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FEBRUARY, 1887.

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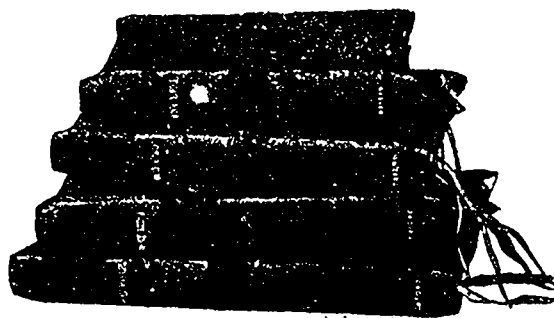
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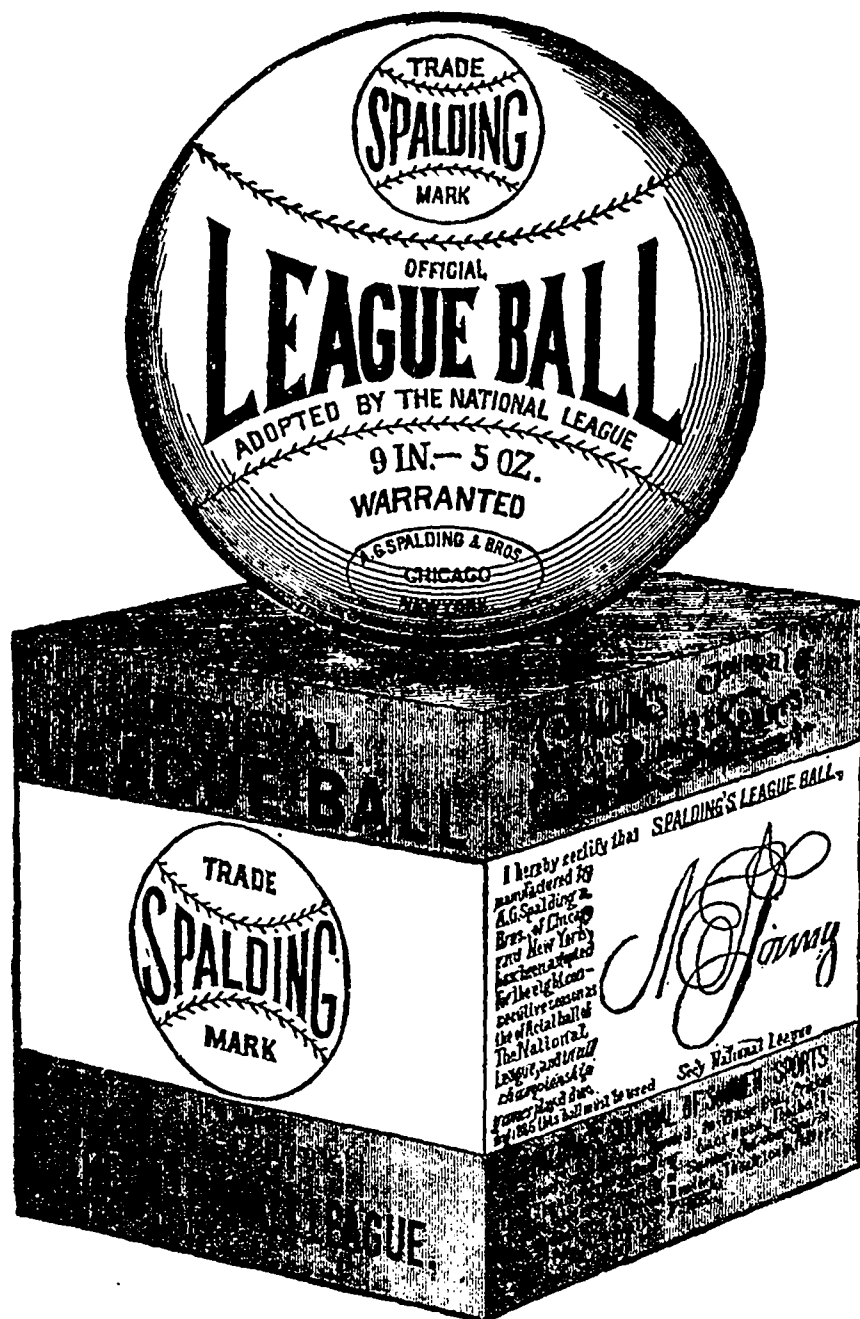


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PUBLISHED THE FIFTEENTH OF EVERY MONTH.

OFFICE:-

20 WELLINGTON ST. EAST, TORONTO.

ANNUAL SUBSCRIPTION - - - 50 CENTS.

Organ of the Booksellers' & Stationers' Association of Ontario.

Organ of the Toronto District Association.

Organ of the Huron District Association.

Organ of the Brant and Norfolk District Association.

VOL. III. FEBRUARY, 1887. No. 7

RATES OF ADVERTISING:-

	1 month	12 months
1 page.....	\$16 00.....	\$160
1 column.....	10 00.....	100
do.....	6 00.....	60
do.....	3 00.....	30
do.....	1 50.....	15

All Communications intended for publication must be sent in not later than the 8th of each month.

J. J. DYAS, Publisher.

THE Semi-Annual Meeting of the Ontario Association will have before it several matters for deliberation that, wisely considered, should be of lasting benefit to the trade. Elsewhere we point out some of them, others will naturally arise as the time approaches. That there is a necessity for these two meetings in the year, and they are productive of good to the whole trade, is undeniable. We trust the attendance at the March meeting will be larger than at any former one. In the multitude of counsel there is wisdom.

—oo—

THERE is a probability of a new, wholesale book house in Toronto. If the negotiations now going on prove successful the house will be under the management of a man thoroughly posted in books, and with a good knowledge of and intimate relationship with publishers.

—oo—

THE three books published by William Bryce were of no ordinary merit, and were, as our London correspondent said last month, worthy of being recommended by every bookseller. Unfortunately the last one published, Little Lord Fauntleroy, has had to be withdrawn from the market owing to the fact that it was an English copyright—priority in publication to that in any other country being all that is necessary for a United States author to keep the Canadian market as a close preserve.

A GRIEVANCE.

It is but seldom that we have even referred to the fancy goods department of our trade, and have never dwelt upon that branch known as fancy dry goods. The subject is forced upon us now by the complaint of many dealers in Toronto, and elsewhere, in regard to what they consider unfair competition of Church bazaars, or, as some who have got ashamed of the name denominate them, fancy fairs, or sales of fancy work.

We had last December in Toronto a plethora of such affairs, netting, in a couple of cases, several thousand dollars, all of which, or nearly all, should have found its way into the pockets of regular dealers, who pay rent and taxes, and run all the risks of business. Where large returns are naturally looked for in the holiday season the bazaar people get going, and by every device get the public, in a great many cases against that public's will, to spend large sums of money. For what purpose? There is not, as a rule, even the poor excuse of charity to warrant their action. To pay on account of church debt, to help buy an organ, or some such scheme, is what all the work and flurry of months is for, while if the matter had been gone about in a business-like way, by asking people straightforwardly for the money, the amount of energy expended would likely bring even larger results.

It is not the interference with trade that is the most hurtful. Large numbers of women, who for one reason or another are deprived of the strong help of the hardier sex, depend in a great measure on the profits derived from making goods for Christmas sale. Those who do this work are generally of that class denominated "decayed gentlewomen," who cannot turn their hands to hard and laborious work. This is the very class of merchandise that these bazaars sell, and consequently the smaller sales in the stores for which the women work. The ladies who conduct these bazaars all claim to be charitable, and are generally willing to give of their substance to the poor, but what will be their opinion of themselves when they know that they are actually depriving poor people of a livelihood. When will they learn to be consistent?

So far, so good; but we are asked the remedy. As the best practical way, petitions should be presented to the councils of the various municipal bodies to put a heavy tax on these "transient traders,"—they will earn the name—and by so doing check, in a great measure, the bane. Again, agitate the question, pointing out the injustice to the poor needle-women, as well as to the trader, and so bring into disrepute the whole business.

A WARNING.

We would call the attention of the wholesale houses, particularly in fancy goods, to a couple of letters in this month's number. They are from widely different parts of Ontario, and coming to us about the same time, it shows that many commercial travellers depart from the usual practice of sound business rules in creating competition to a degree that is hurtful to the regular trader.

The natural consequence is shown in one of the letters. The writer, disgusted with seeing everywhere goods exactly similar to his own, discards the Canadian jobbers, and finding that he can get more attractive goods elsewhere buys, and will continue to buy until matters mend nearer home. And such buying is contagious. The one will probably increase manifold until all the best customers will have acted like the writer of this letter. A stitch in time saves nine. A wrong remedied will keep many a customer.

—oo—

ATTENTION is called to the correspondence on the subjects raised by G. H. Suckling's letter in the January number. We have had three letters on the subject—one from a publisher of copyright music, high-priced, one from a cheap music publisher, and one from a Montreal dealer—how refreshing it is to get a letter from Montreal other than our "Unit." We would like to hear from other dealers. We think the matter is fully written on from the publishers' standpoint, except the defence of the trade which Strange & Co. promise, and we want the letters short and crisp, a good deal in a few words. Remember that music is only a portion of a dealer's stock, many do not sell it, and also that our space is very limited.

The letters referred to, although cut down, are a good deal too long. The same arguments might be condensed into half the space, and would carry more weight.

PERSONAL.

S. R. Briggs (Willard Tract Depository) sailed for England last month on a business trip; George Spence (W. J. Gage & Co.) has been there some little time on the same mission, while Wm. Bryce is the last departure, going also to Germany. We trust he will not have another Oregon experience either inward or outward bound.

Old, but hale and brisk, is Robert Barker, of Brighton, who for over thirty years carried on business as druggist and stationer in that place. He commenced business in Old London in 1828, his indenture as an apothecary bearing date three years earlier.

A bright, cheery little visit was that of Miss Ireland, who called to give us the information that A. W. Ireland was moving his business from Meaford to Forest, where there is less competition, and therefore, he hopes, a better business.

J. B. Clougher, for many years on the south side of King st., Toronto, has had to move owing to the fact that the old buildings are to be pulled down. He is now located in very handsome premises nearly opposite his old stand, occupying one of the large stores (22 and 24 King st. west) in the Manning Arcade.

Wallace Whitlock, representing John Walker & Co. (his first trip to "the colonies"), and William McPherson, for years traveller for William Collins, Sons & Co., have about finished their trip in Canada. They both report good business.

We tender our heartfelt sympathy to S. Edgar Briggs, of The Toronto Willard Tract Depository, in the severe loss he has sustained by the death of his wife. The blow, heavy at any time, falls in this case with special force, as our young friend finds himself with the cares of a large business pressing upon him, during his father's absence in England, and now has the added weight of the family affliction to bear. The deceased lady had only been married about a year.

THE ONTRAIO ASSOCIATION AND ITS BRANCHES.

The Executive Committee of the parent association, the local Toronto members, Irving Hutchison and the Secretary being the sub-committee to transact ordinary business, met early this month, when it was decided to hold the semi-annual meeting at the Queen's, Toronto, on Wednesday, March 9th, at 2p.m. An evening meeting as usual at 7.30.

We trust that a large attendance will be on hand. Toronto has, from a beginning of one retailer at the first meeting, stepped well to the front, and now leads the van in membership.

The committee has arranged for the discussion of various topics of interest to the trade.

The Secretary reported that he interviewed the managers of the *Mail* and *Globe*, and no definite statement could be had from either as to prices to the trade, the keen competition in circulation preventing any understanding between them. Where prices vary from those in Toronto neither paper will be supplied at less than the long price.

He also reported having received a letter from the Minister of Education confirming officially the promises made at the hurried interview in December.

The postage matter had to be again put off until we know who is who after the 22nd.

He also made report that he had organized on the 20th of January.

THE BRANT AND NORFOLK DISTRICT ASSOCIATION.

A large number of the booksellers of the counties of Brant and Norfolk met on Wednesday for the purpose of forming a Booksellers' Association. Mr. J. J. Dyas, of Toronto, Secretary of the Ontario Booksellers' and Stationers' Association, presided. A branch of the Ontario Association was organized with the following officers:—President, Jas. Sutherland,

Brantford; Vice-President, H. Dobson, Simcoe; Sec.-Treas, M. T. Hemsworth, Brantford. An executive committee was appointed consisting of four from the principal towns of the district. The meeting was a very cordial one, and after fully discussing the various interests of the trade it was unanimously agreed that on account of the very reduced discounts allowed by publishers, and the heavy duty on imported goods, all discounts given in the past by the retail trade to ministers, teachers, and students be done away with, and that the discounts on prizes and library books be graded according to amount purchased. Similar action is being very generally adopted throughout the Province. A plan for the mutual interchange of surplus stock was adopted, and the Secretary directed to communicate with those booksellers who were prevented attending by the snow blockade.

This from the Brantford *Expositor*. From the Secretary's standpoint it looked thus: After fifteen minutes' talk on the objects to be gained by forming a branch Association, and on the claims the Ontario had on all dealers, the branch was organized as above described, and every Brantford dealer, though the majority were reluctant at first to have anything to do with the contemplated union, joined with a heartiness that was very pleasing, and all present willingly affiliated with the Ontario.

The Secretary congratulates the Association on the happy start, and the choice made of officers.

Brantford booksellers are still "all round the square," still within "stone's throw" of one another, but instead of stone-throwing, hearty handshaking is in vogue.

Among the important matters transacted at the last meeting of the Toronto Association was the passing of a resolution asking the Ontario Association to take such action as will endeavour to prevent the importation of immoral, illustrated papers.

BOOK NOTES.

Mrs. Harrison, the well-known "Seranus" of *The Week*, has given us a series of sketches, taking for the title of the volume the name of the first story contained in it—*Crowded Out*. This initial sketch is of a weird and uncanny nature, and were it not that we knew the authoress to be in the land of the living we would say it is a personal reminiscence, so realistic as it is in its word-painting. The book, as a whole, is a charming bit of light literature. Some have found fault with the light, sketchy character of its contents, but we consider that they are fittingly so. A lady, in the hot, summer days, does not put on her winter costume, but rather the airiest and flimsiest raiment she can procure. So when we meet between the covers of "Crowded Out" a series of pleasant, sparkling tales, Canadian in their conception, and Canadian in the back-ground of faithful description of scenes of which all know more or less, we are pleased. The word picture of *Bonheur du Roi*, a French Canadian village, is as vivid to our mind's eye as the sketch could possibly be by the artist who is supposed to write. The light and breezy, May-morning style of the writing, though occasionally varied by a phase of November dreariness, is exceedingly pleasant to a man who, tired and hungry, lies down for a few mo-

ments before his dinner to read, or rather skim over, a little tale that furnishes him with pleasant table-talk.

Mrs. Harrison is her own publisher, and has put the price at 25 cents.

With the view of aiding the sale of T. F. Ball's admirable Life of Queen Victoria, and of giving the public, in a cheap form, a souvenir of the Jubilee year, the Willard Tract Depository issue a cabinet photograph of a picture of the Queen, with her leading statesmen, members of the royal family, Windsor Castle, the Tower, etc. For a make-up picture it is very tasteful, and contains, within a small compass, the likenesses and pictures indicated clear and well defined. The picture is presented in a neat cover, the first page of which is rich in blue and gold.

J. K. Cranston, Galt, sends us a little book taking the title from its first and longest poem, *The Heart of Strathnaver*, a Lay of the Scottish Highland Evictions, by Charles Stewart. The book is mainly in the Scotch dialect, and contains some good bits of verse making. Homely, canny Scotch verse is always pleasing; many a poem in this book would touch the soft spot in those "frae the land o' cakes," and it can be had for an Old Country shilling, and a ha'penny added.

We are indebted to ALFRED SANDHAM for the following:—

It may interest you to know that I am completing a book upon 'The Great Seals of England,' commenced by my late brother, Alfred B. Wyon, and that the work is now just going to press. Only 250 copies will be printed for sale, and each copy will be five guineas (£5 5s. 0d.). The Queen has given her special permission to have the work dedicated to herself. The Prince of Wales has directed his name to be put down as a subscriber. ALLAN WYON.

The Messrs. Wyon are the chief engravers of Her Majesty's seals, and from their studio comes all the more elaborate medals issued during the past years, such as the medals of nearly all the educational institutes of Canada, the Confederation medal, the North-West and other war medals. The office of chief engraver has been in the family for a century past.

The *American Bookseller* of February 1st contains a full list of all the books published for the general trade during the year 1886. It comprises the titles of 3,708 volumes, in book form, and 1,551 titles of the "Libraries." This is the first time on which a complete list of the latter class of publications has been issued.

The list of publishers represented in the index to the list is 435. This number is, it must be remembered, exclusive of legal and medical publishers, of the numerous publishers of subscription works, and of the host of societies that publish their own transactions. With these exceptions, it represents the firms that were actively engaged during the past year in the manufacture and publication of books to be distributed by the general trade to the general public.

The number of titles in the list is 3,708. Of these Fiction is represented by 482, Religion by 471, Education 398, Travels and Description 179, History 123, Biography 115, Poetry and Drama 127, Art 117, and

Juveniles 514, the remainder being miscellaneous and new editions. But the most striking feature in this display of the publications of the year just gone is the immense number of titles entered under the head of various "Libraries." Of these so-called "Libraries" they give the lists of no fewer than *twenty-six*, containing 1,551 volumes. Between the "Library" titles and those of the general list there is a very noticeable difference. In the 1,551 Library volumes all but 69 are fiction, while of the 3,708 of the general list only 482 are fiction. In the books on the general list either a copyright exists, or at least some remuneration is paid for advance sheets or as a simple *honorarium*, in the Library list, the greater and better part consists of simply pirated reprints of the latest and best English novels, and 508 volumes are devoted to "blood and Thunder," or "Injun fighting" sensations, furnished by native talent. The price of the libraries ranges from five cents to twenty-five cents; at the latter the reader can obtain the last great success of the last popular English novelist; at the former he can procure the highly spiced adventures of thieves and detectives, cowboys and redskins. Such is one of the results of the lack of international copyright laws.

Tennyson expresses strong approval of Wm. Kirby's novel, "Le Chien d'Or." It has so captivated his fancy that he has expressed a desire to write a poem based on the same incidents.

Charles Scribner's Sons announce that they have in press for immediate publication a new book by Robert Louis Stevenson, entitled, "The Merry Men," and other tales and fables. Cloth, \$1.00. Paper (yellow covers), 35 cents. The name of the author is a guarantee that this will be a good selling book.

The Anglo-Canadian Music Publishing Company send us (crowded out last month) Indiana Waltz, on Audran's comic opera, by Liddell, "Night and Morn," Valse, P. Cucalossi; a very fine composition, vivacious and brilliant. "The Pedlar," C. Clifton Bingham, composed by Fred K. N. Löhr. Capital song, very taking with an audience. "Yellow Roses," written and composed by Michael Watson.

TRADE NOTICES.

BROWN BROS., Wholesale and Manufacturing Stationers, 64, 66 and 68 King st. east, and 7 and 9 Court st., Toronto, have just completed very extensive alterations and improvements to their already very large establishment. They have taken in the next store west of them, having occupied the old stand for over a quarter of a century, and which in its turn underwent great improvements, being enlarged several times. They occupy two large buildings, with a frontage of nearly sixty feet on King st., running through in the rear to Court st. The buildings have been entirely renovated and strengthened—new, double plate-glass fronts, new floor and ceiling, and thoroughly supported throughout.

The old part will be exclusively apart for their wholesale and jobbing trade, the new King st. store for their city and mercantile trade.

The offices have been removed to the centre of the

building, and in the rear of the new part. Back of this frontage, on Court st., is the receiving and shipping department.

The second floor, fronting King st., has been handsomely fitted up to carry their stock of leather and plush goods, etc., of which they now manufacture and carry a very large assortment. On this floor is also their stock of binders' materials, order department for account books, manufactured stationery, book-binding, and other goods.

New engines and boiler have been put in, and the entire building is now heated with steam.

The manufacturing and book-binding department has also undergone considerable enlargement and improvement. Large additions have been constantly made to the plant in the shape of new and improved machinery, and the whole concern now comprises about the most extensive and conveniently laid out establishment of the kind in the country.

Every department is managed by a very competent staff, and there is now engaged in the establishment between 130 and 140 persons. The business was established in 1856—31 years ago—upon the basis of a book-binding business carried on by the father of the firm, who established himself in 1846 in the building next door to the one now occupied by Brown Bros.

A notable feature of this house—it is not the only Toronto establishment where it is a pleasure to call—is the pleasant, affable manner of the whole staff. Always busy, not so busy as to be surly—perhaps too busy for that—they seemingly take the cue from the bustling, busy, cheerful head of the house, Richard Brown, who, be he ever so occupied and worried, treats every visitor with a courtesy and pleasantness that is characteristic of the man.

WIDENING THE BORDERS.—Among the many Canadian firms that have derived large advantages from the late Colonial Exhibition has been The Schlicht & Field Co., whose Shannon Files and Rapid Roller Copiers are so well known and appreciated in this country. Owing to the great success in sales during the time of the Exhibition a company was formed entitled The Shannon File Co. (Limited), with a capital of £50,000, to carry on the business in all its branches, as now conducted in Canada at its office in Toronto, the parent company being in Rochester, N.Y. On the continent of Europe the same business is carried on by The Shannon Registrator Company, of Berlin.

It is with pleasure we note the great progress being made by these associate companies, particularly when in doing so they are extending very largely the sale of that most useful office accessory, the Rapid Roller Copier, the invention of a Toronto man, J. F. Lash.

It appears that in cutting down the communication of H. Dobson, Simcoe, last month, an error crept in, the letter seeming to indicate that Christmas cards were getting out of fashion in his town. The contrary is the case. Good cards, unique and tasty, sold as well there as in most places in Canada.

W. J. Henry, Kincardine, writes us that Christmas trade was as good, proportionately, as that of other places. From different other points our intelligence is that the dealers, nearly all over, shared in the general prosperity.

One of the worst features of last summer's business was the demoralization in prices of base ball goods. Formerly there was a fair profit made on this class of merchandise, but the cutting by the jobber caused the retailer to lower his price, and we question if any money was made, particularly in Toronto, on what was formerly a source of rather handsome profit.

This year three Toronto houses are handling Spalding's goods for the Dominion—The Copp, Clark Co., Smith & Fudger, and H. A. Nelson & Sons. They are holding the prices firmly, and we do hope that the retailers will fall into line and keep up prices. May we ask these firms to sell only to the legitimate trade.

We would here make a suggestion. Should any undue cutting be resorted to, report the matter to the local Association, where such body exists, and they will try to adjust the matter,

A mistake was made last month in the price of "365 Old Oaken Bucket, variation, by Grobe, 40c.," in Strange & Co.'s advertisement; it should have read 20 cents.

DANGEROUS \$10 NEW COUNTERFEITS—Canadian Bank of Commerce, Toronto, Ont. Dated May 1st, 1871, Letter D. General look of bill good, paper good and bill well printed. The blue numbers are a little too light. The imitation lathe-work in both counters **10** is fair, but quite defective upon close inspection, especially with a glass. The same work, in large green letters in word **TEN**, is defective, and unlike the genuine in detail, but the general look of same is fair. The form and expression of the lion's mouth, and the form of the under lip is unlike that on the Genuine bill. The counterfeits have "Capital, \$6,000,000." The genuine of same date and letter (some at least) have "Capital, \$4,000,000." Back of note fair, but the colour is a much lighter green than the genuine, and the lathe-work there is somewhat indistinct and defective in minute detail.

THE OXFORD BIBLE WAREHOUSE.—The expansion of the business under the vigorous management of Mr. Henry Frowde has been so rapid, that the new premises, in Ave Maria Lane, have already been found inadequate. In order to obtain the additional space which has become necessary, Mr. Frowde has taken the upper part of the adjoining building, the whole first floor of which he has fitted up as a show-room. Here the different Oxford editions of Bibles and Prayer-books are to be seen in every variety of rich and costly binding, together with the publications of the Clarendon Press. Such a handsome and capacious show-room is an unusual appendage to a Row house, where in most cases the accommodation of customers seems to be thought of no consequence whatever.—*The Bookseller.*

A remarkable incident of the value of an advertisement in **BOOKS AND NOTIONS** was mentioned to us the other day by S. R. Hart (Hart & Co.). The firm advertised under the heading, "Out-of-Use Books," 24 copies of English Literature Primer. The purchaser was John Hart, of Perth, brother of our informant. The two are in constant communication the one with the other.

We are surprised that many have not taken ad-

THE SEMI-ANNUAL MEETING

—OF—

The Booksellers' and Stationers' Association OF ONTARIO,

Will be held at the QUEEN'S HOTEL, Toronto,

—ON—

Wednesday, March 9th, at 2 p.m.

Remember the Date, as no other Notice than this will be sent to Members.

Certificates for return fare will be mailed to all members. Others requiring them will please communicate with the Secretary.

H. FRED. SHARP, PRESIDENT.
J. J. DYAS, SEC'Y-TREASURER.

The High School Drawing Course.

We are now ready to supply our new High School Drawing Book, being No. 2 of the series, on Practical Geometry. This book is in the direct line of the Curriculum. It contains 50 Problems, and 100 Exercises consecutively associated with them, all based on the *High School Programme* in this department, and furnishing exactly such matter as a Teacher requires for the proper presentation of this subject before a class. The book has the approval of the Hon. the Minister of Education; and being based on the curriculum, it cannot fail to prove of immense advantage in the Examinations in this department. It must, therefore, come into immediate and exclusive use in all High Schools and Collegiate Institutes. Consult Headmasters, and send in your orders. Price, only 20 cents. The Trade supplied at the usual discount by the Toronto News Company.

THE GRIP PRINTING & PUBLISHING CO., Publishers.

Send in your orders to the Toronto News Co., for extra supply of the CARNIVAL NUMBER OF GRIP. Retail price only 10 cents; 16 pages.

A GOOD BUSINESS OPENING.

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W.,
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vantage of this means of getting rid of surplus stock. See our terms.

As the amounts owing on Books & NOTIONS are so small, those in Toronto to whom accounts were sent last month will please call at office and pay them.

THE DISPENSERS OF PHYSIC.

"Every man has some great event in his life, and I consider this to be mine," said President Edward Harvey, of the Ontario Pharmaceutical Association, when he took the chair at the conversazione celebrating the opening of the new building, of which the knights of the pestle and mortar think so much. They have good reason to be pleased with the handsome building that hereafter is to be their college and headquarters. It is situated in a handsome part of that rather handsome city, somewhat known to our readers, Toronto by name.

From a description in the *Mail* we clip the following:—

"The new building, which is in a central position on the north side of St. James' square, is a handsome three story structure of red brick, faced with Ohio stone, and occupies a space of 40 by 90 feet. The basement is devoted to heating apparatus and the chemical and pharmaceutical laboratories, which are now being rapidly fitted up. The ground floor contains the chemical lecture hall, capable of seating 90 students, the lecture table being fitted with all the necessaries for experiments. The museum is also on this floor, and is now being furnished. The board room has been handsomely furnished. The library and professors' rooms are also on this floor. The second floor is principally taken up by the examination hall, which is 40 by 60 feet, and a special examination room for dispensing, which has been well equipped with apparatus for testing students in practical work."

The attempt of the doctors to procure legislation to regulate the education of druggists, caused the latter to bestir themselves and organize locally then a general body, and finally the present legalized organization, to be a member of which is the legal qualification to carry on business.

The account of the success of the body is thus described in the President's opening speech:—

"This association had existed for a few months when the idea was entertained of forming an organization to cover the whole of Canada. Details were entered into and carried out successfully; Wm. Elliot was elected president and H. Miller vice-president. The success attained by the Toronto Association induced others to join, until by the end of the year 1867, the society had on its roll 55 names. Early in 1868, the outside provincial societies joined us, and then it was that steps were taken to obtain legislation. The first move was to issue a monthly journal, under the editorship of Prof. Shuttleworth, which in a short time had the effect of largely increasing the number of members and paved the way to legislation. After surmounting various disappointments accompanied with the usual amount of up-hill work in the effort to keep the association together, finally on the 15th February, 1871, the Pharmacy Act was passed and became law, thus bringing to a successful issue the long protracted efforts of the plucky little society and rewarding the efforts of

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Loved I Not Honour More!

By ANNIE ROTHWELL,

Paper Cover 25 Cents.

ROSE PUBLISHING CO'Y,

TORONTO.

the committee in charge, who stuck so heroically to a cause that seemed at times perfectly hopeless. After this everything was comparatively even sailing."

Read between the lines and see in this quiet, firm progress the hope of success of our own organized body.

CARNIVAL PICTURES.

With the Montreal winter carnival comes the apparent necessity for the production of coloured pictorials to commemorate the event.

This year the Montreal *Star*, *Grip*, and others, presented us with souvenirs of the event. It is so unusual a thing for the *Star* to give anything entirely creditable (the Christmas number, except the coloured plates, was but common-place), and it is so seldom that the trade is well treated (witness the protest of the Toronto Association on their inability to get anything like sufficient supply), that when Graham & Co. do give something really good, and treat the trade in a business-like manner, as they did with the carnival number, we desire to give ample credit. Of the 26 pages of reading and illustrations there is hardly a fault to be found. It contains, besides the illustrations proper, such an array of handsome buildings—Parliament House, Ottawa, etc., that it is a valuable present to send anywhere to give a just conception of of what at least of Canada a portion really is. It is the best piece of lithography that we have seen from that old and well-known house, The Burland Lithographic Co. Those illustrations produced by the photographic process are also good, particularly the toboggan slide, fram a photograph by Notman & Son. On it the likenesses are admirable; though small there can be easily recognized the features of many well-known Montrealers. The price, 40 cents, is certainly not too much for such good value.

Our own cute, critical, comical *Grip* adds to its regular paper some pages of carnival fun. In depicting some Canadian scenes not shown in the carnival it enlightens the minds of those whose view of our country was so snow-blind that they could only imagine ice as our main natural product, and who would question the native as to whether blankets were not necessary on July nights. In the double page cartoon the artist allows himself to run riot in depicting political characters, newspaper men, and other celebrities. The design and execution, as is usual with Bengough's work, are good, the conception of some unique and novel, and the whole number, richly coloured cartoon pages, gold bordered, with the ordinary letter-press and illustrations, make up a number rich and rare.

CORRESPONDENCE.

WINNIPEG, Feb. 3rd, 1887.

SIR,—In order that your readers may be posted in the state of trade in the Prairie province, I beg to encroach on your space to the extent of a few lines, informing you of our past trade and future prospects. Our Xmas trade was quite up to last year, and considering the small amount of business done with outside consumers, we have good grounds for assuming that if we are in reality "living on one another," we

B. MARCUSE, MONTREAL,

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SAMPLES TO THE TRADE MAILED ON APPLICATION.

NO. 15 VOLTIGEURS STREET,

(COR. NOTRE DAME STREET,)

MONTREAL.

have still enough substance to hold out until the full tide of immigration sets in, as it must do sooner or later.

In the wholesale trade in general the returns for 1886 show an increase of some \$3,000,000 over those of 1885, and the jobbing houses in our own line have had a full share of the benefits accruing therefrom.

Yours truly,
GARRY.

January, 1887.

DEAR SIR,—This year I bought largely, in the United States, of fancy goods, etc. They sell better than anything I bought in Canada. The reason is there is so much similarity in the lines offered by the Canadian jobbers, and the worst of it all is, the most of them peddle their wares all around town to every Tom, Dick and Harry, and the result is that probably six or a dozen dealers will have the same lines of goods; and then the public say they are so common they won't buy them, and moreover, there is almost sure to be cutting in prices. I have quit buying goods from fancy goods peddlers (who sell to grocery stores and the like). There is more than one fancy goods house in Toronto from whom I used to buy as high as \$400 in one bill, and from whom I scarcely now buy anything, nor do I intend to as long as they continue the peddling business.

The only way a dealer can make any money out of fancy goods, is to have entirely different goods to anybody else in the same town.

A CANADIAN WHO WOULD LIKE TO BUY AT HOME.

DEAR SIR,—Your article in the December number of BOOKS AND NOTIONS, entitled "A Plea for Fair Trading," strikes the nail squarely on the head. The time has now come for some decided action on the part of the retail trade to defend themselves and their business against the illegitimate greed of some of the wholesale dealers in stationery, books, notions and fancy goods. It is poor encouragement for the retailer who, for years has been trying to build up a legitimate trade, to see his efforts undermined by a class of small grocers and equally small wholesale houses. Take my town, for instance; in it we have two legitimate stationery, book, fancy goods and notions stores, one connected with the post-office, the other my own in connection with a drug business; a fair trade has always been done, which, if cut off from its connections would barely support one person, yet we found that during the season just past, that nearly every business place in the town had secured a stock of notions, fancy goods, etc. Even an undertaker and harness maker, who believes so firmly in protection that he succeeded in preventing a retail establishment from procuring supplies in his line, got a large stock of fancy goods, toys, albums, plush goods, notions, etc., from a Toronto wholesale house. There is not a grocery store in town, with one exception, but what carries a stock of school supplies, and in their paltry way try to undersell the legitimate trade. They will sell Readers below advertised prices, 10 cent slates for 8 cents, and if you can afford to give 5 slate pencils for one cent, they give 7 or 8, and so on. Now these people are not so much to blame as the snide houses, and even houses of some pretension who canvass them for their orders, and it is against these houses that

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PER GROSS.

No. 10, Paper Wrapper, polished \$7 00

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Combined Writing Tablet
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Suitable for office, House or School use.

Price, Retail 15 Cents; Trade Price, \$1 00
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SEND FOR SAMPLE.

This article will have a large sale and the Trade first showing same to the public will reap the benefit.

WILLIAM BRYCE,

Publisher,

Toronto.

the regular retailer must wage a war for his just rights. Only one mode of warfare is open to us, and that is to combine our forces in an association of all the retailers of Ontario, having for our war cry *protection*. The undertakers have an association so well formed, that none outside of it can get a single article in their line from their wholesale houses. Their organization is so close that they can even exclude healthy competition.

Bear in mind that I do not want to smother legitimate competition, but I do earnestly protest against our wholesale houses peddling out their wares to every corner grocery in the country. Let us move in the matter at once, put our shoulders to the wheel, and success is sure to crown our efforts.

Yours,
RETAILER.

TORONTO, Feb. 12th, 1887.

DEAR SIR,—In your last number a letter from Geo. H. Suckling appeared, in which he gives some advice to the trade on the subject of copyrights and cheap music, and invites a general discussion thereon by the music trade of Canada. Let it be understood that this letter is not inspired by any hard feelings whatsoever. We recognize Mr. Suckling's right to give expression to his honest convictions, be they, in our judgment, good or bad. It is our desire to continue our friendly relations with the firm of Suckling & Sons; and we admit that their business success is proof of much good the community has received at their hands. Has he forgotten there is such a science as political economy? Will he tell us that there are no laws of trade and commerce, no laws of prices and values, no laws of supply and demand? We think not. Then, if not, how is it that he gives advice contrary to the manifest operation of these laws?

Mr. Suckling makes two grave and serious charges against the music trade of Canada generally that we believe to be groundless. We place them in the reverse order in which they appear in his letter, because it is more convenient for us to so deal with them. The first, for brevity's sake, may be called the charge of stupidity. He says: "The most stupid policy of all dealers is to disregard copyrights and to encourage the sale of cheap editions, which is done largely all over Canada," etc., with the result, as he says, that no one makes any money.

In order to show the economic fallacy underlying this charge, we must first determine the functions of the merchant or commercial trader. . . . The solitary trader has done infinitely little to make the customs of his trade. He finds them already made for him. He must step into harness, or go to the wall. It is the function of the retail trader to keep a storehouse of such goods as will most likely satisfy the needs and demands of his immediate vicinity. The merchant who fills his store with goods that please him, without having previously studied the wants and requirements of those who are most likely to become his patrons, will find, when too late, that he has made a failure.

Our advice to the trade is neither Mr. Suckling's advice nor the opposite. It is: In purchasing goods, do not allow your judgment to be warped by your own peculiar tastes or wishes. Study the wants of your customers. If they demand cheap music, then handle cheap music; if they want high-priced copy-

STANDARD

BASE-BALLS

For 1887.

This line of **Base-Balls** is put on the market to supply the necessity for "**A Line of Balls which will Ever be the Same in Quality**," and the quality of which will be fully understood by referring to the description published in our List. Names heretofore generally believed to be found upon good Balls only, have often been used on such as were inferior in quality of material and workmanship; the **Standard Base-Balls** are guaranteed to the trade to be just what they are here described to be.

The higher grades are manufactured under the supervision of Experts in the game, and in accordance with the requirements of the American Base-Ball Association; these comprise numbers 1 to 7. The numbers 8 to 12 being machine-made balls, have a well-finished appearance and are absolutely uniform in size and perfectly round. All are put up in substantial and attractive boxes of one dozen.

This is their third season, and already the "**STANDARD BALLS**" appear to be recognized as "The" Standard for good balls.

At the ending of last season many letters were received by us, speaking in the most flattering terms of the quality and finish of our goods; and even before our Price-List for the third season is issued orders are coming in which indicate **A RUSH ON THE STANDARD BASE-BALLS**.

Please Send Your Orders in Good Time.

The Toronto News Comp'y

TORONTO & NIAGARA FALLS, Ont.

P.S.—We have now in stock our "Eubber Balls" for the coming season, having placed our order last fall before the advance in prices of from 15 to 20 per cent. by the manufacturers. We will continue to sell at **OLD** prices so long as this stock lasts.

rights, by all means keep a supply in stock; if they demand both, which is most likely to be the case, you will find it will pay to handle both. If the public disregard high-priced copyrights, the successful dealer must do the same, or suffer loss from dead stock. Mr. Suckling sees the cause of the dealer's disregard for copyrights in the dealer, whereas the cause lies back of the dealer—in the public who support and maintain him.

We have a large number of customers in the trade who cannot handle any piece of music the retail price of which is over 20 cents. For this class, it would be the greatest stupidity to lay in a stock of high-priced copyrights. And, as to profits on cheap music, we have the unquestioned evidence of many large dealers that where they sold one 40-cent piece, before the introduction of cheap music, they now sell, on the average, six or more 10-cent pieces at the same rate of profit, or better. Is Mr. Suckling's charge of stupidity against the music trade of Canada sustained?

The other charge made by Mr. Suckling is that "very many" Canadian dealers are wilful law-breakers. We quote: "There seems to be a general indefinite understanding amongst Canadian dealers as to the advantages connected with copyrights, and with very many how to evade its laws, and how to disregard the matter generally, appears to be their main thought." With this charge it is not our purpose to deal just now, for lack of space. With the consent of the editor, we will endeavour to refute it next month, and show that many dealers have been the sufferers rather than the aggressors.

Yours, etc.,

STRANGE & Co.

MONTREAL, Jan. 20th, 1887.

SIR,—I notice a letter from Mr. Suckling in your last issue regarding copyrights on music books. As far as music books are concerned, under present circumstances, there are three music dealers or three booksellers gaining their living in this country in comparison with England's one, that is in proportion to population. I myself was in a bookstore twenty-five years ago in Southampton, there were three bookstores, no music stores, for a town of 75,000 population, in fact, in London I should say in proportion to population there are not one to Toronto's three, more especially in music, what there are are unseemly wealthy at the expense of the people, new music only coming within reach of the wealthy and fashionable. Copyright enables publishers to defraud the poor and to make rich in a day perhaps the composer of a taking song, and perhaps of not the best class, in fact a minstrel, say the best of its class brings in far more money than a very high class one.

Mr. Suckling says he has to find the man yet who has made money out of cheap music. Permit me to say that I make a decent livelihood, and that I know two or three others here who do; we don't grow rich, we are not expected to do as speculators and jobbers who grow rich and monopolists. One music dealer in Toronto has found some native Canadian composers very profitable to him. Why does not Mr. Suckling try to encourage native talent. Why should English composers be protected here and take our money as well as Mr. Suckling, become rich. I fail to see it, and I fail to see why Mr. Roe should be granted pro-

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8 & 10 Wellington St. East,

26 & 28 Front St. West,

TORONTO.

tection here when there is no copyright treaty between us and the United States. Also I feel sure from what I hear that there are many music dealers of the cheap class in Toronto making a living, why should they be closed up in order that Mr. Suckling should become rich. I fail to see it again.

The profits allowed retail music dealers by publishers on copyright music does not pay expenses—or only in the case of a few monopolists who commanded the largest trade—again, these publishers such as Mr. Suckling go all over the country and sell to teachers and schools at the same price, or nearly so, as to dealers, and in addition send out packages on sale or return to such school. (See their own catalogue.) If Mr. Suckling were a small dealer, struggling up with a little capital, he would not write like this.

All the great English publishers depend on their special catalogues of foreign reprints, which they offer at one-tenth or one-twelfth of marked prices. If we could depend on Mr. Suckling giving us these benefits, we should be delighted to deal with him. Anyway I can after twenty-five years of dealing in music, say, that at least music should be supplied at one-fourth, to make it pay, to dealers, considering the immense loss by *bad music and bad paper* which in a few months is unsaleable if kept on the counter. When publishers want protection and get it, the law should say that their prices should be limited to so much a page. How would that suit Mr. Suckling?

Encouragement of native talent is all we want here and a free open market for all else.

W. STREET.

DEAR SIR,—I rather like the idea of ventilating the copyright law, and so would like to ask a question, raised by the letter of Mr. Suckling. I pass over the items of the music, and come to the case of the Rose Publishing Company. There are one or two statements in that I cannot understand. First, why, if Canada is under the English law, did the Rose Publishing Company pay Mr. E. P. Roe for what, by English law, is public property. Ward, Locke & Co. reprinted the book in England; but I very much doubt that they paid anything for the privilege of doing that which any other publisher could do without payment, or else I do not understand the English copyright law as it applies to American authors.

The original article said: "The Rose Publishing Company purchased from E. P. Roe the right given him by law for the publication and sale of the book in Canada." Where does this right come from? There is none in England, unless the author lives there for a certain time; so that the law must be a Canadian one, and that kills the balance of his letter, I think.

Will some of your correspondents inform us whence comes this right? Then, again, do we want any copyright law of the sort that puts a monopoly of a book into the hands of one firm? That, I think, is protection for one against the whole Dominion. If it was a Canadian author, it would be very different; but this is paying American authors for the benefit of one Canadian firm.

Ventilate the subject; let us hear from all sides.

Yours truly,

A RETAILER.

[Prior publications in England gives copyright to the foreign author.—Ed.]

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With the view of opening up a channel of communication among members of the Trade, we will insert for 10 Cents a Line, a list of such books as they wish to dispose of. It will be useless to advertise them unless prepared to take very much below the price.

Books wanted at cut rates will be advertised in the same way.

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6	Mathematical Tables (Galbraith & Haughton).....	\$1 25
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10 Cents per line for each insertion.

S. R. BRIGGS, Toronto:—

Encyclopedia Britannica, American edition, second-hand.

DEAR SIR,—I wish to draw the attention of the trade, through your widely-circulated journal, to the unnecessary and annoying changes in school-books, so that the matter may be brought before the Ontario Booksellers' Association, and by them to the notice of the Minister of Education.

I will give you a case in point. As you are aware, the drawing-books now in use are the "Canadian Drawing Course," issued in five numbers. When first issued Nos. 1 and 2 were smaller in size than Nos. 3, 4 and 5, and charged to the trade at 80 cents and 90 cents per dozen respectively. I might state here that these books should be supplied to the trade at 75 cents per dozen, which would leave the publishers a very handsome margin.

In order to get a little closer price, I ordered a quantity of the different numbers. What was my surprise to find, before I had sold out, a change in one of the numbers, the result of which was unsaleable books in stock. I ordered a second quantity, with the same result—a change in another number and unsaleable books again on hand. And, again, a few months ago, Nos. 1 and 2 were enlarged to the same size as the other numbers, without any notice being given. The result was that the dealers who had a stock on hand had difficulty in disposing of them, and in some cases were unable to do so, because as soon as the teachers were aware of the change, they instructed the pupils to buy only the larger ones.

Now, the result of all these changes is annoyance and loss to the retail dealer. When the publishers were spoken to on the matter, they stated that they were instructed by the Minister of Education to make the change; so that they were not responsible for it.

Now, the question is, Are all these changes necessary? If they are, why is there not notice given to the trade in advance, so that they can govern themselves accordingly? As far as the last change is concerned, the books cost enough, in all conscience, to admit of their being enlarged without adding to the price; but there were not even any new plates made in making the change, so that the actual change was only to leave a little more margin on the book, and charge the retailers 10 cents per dozen more. If the higher numbers had been reduced to 80 cents per dozen, it would have been more reasonable.

Now, Mr. Editor, I hope the Association will take up this matter of changes in school-books, and bring it before the Minister of Education; and let me say here that I think it is by taking up practical subjects like that that the Association will benefit the trade.

Toronto.

A SUFFERING DEALER.

[We are satisfied that the simple mention of this matter to the Minister of Education will prevent, in the future, such injustice. Even the cases cited, we cannot believe, came under his notice.—Ed.]

A correspondent of *Truth* offers the following as his idea of an international copyright: Every British and American author should be allowed to obtain a copyright in both countries by selling his work before publication, with due registry, to a publisher in each country. The plan is simple, and obviates all dissension respecting protection of paper manufacturers and publishers, the object, and the sole object, being to secure to the authors of both countries payment for the work of their brains.

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R. W. DOUGLAS & CO.,

[(Successors to A. Piddington),

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The most extensive and valuable Retail Stock in Canada.

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SILVER MEDAL

For Lithography.

INTERNATIONAL EXHIBITION, EDINBURGH, 1886.

THE BARBER & ELLIS COMPANY

Beg to advise the Trade that they have made arrangements with the celebrated paper makers, Messrs. TOWGOOD BROS., of Kent, for the sale of a NEW LINE OF LADIES' NOTE PAPER AND ENVELOPES, made to commemorate the 50th year of Her Majesty's Reign, the

“JUBILEE NOTE”

With a watermark design consisting of a portrait of Her Majesty QUEEN VICTORIA encircled with a wreath of the Rose, Shamrock and Thistle, and above and below this pictorial wreath the Colonial and Indian Empires are represented by their respective emblems.

This paper and envelopes to match will be supplied either in the rough or glazed finish.

They have also had, with the consent of the makers, the design registered as a trade mark in Canada, and all are cautioned against buying the paper and envelopes from any jobber that cannot show the written authority from the Company for selling same.

Samples and prices furnished on application.

NO. 15 JORDAN,
And 10, 12 & 14 Melinda Sts. TORONTO.

BROWN BROS., **Wholesale and Manufacturing Stationers,**

Desire to call the attention of the Trade to the very extensive Improvement and Enlargement that has now been completed in their establishment, now comprising both their old stand and the correspondingly large building next door. All of which has been thoroughly refitted throughout, making one of the most complete establishments of the kind on the Continent. Every Department has been separated and reorganized, and with ample room and every convenience, their extensive and well assorted stock can be seen to advantage.

And while thanking the Trade for their favours of the past, would respectfully invite them to visit the establishment and see for themselves.

DEPARTMENTS.

PAPER AND STATIONERY.

ACCOUNT BOOKS.

POCKET AND MEMO. BOOKS.

LEATHER & PLUSH GOODS.

BINDERS' AND PRINTERS' MATERIAL.

BOOKBINDING. DIARIES.

64, 66 and 68 King St. East, and 7 and 9 Court Street, Toronto.

ESTABLISHED THIRTY-ONE YEARS.