail, Haggis and Bannocks). Words by John Imrie, Music by E. Corlett. Imrie & Graham, Toronto, Ont.

5505. Henderson's Manitoba and North West Territories and British Columbia Gazetteer and Directory, 1890." The Henderson Directory Co., of Winnipeg, Man. and Victoria, B. C.

5506. Hobley's Systematic Price Book for Merchants, Manufacturers and others. Thos. Neale Hobley, Barrie, Ont.

5507. Cradle Song (Berceuse). Musique de l'Abbe I. Champagne. J. L. Orme & Son, Ottawa, Ont.

5508. Canada's Pride. Portraits of nine celebrated draught horses (engravings). Wm. Weld, London, Ont.

5509. A Happy Holiday, by Grace E. Denison, Toronto, Ont.

5510. A Petition and Prayer in behalf of the Lower Animals. Revised. Archibald McBean, Winnipeg, Man.

5511. The Bells of St. Mary's. Words by Frederic E. Weatherly, Music by Paul Rodney.

5512. Comrades. Words and Music by Felix M. Glennon, arranged by E. Jungmans.

5513. Doctor Hymen. Words and Music by Henry Pontet.

5514. The Girl He Left Behind. Words by Arthur Chapinan, Music by Frederic Bevan.

5515. I Couldn't, Could I? Words by Dr. S. H. Emmens, Music by Joseph L. Roedel. The Anglo-Canadian Music Publishers' Association, Ltd., London, England.

5516. Words of Life. Sermons, by the Rev. A. J. Mowatt. Herman H. Pitts, Frederton, N. B.

5517. Notes on Le Chien de Capitaine, par Louis Enault (end-on La Belle Normaise, par Alphonse Dabert, by F. J. M. Inyck, B. A. The Copp, Clark Co., Ltd., Toronto, Ont.

5518. Glances of Glory, or Incentives to Holy Living. Richard Strachan, Meaford, Ont.

5519. The Clancy Walzes, by W. N. Andrews, Wallaceburg, Ont.

5520. Delegates of the Conference on the Consolidation of the Church of England in Canada. Photograph., J. M. Mitchell, Winnipeg, Man.

5521. The Ladies' and Gentlemen's Shopping Guide Montreal Edition, K. G. C. Huttemeyer, Montreal, Que.

5522. Is Marriage a Failure; What Say You? (Poem) by Wm. Thomas, Cobourg, Ont.

5523. When I'm big I'll be a Soldier. Words and Music by J. L. Molloy. Chappell & Co. London, England.

5524. Nevermore. Words by Rita, Music by Milton Wellings. The Anglo-Canadian Music Publishers' Association, Ltd., London, England.

5525. The Golden Gates. Words by Della Rogers, Music by C. L. Harris. P. Crossman Son, Hamilton, Ont.

5526. Bell Telephone Company of Canada, London and St. Thomas Exchanges, Subscribers' Directory, Ontario Department, August, 1890. The Bell Telephone Company of Canada, Montreal, Que.

5527. Presbyterian Church in Canada Sabbath School Class Register. The Presbyterian News Company, Toronto, Ont.

5528. Two Masters, by B. M. Croker, (Book.) Wm. Bryce, Toronto, Ont.

5529. Helps to the Study of the Bible. Henry Frowde, London, England.

5530. See Me Dance. Polka on George Crossmith's Popular Song by Edward Solomon, J. Bath, London, England.

5531. Breton Slumber Song. Words by Shapcott Wensley, Music by Joseph L. Roedel;

5532. The Admiral's Broom. Words by Frederic E. Weatherly, Music by Frederic Bevan;

5533. Genevieve. Words by George Cooper, Melody by Henry Tucker, Adapted and arranged by S. Adams;

5534. Miriam Waltz by Gilbert Byass. The Anglo-Canadian Music Publishers' Association, Ltd., London, England.

FORTHCOMING PUBLICATIONS.

FINL, ROSE AND FLEUR DE LIS, by Mrs. J. W. F. Harrison (Seranus), will be out shortly. This is the volume of verse which we advised our readers was in course of publication by Messrs. Hart & Company under the title, Down the River and Other Poems. The title has been changed for that quoted at the beginning of the paragraph. The work is awaited with widespread and enthusiastic expectancy, and will be it is believed, one of the most important volumes of poetry brought out by a Canadian writer. The literary public are manifesting warm interest in the book, nearly all the authors and leading scholars in the country having sent in their names as

subscribers. Advance orders are coming in liberally. Messrs. Hart & Company expect to have the work out before the first of November.

THE SONG OF THE EXILE, by W. S. Skeats, is a poem that may be looked for about the beginning of next month. Hart & Company are the publishers. The author is an Englishman.

TEN YEARS IN MY FIRST CHARGE is an interesting work from the pen of a prominent clergyman. Hart & Company, the publishers, expect to be able to fill orders for it at about Christmas.

THE HITTITES, by Professor Campbell, Montreal, will be out before the close of the month. Its publication will be more than a national or even continental event in the department of knowledge which is to be enriched by it. English, French, German and United States investigators, whose historic explorations touch the boundaries of the jungle which Professor Campbell's erudition has traversed, are eagerly looking out for the appearance of the work, which is expected to modify or overturn many theories upon related questions. The learning which was brought to the preparation of this great work was vast, and the labor spent in the researches for which the learning was the outfit was enormous. The two large volumes of compressed fact imply a long course of previous reading in philology, ethnology, topography and comparative chronology. We have not space to review the advance volumes at length. We may do so in another issue. Messrs. Williamson & Co., Toronto, are the publishers, and the bodily comeliness of the work may be expected to be worthy of its mind content.

STATIONERY.

The Joseph Dixon Crucible Company has issued a catalogue of the well-known Dixon's American graphite pencils. That there is great practical need for such a catalogue is at once apparent from a glance at the first page, where the mere enumeration of the different varieties in a list of their respective trade numbers takes up six columns of ten inches each. Without a catalogue it is impossible for the trader to be otherwise than ignorant of the great resources of the Dixon's manufacture to make the nicest correspondence to the most special demand. A directory to the contents of the book is given in two forms, one by reference to the trade numbers of the pencils, another by reference to their names and general purposes. The dealer emphatically needs this book.

The latest novelty in writing tablets is from the establishment of that well-known firm The Copp Clark Co., (Ltd.) The pad is made of a grey tinted paper, this tint being specially chosen by Toronto's most eminent oculist, Dr. G. Sterling Ryerson, as least fatiguing and hurtful to the eyes. It is appropriately called "The Eyesight Pad."

WARWICK & SONS, TORONTO.

Seasonable Goods.

We are daily in receipt of the latest productions in Staple and Fancy Stationery of the European and American Manufacturers.

PLAYING CARDS.

The following Makers' Newest and Standard Lines:—

C. GOODALL & SON, London, England.

CONSOLIDATED CARD CO., New York.

RUSSELL & MORGAN PRINTING CO., Cincinnati.

UNION PLAYING CARD CO., New York.

Also Full Stock and Best Value in Domestic Lines.

WARWICK & SONS,

TORONTO.

MANUFACTURING & IMPORTING STATIONERS.

The Largest and Best Assorted Stock

IN CANADA.

SOLE CANADIAN AGENTS FOR

- RAPHAEL TUCK & SONS** - —Fine Art Publishers, London, Berlin, Paris and New York.
- CARTER'S INKS AND MUCILAGE**—Carter, Dinsmore & Co., Boston, Mass.
- PASHA SERIES OF STEEL PENS**—Turkish Steel Pen Co., Damascus, Syria.
- SCOTT FOUNTAIN PEN** - —S. S. Scott, Chicago.
- COMBINATION LOCK SCHOLAR'S COMPANION** —G. W. Altemus, Philadelphia.

THE B. F. GOODRICH Co.,

MANUFACTURERS OF AKRON RUBBER WORKS,
AKRON, OHIO.

SOFT RUBBER STATIONERS' SUNDRIES.

STERLING SHELL ERASERS.
FLUTED ERASIVE RUBBERS.
CROWN ERASIVE RUBBERS.
POINTED ERASIVE RUBBERS.
AKRON Improved Ink Erasers.
TYPE Writer Erasers, Etc., Etc.

SLING RUBBERS.
COPY PRESS SHEETS.
KEY FOOT BALLS.
BLADDERS FOR FOOT BALLS.
LAWN Tennis Racket
Handle Covers.
ELASTIC BANDS. All sizes
and of Pure Rubber.

SEND FOR ILLUSTRATED CATALOGUE AND DISCOUNT SHEET.

THE GOODRICH HARD RUBBER Co.,

AKRON, OHIO.

MANUFACTURERS OF

HARD RUBBER STATIONERS' SUNDRIES.

PEN HOLDERS,
FINELY FINISHED.

RULERS,
FLAT, ROUND and FLEXIBLE.

INK STANDS,
ROUND and OVAL.

VEST POCKET INK STANDS.

MATCH BOXES, in unique designs, etc., etc.

SEND FOR ILLUSTRATED CATALOGUE AND DISCOUNT SHEET.

WE LEAD, OTHERS FOLLOW.

HICKSON, DUNCAN & CO.,

25 FRONT ST. WEST, TORONTO.

Importers of Fancy Goods, Notions, &c.

Pipes, Cigars, Snuff, Pipe Mounts, Pocket Knives, Playing Cards, Photograph Frames, Coloured Horn Oddities, etc., etc.

ENDLESS variety of Cups and Saucers, Shaving Mugs and Vases.

MULTIFARIOUS assortment of Toys, Indoor Games, Puzzles, etc. Amusing, interesting and fascinating Genuine Sheffield Cutlery.

SPECIALTIES in Plush and Persian Silver Manicure Sets, Toilet and Jewel Cases, Odor Stands.

IT WILL PAY YOU TO GIVE US A CALL.

⊕ LETTER ORDERS SOLICITED. ⊕ SATISFACTION ASSURED. ⊕

WE occupy the foremost position in introducing quick selling Novelties. Articles which attract attention and command a ready sale. We attribute our **SUCCESS**, as also our **INCREASING BUSINESS**, to offering goods of this class which realize speedily. **SPECIALTIES** in Kid-Body, Bisque-

Cases, Cigars, Cigar Cases, Cigarettes, Compasses, Tooth Brushes, China Figures, etc., etc.

jointed and China Limb Dolls. **IMMENSE** line of **ALBUMS**. They excel in beauty and finish. Unique styles. **SEE THEM.** **BUTTONLESS FOOTBALLS**, as used by the leading Association Clubs in Scotland and England. **TRY THEM.**

Soups, Satchels, Spectacles, School Bags, Shaving Brushes, Cissors, etc., etc.

Gilt Mouldings

White and Gilt Mouldings, Plain, Shaded and Carved Oak Mouldings, Oxidized Mouldings, all colors, Picture Frames, all kinds, Etchings, Engravings, Photogravures, Artotypes, etc.

Artists' Materials

In great variety, including Winsor and Newton's Oil and Water Colors, Prepared Canvas, Whatman's Drawing Papers, Brushes, Lead Pencils, Academy Boards, etc.

Looking Glass, Picture Glass, Picture Hardware, Easels, Room Mouldings, Curtain Poles, etc.

Recently appointed Solo Agents for the Dominion of the Celebrated Art Publications of Goupil & Co., Paris, France.

Everything both Wholesale and Retail

MATTHEWS, BROS. & CO.,

93 Yonge St., Toronto.

1536 PAGES A YEAR

best edited of the magazines "NY Times."

240 A YEAR

COSMOPOLITAN MAGAZINE

ON ALL NEWSSTANDS

25 CENTS

At its price, the brightest, most varied and best illustrated

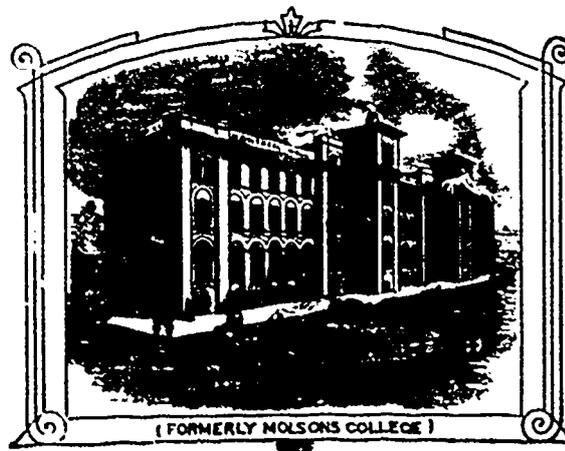
OVER 1500 ILLUSTRATIONS

THE **COSMOPOLITAN** has jumped from 16,000 copies in January, 1889, to 75,000 copies for Oct. 1890.

Illustrated articles on Canadian subjects frequently appear in this Magazine. Stationers and newsdealers should handle it **UNSOLD COPIES BEING RETURNABLE.** Write to publishers for a monthly supply of printed matter. Address

THE **COSMOPOLITAN PUB. CO.**
Madison Square, New York.

MONTREAL WALL PAPER FACTORY.



First Prize Awarded
WHEREVER EXHIBITED.

COLIN MCARTHUR & CO.,

15 Voltigeur St.,

Cor. Notre Dame St.,

MONTREAL.

Travelers now on the road. Any of the trade not called on, please send for samples.

CANCELLATION OF ORDERS.

The following which appeared in our columns some months ago was widely quoted in Canada and the United States, and at the request of several of our friends we re-publish it:—

If there is one thing more aggravating than another, to the ordinary wholesale merchant, it is to have an order for goods, which have been taken, refused or cancelled by the customer, for no other reason, perhaps, than since the order had been given the market price for these particular goods had declined, or that a rival traveller had offered him the goods at a lesser rate than he had given his order for. It is annoying to the wholesale merchant, that, after an order has been taken for goods for future delivery, if the market declines, a desire is expressed to have the order cancelled.

There are few, if any, wholesale houses, that will not deliver goods as promptly as possible, even though prices advance sharply after the order is taken. In fact, at the time the order is taken, all reliable firms, in turn, contract with the manufacturers or their agents on the basis of the sale, or else have previously covered their contracts by purchasing ahead, and, consequently, deliver at the same profit in case of an advance, as they would had the market declined. But when in the event of a decline, customers endeavor to cancel, or refuse to accept delivery, the wholesaler or importer is placed in an exceedingly awkward position.

This is manifestly unfair. No wholesale house can afford to pay travelers' expenses and salary for the purpose of taking orders, and then have these orders cancelled, nor can they afford in every instance upon delivery being taken; the results are clear. The wholesaler loses confidence in the retailer, and in the next transaction must take into account the manner in which the previous transaction was regarded by the customer, and ask for his goods a proportionate increase in price by way of protection. The retailer on his part must feel that he cannot continue to do business on the same footing with the wholesale house, and distrust and dissatisfaction, besides oftentimes pecuniary loss, results from what may at the moment seem to be but a minor matter in the cancellation of an order.

Let it be laid down as a standard principle to guide every transaction of every business man of integrity and honor, that whatever goods he orders he shall be prepared to take and that without grumbling, no matter what changes take place in the market; and also it is well for the retailer to bear in mind that the wholesaler has his business to carry on the same basis, though on a somewhat larger scale, and the same rules which govern one in a transaction or in the carrying out of a contract—should also govern the other.

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

TRUSTFULNESS.

A disinclination to put confidence in persons with whom one comes in contact, and a proneness to suspect their motives, says the Merchant's Review are traits of character not likely to make a man popular in social circles, but in business they may save their possessor many disappointments and possibly a good deal of money. The open-hearted, ingenious individual, in whose generous bosom there is no room for suspicions of others, generally cuts a poor figure in business, becoming the prey of the unscrupulous and crafty, and generally landing pretty close to the poor house. Many otherwise shrewd and prudent men of business are more or less weak in this respect, and against the dictates of their judgment repose a confidence in persons which ultimately is rudely shattered with unpleasant consequences for the too confiding victim. To this weakness, or nobility, of character, in whichever light it may be regarded, is due the larger portion of the annual losses from bad debts and from the dishonesty of partners or employes. Credit which is an excellent servant when treated properly, has become the bugaboo of a good many retail merchants simply because of the neglect of the simplest dictates of prudence and common-sense when it is being granted.

Too much trust is placed in the veracity of men whose reputation is either doubtful or past praying for, but when the time for a settlement arrives and the debt is discovered to be a dead loss, the credit system gets the blame, whereas the fault is clearly the creditor's, and under any system of doing business similar imprudence could not but lead to unpleasant results. In the matter of the hiring and the treatment of clerks, the unsuspecting and trusting merchant is at a great disadvantage compared with his more sagacious competitor who counts his friends by the number of dollars in his pocket, and hesitates to trust anyone until he has been thoroughly tested and found to be worthy of implicit confidence. Merchants who put an undue amount of confidence in newly-hired assistants sometimes are suddenly cured by the discovery that their money and goods are being stolen, but it is probable that there are a good many cases of pilfering by clerks that are never discovered, although the employers may be aware that a screw is loose somewhere but fail to locate it.

Of all easy, unsuspecting mortals, however, the business man of considerable experience who takes to himself a partner with doubtful or insufficient credentials, is most foolish as well as liable to suffer the most severely. Many a lucrative business has been thrown away and its owner ruined by a failure to exercise common prudence in selecting the proper person for partnership, when it has been advisable to increase the scope of the business. Whether the cause be the incapacity or dishonesty of the new partner, does not matter, so long as the result is the same.

Every now and then such cases are made

public. Various reasons may be assigned for the failures, but the experienced observer needs no further information beyond the bare fact that at such a date the victim took a partner. It is the same in other respects and in all branches of business. The man who is suspicious and disinclined to put faith even in his own brother, will always have a better prospect of success than the man of unsuspecting disposition, who, no matter how pleasant a character either to contemplate in the abstract or to associate with in close intimacy, invariably "gets left."

THE BEST FISHING TACKLE THE CHEAPEST.

The qualities of fishing tackle are as varied as the colors of the rainbow, and there are tackle dealers who will tell you that the split bamboo rod, which can be bought to-day as low as \$3, in a good, fair rod, and the purchaser, if he be an amateur, has no other alternative but to believe the tradesman, unless he seeks the advice of an expert who knows from practical experience on the stream that a \$25 split bamboo rod will see you through many an emergency, while the \$3 article will cause you no amount of trouble and annoyance. Just as the time comes for it to go through the test of strength, and respond to your skillful handling, then is the time for your pleasure to be destroyed and your faith to give out, as to merits of cheap fishing tackle. Still it has been my experience to come in contact with scores of anglers whose dexterity is well known, but who cannot understand that when you cheapen the price, you must cheapen the quality. An experienced angler should know better. The cheap tackle has its place; it is increasing daily the ranks of the amateurs and making anglers, whose present income would not allow them to indulge in this sport, but who can afford to spend \$5 for an outfit to get a taste of fishing, and who, from then afterward, buy only the best. Again, cheap tackle does fairly well as a makeshift for a day or so fishing, or to loan to some novice who in his first experience and excitement, would smash the best bamboo rod as quickly as the poorest. But for the gentleman angler who know how to "give the butt," nothing but the best will stand the strain, and any angler will see from my assertion, that for the tests of time, in season or out, for your pleasure on the stream, the \$25 article is the cheaper in the end. Blood tells in horseflesh, and quality and skill of workmanship in angling implements. The cost of fine tackle is no higher than the cost of any good thing that proves its worth in the end.—Sporting Review.

Secretary Wills, of the Board of Trade, has received a letter from Messrs. Dubois & Bouilla, commission agents of Guatemala, offering to effect sales of articles manufactured in Canada in that country, and offering to place before Canadian consumers the agricultural products of Guatemala.

L. PRANG & CO.'S HOLIDAY PUBLICATIONS.

Within the past couple of years there has been an impression that the sale of Christmas cards and art goods were growing smaller year by year. How this idea gained ground is unknown. Perhaps some crusty old maid or bachelor, disappointed in life and caring not for these little remembrances of love and friendship created this false impression. That it is a false impression is proven by the growing demand each year, reported by the retailers and the manufacturers, and the attempt of the latter to meet this demand. Again, look over the samples of the several publishers, they are larger and of a higher class. I had the pleasure of examining the line shown this year by Messrs. L. Prang & Co., Boston, their Mr. T. Merrells, who is well-known in Canada, conducting me. Space will only permit my noting a few of their new productions. Whether the subject presented be a little booklet, an art picture or a fine gift book, the same evidence of care in artistic details is a recognized characteristic. Their Art pictures have been taking well. Some of those offered last year, viz. "The Prize Babies," and "The Prize Babies' Walking Match," both by Miss Ida Waugh, had a large sale. Several new subjects have been introduced

The art of book making, not only in its mechanical parts but in every particular, texts and illustrations, is shown in its highest perfection in that of "Saul." The text is from the pen of Robert Browning. The illustrations are in photogravure from drawings by Frank O. Small.

Another, "The Golden Flower -- Crys-

here. I could not have chosen a better time to stop. Your readers have become so interested in what I have already said, that they are confusing it with the wonders of "The Arabian Nights," besides, like Sam Weller and his letter "They will wish that was more.

THE ITEM HUNTER.

"SNAP" ADVERTISING SCHEMES.

There is probably no branch of business so little understood by business men generally, and there is certainly nothing so essential to success in any mercantile or manufacturing enterprise, as advertising. The most successful men in both advertise in newspapers, and no one who has and foresight or experience would think of not using newspapers first, and other mediums only as an adjunct.

No field is so thoroughly worked and so much ingenuity displayed to induce people to invest money as in these numerous schemes which are generally of but little benefit and often worthless. Thousands of dollars are annually expended in this way and people will patronize them, paying exorbitant prices for some transient benefit, people who would refuse to pay the same money for a standing advertisement in a local newspaper.

This class of people is the first to com-

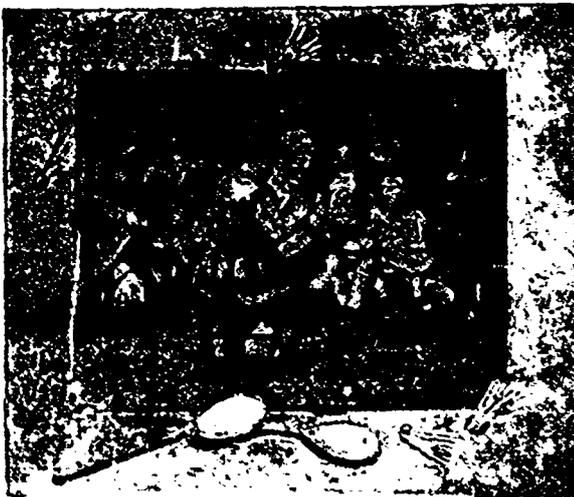


"RIGHT OR LEFT." L. Prang & Co.

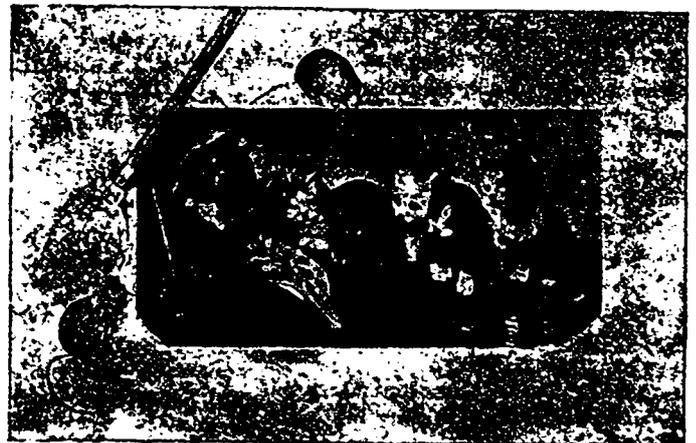
anthemum" - is a beauty. It is bound in cloth and India silk with a cover design in gold and colors and finished with gilt edges. The verses are by Edith M. Thomas, Richard Henry Stoddard, Alice Ward Bailey, Celia Thaxter, Kate Upson Clark, Louis Carroll,

this way and people will patronize them, paying exorbitant prices for some transient benefit, people who would refuse to pay the same money for a standing advertisement in a local newspaper.

This class of people is the first to com-



"PLAYING SCHOOL." L. Prang & Co.



"SCHOOL IN." L. Prang & Co.

this year, illustrations of which are shown here and speak for themselves.

"A Christmas Song for the Sorrowing" is a pretty little art book that will fill a want long felt. How harsh it sounds to wish a dear friend in affliction "A Merry Christmas." From every page of this little book comes forth words of sympathy and encouragement, for those in sorrow.

Margaret Deland, Robert Browning and Oliver Wendell Homes.

"The Story of a Dory" told in verse by Edward Everett Hale is a charming little novelty. It is the shape of a dory with realistic mast and anchor.

Mr. Editor, it would take up the whole of your valuable journal to describe the other beautiful things I saw so I will stop right

plain bitterly when outside parties who understand their business, open in their midst and take away their patrons by liberal newspaper advertising. They censure the newspapers because they carry these advertisements for strangers, and they seem to forget that the press has any power until it is demonstrated to their disadvantage, when they invoke its influence to correct the very evils

they are directly responsible for. Nothing delights wide-awake, energetic advertisers so much as to get into a locality where those in business are too penurious or indifferent to make use of the newspapers, and when they do, there are both profit and amusement in store for them.

There is no safeguard like a local newspaper. Nothing can do more to keep up a town and help business; and merchants, above all, should give them the preference. Yet frequently the only return the papers get for their enterprise is depreciation from those whom they have benefitted both directly and indirectly. As long as this is the case newspapers will be prone to welcome newcomers in the field, even if their visits are brief.—Harrisburg (Pa.) Call.

A recent order of the treasury department at Washington is likely to have a harassing effect upon those who import or ship goods through the United States in bond. The order is that all goods bonded for Canada must be corded and sealed. When a package reaches the United States frontier the customs officials place a cord around each package and affix a customs seal thereon, making a charge of ten cents per package. The order is of a vexatious character, but if persisted in will stop importations via New York and the shipment of goods from Ontario to British Columbia by the Northern Pacific route.

The Mammoth Book Store,

248 YONGE STREET,

Re-opened and Now Ready to Serve the Public.

We have purchased the entire stock of

Books, Stationery, and Fancy Goods

Belonging to the late firm of R. W. DOUGLAS & CO., bankrupts, and have removed from 252 Yonge street to No. 248 Yonge street, Three Doors South of the Old Stand.

With more convenient premises, having a much larger front, we are better prepared to display our Mammoth Stock of Books.

OUR BANKRUPT STOCK

We are selling off at big discounts from marked prices. We have just opened a large consignment of Books, consisting in parts as follows: Dickens in Sets, Scott in Sets, Cooper in Sets, George Elliot in Sets, and several Thousand Other Novels in Sets or Single Volumes. Valuable and Rare Fine Art Books. The Standard Poets in Fine Bindings. Juvenile Books in great variety, to which are to be added choice works in

SCIENCE, PHILOSOPHY, THEOLOGY, STANDARD ESSEYS and BELLES-LETTERS. Also STATIONERY in Great Variety.

RISSER & CO.,

Successors to R. W. DOUGLAS & CO.,
248 YONGE STREET.

ANNOUNCEMENT OF NEW BOOKS

We will issue shortly in LOVELL'S CANADIAN COPYRIGHT SERIES, the following new books:—

BLACK BOX MURDER,

By Maarton Maartour

FAMOUS or INFAMOUS

By Bertha Thomas

RUFFINO,

By "Ouida"

MARCIA,

By W. E. Norris.

NAME and FAME,

By Adolmo Sergeant.

ALAS,

By Rhoda Broughton

—AND—

THROUGH THE HEART OF THE STORM.

JUST PUBLISHED.

In our "Star" Series, the following by RUDYARD KIPPLING, whose books are having such an extensive sale

Plain Tales From The Hills.

Soldiers Three, and Other Tales.

The Phantom Rickshaw, and Other Tales.

The Story Of The Gadsbys.

Get these books in

LOVELL'S "STAR" SERIES

For Sale by ALL BOOKSELLERS.

W. & A. K. JOHNSTON'S SCHOOL WALL MAPS Largest Sale in the World

*W. & A. K. JOHNSTON'S IMPERIAL SERIES OF POLITICAL SCHOOL WALL MAPS. Ten Maps. 21s each.

*W. & A. K. JOHNSTON'S SERIES OF POLITICAL LARGE SCHOOL WALL MAPS. Thirty-two Maps. 12s each.

*W. & A. K. JOHNSTON'S SERIES OF CLASSICAL AND SCRIPTURAL LARGE SCHOOL WALL MAPS. Eleven Maps. 12s each.

*W. & A. K. JOHNSTON'S SERIES OF PHYSICAL LARGE SCHOOL WALL MAPS. Six Maps. 12s each.

*W. & A. K. JOHNSTON'S SERIES OF OUTLINE OR TEST LARGE SCHOOL WALL MAPS. Fifteen Maps. 12s each.

*W. & A. K. JOHNSTON'S SERIES OF POLITICAL, &c., SMALL SCHOOL WALL MAPS. Twenty-three Maps. 6s each.

*A Handbook is given gratis with each Map.

W. & A. K. JOHNSTON'S WALL ILLUSTRATIONS OF NATURAL PHILOSOPHY, &c. Thirty-nine Sheets. 12s each (except Natural History, 15s each.)

A Handbook is given gratis with each Sheet.

W. & A. K. JOHNSTON'S WALL HISTORY CHARTS. Four Charts. 12s each.

W. & A. K. JOHNSTON'S NATURAL HISTORY PLATES AND TYPES OF NATIONS. 76 Plates. 3s 6d each. 36s for a Selection of One Dozen.

*All the above Maps, Illustrations, and Charts are mounted on Cloth and Rollers, varnished in the best possible manner.

W. & A. K. JOHNSTON'S SCHOOL ATLASES OF POLITICAL, CLASSICAL, PHYSICAL, HISTORICAL, and SCRIPTURAL GEOGRAPHY. Thirty-nine Atlases.

W. & A. K. JOHNSTON'S PENNY MAPS: POLITICAL, PROJECTION, OUTLINE, TEST, and CLASSICAL. 106 Maps.

W. & A. K. JOHNSTON'S SCHOOL GLOBES, TERRESTRIAL and CELESTIAL. Six Sizes.

W. & A. K. JOHNSTON'S GEOGRAPHICAL HANDBOOKS. Entirely Re-Edited, and uniform in size, &c. 32 pp., Crown 8vo. Price 3d each. Twenty-nine Books.

W. & A. K. JOHNSTON'S MULTUM IN PARVO ATLAS OF THE WORLD. The Best and Cheapest of Miniature Atlases. 36 Full Coloured Maps, Useful Statistics, Complete Index. Full Bound Cloth. Second Edition. Price 2s 6d.

W. & A. K. JOHNSTON'S UNRIVALLED ATLAS. New and Enlarged Edition, containing 40 Full Coloured Maps, Complete Indexes, &c. Full Bound Cloth. Price 5s 6d. 170,000 copies of this Atlas have now been sold.

W. & A. K. JOHNSTON'S NEW SIX-PENNY ATLAS. 'MODERN SERIES,' containing 53 Full Coloured Maps, bound in Stiff Boards, Cloth Back.

W. & A. K. JOHNSTON'S LARGE SCHOOL WALL MAP OF AFRICA. New Edition. Showing New Boundaries according to the Anglo-German Agreement, Stanley's Latest Discoveries, &c. On Cloth, Rollers and Varnished, with Handbook. Price 12s.

W. & A. K. JOHNSTON'S PICTORIAL ILLUSTRATIONS OF TRADES. 8 New Ready Price of Cloth Rollers and Varnished Wood each, or 21s for the Complete Set.

W. & A. K. JOHNSTON'S ORBITAL AND ROTARY ILLUSTRATOR, by WILLIAM TREASURE. An Apparatus to Illustrate the Solar System. In Wooden Box, with Explanatory Handbook. Price 15s.

Complete Catalogue, free by Post to any Address.

W. & A. K. JOHNSTON (ESTABLISHED 1825),

GEOGRAPHERS TO THE QUEEN,

EDUCATIONAL AND GENERAL PUBLISHERS,
EDINA WORKS, EASTER ROAD, EDINBURGH,

AND
5 WHITE HART STREET WARWICK LANE
LONDON, E.C.

ON THE BRIDGE OF DEBTS.

The "credit system," as it is ordinarily known nowadays, appears to belong to an advanced state of society, and be impracticable under certain conditions of life, but it is in use, nevertheless, in some very primitive communities. In the valley of Possey, in the Austrian Tyrol, where the Alpine inhabitants lead a simple life, practically all business and work is conducted on credit, subject to annual settlement. On a certain day in winter the inhabitants of the valley meet at the bridge of St. Leonard's, a place which is convenient to all, and the day is spent in balancing accounts.

The first business in order at these meetings is the payment of debts. Every one pays what he owes; some depend upon what they collect to meet debts owed to others, but the inhabitants of Possey are thrifty and honest, and there is usually money enough to go around.

The bridge of St. Leonard's, in other words, is the clearing house of the valley of Possey.

After the debts are paid, contracts are entered into for the next year. Labor engaged itself and the farmers' crops are often bargained for in advance.

If any debtor fails to appear at the bridge and meet his dues on the "squaring-up" day he is practically cut off from further dealings with the other inhabitants of the valley. No more credit is allowed him, and he is generally fain to re-establish himself in the good will of his fellows by paying his debts as soon as he possibly can. To be able to hold up one's head on the bridge is the test of solvency and honor.

There is a tradition in the Tyrol that once, a long time ago, after a year of scarcity and disaster, the inhabitants of the valley of Possey met at St. Leonard's bridge. Each one owed some one else. Consequently each depended upon being paid by his neighbor who owed him, in order to be able to pay his neighbor whom he owed.

But as no one appeared to have any money no one's debt could be paid. The people stood about in despair, until presently a well-to-do miller, who was known to have money, arrived.

"Good!" said Hans Melchior, the tailor, "Here is Wilhelm Gutpennig. He will start the ball rolling. Whom do you owe, Wilhelm?"

"No one!"

"So? Well, will you lend me forty gold thalers until noon?"

The miller thought the matter over a moment.

"Yes," he said. "I believe you are honest, Hans Melchior. I will lend you the money."

He advanced forty thalers to Hans, who used it to pay his debt to Peter the weaver, and Peter the weaver, passed it on to discharge his obligation to another citizen, and so it went from hand to hand discharging the

very moderate debts of the Possey inhabitants until it came to the last man, happened to owe Hans Melchior just forty thalers. He paid it of course, and with it Melchior at once settled his debt to Gutpennig the miller.

Now since the miller had paid himself out of the grists as he went along, and was owed by nobody, his forty gold thalers had paid all the debts in Possey, and every one else had come to the bridge in the morning moneyless, every one went home in the afternoon solvent and happy! Ex.

THE MISTAKES OF ADVERTISERS.

I sat in my pew the other night and heard the domine give out the words of the great King Solomon: "The mistakes of my life have been many, and in the bitterness of my heart I cried out: 'Fool, fool, fool?'" It occurred to me at the time that if his audience had been made up of certain advertisers we all know, they could very appropriately rise in their places and greet that sentiment with cheers.

It is really a matter of amazement to me that men, who are hard-headed, common-sense beings on every other subject, should dismiss their wits when they approach the advertising field. It is painful to quote individual cases, and when I do so it is done with the utmost charity and for the good of the cause at large. It is peculiarly distressing to observe a man so handling a factor in his business that, instead of being a help, it becomes a hinderance, and it is with the hope of being a little assistance in just such a case that I take the liberty of criticising the work of others, though not unmindful that I have still much to learn myself, and expect to die with my education incomplete.

Not long ago the Scotch Oats Essence Co., of New York, sought to place a remedy in the market for the cure of nervous disorders, indigestion, etc., etc. One of their advertisements asked the question.

Why is the circumflex of the circumlocution equal to the apex?

And the answer was:

Because an elephant can't climb a tree.

I forgot to say that this was prefixed by the cut of a forty-one ton elephant climbing a rose bush. The question and answer were followed with a little ordinary reading matter leading up to the efficacy of Scotch Oats Essence as a tonic and cure for stomach troubles; and the whole thing was about the most absurd affair that had appeared in New York papers for some time, which is saying a good deal. The climax to this sort of work was reached a few weeks later, when a vulgar burlesque appeared on that popular song, "Empty is the Cradle—Baby's Gone," wherein was shown an empty cradle, a weeping mother and an angel bearing a bottle of Scotch Oats Essence. I am not discussing the merits or demerits of this song. It was tremendously popular at the

time, and many a heart was touched by its simplicity and pathos. Nothing could have been more brutal than such a perversion, and the prejudice this created made it impossible to do further business. Various sums are stated as the total loss involved. Sufficient is known, however, to prove that not a cent was saved from the wreck. So we may all breathe freer.

I cite this case in refutation of the theory that all a man need do in advertising is to attract attention. This work, undoubtedly, attracted attention, but in a wrong spirit. The "good will" was lacking, and without the good will it was impossible to do business. You can't sell goods to people who dislike you. It was poor advertising, yet there are several cases almost parallel now running in the leading mediums. I do not like to specify them, but let each man think for himself. If you recall an advertisement that went in against your judgement, that doesn't read just right, take it out. It is making or breaking you.

The nature of one's business must be the sole factor in determining the style of advertising. A strictly first-class business cannot be handled in the same manner that a commoner grade of goods calls for. You can't call on the big men in New York, for instance, and slap them on the back, and ask them out to take a drink. Yet a drummer can do that with the small dealers, and it "goes down" all right. It is the difference in the trade for which you are catering, and must be recognized in advertising the same as in canvassing.

Another remark and I have done. The dry goods men throughout the country are entitled to all the glory and honor that accrues to men who have buried their souls in the dead and danky past. They are, as a rule, liberal users of printers' ink, and if they would only forsake some of their ancient fetiches all would yet be well. But the most sanguine optimist can hardly expect them ever to refrain from such original expression as

Bargains! . . . Friday bargain day.
Great bargains! . . . Selling below cost.
Remarkable bargains! . . . Clearing out sale.
Unexampled bargains! . . . Stock taking.

A perusal of such literature is like a douche, so refreshing it is to the seeker after novelties. Yet there is a silver lining to the otherwise gloomy outlook; I refer to what is known as the Powers-Wanamaker school of advertising. I know several highly accomplished men in this direction, one of whom was recently heard in Printers' Ink. But great care must be exercised even here, or the result is a disagreeable, meaningless chatter that is a mere echo of the previous day's Philadelphia papers. A large Brooklyn store is the chief offender in this respect, and I should think their young man would take the trouble to do a little thinking of his own.

If you have gained from what I have not said that advertising copy is of prime importance, the object of these short notes is accomplished. Take time over it! Ponder it—study it—use common words and small ones. Avoid hackneyed terms. Try and be interesting in what you have to say, and don't think that everybody is as much interested in your business as you are yourself. Divest yourself of your own personality, and be as much of a customer while you're writing as you can.

H. C. BROWN, in Printer's Ink.

M:U:S:I:C

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

SYDNEY ASHDOWN,
MANAGER

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

J. S. RUSSELL, IMPORTERS OF FINE FANCY GOODS.

ALL THE NEWEST LINES IN
Plush, Brass, and
Leather Novelties.

Walking Sticks of Every Description.
Gold, Silver and Steel Laces, Fringes, etc., for Regalia and Dress Trimmings.
Natural India Goods, Moccasins, Snowshoes, Tobogans, etc.
110 BAY STREET, - TORONTO.

Julian Sale & Co.

FACTORY:
169 BLEEKER.
TELEPHONE 3105.

Sample Room, 24 Front E., Cor. Scott.
MANUFACTURERS OF
FANCY LEATHER GOODS,
POCKET BOOKS,
PURSES,
MEMORANDUM BOOKS,
MUSIC ROLLS,
SATCHELS,
CHATELAINE BAGS,
FOLIOS, ETC., ETC.

- THE -

Art Metropole

131 YONGE ST., TORONTO.

IMPORTERS OF
Artists' Colors and Artists' Materials
OF EVERY DESCRIPTION.

Also English Enamel paints for Home decorations. Most saleable goods in the market.
We are prepared to grant an Agency in every town, to a Cash Buyer, for the most Saleable and Profitable goods in our line, which we control.
CORRESPONDENCE SOLICITED.
NEW PRICE LIST ON APPLICATION



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

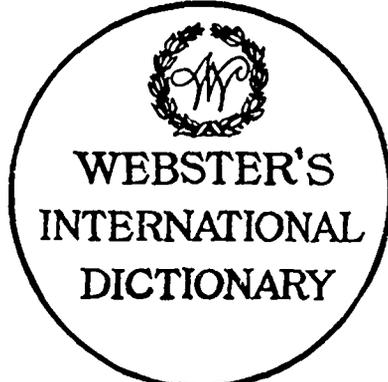
TORONTO TYPE FOUNDRY

The Only Type Foundry in Canada on the point system. Type guaranteed equal to the best made anywhere

SPECIAL AGENCY,
CAMPBELL PRINTING PRESS.
GENERAL AGENCY
For all Type Founders

Write for estimates and terms,
J T JOHNSTON,
80-82 Wollington St. West.

**A NEW BOOK
FROM COVER TO COVER.**
FULLY ABREAST WITH THE TIMES.



The Authentic "Unabridged," comprising the issues of 1864, '79 and '84, copyrighted property of the undersigned, is now Thoroughly Revised and Enlarged, and bears the name of **Webster's International Dictionary.**
Editorial work upon this revision has been in progress for over 10 Years.
Not less than One Hundred paid editorial laborers have been engaged upon it.
Over \$300,000 expended in its preparation before the first copy was printed.
Critical comparison with any other Dictionary is invited. **GET THE BEST.**
G. & C. MERRIAM & CO., Publishers,
Springfield, Mass. U. S. A.
Sold by all Booksellers. Illustrated pamphlet free.

PATRONIZE CANADIAN INDUSTRY. GOWER & CO.

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

ESTERBROOK'S



Steel Pens

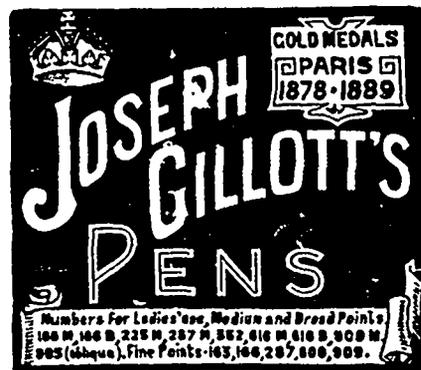
Fine Points, 333, 128 and 444.
Business Pens, 048, 14, 130.
Blunt Points, 122, 280, 1743.
Broad Points, 239, 313, 284.
FOR SALE BY ALL STATIONERS.
ROBT. MILLER, SON & CO., AGENTS.
MONTREAL.

SPENCERIAN STEEL PENS

Are the Best,

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

WORKS: Birmingham, England.
ESTABLISHED 1860.
Over 35,000 of these pens sold in United States in 1880.
CANADA AGENTS
BROWN BROS., - Toronto.
BOYD, RYRIE & CAMPBELL, - Montreal



"HERE'S A SOFT SNAP!"

YOU MAY OBTAIN FROM ANY STATIONER

— THE —

GRAPHITE PENCIL CO.

Line of LEAD and COLORED PENCILS, including the

GRAPHIC—Round Gilt • GRAPHIC—Hexagon Gilt
STENOGRAPHIC
DRAWING and VICTOR.

NEW YORK

CHICAGO



Rowsell & Hutchison

Import and carry full lines of the following:
THE OXFORD PRESS BIBLES,
PRAYER BOOKS,
PRAYER AND HYMNS
 (Combined and in case.)

The Books of the "Society for promoting
 Christian Knowledge."
SUNDAY SCHOOL LIBRARIES AND REQUISITES.

AGENTS FOR THE
St. Paul's Manuals of Christian Doctrine,
 In 4 Grades.

PUBLISHERS OF
 Kingsford's History of Canada.
 Read's Lives of the Canadian Judges.
 Hodgins on the Bills of Exchange Act of
 1890.
 Powis' Sinking Fund and Instalment Tables.
 The Law Reports of Ontario.
 Sunday School and Church Books and Re-
 quisites.

Etc., etc.

ROWSSELL & HUTCHISON,
 Publishers, Booksellers, Stationers
 and Bookbinders,
 76 King St. East. TORONTO.

THE NEWSDEALERS' Checking Book.

This book is now ready for delivery, and
 will be mailed postage prepaid

FREE
 TO ALL SUBSCRIBERS TO
BOOKS AND NOTIONS
 whose subscription is paid up for 1890.

To those who are not subscribers it will
 be supplied at

One Dollar per Copy.

ADDRESS
BOOKS AND NOTIONS,
 Toronto, - - Canada.

REINHARDT MFG CO'Y., MONTREAL.

Our full line now very complete.

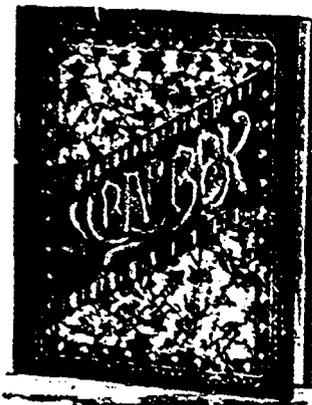
Our New Oxidize Silver Cases.
 We have made prices at very much lower than
 the American Metal Cases, and are all our own
 make. We guarantee them for strength.

LATEST INVENTION,
OUR NEW PATENT
IZZANO GOODS

A Most Beautiful Novelty.
 Makes a most magnificent case. Is ahead
 of Plush for better Goods.

It will pay you to visit our Montreal sales-
 rooms, head of Cote St or Toronto, No. 8
 Room, 67 Yonge St.

REINHARDT MFG CO.,



BROWN BROS.

IMPORTING AND MANUFACTURING STATIONERS.

MANUFACTURERS OF
Fancy Leather Goods

- POCKET BOOKS.
- LETTER AND CARD CASES.
- WALLETS. PURSES.
- MUSIC ROLLS AND FOLIOS.
- PORTFOLIOS.
- LADIES HAND SATCHELS.
- CHATELAINE BAGS.

IMPORTERS OF
Stationery Paper, etc.

- PHOTOGRAPH ALBUMS.
- SCRAP ALBUMS.
- WRITING DESKS.
- PAPETERIES AND TABLETS.
- INKSTANDS, ENDLESS VARIETY
- STATIONERS' NOVELTIES.
- WIRT FOUNTAIN PENS.

OFFICE AND POCKET DIARIES.

Account Books. Bookbinding. Paper, etc.



WAREHOUSE,
 64-68 KING STREET EAST,
 TORONTO.

WARWICK & SONS,

TORONTO.

TABLETS.

Most convenient and economical method of using all classes of Writing Paper. Equally suitable for the Business Office and Home Correspondence.

TABLETS.

Our Standard Lines are:—Egyptian Vellum, Osgoode Linen, Cross Bar (Linen Quadrille), Elkhorn (White Wove), Inland (Cream Laid).

TABLETS.

We are constantly adding New Lines with Fancy Covers.

TABLETS.

All our Tablets are padded by the celebrated "Johnson Process," of which we are the sole proprietors. It has no equal.

WARWICK & SONS, MANUFACTURERS.

A completely equipped establishment for the production of

ALL CLASSES OF BOOKS.

Letterpress and Blank Books.

PRINTERS AND BINDERS

TO THE

ONTARIO GOVERNMENT.



68 and 70 Front Street West,

TORONTO

RECENT PUBLICATIONS.

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

HELPS FOR UNGRADED SCHOOLS. Published by Milton, Bradley & Co., Springfield, Mass. Price 25 cents. There is in the pedagogic literature of this country a lack to which the purpose of this book appears pretty exactly to correspond. We have an abundance of paidetic writing, which seems to be expected, by the framers of our model and normal school curricula and the drafters of our teachers' and training institute courses, to blossom into an art in the mind of every student. We have too little on the art of teaching. The construction of an art is left too much on the individual teacher, who is too apt to idealize towards a system that should be practical and too often is not practicable. The devices that are so great a part of the art should be more generally exhibited in teachers' books, and that they are in this one is its chief merit in our eyes. It is an excellent digest of the methods and artifices that are the most approved, and of which knowledge is the slowest in coming by way of independent discovery. This work should sell well to the teachers. It is for sale by Selby & Co.

PRINCESS SUNSHINE, by Mrs. T. H. Riddell. Toronto: The National Publishing Company, in the Red Letter Series. This story is a very interesting one, woven from the life and antecedents of three exasperating old maids, one worthless conceited brother, another self-sacrificing brother who is the hero, and the heroine, who was the ward of the latter. The restoration of the heroine's patrimony, embezzled by the hero's father, is, along with the support of his ungrateful brother and sisters, the cause of the self-sacrifice he evinces in a life of anonymous literary slavery. He comes out of the experience triumphant, and marries his ward, whose hand the selfish brother sought. The same brother had made capital out of the hero's reputation as a writer, by floating with brief success a work constructed upon a plot framed by the hero. The title, Princess Sunshine, is taken from that of a fable which the heroine makes the medium of a declaration of her love.

A MARRIAGE AT SEA, by W. Clarke Russel. Toronto. The National Publishing Company, in the Red Letter Series. The famous author whose stories are so redolent of the briny, has written another book, of which the title, quoted above, is not more salty of flavor than is the atmosphere of its characters. A yachtsman elopes with the young lady of his heart, and marries her at sea. The exciting circumstances of which this romantic event is the prolific nucleus make a

capital story, and we will not spoil it by dilating any of these circumstances and submitting them for sample purposes here. It is a story worth reading and is not long-drawn-out.

TWO MASTERS, by B. M. Crocker. Toronto: William Bryce. The experiment, its pains and its issue, of the attempt to reconcile the conflicting allegiances of duty and natural will, are ingeniously exemplified in the concrete plot of this novel. It should be a very popular book.

THE INDUSTRIAL REVOLUTION OF THE 18TH CENTURY IN ENGLAND, by Arnold Toynbee. In two parts, 30 cents each. The Humboldt Publishing Company, 28 Lafayette Place, New York. The point of view of the author of this important work is that of one who, while he admits the benefits conferred upon mankind by the old school of political economists—Adam Smith, Ricardo, Malthus and the rest—believes that their work is done, and that the world has got beyond them, and stands in need of something more. The work is a history of "the bitter argument between economists and human beings," to use the striking phrase of his chapter on "Ricardo and the old political economy." When the economic relations of men are studied by an observer who, to abundant learning, adds the quality of human sympathy, the result is no "dismal science." Besides the treatise named above, the present work contains three popular addresses on "Wages and Natural Law," "Industry and Democracy" and "Are Radicals Socialists?" as also papers on "The Education of Co-operation," and "The Ideal Relations of Church and State." There is a memoir of the author, by B. Jowett, Master of Balliol College, Oxford, England, in which college Toynbee was a lecturer on political economy.

THE FINGER TESTAMENT is the latest novelty in books. It is a companion to the finger prayer book, bound in the same style of morocco, calf, plush, etc., and is published also from the Oxford Press. It is a dainty, very legible volume, and meets a want which the growing custom of reading Scripture during leisure moments has created, as nothing could be more portable.

HISTORY OF PRESBYTERIANISM IN IRELAND, by Rev. William Cleland. Toronto: Hart & Company. This monograph, intended for cis Atlantic readers, takes a true view of its subject. The breadth of treatment attracts to that subject an interest which is not necessarily rooted in Presbyterian sympathy. An impartial account of the part played by one great agency in the production of an important historical phenomenon like the civilization of Ulster, and the offshoots of that civilization, must be read with interest by any one who reads history for its own sake. The book is now ready for sale, and is got out in the superior style that makes all the books of Hart & Company library ornaments.

Buntin, Reid & Co.,

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

**The Oldest Established House
IN THE TRADE.**

FULL LINES OF
English, Scotch,
French and German
Writing and Colored Papers.
Straw Boards,
Pulp Boards
and
Mill Boards.
Fancy papers
in great variety
for Box Makers
and Printers.
Twines,
Card Boards,
Writing and
Printing Inks,
School Books,
etc., etc.

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

BUNTIN, REID & CO.,

29 Wellington St. West,
TORONTO.

WHOLESALE ONLY.

PRANG'S HOLIDAY PUBLICATIONS

SEASON 1890-1891.

We offer the trade this season an unusually large and elegant line of

Christmas and New Year Cards, Novelties and Satin Art Prints,

but it is particularly strong in the greatly increased list of

HOLIDAY BOOKS AND BOOKLETS,

among which we mention the following as especially attractive.

My Lighthouse, and other poems.

By Colla Thaxter. Illustrated in color by the author. Exquisite emblematic cover design in colors. Size 6 1/2 x 5. Enveloped \$0.50

Home, Sweet Home! By John

Howard Payne. Illustrated with sketches from the home of Payne in monochrome and pen drawing by L. K. Harlow. Illuminated cover. Size, 5 1/4 x 8. \$0.50

A Driftwood Fire. A poem. By

Geo. A. Buffum. Eight full-page illustrations in colors, besides numerous vignettes by F. Schuyler Mathews. Emblematic cover design. Gilt stamp. Ribbon tied. Size, 8 1/2 x 7 1/2. Boxed \$1.00

The Spirit of the Pine. By Es-

ther B. Tiffany. Illustrated in monochrome by William S. Tiffany. Between boards. Gilt stamp. Size, 10 x 8 1/2. Boxed \$1.00

The Halo and other selections. Il-

lustrated in monochrome by Elizabeth D. Gilman. Beautiful cover design in colors. Size 6 1/2 x 8 1/2. Boxed \$1.00

A Christmas Morning. By Frank

T. Robinson. Beautifully illustrated in colors and monochrome, by Louis K. Harlow. Choice cover design in colors. Size, 7 1/2 x 7 1/2. Boxed \$1.25

The Winds of the Season. By

Frank T. Robinson. Charming illustrations in colors and monochrome by Louis K. Harlow. Pretty cover design in colors. Size, 7 1/2 x 7 1/2. Boxed \$1.25



"I'M A DAISY." L. Prang & Co.

Why? By Lizbeth B. Comins.

Illustrated in monochrome and engraved by the author. Beautiful cover design in colors. Size, 7 1/2 x 6 1/2. \$0.75

Child Life: A Souvenir of Lizbeth

B. Humphrey. A collection of her most popular designs in colors, with biographical sketch by Mary J. Jacques, and a portrait of Miss Humphrey. Cloth. Gilt stamp. Tinted edges. Size, 11 x 15. Boxed \$7.50

Saul. By Robert Browning. Ex-

quisitely illustrated in photogravure, from original drawings, by Frank O. Small, with portrait of the author. Cloth. Fine gilt stamp. Gilt edges. Size, 11 1/2 x 9 1/2. Boxed \$10.00

The Golden Flower. Chrysan-

themum. Verses by Edith M. Thomas, Richard Henry Stoddard, Alice Ward Bailey, Colla Thaxter, Kate Upson Clark, Louis Carroll, Margaret Deland, Robert Browning, and Oliver Wendell Holmes. Collected, arranged, and embellished with original designs by F. Schuyler Mathews. Illustrated with reproductions of studies from nature, in water-color, by James and Sidney Callowhill, Alois Lunzer, and F. Schuyler Mathews. Bound in cloth and India silk with a fine cover design in gold and colors by F. Schuyler Mathews. Gilt edges. Size, 12 x 10. Boxed \$10.00

To our line of **SHAPED BOOKS** have been added :

A Christmas Plum Pudding, with comments by Jack Horner. By F. Schuyler Mathews. Twelve illustrations in monochrome by the author. Shape of a realistic Christmas plum pudding. Enveloped \$0.50

The Story of a Dory. Told in verse by Edward Everett Hale, and salted down picturesquely by F. Schuyler Mathews. Profusely illustrated in colors and line drawings. Shape of a dory with realistic mast and anchor. Enveloped \$1.00

NEW FINE ART PICTURES.

Four sketches of Negro character, by J. H. Moser, called: The Bookworm, The Connoisseur, The Artist, The Gourmand.

SCHOOL IN. Mother cat teaching kittens. By J. H. Dolph.

RIGHT OR LEFT? Lawn scene, boy giving little girl choice of apple and orange. By Ida Waugh.

PLAYING SCHOOL. Out-door scene, children playing school. By Ida Waugh.

I'M A DAISY. A prize baby. By Ida Waugh.

A large selection of **CALENDARS** as usual.

L. PRANG & CO.,

Fine Art Publishers, Boston, U.S.A.

AMONG THE TRADE IN UNCLE SAM'S COUNTRY.

Now, Mr. Editor, I am going to give you in as few words as possible what I saw and heard on a recent visit to New York and Boston, in my capacity as an item hunter for your valuable journal (published monthly, \$1.00 per year in advance, reaches every bookseller and stationer in Canada.)

Among the many called on, I could only get the attention of about half, the other half were afraid I would charge them for everything told me. Well, of course they are the losers, as I have nothing to say about them here. An instance like this occurred the other day. In this city there are two firms, Jones and Smith competitors, that I called on regularly. Jones invariably invited me into his private office, answered all my questions, told me of new goods and gave many pointers. Smith, his competitor, met me with a gruff "Well," all my questions would be answered as curtly as possible, and I could obtain no information. So, of course, in writing my report I had nothing to say of Smith, but always something of Jones. The other day Smith asked me if I knew of any one else in the trade besides Jones. I candidly told him that Jones was the only man that knew how to do business, and that if a man did not know how to do business and couldn't be polite he had no right there. There is now a coldness between Smith and I. Ta, ta, Smith; when you want me to call on you, just say so; I shall do so with pleasure. But this is wandering from my subject.

I had a pleasant chat with Mr. Kelsey, of The Youth's Companion, in Boston. The publishers of this widely-known paper, Messrs. Perry, Mason & Co., have in course of erection an immense building, when finished will be one of the most imposing in Boston. An illustration with description will be found on another page. Perhaps no other business is more widely known throughout the United States than The Youth's Companion. They claim the paper is mailed each week to 40,000 post offices, and to every State and Territory. They have also a large circulation in Canada, and if it were better known here it would have a larger one, as it is a really first-class illustrated paper.

Among the leading publishers in Boston are The D. Lothrop Co. They have published a book which will be of great interest to Canadians entitled "Stories of New France" in two series; the first series by Agnes Maule Machar, and the second by Thomas G. Marquis. There are numerous illustrations. Another book they have in hand and will be issued shortly is "A Real Robinson Crusoe," by J. A. Wilkinson, detailing the adventures and strange experiences of a company of castaways on a Pacific island. It out-rials the famous experiences of the fictitious Robinson Crusoe, and is strictly true from beginning to end.

Their catalogue for 1890 contains many new books and new editions.

In another column will be found something about Prang & Co's. holiday publications.

Among the live magazines published in New York is The Cosmopolitan, on Madison Square. Although the youngest of all our great magazines, it is not content with the place usually allotted to young people, viz., the foot of the ladder. For some time back it has been dining on first-class MSS., with superb illustrations for desert. Now it is a fat, healthy child, and not only seen everywhere, but heard. In other words, it has been a success from the start. It is the least expensive of all the high-class illustrated monthlies, giving each month nearly double the number of illustrations to be found in the \$4 monthlies. Canadian subjects are frequently to be found in this magazine. Its article on the first great ship railway now being built in Nova Scotia which appeared in the August number having caused much favorable comment. Its Ottawa society articles were also well treated.

Calling on G. P. Putman's Sons, I saw there Mr. Savage, who gave me all the time and information I wanted. Among their forthcoming publications for the fall season are: "The Best Books," a reader's guide to the choice of the best available books in all departments of literature down to 1888, compiled by Wm. Swan Sonnenschein; "Gilbert Elgar's Son," by Harriet E. Davis; "Tabular Views of Universal History," compiled by G. P. Putman and Lynds E. Jones; "Dust and its Dangers," by J. M. Prudden, M.D. In their list of educational and scientific works they will add: "Among Moths and Butterflies," by Julia P. Ballard; "The Life and Work of Charles Darwin," by Chas. F. Holder; "English Prose," by John Earle.

The Cassell Publishing Co., New York, will issue shortly some very interesting works, the best of which will be, "Society as I have found it," by Ward McAllister, a well-known leader of society and fashion in New York. In this book he gossips pleasantly of the "smart sets," but repeats no scandals; and while thus recounting his experiences he deftly weaves in an amount of information on the manners and customs of good society that is not to be found in the so-called books of etiquette. The man or woman who carefully reads "Society as I have found it," will be thoroughly equipped with social knowledge. "The Anglo-maniacs"—a story of New York society to-day. "The Love Letters of a Portuguese Nun;" "Cæsar Cascahel," by Jules Verne; "Vengeance is Mine," by Daniel Dane; "Horse Stories and Stories of Other Animals," by Thomas W. Knox; "Not of Her Father's Race," by William J. Meredith; "English Writers," by Henry Morley, LL.D.

THE ITEM HUNTER.

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

Christmas Cards.

OUR entire stock for the season is now in, they are very beautiful, artistic and superior cards, yet the prices are no higher than for inferior grades.

For the convenience of our customers we have had some carefully and well assorted Lots made up at \$5, \$10, \$15, \$20, \$25 and \$50 each, net, any one of which we will be pleased to send on approval.

Toy Books,

McLoughlin's, &c.

Special discount of 10 per cent. off.

We have full and complete lines.

We make a specialty of assorted lots at \$5 and \$10 each, net. Our assorted lots gave great satisfaction to our customers last year.

Standard 12 mos., Poets, Juvenile Books, Text Books, etc., at best prices.

NEW PAPERIES and PURSES at bottom prices.

Games from One Dollar per Dozen and up. Alphabet Books from 45 cents per Dozen and up.

Our large type 15 Vols. Dickens at \$5 NET, IS THE BEST EDITION IN THE WORLD FOR THE PRICE.

XMAS PAPERS. Dealers who have not yet ordered should do so at once or it will be too late.

CORRESPONDENCE SOLICITED BY

The Toronto News Company,
42 Yonge St.,
TORONTO.

**THE
RED
LETTER
SERIES**

-OF-

Select Fiction.

LATEST ISSUES.

- No. 109. **THE RING OF AMASIS.** By the Earl of Lytton . . .
 No. 108. **MY SHIPMATE LOUISE.** By W. Clark Russell
 No. 107. **BLIND FATE.** By Mrs. Alexander
 No. 106. **A MARRIAGE AT SEA.** W. Clark Russell. 30c.
 No. 105. **THE STORY OF THE GADSBYS.** Rudyard Kipling 25c.
 No. 104. **PRINCESS SUNSHINE.** Mrs. J. H. Riddell
 No. 103. **CURB AND SNAFFLE.** By Sir Randall H. Roberts . . . 30c

CANADIAN COPYRIGHT EDITION.

The Great Canadian Novel

**Geoffrey
Hampstead**

By Thos. S. Jarvis,

**THE TORONTO NEWS CO.,
TORONTO.**

**The Montreal News Company,
MONTREAL.**

Publishers' Agents.

MACNIVEN & CAMERON'S { Renowned } PENS

THE FLYING DUTCHMAN PEN



WRITES OVER 200 WORDS WITH ONE DIP OF INK.

**MACNIVEN & CAMERON,
Waverley Works, Edinburgh.**

WINDOW CARDS

5c. each. 6c. by mail free.

TRADE PRICE,
100 PER DOZ.

Furnished Rooms to Let
A Furnished Room to Let
Cottage to Let, apply to
For Sale, apply to
Rooms to Let
Furnished House to Let
A Room to Let
This Lot for Sale, apply to
To Let, apply to
A House to Let
Private Boarding
Store to Let
Offices to Let
Board by Day or Week
This House to Let
This House for Sale
Cottage to Let
For Sale or to Let

TRADE PRICE,
300 PER DOZ.

IMRIE & GRAHAM

28 Colborne Street, - - TORONTO

-THE-

Upper Canada Tract Society

KEEPS FOR SALE

Undenominational religious literature of the best English and American Publishers.

Also Oxford and other Teachers' Bibles, and Bibles with Metrical Psalms.

Wholesale and Retail.

JOHN YOUNG, Depository
102 Yonge Street, Toronto.

CANADA PAPER CO.

Paper and Staple Stationery,
Envelopes, Foolscap, Note Paper, Linen
Paper for Typewriters, etc., etc.

PLAYING CARDS.

See the latest "SURE DEAL" Cards, cannot stick together.
WINDSORS, the favorite 25 cent card, at \$1 50 per doz.
Gilt Edge Cards, Enamelled Cards, etc.
All qualities from 50 cents per doz. up.
Send for sample "Ontario" Scribbler. It beats them all

15 Front St. West, TORONTO.

FALL ISSUES.

All books sent postpaid upon receipt of catalogue price

THE PASTOR AMIDST HIS FLOCK. By Prof. G. B. Willcox, D.D. of Chicago Theological Seminary. 185 pp 12 mo. Cloth, \$1.

A treasure-house of practical suggestions on the whole range of pastoral duties, drawn from many years of experience and observation. Unique in interest and value for theological students and pastors.

BIBLICAL HISTORY AND GEOGRAPHY. By H. S. Osborn, LL. D. 312 pp. Large 12mo. \$1.25.

The events of Scripture story narrated, with descriptions of the scenes where they occurred. A class book for students, by an experienced teacher.

THE STORY OF THE TUNES. By Hozekiut Butterworth 257 pp. 12mo. 18 cuts. \$1.75.

Sketches of authors of favorite tunes, and their history. A companion to "The Story of the Hymns."

PRAYER AS A THEORY AND A FACT. By Rev. D. W. Faunce, D.D. 250 pp. 12mo. \$1.

Ably written, it received the Fletcher prize for 1893, and presents the whole rational of prayer, with many helpful suggestions for thoughtful minds.

GOD'S JEWELS: Their Dignity and Destiny. By Rev. W. Y. Fullerton. 125 pp. 16mo. Many cuts. 60 cts.

Facts concerning the principal known gems, finely applied to Christian character and life.

FROM SOLOMON TO THE CAPTIVITY. For the International S. S. Lessons Jan. to July 1891. An invaluable book for teachers. By David Gregg, D.D., and L. W. Mudge, D.D. 12mo Cloth \$1.25, stout paper, cloth back, 50 cents.

THE LIFE OF CHRIST IN PICTURE AND STORY. Mrs. L. S. Houghton. Over 300 cuts 4to Cl. \$1.50, extra gilt, bevelled boards, \$2.

A carefully written and sumptuous volume for youth, enriched by many choice engravings. A companion to "The Bible in Picture and Story."

PILGRIM'S PROGRESS. By John Bunyan 324 pp. 4to. 127 cuts. Cl. \$1.50; gilt, bevelled, \$2. A new and elegant edition, with Life of Bunyan Large type and fine illustrations.

SEVEN YEARS IN CEYLON: Stories of Mission Life. Mary and Marg. W. Leitch. With portrait and many illustrations. 170 pp. 4to 75 cts.

"This is a charming book." The Golden Rule. Fully illustrated from cover to cover and brightly written throughout. - Regions Beyond
AMERICAN HEROES ON MISSION FIELDS. Edited by Rev. H. C. Hayden, D.D. 347 pp. 12mo. 11 cuts. \$1.25

Brief and interesting sketches of lives worthy of loving imitation by all American youth.

SOCIAL AND RELIGIOUS LIFE IN THE ORIENT. By K. H. Basmanjian. 12mo.

Life pictures of Turkey in Asia, showing this famous region of antiquity in its modern aspects.

WINNIE LORIMER'S VISIT. By Clara B. Conant. 277 pp. 12mo. Cloth, \$1.20.

The happy influence of a sincere and consistent christian girl in a skeptical family.

BESIDE STILL WATERS. By Ella Clifford. 255 pp. 12mo. 4 cuts. Cloth, \$1.10.

A story of modern life, with many wholesome and suggestive lessons.

TALKS TO BOYS. By Eleanor A. Hunter. 112 pp. 12mo. Cloth, 50 cents.

Frank and familiar talks about things of deep interest to boys, by one who loves them.

Four books by the popular authoress Mrs. M. D. Brine. 4to. Fully illustrated, illuminated cover. 64 pp each. Paper, 25 cts. each.

SHADOW AND SUNSHINE - AND JERRY.

SELLIE'S DREAM; and Other stories.

EFFIE'S BIRTHDAY PRESENT.

THE STORY OF TOM.

THE ANGELUS. Oblong booklet with a monotint reproduction of the celebrated painting and a choice poem illustrating same. Gilt edge, silk-tied, 25c.

AMERICAN TRACT SOCIETY,

150 NASSAU ST. and 304 FOURTH AVE.,
NEW YORK.

BOSTON, 74 Bromfield St.

PHILADELPHIA, 1512 Chestnut St.

ROCHESTER, 50 State St.

CHICAGO, 122 Wabash Ave.



The Atlas Tablet, published by Hasbrouck & Sinclair, New York, is an attractive presentation of a very large amount of geographical fact. The magic Tablet by the same firm is a series of pretty pictures that cannot but engage and somewhat mystify the young folk.

Buntin, Gillies & Co., Hamilton, are making a special line of writing tablets which are taking very well. They will send one of their No. 708 Ideal Commercial Octavo Tablets, post-paid, to any one sending his address and mentioning BOOKS AND NOTIONS. Drop them a postal card.

Mr. John Isaac, Drayton, visited the Toronto Fair and made BOOKS AND NOTIONS his headquarters while here. He is in a good locality for business, surrounded as he is by well to do intelligent farmers. He says that 10,000 bushels of barley were delivered there in one day recently.

We have before us a new illustrated price list of artists' materials, issued by The Art Metropole of this city, a copy of which should be in the hands of every dealer in colors and artists' supplies. The quotations therein contained are intended to represent the lowest prices which cash trading can secure.

The paragraph referring in last month's issue to the purchase by Risser & Co. of the book stock assigned by R. W. Douglas & Co. contained an error, which was the result of a misconstruction as to a scored street number on the firm's circular. Risser & Co. were never in business before and it is this fact which the error aforesaid makes it necessary for us to state.

A boon to authors, the Flying "J" Pen. Mr. James Runciman's recent work "A Dream of the North Sea," containing 70,000 words, was written in eight days, entirely with one Flying "J" Pen. By using the flying "J" Pen, Mr. Runciman (who is engaged upon some forthcoming works) maintains a speed of 1200 words per hour, for eight hours at a stretch. This Pen is, he says, a wonderful time-saving contrivance.

In cordially welcoming the firm of Atkinson Brothers of Hamilton to our city, we trust that their coming means a still further development of their past success. The step now taken by this firm is one that they have, we believe, contemplated for some time, and is another evidence of the centralizing effect that Toronto has upon manufacturing business. Messrs. Atkinson Brothers are unable to remove their factory at this busy season, but they propose doing so about the beginning of the year. In the meantime they have located their offices and sample rooms at 14 Front street, where they intend transacting business. Hamilton's loss is Toronto's gain

in this instance. Gentlemen, Cead mille fualte. (a hundred thousand greetings.)

Mr. W. J. Henry, of Kincardine, was in the city during the Exhibition. Mr. Henry has one of the finest book and stationery stores in western Ontario. It stands on a prominent corner of the main street, the front being built of brown stone. The store, inside, is finished in cherry wood, the counters covered with plate glass, making one of the best tops for tying parcels up that one could wish for—being some fifty-feet long by twenty wide. The shop gives plenty of room for his two lady clerks to move about with customers. In the rear, Mr. Henry has planned a neat and attractive stand, with shelves for wall paper, which trade he holds to a great extent in that town and surrounding country. It is some ten months since the writer visited his place, but this rough sketch will give merchants an idea of a fine business place. It may be added that around the entire store are glass cases, built as shelves, which give a good appearance to the place.

It is reported that the manufacturers of a certain line of inks which have obtained a strong foothold in the public favor, are now carrying on a direct trade with large consumers. We hope for the sake of business morality that this is not true. The retail trade has been the medium through which these inks have been brought into their present prominence in the public esteem, and it would be worse than unjust for the manufacturers now to go about and skim the cream of the demand which the retailers have called into existence. It is further alleged the same manufacturers are invading the domain of the retailer in other lines, with even the wholesale trade in which those manufacturers were not supposed to be identified. They are said to undertake to supply stationery to any counting house or office that will give an order. Leading retailers indignantly complain of this species of rivalry.

We have some specimens before us of the beautiful lines of Christmas cards and booklets that William Briggs has now in stock. The booklets are appropriate settings to such gems of choice English poetry as are fittingly associated with the holiday season. Notable among these lyrics are Shandon Bells, Blue Bells of Scotland, Sally in Our Alley, Every Dog Has his Day, and these unfading favorites of Longfellow, the Psalm of Life and Resignation. These are English goods and are up to the high standard, such publishers as Birn Bros., and Hutchinson & Co., have made it their yearly effort not only to maintain but to advance. Nature's Whispers is an assemblage of selections from Burns, Byron, Mrs. Browning, Coleridge, Keats, W. Morris, A. A. Proctor and Shelley. The artistic and literary expressions of the sentiment harmonize happily. This work is published by Mr. Briggs. The Christmas cards are very attractive.

Merchants visiting the Exhibition this year,

and interested in the fancy goods trade, could not but be captivated by the splendid array of the Reinhardt Mfg. Co., Montreal, namely manicule cases, workboxes filled with celluloid ivory, black or oxidized silver, odour cases filled with fine cut glass bottles, the costliest perfumes in handsome cases, jewel cases and trays of all descriptions, whisk holders, Indian novelties, silver ware cabinets of all kinds, in designs unexcelled anywhere, as horseshoe, fan, violin, etc. This exhibit was the centre of a constant crowd of visitors, who looked at the beautiful objects from the standpoint of prospective donors or recipients of Christmas presents. Their appropriateness as gifts will cause a large holiday demand for these goods. Merchants on the lookout for the fall trade should not fail to see samples of them. Mr. M. M. Vardon, who was in charge of the exhibit is now at 67 Yonge st., in this city. Merchants will find him a thorough business man, well posted, and having a line of goods, of which an inspection will justify an order.

The Toronto News Company has already received the plates of the leading Christmas papers, and they are more beautiful than ever. The papers themselves will be enriched with more than the usual luxuriance of holiday art, and their literary features will take on added graces. The place which Christmas papers are taking in the season's amenities is one which year by year is growing wider, and its present great expansion is a strong stimulus upon the publishers to eclipse their last effort by a signal success of this one. Not only is the demand a wider one than it ever was, but the profits on these papers are large, so that the conditions of trade are not wanting to make these a source of lucrative business this year. By a special arrangement, each publication is issued simultaneously in London, Paris and New York. The plates accompanying the papers are as follows: "Prince Charlie's Farewell to Flora Macdonald," with Yuletide; "By Appointment," with Pictorial World; "Queen of the Roses," with Lady's Pictorial; "Fancy Free," with Holly Leaves; "Desdemona," (for which Ellen Terry sat) with London Graphic.

Ontario Booksellers and Stationers Association.

The annual meeting of the Booksellers' and Stationers Association of Ontario, will be held at the Queen's Hotel, Wednesday, October 29, 1890, at 2 p. m. As matters of great importance to the trade will be considered, it is hoped that every bookseller and stationer in Ontario will make a special effort to be present. If anyone unable to attend, the Executive Committee would be pleased to receive suggestions from them in the interests of the trade.

J. B. McLEAN,
H. FRED. SHARP, S c. Treas.
President.

THE
MANUFACTURERS' LIFE INSURANCE COMPANY
 AND THE
Manufacturers' Accident Insurance Company.

HEAD OFFICE . Yonge Street, Trader's Bank Chambers, Toronto.

Authorized Capital, \$2,000,000 and \$1,000,000 respectively.

Most Liberal and Varied Forms of Life or Accident Policies Issued. Life Policies incontestible on any grounds whatever after three years.

PRESIDENT --- Rt. Hon Sir John A. Macdonald, P.C., G.C.B.

VICE PRESIDENTS . {GEO. GOODERHAM, Esq., President Bank of Toronto.
 WM. BELL, Esq., Organ Manufacturer, Guelph.
 S F MCKINNON, Wholesale Milliner.

JNO. F. ELLIS, Managing Director.

SAW YOUR
ADVERTISEMENT
 IN THE
BOOKS AND NOTIONS.

When writing to our advertisers please inclose the above.

GOLDIE & McCULLOCH'S SAFES

Have now a world-wide reputation. Their Fire Proof Safes have resisted the hottest fire in the biggest conflagrations, and their Burglar Proof has repeatedly felled the Burglars; their security is unsurpassed on the Continent. A large stock kept at the warehouse of

GEO. T. BOSTWICK,
 24 West Front Street, Toronto.

A Second-hand Safe for Sale Cheap.

ENGRAVING
 ILLUSTRATIVE
 ADVERTISING

J. L. JONES,
WOOD ENGRAVER,
 8 1/2, 10 & 12, KING ST. EAST,
 TORONTO, CANADA.

NO EXPERIMENT!

THE SHANNON LETTER & BILL FILE AND BINDING CASE

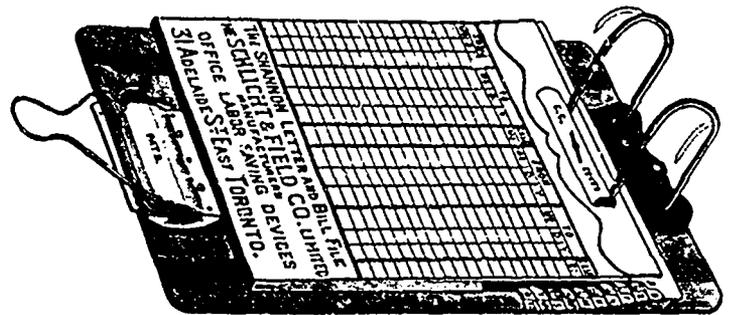
Are sold in every civilized country in the World! And are universally considered "the Best"!

No Stationer desirous of building up a good trade, or holding that which he has, can afford shelter-room to WORTHLESS IMITATIONS which no intelligent man will buy a second time, while the GENUINE TRIED AND TESTED SHANNON GOODS can be obtained of any reputable jobber and satisfaction guaranteed.

BOTH FILE AND BINDING CASE

Have been GREATLY IMPROVED and the careful dealer will not be misled by imitations of forms long since discarded. The File Improved, the Price Reduced, Discounts Increased. Genuine. Send for Circulars. MENTION BOOKS AND NOTIONS.

MANUFACTURED IN CANADA ONLY BY



No. 4 A File.

Office Specialty M'fg Co., 118 BAY ST. Toronto.

ELLIOTT HOUSE

COR. CHURCH & SHUTER STREETS,
 TORONTO.

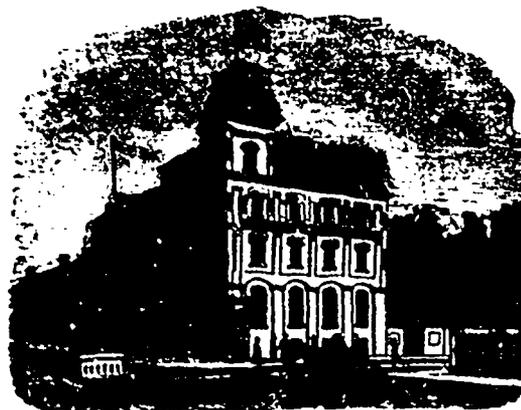
Rates, \$1.50 and \$2 Per Day

Elevator, Steam Heat, Baths,
 Electric Bells, Etc.

Take Church Street Cars from
 Union Station.

J. W. HIRST, Manager.

JOHN HIRST, . . . Proprietor.



Late with The Barber & Ellis Co.

DESKS

OFFICE, LIBRARY,
 CHURCH AND SCHOOL
FURNITURE.

JOHN M. BLACKBURN & CO.,

41 COLBORNE ST., TORONTO,

—AND—

162 ST. JAMES ST., MONTREAL.

TAG THE TRANSIENT TRADERS.

Predatory traders will soon have outlived the privilege they have long enjoyed, of opening stores wherever they will, exempt from taxation. Hamilton is not alone in its determination to levy a license-fee upon these vagrants in tax-paying communities. In our statement that Hamilton was the first municipality to enact a by-law for the protection of resident against temporary traders, we were mistaken. The Newmarket Era corrects us, with the information that the council of that town long ago had set up a by-law requiring transient traders to pay a license fee. We are glad to learn this, and thank our contemporary for the correction. If Hamilton was not the first, certainly West Toronto Junction is, up to the present, the last to adopt such legislation. The council of that town at a recent meeting passed the report of one of its committees, which recommended that transient traders pay \$75 per annum. We hope the example of these three places will be extensively imitated.

There is no doubt about it, law cannot do everything. After it has done all that it is desirable it should do, there is still a wide margin of conduct that is not under its sway at all. But neither is there any doubt about it that this conduct should be regulated, and for the systematic regulation of it there is nothing better than organization.

Voluntary organization restrains the individual in a sphere wherein it is not expedient the civil law should have force. But in some respects law has fallen short, and trade association, to make up for the lack, has had to encroach upon the domain that civil law alone can properly keep in order. In this question of protecting internal trade against interloping outsiders, while municipal authority seems to have been competent to enact law for the purpose, yet it did it not. Protection, however, had to be supplied from some source, and trade organization had to be invoked. Yet it was not made the most of, and if it had been, it would not have been an adequate bulwark against the particular mode of assault that is under consideration. Law was needed, and it is a reassuring sign to see that it is now coming to the rescue. We hope that the time is at hand when it will not anywhere avail these would-be fugitives from taxation to fold their tent and silently steal away. Tag the transient trader, ye town and city councils. And, ye retailers, be coy with the promise of your suffrage, until you hear the amiable candidate who shakes your hand for your vote and influence, say that he will support a by-law to tax the outsider who comes in with a quatter's intent to lay hold of your vested rights. Aspirants to the municipal council that will rule your town or city another year, are now at work making their hay while the sun shines. You can now do a little coquetting with the n for your vote on the conditions indicated. That

is one of the ways an association can show its strength, by acting as a mass for the interests of local trade. Such a mass tells on the policy, virtually determines it, which will be followed by the new council with reference to trade.

This advice is well-timed, we consider. Soon the harvest of the book and stationery trade will be ripe for the sickle, and soon the transient trader will be on the look-out for a good field to open out. Certain traders, whose established business is in some large centre of competition, will soon be sending out branches to open in other towns and make an onslaught on the resident traders of these. The Christmas trade is what they are after. They will move away, untaxed, when they have spoilt that for the home dealers. Therefore, let the home dealers use their influence with the municipal council.

The Upper Canada Bible Society

102 Yonge Street, Toronto,

Keeps for sale the publications of the British and Foreign Bible Society only.

**Bibles from 15c. upward,
Testaments from 3 cents upward,**

Also in all the more important Languages, both Ancient and Modern.

JOHN YOUNG,
Depository.

S. H. MURHEAD W. J. HANSON
J. A. MURHEAD

THE HANSON
ENGRAVING + COY.

147 YONGE STREET TORONTO.

Illustrations For Newspapers
Catalogues Books Etc.
From Original Drawings
Engravings Maps Portraits
Machinery Architectural Plans Etc.
Our Specialty
Or. Halftone Engraving

If cheap work means
... poor work ...
we do not do cheap
work ...
But if cheap work
... means big value
for little money ...
we do cheap work

The Religious Tract Society

55 PATERNOSTER ROW,

LONDON, - - ENGLAND.

ARE THE PUBLISHERS OF

**THE LEISURE HOUR
THE SUNDAY AT HOME
THE GIRL'S OWN PAPER
THE BOY'S OWN PAPER**

Each Sixpence Monthly,

AND OF SEVERAL THOUSANDS OF

Books for all Readers

AT ALL PRICES, FROM ONE PENNY TO ONE POUND.

EXPORT TERMS ON APPLICATION TO TRADE MANAGER.

: HOW TO SELL GOODS :

Send Ten Cents to the BOOKS AND NOTIONS PUBLISHING Co. for a copy of B. F. Cumming's Prize Essay on "How to Sell Goods."

Books and Notions Pub. Co.,
6 Wellington St. W., Toronto.



John Burr, jeweler of Manitou, Man., died last week.

Armand Boyce, the Montreal druggist, lately assigned for the benefit of his creditors.

C. F. Burt, fancy goods dealer and stationer, Toronto, is in the hands of assignee E. R. C. Clarkson.

We regret also to have to record the death of Mr. F. W. Robinson, the well known jeweler of Campbellton, N. B.

Hattie and Mylins, who for some years have had a branch of their Halifax drug store in New Glasgow, have just sold out this latter branch.

Jacob Hoffman, Port Hope, is advertising his fancy goods business for sale. We should think this would be a good chance for a young man to start in life.

H. Eiborn, who was clerk for W. J. Urquhart, the druggist on King street, Toronto, for some years, has just bought out the whole business. Mr. Urquhart, we understand, is looking for a traveller's position in some of the wholesale drug houses.

Messrs. H. A. Nelson & Sons are now in a position to give some excellent bargains in dolls. Their new stock is one of the finest ever brought into the country. It is also very comprehensive, affording selections corresponding to any grade of demand.

Dan Taylor & Co., the Toronto Arcade druggists, who bought out Meacham & Co., have succumbed to the inevitable. The liabilities amount to \$4,201.10, and the assets to \$2,002.45, showing a nominal surplus of \$2,038.65. The firm offered 25 cts. on the dollar but this was refused and the stock was sold by public auction by Suckling, Cassidy & Co. on the third instant.

E. L. Brooks, who has for the last nine months kept a drug store on Spadina ave., Toronto, has met with hard luck. While sick in bed from the effects of the grippe a large quantity of his drugs, not being properly watched by his clerks, went back, owing to dampness from the new plaster in his store. Mr. Brooks is so disheartened that he has given up the trade entirely, having first assigned to Elliott & Co. wholesale druggists.

Redmond & Co., who kept a general fancy goods stock in Carberry, Man., lately got into trouble. Mr. Redmond is regarded as a very upright man, but this old story of the chattel mortgage is again to be told. Not being able to decrease the amount, O'Loughlin Bros, the holders of the mortgage, obtained a judgment against him. This mortgage was paid off by F. Cordingley, who for some eight years has been accountant for Whitta & Co., Winnipeg. It is now believed that Mr. Cordingley repents somewhat of his

investment. We trust, however, that the new firm will make good progress. With their other duties they are agents for the Great North Western Telegraph Co.

It is an exceedingly flourishing week that does not report a failure in St. Catharines. The jewelry trade seems to be specially troubled in that way. This time it is W. I. Merrick who is in trouble. Mr. Merrick bought out the estate of T. H. Fitzsimmonds who had several collapses in the same building. Those who know the true inwardness of the St. Catharines failures look rather to Toronto wholesalers who insist in mortgaging their customers than to St. Catharines retailers for the solution of the difficulty. The disgrace attached to mortgages should apply equally to the wholesaler and retailer. So soon as a house loses confidence in a customer, let it stop trading in an honest way and not try to obtain unfair advantage over his competitors by demanding a mortgage, telling the retailer to buy elsewhere, and then, when the stock is at its highest point, foreclosing. Gentlemanly robbery we call it.

A catalogue which the retailer can feel has been constructed for his service, rather than for the glorification of its own source, has been issued to the trade by Messrs. H. A. Nelson & Sons. It must be said to hold up the mirror admirably to that firm's large and varied stock. The index at the back is a veritable cicerone that saves an immense amount of independent exploring for any given information in the 126 pages. The matter in those pages is very luminously presented, comprehensive information going with each item, along with very handsome illustrations, all in blue ink. The display devices are such as will unfold the reference sought as soon as the page is turned, although three or four items may be on the same page. What completes its usefulness as a vade mecum to the dealer in fancy goods, toys, etc., is the detailed price information that is given in connection with each article. The prices quoted are those retailers are expected to sell at, a discount of 33 1/3 per cent being allowed to the trade. The catalogue is encased in a handsome red cover. Over 2,000 copies have already been distributed. Dealers who have not yet got the book should send for it.

Next month we will speak of auction sales, which during the last few years have become very common with some wholesale houses.

DRY GOODS COMPETITION.

The season is now approaching when the fancy goods man must look for his whole profits of the year, the last nine months in most cases having been little more than a waiting for better times. Fancy goods, consisting as they do of luxuries, and not the necessaries of life, find in a comparatively young country like Canada, but small sales, except at Xmas season. Jewelers monopolize pretty much the

wedding presents, and birthday presents consist generally of some home made article. It can readily be seen, therefore, that unless there is a good Xmas trade, both as to volume of sales and per centage of profits, the retail dealer in notions, bric-a-brac, etc., will find his balance on the wrong side at the end of the year. Now we know of no means so destructive both of sales and of profits as the opposition at present shown by the large retail dry goods houses. Their per centage of expense is naturally so much smaller in proportion to their sales than is the case with small retailers, that they can afford to outsell the legitimate trade and still make a profit. If this, however, were the only view of the matter we would not object so seriously; but the trouble is that they regard fancy goods as a means of drawing customers only, and are willing to sell them even at a loss to attain this end. Their sales being naturally large bring them into the market as large buyers, and they are thus enabled to obtain considerably lower prices than the ordinary retailer.

We have information at our command, at the present time, that some of our leading manufacturers of fancy goods are in the habit of giving to the large retail dry goods stores close discounts ranging from 10 to 30 per cent better than they allow to the regular trade. It is not of course for us to mention names, but it certainly appears to be our duty to advise the retail trade not to order their goods from houses that they know to be guilty of what can be styled little else than a fraud. The retail stationers' associations should take this matter up vigorously, discover what houses persist in cutting off their trade in this way, and send a list of their names to every dealer in the Dominion. There should be no difficulty in the way of telling the make of goods offered for sale in the dry goods houses, and when either the manufacturer or the wholesaler has been suspected of the art, let him be written to before publishing his name, so that no injustice may be done. If he cannot make out a clear case before the association, then immediate action should be taken.

MUSIC NOTES.

THE GOLDEN ROD WALTZ, by Mrs. Frank McKelcan. Price, 60c.

FIORINE, Valse, by Caroline Lowthian. Price, 75c.

HOW CAN I BEAR TO LEAVE THEE? Song, the words by J. L. Molloy, the music by G. Hubi Newcome. Price, 50c.

The above are the most recent of Messrs. I. Suckling & Sons' issues, and they are finding wide sale, owing to the favor they are in with the best musical critics.

REVERIE MUSICAL VAISE, by J. C. Swallow. Price, 50c.

NO LIFE WITHOUT LOVE, waltz, by Chas. Bohner. Price, 60c.

Messrs. Whaley, Royce & Co. began the month with the above-named new pieces, and have several others in course of publication. These publishers report a very active demand for the pieces named.

FALL ❖ NOTICE

WE BEG TO NOTIFY THE TRADE THAT WE HAVE NOW IN STOCK A FULL LINE OF

Oxford, Bagster, Collins,
Cambridge and Family

BIBLES

Methodist Hymns Methodist Hymns and Bibles (Combined)

Presbyterian Hymns

Presbyterian Hymns and Bibles (Combined)

Common Prayers, and Common Prayers and Various Hymns

(Combined, and in Cases, in New Shapes and Leathers)

Testaments

Psalm Books

Music Books

S. S. Requisites

Sunday School, Birthday and Christmas Cards

S. S. Helps

Miscellaneous Books from all the Leading Publishers

12mos, over 200 Titles to select from

Readings, Reciters and Dialogue Books

Intaglio and Illuminated Texts, Toy Books, Annuals

BOOKLETS

We wish to call your special attention to these, having already sold close on ONE HUNDRED THOUSAND. We have a few lines left, which we are prepared to sell at prices never before quoted by any House. Samples sent on approval.

WILLIAM BRIGGS, Publisher

WESLEY BUILDINGS, TORONTO

Send for our

Catalogues



Educational - - Historical - - Biographical
- - - Theological - - -
+ +
Libraries - - - S. S. Prizes - - Home Circle
- - - Music - - - Bibles - - -
+ +
Poets - - Pansy - - Annie Swan - - Elsie
- - Temperance - - Reciters - -

*N.B.—We beg to inform the Trade that our Stock is now the most
extensive and complete in Canada*

WILLIAM BRIGGS, Publisher

Wesley Buildings, Toronto

Do the Leads in your pencils break?

If so, you do not use the right kind;

The best are made by the

AMER'N LEAD PENCIL CO

NEW YORK.

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

WM. BARBER & BROS.

Paper Makers,

GEORGETOWN, - ONTARIO

BOOK, NEWS AND COLORED PAPERS.

JOHN R BARBER



Importers of Music and Musical Instruments - THE TRADE SUPPLIED

Try a Sample Lot

OF OUR

NEW WRITING PADS.

"The Eyesight"

Lint, a pale grey, chosen and recommended by Dr G. S. Ryerson, Toronto's most eminent oculist, 100 sheets in pad, ruled or plain. 8vo., per doz \$1.20, 4to., per doz \$2.00

"The Deeside."

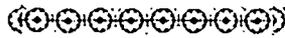
New Lithographed Cover Vellum paper, 100 sheets, ruled and plain. 8vo., per doz \$1.20, 4to., per doz \$2.00

"The Premier."

Portraits of Sir John A. Macdonald and Oliver Mowat on cover. Linen paper, 100 sheets in pad, ruled or plain. 8vo., per doz \$1.20, 4to., per doz \$2.00.

The Copp Clark Co., Limited,

9 Front St. West.



ATKINSON

BROS.



TOILET CASES

FANCY



GOODS

CHRISTMAS CARDS.

FACTORY HAMILTON
OFFICE AND SAMPLER ROOM
14 FRONT ST. TORONTO



We desire to inform the trade that we have opened a sample room at the above address, where we shall be prepared to show them full lines of Plush and Fancy Goods and Christmas Cards.

Best Selling Numbers in Stock.

Job Lines at Bargain Prices.



WE LEAD, OTHERS FOLLOW.

Our Plush Goods

have for years been recognized as the Standard in Canada and by constantly improving our line we intend that they shall also be so regarded

In Toilet Cases



we have a very large variety made up in all styles of combinations.

Our Shaving Sets



have met with a larger sale than ever while Odor Cases



are fast selling out for the year Manicure Sets



are becoming more popular every year. We have a large variety

our Silver and Plush Combination Cases have been universally recognized as being the finest goods ever hewn

Write for our Horn Goods Circular

The Hemming Bros Co., Ltd.,
76 YORK ST.,
TORONTO.

BUNTIN, GILLIES & CO.,

Wholesale Stationers and Paper Dealers,
HAMILTON, - ONTARIO,

Would respectfully address a few lines to you calling your attention to their goods

- Our line of leather goods, purses, memo books, etc., is unsurpassed.
- Our line of Papeteries, including the already well-known (although it has only been on the market a few weeks) "Dominion" box of gold stamped initial note paper and envelopes
- Our line of playing cards, which comprises all the leaders as well as some extra value in specials.
- Our line (just received) of glass ink bottles and standers (the cheapest ever shown in Canada).
- Our line of lead pencils Graphite Pencils to which we are special agents, Johann Fabers, and other leading makers.
- Our line of Tablets (now HERL is where we shine) To give it to you we will forward post-paid to anyone cutting out this adv. and sending it to us with their address. One of our No. 708 Ideal Commercial Octave Tablet. It is a beauty.
- Our line of Inks, Underwood's Stafford's Stephens.
- Our line of Note Papers, Queen Anne, Windsor, Lakeside, Fernside, etc., etc.
- Our line of Envelopes to match above, also of business Envelopes of all sizes colors and qualities
- Our line of Tissue Papers, 100 colors.
- Our line of Exercise and Scribbling Books. We believe most of you have heard the word CLIMAX in connection with Scribblers.
- Our line of Blank Books, in all grades.
- Our line (now ready) of ball programmes, invitation cards, announcement folders, etc., etc.
- Our line (too numerous to mention) of general stationery.

BUNTIN, GILLIES & CO., HAMILTON, ONT.

Printers' Stock, Bookbinders' Materials, Box makers' Supplies.

BYRON WESTON

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

HAS BEEN AWARDED THE

GRAND PRIZE GOLD MEDAL

AND RECOMMENDED THE

Medal of Honor and Perfection

At PARIS, 1878,

This being the HIGHEST and ONLY AWARD given for

LINEN RECORD AND LEDGER PAPER.

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

A SPECIALTY.

THIS paper has received THE HIGHEST PREMIUM ever awarded for the Linen Record and Ledger Paper, at the Industrial Exposition, Massachusetts, 1874; Charles Mechanics Association, Franklin Institute of Philadelphia, 1876; Philadelphia Exposition, Medal and Diploma from United States Commission, 1876; Philadelphia Exposition, Medal of Progress, American Institute, 1877; and Medal of Improvement and Progress, Boston, 1878. Its PRINCIPAL ADVANTAGES are as follows: 1. It contains more linen than any other Ledger Paper, has a longer fibre, and is consequently tougher. 2. It has a harder and better body, and being more thoroughly sized, the ink soadless after making an erasure. 3. It is more uniform in weight color and finish. 4. It never cockles if properly bound. 5. Its non-absorbent action upon ink is such that it both writes and rules up better. For proof of the foregoing refer to a large number of Certificates, Bookbinders, Bookkeepers and Recorders, who have given it after a severe test, the preference over all others. This paper is Double Six, and will stand any climate or the most acid of the fluid inks.

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

Each sheet is watermarked Byron Weston's Linen Record.

