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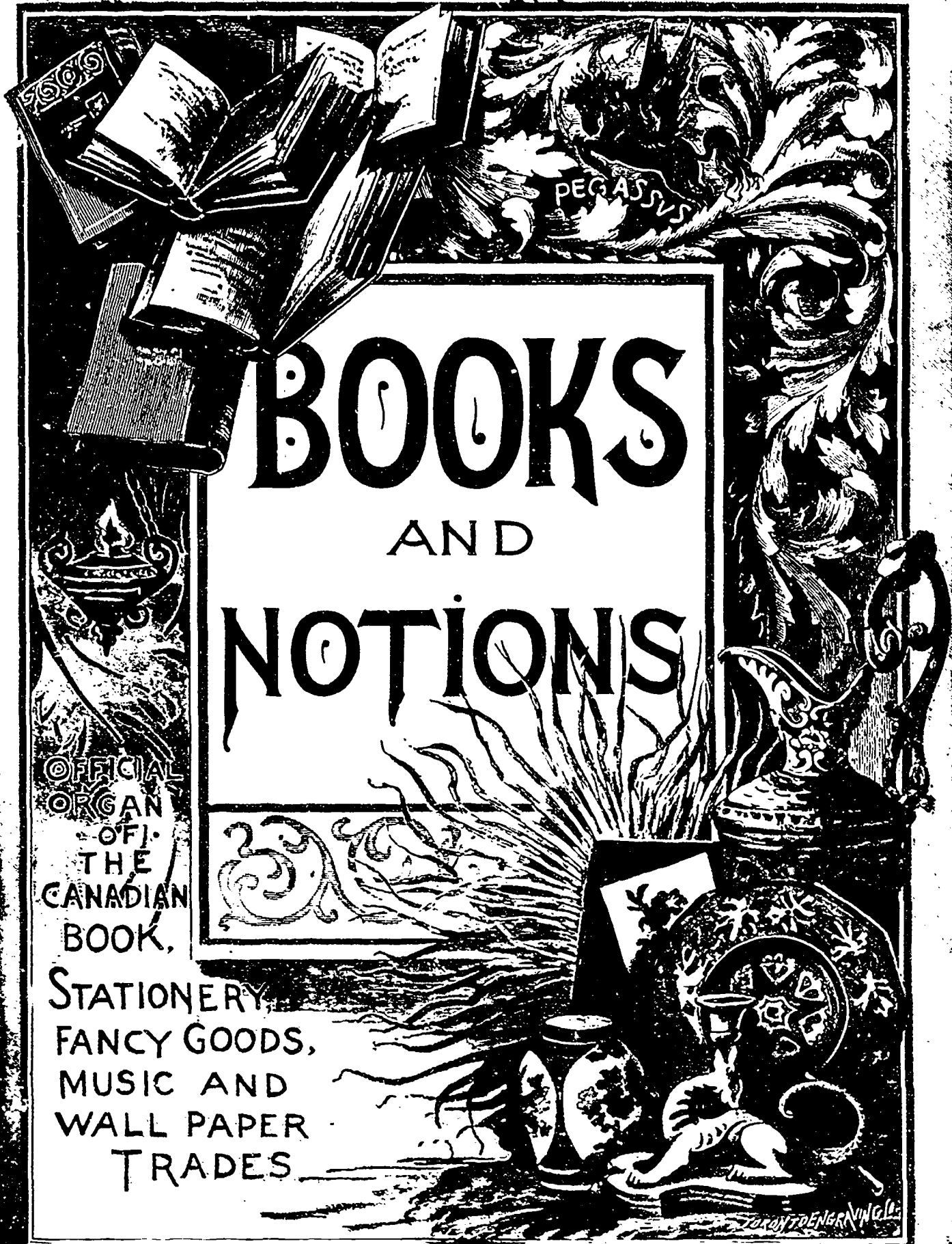
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BOOKS
AND
NOTIONS

OFFICIAL
ORGAN
OF
THE
CANADIAN
BOOK,

STATIONERY,
FANCY GOODS,
MUSIC AND
WALL PAPER
TRADES

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Paper, Envelope and Blank Book
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Wholesale and Manufacturing
Stationers,
64-66-68 King St East, TORONTO.

On hand, a most complete stock of goods
suitable for the

Holiday Trade.



Fancy Leather Goods,
Portfolios, Tablets,
Wallets, Purses,
Music Rolls and Folios,
Pocket Books,
Memo Books,
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Inkstands, great variety,
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Wirt Fountain Pens,
Stationery Specialties.
Office Requisites.
Diaries, 1893.

Headquarters for

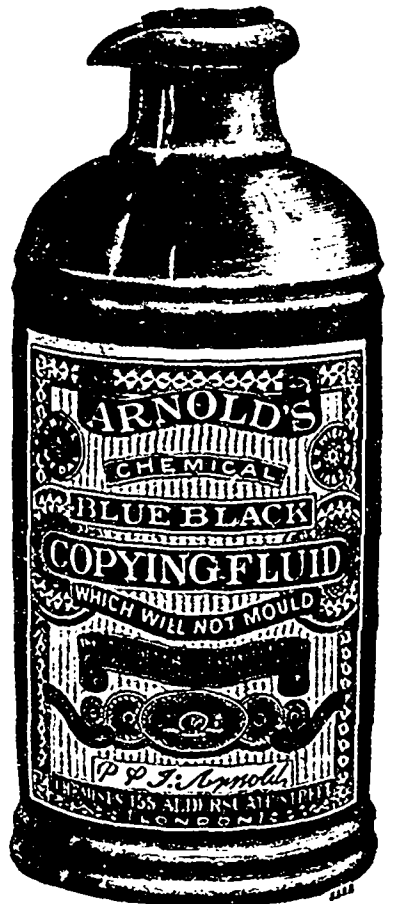
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FULL LINES, EVERY KIND.

New Goods Constantly to Hand.

BROWN BROS., STATIONERS.

Arnold's Inks.



Chemical Blue-Black WRITING FLUID

Noted for its Fluidity and Permanency.

Blue-Black Copying Fluid

Will take 6 Good Copies.

Brilliant RED INK.

For samples and prices, apply to the
Wholesale Agents,

BROWN BROS.,

64-68 King St. East,

TORONTO.

BOOKS and NOTIONS

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

Vol. VIII

TORONTO, DECEMBER, 1892.

No. 12

-XMAS NOVELTIES-

Presentation Goods in large variety.

DOLLS, TOYS, & GAMES.

We put up Assorted Case Toys costing \$5.00, \$10.00,
\$20.00 and \$25.00 each.

Send for Toy Catalogue.

H. A. NELSON & SONS,
56 & 58 FRONT ST. W., TORONTO.

W. H. BLEASDELL & CO., DIRECT IMPORTERS.

Assortment and Variety
Still Large.

DRIVES IN ALL LINES

TO CLOSE OUT AND CLOSE UP.

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74 York St. Toronto.

C. M. TAYLOR & CO., Toronto

CANADIAN JOBBING AGENTS
FOR THE NEW

National Wall Paper Co., of New York,
Capital \$20,000,000.

The following is a partial list of the factories affiliated with
the new Co.:

ROBERT GRAVES CO.; F. E. JAMES Co.; JANEWAY &
CO.; HOWELL & BROTHERS; H. GLEDHILL & CO.;
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FENIMORE; THE BARTHOLOMEW CO.; A. A.
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Hold your Orders! Variety most extensive! Prices as low as the
lowest! Travellers will be out immediately.

PUBLISHERS OF

The Importer's Guide, 75c. and \$1.00.
Matte's Interest Tables, at 3 per cent.
and at 4 to 10 per cent.; \$3.00 per copy.
Oates' Exchange Tables, \$2.00 per
copy.

DISCOUNTS TO THE TRADE.

MORTON, PHILLIPS & CO., Stationers, Blank Book Mak-
ers, Printers and Publishers.
1755 AND 1757 NOTRE DAME ST., MONTREAL.

1893 SELECT NOTES,

A COMMENTARY ON THE
SUNDAY-SCHOOL LESSONS For 1893.

EXPLANATORY! ILLUSTRATIVE! DOCTRINAL! PRACTICAL!

Suggestions to teachers and Library References

BY
REV. F. N. PELOUBET, D. D., and M. A. PELOUBET.

\$1.25.

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Corner Yonge and Temperance Sts.
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BUY YOUR

WALL & PAPER

FROM HEADQUARTERS.

We Manufacture all Grades.

Travellers now on the road.
Samples sent on application.

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THE BARBER & ELLIS CO.

Nos. 43, 45, 47 and 49 Bay St., Toronto.

AND

823 Craig St., Montreal.

Our lines of manufactured goods are more varied than ever.

PAPETERIES.

All our Xmas orders have been filled and the sales have far exceeded our expectations. In staple lines we have introduced some good sellers.

Plushwater, Eldorado, Abbotsford,
ARE ALL NEW LINES.

TABLETS.

We have introduced several new lines. The "Excelsior" series is a very attractive line. It replaces the "Globe" that we have been selling for nearly seven years, long before anyone thought it worth while to copyright it.

INKS AND MUCILAGE.

We have just concluded arrangements with Messrs. Barnes & Co. to control the sale of their Writing Fluids and Mucilage in Canada. This ink has been thoroughly tested and we can recommend it as reliable and much cheaper than other inks.

We have a small stock of Stafford's Inks that we will clear out at greatly reduced prices.

NOTE PAPERS.

Our variety is greater than ever.

Camden Cream Note is very popular.
Abbotsford, large and small, is here to stay.
St. Neots for fine trade is unsurpassed.

FLAT PAPERS.

In flat papers our regular water marked lines have a ready and constant sale.
Meadowvale, Vancouver, Abbotsford are standard goods.

WEDDING STATIONERY.

In great variety. Ball Programmes and Pencils.

Just received, a very fine line of Memorial Cards.
Write for samples and prices.

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ORGAN OF THE
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Subscription, \$1.00 a Year in Advance.
OFFICE,

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One-Fourth Page	"	65 00
Half Page	"	150 00
One Column	"	100 00
Half Column	"	60 00
Quarter Column	"	35 00
Eighth Column	"	18 00

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

BOOKS AND NOTIONS, TORONTO.

Vol. VIII. Toronto, Dec., 1892. No 12

THEY USE THEIR BRAINS.

SOME people do and some do not believe that business success depends to a great extent on the use of brains rather than hands, on the pica mater rather than the limb muscles. A strong example of the benefit of brain work was cited by a retailer a few days ago. When the recent changes in the prices of the Toronto dailies to newsdealers were published, he sat down and carefully figured the matter out, and his calculations just net him, he claims, nearly two hundred dollars a year. He takes 150 dailies. If he would pay for these monthly at two cents a copy it would amount to \$78 each month, or \$468 for six months, this being computed at the rate of two cents a copy. But he doesn't do this, he pays 150 subscriptions six months in advance, and these cost him \$2.50 each or \$375 for the whole number. Now the difference between \$375, or the cost by paying six months in advance, and \$468, the cost of the same number of papers when paid at the two cent rate, is ninety-three dollars. This amount is saved every six months on 150 copies, or \$186 every year. Take off \$26 for interest, loss, etc.—a very liberal allowance—and the dealer claims a net gain of \$160 from this piece of arithmetic. Now this is a huge sum to save on a small adjunct of the ordinary booksellers' business. Most newsdealers and booksellers say that there is no money in selling daily papers, and yet here is a dealer making nearly two hundred dollars a year by a mere discrimination in the manner of payment. Other examples might be given,

but each dealer must find these things out for himself, by deep study, business conversation, and intense watchfulness. These savings are what make one man a millionaire, in the same business in which another is starving. The active, intelligent business man cannot be left behind if he uses his brains. Hire clerks to do the manual labor, and do the brainwork yourself. Don't slave doing work worth five or ten dollars a week, when you can work in your office at work worth \$100 per week. Hands are certainly to be used, but so are brains. But the brains are what make the wealth, not the hands.

PERFECTLY MADDENING.

TO wave a red cloth before the eyes of an angry bull, will raise no more maddening thoughts in the cranium of Mr Taurus, than will be raised in the mind, brain, face and eyes of the ordinary wholesaler in Toronto when he is asked how important orders are coming in for rubber balls. The honest dealer bubbles over with righteous wrath, the less honest dealer with unrighteous wrath. To find the cause of this trouble, one would need a search-warrant, but still we have been lucky enough to receive a few pointers on the subject.

The wholesale merchants are jealous of one another; the travellers are jealous of one another, and the result is blood-thirsty knifing and murderous slaughter—of prices. Why this should be, no one can assert any weighty reasons, but the lamentable fact nevertheless presents itself in all its discouraging hideousness. Some firms who a few years ago were engaged in handling rubber balls have ceased to do so. They felt no doubt that the business was not on a safe and honest basis, and they dropped it. Others are disgusted and discouraged, and would drop it if they dared. What is the cause of all this trouble? Purely and simply a want of honesty—a want of honesty in giving instructions to travellers—a want of honesty in travellers, and a want of honesty in retailers—these are the places where the dishonesty lies. Not that we would dare to say that all of any of these classes are dishonest, only a portion of each is so tinctured. The traveller comes into the house and says, "So-and So are quoting below us on rubber balls, and I can't get orders." The merchant is perplexed. He doesn't want to meet cuts, but what is he to do? The retailer asks the traveller, "What can you quote me rubber balls at." He gets his answer. "Oh, I can do better than that," is the reply. The traveller quizzes him, but he won't tell how much better, and seeing he is a good customer, the traveller is finally scared into offering a little more discount, and the dealer has, often dishonestly, made a gain. Sometimes the fault lies with the traveller, just as often it lies with the retailer.

Just at this season of the year all the houses send out a price list, quoting certain

prices, subject to certain discounts, for rubber balls. The prices vary very little, but the discounts vary very much. In the first place, import orders placed before January first are subject to a discount not allowed after that date. But the trouble is that circumstances other than market fluctuations send that discount up and down more irregularly than the movements of the barometer. Competition overcomes business rules and often business integrity

This cutting would not be so disastrous if it were confined to rubber goods only. But the trouble is that the evil is more or less general in all branches of the book, stationery and fancy goods trades. It makes business very unsatisfactory, and in many cases brings profits down to starvation level. This unsoundness of business methods is leading to extreme unsoundness in the financial condition of some of the firms. But it is to be hoped that nothing disastrous will result. There should surely be enough honor left among the retailers and wholesalers to rid the trade of this mean and dishonest practice.

AN INSOLVENCY LAW.

A T a recent meeting of the dry goods section of the Board of Trade, it was decided that the Dominion government should be asked to act at once concerning the proposed Insolvency Act, as the country was suffering from the lack of a proper Bankruptcy law. The need is much felt among all classes of mercantile trade. A wholesaler of this city remarked a few days ago, that accounts in the Maritime provinces were so uncertain, that when word arrived that a merchant had failed down there, his firm simply closed the account into the loss and gain account, and tried to forget that they ever had such a customer. But the bill proposed last session had many serious defects which should be remedied before passage; the main objection to it, being its complicated and lengthy nature. The main feature of the bill were as follows: Creditors have power to attach the property of insolvent debtors who refused to assign; unjust preferences are prohibited; provision is made for the equal distribution of the assets among the creditors, and provision is also made for the discharge of insolvents. There are to be no official assignees, but, except in counties or districts containing cities with a population of more than 20,000 the sheriff of the county or district (and in the Province of Quebec the prothonotary) is to be a guardian, and in counties and districts where there is a city of over 20,000, the Board of Trade is to appoint a guardian to take charge of the insolvent estates and call meetings of creditors, and at such meetings liquidators are to be appointed by the creditors. These provisions are apparently all right but they might have been written down in a more concise form.

THE PERSONALTY TAX.

ENOUGH has been written concerning this pernicious municipal tax to supply a student with five years' reading, but still it is with us. The cities of the United States have been trying to free themselves from it, but with only moderate success. In Canada, the leading cities from Halifax to Victoria have labored with the problem, but still the oppressive and iniquitous tax is used by our municipalities. The rulers of this country are too conservative altogether. The fathers of the municipality think that what was good enough for the grandfathers is good enough for the grandsons. In fact they find this problem too heavy for them, and for fear of making new mistakes, they retain the mistakes of the past. This is a nice rule of thumb, but it is exceedingly disastrous to the welfare and morals of the community.

Equality should be apparent in all systems of taxation, but it is not one of the results of the personal property tax. Part of a community's personal property cannot be found by even the shrewdest assessors; and when part cannot be found, the part that is found bears its own share, and the share of the unfound part. For example, suppose a municipality tried to tax a man on his bank deposits—does any sane man think those deposits would be there, when the assessor came to examine the books. They would be withdrawn. Theoretically they are taxable in Ontario; practically they are exempt.

Moreover, a personal property tax is inexpedient. It drives moveable property away from the municipalities which impose the tax most thoroughly. Now in cities, the value of real estate depends altogether upon the accumulation or personal property upon it; and to drive away this moveable property is to create in this way, a double loss in assessable property.

Some forms of personal property are already exempt, and thus the burden falls more heavily on the other classes. For example, in Toronto all machinery in actual use for manufacture is now exempt, by a by-law.

But the greatest and gravest objection is the fact that a man must perjure himself or pay more than his share of taxation. Suppose you have two men doing business with \$50,000 capital, mostly in form of merchandise, one claims that his debts are so great that he is worth almost nothing, and he gets off with an assessment of \$5,000. Many men make such a statement who have few or no debts but do it to escape taxation. The other, being more honest admits a net worth of \$50,000 and is taxed on that. He pays ten times as much taxes as the other, and perhaps makes less profit. Tax debts as well that is make no deduction for them, and the assessment is unfair and double taxation results. Exempt debts, and fictitious debts are created with a view to escaping taxation.

There is a strong idea abroad that a man who is engaged in commerce should pay full

taxes. These men are the bone and sinew of our country, and their burdens should be lightened. In Toronto the merchants are suffering very much, as they pay the double share in many cases, due to faulty assessments; and then this double share is again doubled by reason of the exemptions of other classes.

Now the personalty tax should be done away with for the above and other reasons. A tax on realty is better because realty is visible, easily valued, and permanent in location, it derives an increased value from public security and public works, and it is a permanent source of revenue. A personalty tax might work fairly as a Dominion tax, but it is useless as a municipal tax.

The Dry Goods Section of the Board of Trade are about to ask the provincial government to appoint a commission to investigate the subject. This is the least it could do towards learning truth. The dry goods merchants of this city are well knowledgeable in this matter and know whereof they speak. The most indefatigable worker for this reform is Mr. Paul Campbell, of Jno. Macdonald & Co.; but the movement has the sympathy of nearly all the leading merchants and other public men of the city.

HOLIDAY GREETING.

Before we speak with our readers again, the Christmas trade and festivities will have been enjoyed. No matter how bad the holiday trade, Christmas day will bring kind wishes of "Peace on earth, good will to men." The troubles and trials of business will be laid aside, and through this youthful Christian country, the Nativity will be celebrated with glad and joyful feelings. Amid gentle music and pealing of bells, all the world will be glad. Perhaps to no other set of business men, more than to the readers of this journal, is Christmas a marked day. No sooner is one enjoyed, than another is being prepared for. Their duty it is to furnish the people with the tangible expressions of good will which pass from one friend to another. We wish each and all our readers a genuinely Merry Christmas and the brightest of prospects for the New Year.

A BUSINESS GUIDE.

Mr. C. C. Fleming, of Owen Sound, a member of the Institute of Chartered Accountants of Ontario and the author of several works, has issued a book, entitled *Expert book-keeping*, an advanced work in connection with this subject, which has never been treated by any other writer in as special a manner. It deals almost entirely with the formation, incorporation, and book-keeping, of joint stock and loan societies, churches, partnerships, auditing, investments, municipal book keeping, etc. It contains both the Dominion and the Provincial laws relating to corporations. Besides this it contains a great deal of information which is valuable and useful for all kinds of book-keepers and business men. It will be of special benefit to officers, shareholders, etc., of all classes of incorporated concerns, as well as to students of the advanced branches of book-keeping. The author has treated his subject in a clear yet exhaustive manner, and has produced a classic work on this subject. The book is elegantly gotten up and contains 337 pages.

THE TWO LAWS.

THERE are two great economic laws which are always spoken of either in conjunction or in contrast. One is the law of increasing returns and the other the law of diminishing returns. Business men should know them thoroughly.

Suppose a farmer to have a hundred acres of land, which he is cultivating with a small capital in the form of a few implements and one horse. He hires no laborers, but he and the horse work steadily on through spring ploughing, seeding, haying and harvesting. He cannot cultivate the land thoroughly, has to neglect his fallows, and do his work superficially. The earth yields gratefully and his grains of all kind amount to 300 bushels. He has lived and made a few dollars more to go into the old sock. Now, suppose that bright-eyed son of his comes home from business college, and he says, "Father, let us get some more horses, another waggon and hire a laborer, and let us cultivate this land properly." It is done. More labor is put on the land and the next harvest time sees a heavily cropped farm and a huge return of 1,500 bushels of all kinds of grain. The net proceeds in money are \$500 more than before, the wages, interest, etc., are \$200, and three hundred dollars extra gain is made. This is an illustration of the law of increasing returns. Apply more capital and receive a greater rate of profit. This applies to business also. For example, by investing \$150 in advertising, \$300 may be gained. Here the extra investment brings in a gain equal to double itself. This is increasing returns. With \$5,000 stock a man may do a business of \$15,000 a year and a net gain of \$1,000, after deducting expenses amounting to \$300. With \$10,000 stock a man may do \$30,000 worth of business and have a profit of \$3,000, from which must be deducted expenses which have arisen to \$750 or a net gain of \$2,250. This is the law of increasing returns.

But there is a point where the law ceases to operate. As soon as a farmer has his farm well cultivated, under drained, etc., a further investment may lower the rate on the whole investment. When a business man has reached the limit of possible consumption he must invest no more. Some people claim a business man never reaches this limit; that the law of diminishing returns never begins to operate on his business, but that further investments, if judicious, will always slightly increase the rate of return on the whole investment. But this is a case of circumstances. The law may never apply to city dealers, but it applies very strongly to dealers in the smaller towns where the scope is limited. But as soon a certain point is reached the law of increasing returns ceases to operate and the law of diminishing returns begins to take its place. This point then should be the goal of all business men. Invest carefully, but invest until you think you have reached the point where the two laws make an equilibrium and then rest on your oars. Every business man must ascertain the point of equilibrium for himself.

THE HOLIDAY BOOK TRADE.

DEALERS of all grades are now busily engaged in the holiday book trade. The wholesalers have been very busy during the past month shipping goods. Some of the houses have been forced to work their employes long hours in order to keep up with orders.

Christmas papers have sold very extensively, most of these being distributed by the Toronto News Company, which has secured almost complete control of the market. Retailers seem to be well pleased with the prices and the manner and time of shipments, most English publications being issued simultaneously here and in London, England. Very few copies have dropped into the hands of the dry goods men, and, consequently, prices have been well maintained. But where the dry goods men did secure copies by roundabout means they at once slaughtered prices. Happily their supply was small.

The minor annuals are likely to have a smaller sale this year than usual. Some very cheap annuals, with very neatly colored covers and trashy contents have been sold freely, but the best of the smaller annuals seem to be declining. In the larger annuals the trade in Ontario has been badly cut up by a dry goods house sending out copies of *Leisure Hour* and *Sunday at Home* for \$1.50 post paid, and *Boys' Own* and *Girls' Own* at \$1.60 post paid. The postage averages about 24 cents, so that the profit must be very small. But this low retail price is having a very bad effect on the sales by regular booksellers. We understand also that general cutting is being indulged in by some wholesalers; but that after the season is over the matter will be investigated, and the trade put on a sound basis. Justice should be done to retailers, and this can only be, by maintaining rigid prices and preventing the dry goods stores securing stocks.

Full sets of an author's works in cheap bindings, and also editions de luxe are in good demand, especially for those of standard authors of fiction. Books of poems are also in good demand. Odd volumes in artistic bindings, such as white morocco, are being much enquired after. Light colored paper, cloth, and leather bindings are in good demand generally.

The following from *The British and Colonial Printer and Stationer* will be instructive information from the English publishing houses: The Christmas book trade of 1892-3 bids fair to be a memorable one in a two-fold respect—in its quality and its extent. We have been at great pains, not only to make ourselves acquainted with the character of the productions of the leading houses, but also to gauge as accurately as possible, from information derived from within the publishing houses themselves, and also from retailing sources, the prospects of the season's trade. We may briefly put it as the result of the enquiries and examination of lists and works, that in point of literary merit and artistic skill of production, 1892-3 shows a most decided step forward as compared with

1891-2. The Christmas book, whether for adult or juvenile, depends very much for its success upon its exterior finish; some of the bindings this year are charming examples of the art. Much progress has been evidenced in recent years in the art of exterior decoration, whether as applied to cloth or other substantial binding, or the less costly but extremely showy and artistic pictorial boards. Some of the examples of blocking in gold and colors upon book covers are extremely rich, evidencing results which could only be obtained by the employment of most elaborate machinery, and the illuminated boards in from 15 to 18 colors, are real works of art. Generally, the Fine Art Books of this year are really what by their title they purport to be. From cover to cover they are deserving of preservation, not merely for their intrinsic value, but as representing the true position of popular taste in art duplication at this period of the Nineteenth Century. Fine art chromolithography is as distinct a feature of this decade as were the engraved productions of Durer and Baldini, Paul Potter or Van de Veldt, Hogarth or Bartolozzi, or Dore, of their respective ages. We have reached a position in this work which it seems impossible to conceive any further advance, inasmuch as the lithographer no longer treads upon the heels of, but stands side by side with, the aquarellist or the artist in oils, in all that constitutes artistic finish and naturalness of production. If there be anything better to come in the shape of color printing, it is beyond us to indicate its character. There are possibilities of cheapening the production, and hence we may see in future years the very best and finest chromo work brought yet nearer to the masses, offering more for their limited expenditure, but we do not look for improvement in the technique of printing. For the literary contents,

taking them all round, there are evidences of great care in the adjustment of the pen and pencil in collaboration, the list of authors as of illustrators has been swelled. There are certain names which we have become accustomed to associate with the Christmas literature, authors and authoresses whose prolific pens can ill spare an effort for other work. But the list is constantly on the increase, concurrently with the increased demand for the circulation of this class of literary work.

MAGAZINES.

EVERY magazine dealer should be hustling for subscriptions now. They must be sought after by all legal means. The high-ways and the byways need searching.

Two articles of special interest to Canadians will be found in December Ounting. They are entitled, "Hunting the Moose" and "Canadian Winter Pastimes."

"Congressional Reform" is a thoughtful article in the December *Overland Monthly*.

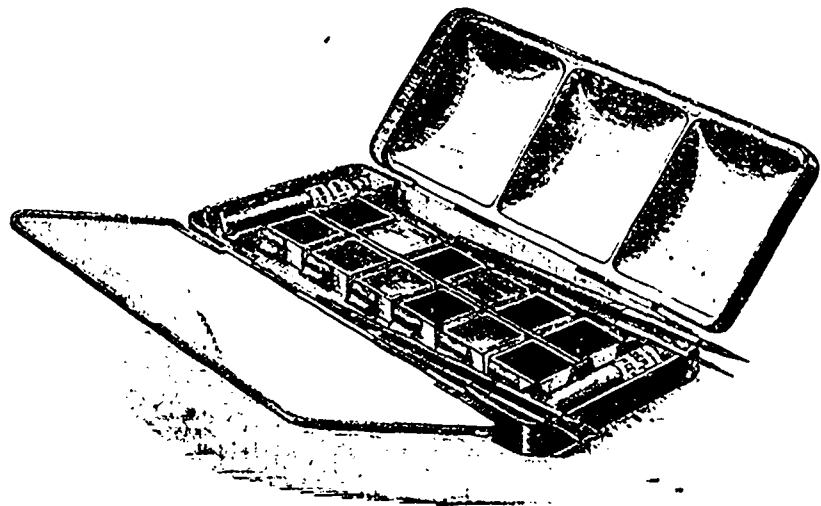
The *Cosmopolitan* will mark its first edition of 150,000 copies—that for January—by the offer of 1,000 free scholarships.

The customary blending of high-class prose and verse is found in the December *Lippincott's*.

A very significant contribution to the discussion of reform in electoral methods is an article in *The Review of Reviews* for December entitled "How to Abolish the Gerrymander." It describes very fully some reforms in Switzerland which do away with the district system and provide for representation of minorities. It is an article which law makers and political reformers everywhere in the United States will find to their interest and advantage to read.

A WATER COLOR BOX FOR THE HOLIDAY TRADE.

The "Public School" Color Box is a splendid water color box for the Xmas and New Year's trade. It is made of japanned tin, highly finished, and almost equal to the best artists' boxes. The colors are secured in their places by patent spring

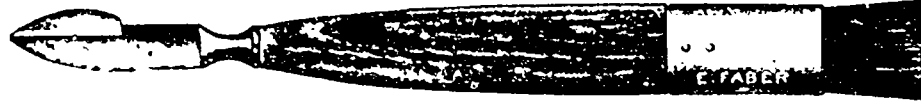


clips. It contains 12 china pans of students water colors, selected from those most in use, two tubes of students most colors (sepia and Chinese white), and four superior camel's hair brushes. This box can be had either fitted or empty, and has also a companion box called the "College," which contains 21 colors. Messrs. Reeves & Sons, Ltd., London, England, are the manufacturers. The trade can be supplied from Messrs. Reeves' branch house, 24 Front street west, W. H. Jagger being the agent.

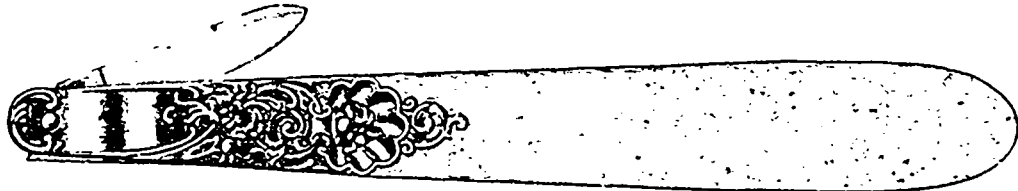
PRETTY AND USEFUL DESKWARES.

AMONG the late novelties gotten out for the stationery trade, E. Faber, 148 to 152 Duane street, New York, shows some good things which are as handsome in appearance as they are useful in operation.

One of these desk articles is called an eraser, knife and letter opener, and



can also be used as a paper folder and cutter. This handy little tool is mounted either in silver, ivory, tortoise shell, celluloid or cocoa wood, and will be of utility and ornament upon a lady's desk, the blade serving



as an eraser and knife for sharpening pencils, and the handle to fold papers and cut open the pages of magazines which nowadays are left untrimmed by the binder in order that when the volumes of magazines are dur-

the policy that has made it, as The Pall Mall Budget, of London, says, "By far the best of the magazines, English or American."

The November number begins a new volume, and contains the first chap-

the most distinguished writers, including an article by James Russell Lowell, which was not quite completed at the time of his death. The suggestion which Bishop Potter makes in the November Century as to what could be done with the World's Fair if it were opened on Sunday, is one which seems the most practical solution of the problem yet offered.

The December Century is to be a great Christmas number, full of Christ-

mas stories, Christmas poems, and Christmas pictures, and in it will begin the first chapters of a striking novel of life in Colorado, "Benefits Forgotten," by Wolcott Balestier, who wrote "The Naulahka" with Rudyard Kipling.

ters of a powerful novel of New York society, called, "Sweet Bells Out of Tune," written by Mrs. Burton Harrison, the author of "The Anglomaniacs." In this story the fashionable wedding, the occupants of the boxes in

Papers on good roads, the new educational methods, and city government are soon to come.

Four dollars will bring you this splendid magazine for one year, and certainly no cultivated home can af-



ably bound, sufficient margins are left on the sheets, and the appearance of the volume is not spoiled by close trimming. Another article which will be appreciated by the bookkeeper and the typewriter is a steel eraser, upon

the Metropolitan Opera House, the "smart set" in the country house, are faithfully reflected, and the illustrations by Charles Dana Gibson, Life's well-known cartoonist, are as brilliant as the novel.

ford to be without it. Subscribers can remit directly to the publishers, The Century Co., 33 East 17th Street, New York. They should begin with November, and so get first chapters of all the serials, including "Sweet Bells Out



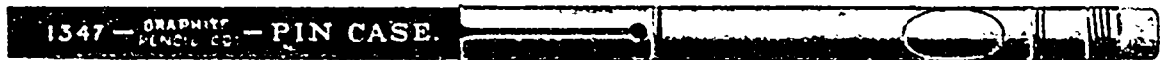
the handle of which is a brush to remove particles of dust after erasures. These erasers are made in two sizes, with handles of either cocoa wood or bone, on which the brush is mounted by means of a neat nickel

In the November number begins also a great series of papers on "The Bible and Science," opening with "Does the Bible Contain Scientific Errors?" by Prof. Shields, of Princeton, who takes decided ground that the Bible does

of Tune."

FOUNTAIN PENS.

Since writing the article on fountain pens in last month's BOOKS AND NO-



band. The steel blades are of high quality, finely tempered.

A new penholder shown by the house is called the Imperial Anti-nervous Penholder, and consists of a tip covered with a red and black striped sleeve on a black enameled cedar stick. They are put up in one dozen or a card in half-gross boxes, and are made

not contain scientific errors of any moment, and who most interestingly states the case from his point of view. Other articles in this series will include one in the December (Christmas) number, "The Effect of Scientific Study Upon Religious Beliefs."

An important series of letters that passed between General Sherman and

TIONS, our attention has been drawn to a line of pens which we unintentionally overlooked, viz., the Lapham Rival Pen. This pen is a very large seller in Canada, and has a reputation of second to none for a free flowing and easy writer. All repairs can be made here in Canada, but this fact is not so well known to the trade as it should be, perhaps the reason being that the agents, the Copp, Clark Co., do not advertise it in the BOOKS AND NOTIONS as they ought to. We are pleased to see they are giving the pens a chance in our columns this month.



in two sizes, medium and large. Among other novelties the Pin-Case lead pencil may be mentioned.

his brother Senator John Sherman is also printed in November, which number contains also contributions from

THE
Copp, Clark Co.
LIMITED.

Wholesale and Manufacturing
Stationers,

No. 9, Front St. West,

Factory, 67, 69 and 71 Colborne St.

Articles needed for January trade.

**LOOK UP YOUR STOCK
WE HAVE THEM.**

- Pocket Diaries, 1893,
- Office Diaries, 1893,
- Sunday School Class Books,
- Day Books,
- Journals, } In all Sizes and Shapes.
- Ledgers, }
- Minute,
- New Exercise Books — Mayflower, Primrose F cap 4to, Cibola, Chicora. Our Boys. Our Girls.
- New Scribblers—Macassa, Modjeska, Highlander, Boom-Ta-Ra.
- Bill Books,
- Indexes,
- Invoice Books,
- Letter Books,
- Pro. Notes,
- Drafts,
- Receipts,
- Counter Books,
- Pass and Memo Books.

Illustrated Catalogue and Price Lists on application.

The Copp, Clark Co.,
Limited.

**Grand Christmas
Double
Numbers.**

Issued by the Toronto News Company, simultaneously with London, (Eng.)

	Price Retail.	Trade.
The London Graphic.....	50c.	32c.
Holly Leaves.....	50c.	32c.
Yule Tide.....	50c.	32c.
Chatter-box Xmas-box.....	50c.	32c.
Ladys' Pictorial.....	50c.	32c.
Black and White.....	50c.	32c.
The Ill. London News.....	50c.	32c.
Father Xmas.....	50c.	32c.
Art Annual.....	75c.	65c.
Le Figaro (French Text)...	1.50	1.00
Le Figaro (English Text)...	1.50	1.00

**The Columbus
Egg Puzzle**

Retail Price, 30 Cents.
Trade Price, \$2.40 Doz.

Here it is! An egg made of brass, handsomely nickled. Showing the bust of the great navigator. The cutest and most ingenious little trick ever brought to public notice.

- Toy Books at Special Prices.
- Girls' Own and Boys' Own Vols.
- Poets and Standard Fiction, 12 mos.
- A large assortment of Cheap Boxed Books.
- Xmas Cards and Autograph Cards.

THE XMAS NUMBER
— OF —

The Toronto Saturday Night.
Price Retail, 50c. Trade, 35c.

**The Toronto
News Company,**
42 Yonge Street,
TORONTO.

THE
Newest Books,

THE IVORY GATE,

— BY —

WALTER BESANT

Cloth, \$1.00.... Paper, 50c.

ASENATH OF THE FORD,

— BY —

RITA,

Paper,..... 50c.

THROUGH PAIN TO PEACE,

— BY —

SARAH DOUDNEY,

Paper,..... 50c.

CAPTAIN DAVY'S HONEYMOON,

— BY —

HALL CAINE,

Paper,..... 50c.

The Toronto News Company,

AND

The Montreal News Company,

PUBLISHERS' SOLE AGENTS.

WALL PAPER.

THE bulk of the orders for spring delivery have been placed, and the domestic manufacturers have increased their hold on the trade. There can be no doubt that the domestic papers of this year are favorites in their particular classes, and the houses are jubilant over a wonderful increase in orders. And this in spite of an influx of United States travellers never before equalled in the history of the trade. Each factory which is represented in what is commonly known as the American Wall Paper Trust, has the privilege of sending out travellers, the only condition being that such traveller shall, besides his own samples, carry those of one other factory. Every factory sent a representative into Canada this year, for the reason that the volume of this year's sales will to a great extent determine the status of each factory next year. The consequence was that each factory was breaking its neck to get orders, and the staff of travellers was increased. All the jobbers from the United States got a hustle on and started in for the Canadian trade, until the poor buyer had to buy, before he had any show whatever of keeping selling agents at arm's length.

The glimmer whites were the leading line this year. They are displacing grounded browns for the simple reason that the duty on each is the same and consequently the browns must be sold at nearly the same price retail as the whites in order to make the same profit. But retailers cannot do this. It is just as hard to sell a brown for 10 cents as it is to sell a white for 15 cents, consequently orders for browns are meagre. Ingrains are selling fairly well. The city trade sell a fair quantity for business offices, public halls and like institutions. The rural trade is taking them more freely. Gills have sold well except in the cheaper grades, where some buyers substituted glimmers. Independent borders did not sell as well as in former seasons, although a fair volume was sold to match domestic papers. Still the match borders have the supremacy, and seem inclined to increase their lead very fast.

Messrs. Gage & Co. report a sale fully up to expectations in all the lines they carried.

C. M. Taylor & Co. claim a better season than usual in both domestic and trust goods.

PAPER
MANUFACTURERS ASSOCIATION.

The manufacturers of rough paper in Canada have formed an association. It will be known as "The Strawboard, Wrapping and Building Manufacturers' Association of Canada." The leading mills are Miller Bros., Glen Miller, Ont.; Joseph Ward & Co., Portneuf, and the Northumberland Paper Co., Campbellford. It is recommended that the following scale of prices be adopted by the association:

Plain strawboard, 60 cents per roll.

Tarred strawboard, 70 cents per roll.

Fibre paper not less than the above prices.

O.K. or L.X.L. paper, 70 cents per roll.

Tarred felt, \$30 per ton.

Terms, four months, 3 per cent. off cash 30 days.

THE GOLDEN SECRET.

It is said that ninety per cent. of the business failures in this country are due to bad debts and unpaid accounts. Knowing this, it has been the duty of this journal to warn its readers of these pitfalls. Monthly rendering of accounts is the thing we have advocated as being the nearest approach to a purely cash business as it would be safe to venture. One bookseller in Collingwood has pursued this course of prompt collections for sixteen years, and if a man doesn't pay up, his patronage is discouraged. Yet that firm during the past two years has had to work day and night to keep up with the demands of their customers. If accounts are not paid when rendered the first month, then the second month's rendering should be carefully looked after. AN ACCOUNT SHOULD NEVER BE RENDERED A THIRD TIME. Thus and thus only will any retail book, stationery, or fancy goods business be run on a proper and safe basis. The dealer who renders his accounts once a year—say January 1st, is coming on his debtor just when everybody else is hitting him hard. Then it is like pulling teeth—hard on the debtor and worrying on the creditor.

VALUABLE INFORMATION.

Every article that appears in BOOKS AND NOTIONS is valuable to every bookseller, stationer and fancy goods dealer in Canada. Not so much because they are in this journal; but because they contain the crystallized experience of the leading wholesalers and retailers in Canada. No article is written unless it has been suggested by some leading man in the trade; and from such men all the information herein contained is gathered. It is not the editor speaking, but the most successful men in the trade giving through him, the information which they have had first access to, or information gathered from a wide experience and a broad acquaintanceship with all manner of business men. The articles, if carefully studied, are worth dollars to the reader. This is not said boastfully, for we know whereof we speak. There is one article in this issue which alone is worth \$50 to \$150 to nearly every newsdealer who reads it.

Most of the readers of this journal save their copies and bind them at the end of the year. They are wise in so doing. One leading bookseller in one of our smaller Ontario cities marks every article in each issue which he thinks would ever be useful to him again, and thus his bound volume is full of guide marks. When he looks over that volume, his eyes will be attracted to many a useful passage or article, and he will be accordingly benefited.

OUR MONTREAL LETTER.

No feature so striking as to call for special comment has arisen during the month here, but business has moved along on very steady lines. All the jobbing houses dealing in fancy goods, books, etc., are now able to say definitely what their fall business has been, and, as a rule, they report it fully up to the average. In plush goods and other holiday notions the turnover

on country account has been fair, and now city customers are more urgent in their demands owing to the near approach of the holiday season; and already the windows of the various big retail establishments are beginning to put on their holiday look.

The book trade has been rather quiet during the month, and the publishing houses do not report anything special in the way of new publications for the holidays, but the big retail establishments have imported the usual supplies from the States and elsewhere.

NOTES.

Messrs. John Lovell & Sons have their usual lines of goods on hand, and are issuing some new publications for the Christmas trade, which they will advertise in due time.

Mr. Davidson, of the Barber & Ellis Co.'s Montreal branch, says that trade in stationery is quiet at present in a wholesale way. But this is the usual thing, as their customers naturally have supplied themselves ahead.

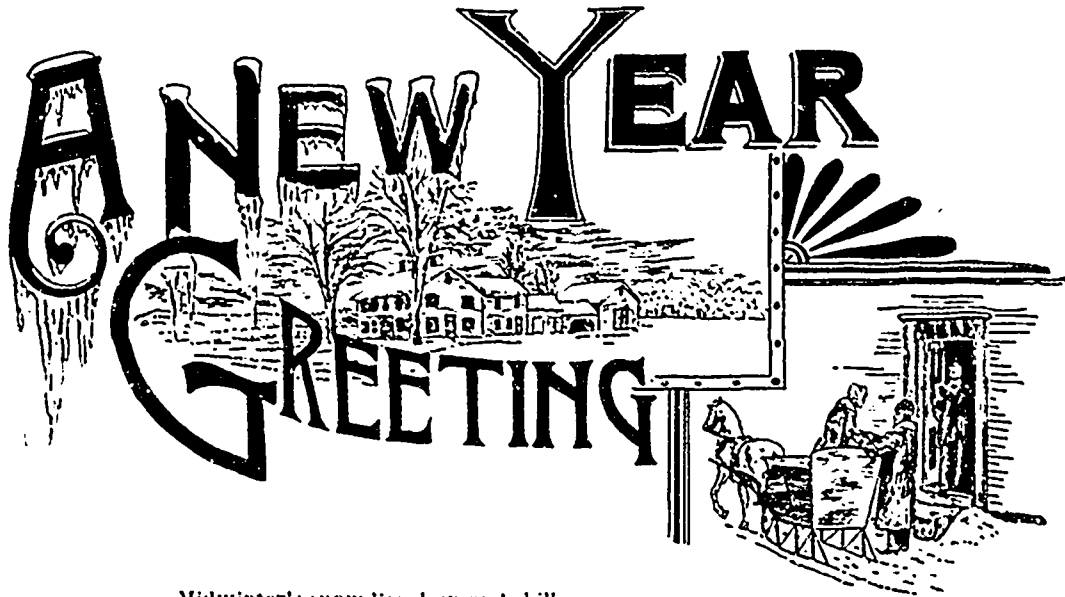
The Reinhart Manufacturing Co. report trade quiet on outside orders now, but the demand from city retailers is filling the gap. The latter are sorting up and arranging their stocks in anticipation of the holiday rush. All kinds of notions go to fill the bill from simple plush cases for hair brushes and combs to the large dressing cases with complete paraphernalia of the toilet, scissors, hand mirrors, brushes, etc., etc. Some of the latter are of very handsome design, and even goes so far as to have a music box with an extensive list of popular tunes that can be wound up to play sweet airs to while away the tedium of dressing.

When your correspondent called on Mr. B. Marcuse that gentleman was too busy to talk, but it only required a glance around the warehouse to show that the supply of novelties was ample. There was Christmas cards, Japanese porcelains, curios, fans, screens, lacquered ware, in fact, an extensive list of articles suitable to the holiday trade.

Mr. H. J. Brophy, the manager of the Montreal News Co., said that they were principally engaged in pushing holiday publications just now. They were handling the Star almanac and the various Christmas numbers, the sale of which up to the present averaged about as usual. Business in novels, etc., was rather quiet.

The Star Almanac, which it was expected to get out last month, was kept back owing to the changes in the Federal Cabinet, a list of which the publishers wished to embody. What was said about it last month can be repeated, but the public will be able to judge for themselves shortly, as it will be out this or next week.

The warehouse of H. A. Nelson & Sons on St. Peter street would be a regular paradise to the juveniles just now. To use the expression of Mr. Fred Nelson, they were busy as nailers, and he correspondent was invited to walk around and look for himself. The fact that there was a regular bewildering array of goods testified that Mr. Nelson had taken care to cater for everyone. The demand for these goods on city account is just commencing, and the firm expect the usual rush during the next week or so in supplying the wants of their city customers.



Midwinter's snow lies deep and chill
 On field and forest, vale and hill,
 And wintry winds are blowing:
 The short-hour'd day is almost past,
 The sun has reached the west at last,
 Just o'er the hilltops showing.

The sleigh-bells jingle at the door,
 And happy young folks full a score,
 In friendship warm are meeting.
 The Old Year dies this winter night,
 And these whose hearts are free and
 light
 Await the New Year's greeting

Without, King Winter holds his reign,
 And gathers 'round a snowy train
 Of Jack Frost and his fellows:
 They search for cracks wherein to creep
 While 'round the house with whack
 and leap
 The noisy west wind bellows.

But in the house, defying cold,
 The fires blaze up with red and gold,
 From solid pitch-knots burning,
 While logs of oak and solid beech,
 That come within the wild flame's
 reach,
 To glowing coals are turning.

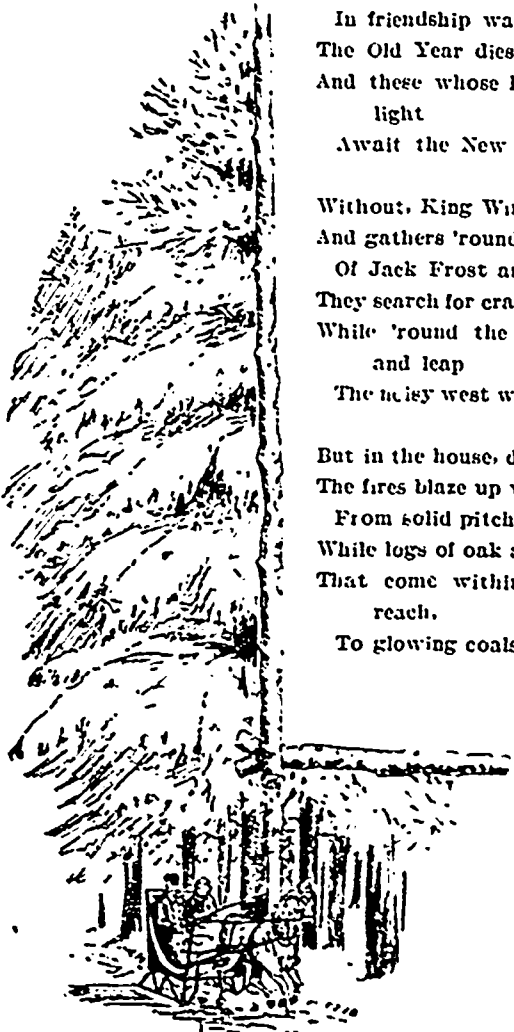
With sumptuous feast the board is
 crowned,
 Where father smiles on all around,
 And joins in laughter hearty;
 While mother, seated at his side,
 Regards her flock with looks of pride,
 The happiest of the party.

When supper's done, the merry throng
 Meet round the fire with laugh and
 song,
 And each some tale is telling
 Of Indians, ghosts, or goblin things,
 Which fly at night with black but's
 wings,
 Or haunt some lonely dwelling.

The hands across the clock dial creep,
 The little folks are going to sleep,
 As midnight hour draws nearer,
 But when the clock at twelve rings out,
 Then "Happy New Year" is the shout
 Of every watchful hearer.

The crescent moon rides in the west
 Before the household seeks their rest,
 And in their dream-thoughts mingle
 The many memories of the night,
 The happy faces, young and bright,
 And distant sleigh-bells jingle.

—Good Housekeeping.



TRADE CHAT.

DR. Peter Rolph Shaver, father of H. G. Shaver, bookseller and stationer Stratford, Ont. died rather suddenly on the 2nd inst. Deceased was one of Stratford's most respected citizens.

G. R. Perry, fancy goods and wall papers, Simcoe, Ont., has been burnt out.

Mr. F. C. Van Buskirk, stationer, Brandon, N.W.T., has moved into a new corner store.

Mr. H. S. Southon, late manager of Messrs. Thomson Bros' branch book store at Calgary, is now connected with the firm's store in Vancouver, B.C., Mr. J. A. Thomson having returned to Calgary.

The Times Bookstore in Orillia has been bought out by W. Harkness & Co., who formerly did business in Meaford, but this was some years ago. They are enterprising merchants, and should do well in Orillia.

Frank T. Tinning, late manager of the Underwood Ink Company, died suddenly at his home, 44 Sussex avenue, Toronto, on November 30. Mr. Tinning was 34 years of age, and a brother of Mr. W. Tinning, of the Customs department.

There will be an interesting sale of useful and artistic Japanese articles at Oliver, Coate & Co.'s, in this city, shortly, the museum and art manufacturers of Kobe Hiogo, Japan, having sent a large consignment for Christmas. The date of the sale has not yet been definitely fixed.

The executive of the Methodist Book Committee held their half-yearly meeting in the board room recently. The work for the last half year, which was reviewed at considerable length, showed the utmost activity and prosperity in all the departments of the organization.

Brown Bros report a strong holiday demand for the Paul E. Wirt fountain pen. This pen is a prime favorite. They have also introduced a new thing in their leather goods department, in new designs of shopping bags. These must be seen to be fully appreciated.

Montreal's well known authoress, Mrs. Alexander Ross, died recently at the age of 78 years. Mrs. Ross was of Scotch descent, and was the daughter of Capt. McGregor. She was twice married, and in her later years wrote several books. Her last work was completed a short time before her death. This is an Indian work called "The Red Man," and was dedicated to Lord Aberdeen.

On November 28 a large number of friends of Mr. Charles N. Ramsay, met to give him a send-off at the Grand Trunk railway depot at Montreal. Mr. Ramsay comes to Toronto to enter into business on his own account, after many years' service with the Canada Paper Company.

A typographical error occurred in our advertising columns of last issue, whereby it appeared that the price of Buntin-Gillies & Co.'s Century Tablet in ladies' quarto size was \$23.50 per hundred. The correct figure is \$12.50 per hundred. They would not be exactly dear at the former price, but are marvels of cheapness at the latter.

B. B. Munroe, stationer and printer, of Amherst, N.S., is lamenting the sud-

den departure of one of his clerks, John Cove, to the land over the boarder. John had charge of a branch picture-framing and fancyware store, and, until his departure, the business, under his careful supervision, was apparently in a flourishing condition. Now his employer finds that nearly \$300 are not accounted for in the books.

By the will of Mr Thomas Nelson, publisher, Edinburgh, who has left about a million, \$25,000 has been bequeathed to the Sustentation fund and \$25,000 to the Home and Foreign Mission funds; \$25,000 goes to the Royal Infirmary, Edinburgh; \$5,000 to the National Bible Society of Scotland, \$5,000 to the Edinburgh Medical Missionary Society, and \$6,500 in various sums to other religious agencies and charities.

C. W. Papst's stationery store at Seaford had a narrow escape from total destruction by fire on the 1st inst. A large Pittsburg lamp, which was hanging in one of the show windows, fell, setting fire to a lot of expensive albums and fancy goods. The fire was extinguished after doing about \$100 damage. One large pane of plate glass was also cracked. Loss on goods fully covered by insurance in the Queen's and Commercial Union companies. The store has been recently fitted up and is considered one of the finest in the west.

Perhaps no boy's paper is so well calculated to arouse the manhood that is slumbering in a youth, than The Youth's Companion. Established in 1827, it has had a long and successful career. It now numbers among its contributors such men as General Lew Wallace, Sir Edwin Arnold, William Clark Russell and Frank R. Stockton. For purity of sentiment and excellence of literary merit, The Youth's Companion leads on this continent. For 1893 it promises to be brighter than ever. It should be handled by every newsdealer in Canada.

A general meeting of the Commercial Travelers' Association of Canada was held at 51 Yonge street in this city on the 2nd inst. Mr. John Burns, who has been chief officer of the association for 20 years, resigned, and Mr. C. C. VanNorman, of Harvey & VanNorman, was chosen to fill his place. The nomination of officers for the ensuing year was made as follows: First vice-president, R. H. Gray, R. J. Orr; second vice-president, H. Bedlington, James Haywood; treasurer, James C. Black; directors for Toronto board, nine to be elected, F. T. Butler, C. J. Bothwell, W. Bingham, P. K. Carson, W. J. Caldwell, W. B. Dack, J. H. Devaney, W. C. Ellis, John Everett, T. P. Hayes, George E. Hannah, W. S. Hunter, C. E. Kyle, Joseph Kilgour, H. Morrison, John A. Ross, John Orr, W. H. Williamson, E. E. Star, H. Stanbury and Geo. West.

Hamilton board: First vice-president, H. G. Wright; second vice-president, John Hooper; directors, W. E. Lechance, W. G. Reid, E. A. Dalley, J. H. Herring, Fred. Johnston and R. B. Wilson.

Winnipeg board: First vice-president, G. F. Gault; directors, two to be elected, H. Miller, W. L. Brock, H. A. Galbraith, J. R. Ferguson. The annual meeting of the association will be held on December 29, when the ballots will be counted. On the same evening the "Circle" will hold its concert.

SOME OF

Oliphant Anderson & Ferrier's NEW BOOKS.

Large Crown 8vo., cloth extra, with Frontispiece, price 3s. 6d.
A WOMAN'S WORD. By Dora M. Jones. Author of "Ruth Lavender," etc., etc. Crown 8vo., cloth extra, with numerous illustrations, price 2s. 6d.

THE DOCTOR'S DUZEN. By Evelyn Everett Green. Crown 8vo., paper boards 2s., cloth 2s. 6d. with Frontispiece.

TIB. By George Douglas. Crown 8vo., cloth extra, illustrated, price 3s.

IN HER OWN RIGHT. By Mrs. Elizabeth Neal. Crown 8vo., cloth extra, with 8 illustrations by Edith Scannell, price 1s. 6d.

CARRACKEN AND OTHER LEGENDS. By K. M. Loudon.

Pocket Novels.

Paper covers, 1s.; cloth, neat, 1s. 6d.
WYHOLA. By Evelyn Everett Green.
ELEANOR'S DISCIPLINE. By Janet Brown.
JOHN GENTLEMAN, TRAMP. By Mrs. Norquay Forbes.

Choice Booklets.

Enamelled paper cover, 6d.; cloth gilt, 1s.
POEM. By Mary Cross.
RUBIES FROM RUTHERFORD. Gathered by Walter J. Mathams.

LIBRARY EDITION OF M'CHEYNE'S

MEMOIR.

Demy 8vo., cloth extra, price 4s.
MEMOIR AND REMAINS OF THE REV. ROBERT MURRAY M'CHEYNE, Minister of St. Peter's Church, Dundee New Edition. By the Rev. Andrew A. Bonar, D. D. With additional matter, newly engraved portrait, and facsimiles of writing.

WHAT AND HOW TO PREACH. Being Lectures delivered in the College of the United Presbyterian Church. By Alexander Oliver, D. D., Author of "In Defence of the Faith."

EDINBURGH and LONDON:

Oliphant, Anderson & Ferrier,

And to order of any Bookseller in the Dominion.

Of Special Interest to
the Trade.

PUBLICATION DAY,
Saturday, Dec. 10th

TWO
KNAPSACKS

A particularly bright Novel of

CANADIAN
SUMMER LIFE

—BY—

I. CAWDOR BELL.

Paper, 50 Cents.

Extra—Cloth, \$1.00.

The Williamson Book Co.,
(Limited).

TORONTO.

WANTED.

Traveller, Stationery, thoroughly experienced, for Eastern Ontario and Quebec. Apply, Warwick & Sons, Toronto.

10 CENT SHEET MUSIC.

The largest stock in the Dominion of Canada, trade supplied and lists sent on application.

Dealing with us the trade are safe from legal troubles and infringement of copyrights. W. STREET, Montreal.

WM. BARBER & BROS.

Paper Makers.

GEORGETOWN, - ONTARIO

BOOK, NEWS AND COLORED PAPERS.

JOHN R. BARBER.

B. F. Stevens's American Library and Literary Agency

Was established in London in 1854 for the supply of European books, new and old, to Public Libraries and private collectors in the United States and Canada, in large or small quantities. The facilities and economies offered by this agency to book buyers, include:—

Prompt execution of orders. All books are despatched by early mail or steamer.

New Books are charged at trade prices, which are usually twenty-five per cent. off the price of publication.

Old or second hand Books are charged at lowest net prices.

Commission of ten per cent. on trade or nett prices.

THE COLUMBIAN HISTORICAL NOVELS

A Complete History of America, from Columbus down to the present day, in the form of twelve complete stories.

By JOHN R. MUSICK.

Issued Bi-Monthly Each volume complete in itself.

NOW READY

Vol. I. COLUMBIA. A story of the Discovery of America. 351 pages.

Vol. II. ESTEVAN. A story of the Spanish Conquest. 378 pages. Illustrated with full page Half-Tone Engravings and other Illustrations. Cloth, 12mo. Price per vol., \$1.50.

FUNK & WAGNALLS CO.,

NEW YORK. LONDON, ENG.

CANADIAN HOUSE

TORONTO, 11 Richmond St. West.

R. J. BERKINSHAW, Manager.

ANNUAL VOLUMES 1892.

JUST RECEIVED:--

Band of Hope Review, 35 cts.

Childs' Own Magazine, 35 cts.

Cottager and Artisan, 50 cts.

British Workman, 50 cts.

Children's Friend, 50 cts.

Family Friend, 50 cts.

Friendly Visitor, 50 cts.

Mother's Companion, 50 cts.

The Prize, 50 cts.

Chatterbox, \$1.00.

Sunday, \$1.00.

Little Folks, \$1.25.

Leisure Hour, \$2.00.

Sunday at Home, \$2.00.

Boys' Own Annual, \$2.00.

Girls' Own Annual, \$2.00.

JOHN YOUNG,

Upper Canada Tract Society,

102 Yonge St., TORONTO.

A NEW SWAN BOOK.

We have pleasure in notifying the Book Trade that we are adding to our Canadian Edition of Annie S. Swan's books, that popular writer's latest story under the taking title of

THE GUINEA STAMP.

A TALE OF MODERN GLASGOW.

—PRICE \$1.00.—

This book will in a few days be placed upon the Canadian market. Into the story Miss Swan has woven the subtle charm which captivates the reader of her books, and popularizes, even idolizes, their author. The mechanical work upon the book will be up to the standard of our well-known Copyright Edition.

SUNDAY!

FOR 1893.

Twelve Months of Solid Enjoyment for Young Folks.

250 ORIGINAL ILLUSTRATIONS

DISTRIBUTED THROUGH

412 PAGES OF ENTERTAINING READING.

This splendid Annual appears in very attractive form this year. A handsomely illustrated cover at once catches the eye and commands admiration.

PRICE \$1.00.

CALENDARS FOR 1893.

A sale already amounting to between twenty and thirty thousand attests the popularity of our line of Calendars for 1893. Do not delay ordering till our stock is exhausted. Here is the list:

THE FAITHFUL PROMISER. A twelve Sheet Calendar Size 10 by 8½ with very Choice Designs in Color. 60c.

OUR ONWARD WAY. Twelve Sheet Calendar, with choice coloured designs and Scripture Texts. Tied with Ribbon. 30c.

THE WHEELS OF TIME. Similar to above, with designs in colors, representing the Months of the year. 30c.

MOTTO CALENDAR Twelve Sheet with choice colored designs. Tied with ribbon, with Scripture Texts. 20c.

ALL THE YEAR THROUGH. Six Sheet Calendar with colored designs, and Two Months on each sheet, with Scripture Texts. 15c.

All the above may be had also with selections from the Poets. Samples forwarded on application. Liberal Discount to the Trade.

WILLIAM BRIGGS, Publisher,

TORONTO.

FANCY GOODS.

THE Sunflower pincushion is again to the front, but much improved by the addition of green leaves and two hanging yellow buds, the whole article is made of felt, and makes a good selling novelty. A similar article is a fancy felt whiskholder, with a large white water lily, with appendant buds, as an ornament.

A neat horsey whiskholder is made of a silver stirrup, with a silver bit and small strap as a hanger. It is exceedingly chic and novel.

A large range of celluloid novelties is carried by the Boyd, Bower & Brummell Co. The latest addition to this range is a little holder made of oval celluloid segments, fastened to a paste-board back after a fish-scale pattern. The whole is hand-painted, and makes an exceedingly pretty and useful wall ornament.

Messrs Reeves & Sons, Ltd, are moving their Toronto supply department to more commodious premises at 131 Bay street, near Adelaide. Mr. W. H. Jagger, who has charge of the branch house here, reports a steadily increasing demand for Messrs. Reeves & Sons' manufacture; their water colors especially are noted as being of the best made.

The Mackie-Lovejoy Manufacturing Co., of Chicago, have put a new hair curler on the market which is said to be ahead of anything yet sold. The distinctive feature is the hidden and durable spring. Their three leading lines are the "Dwarf," "4'00," and "Tuxedo." No doubt these lines will have a great sale.

The trade during the past month in novelties and fancy goods of all descriptions has been somewhat quiet considering the season. Nearly all orders have been filled, and nothing remained but sorting orders, and orders from late buyers. This would be an accurate description of the trade, if dry goods dealers were left out of view. But while the regular fancy goods retailers were opening up and pushing their lines, the dry goods dealer was fitting among the wholesale houses buying up fancy lines. Still the mild weather has had an effect on trade which cannot be overlooked. Cold, stern weather is needed to brace up the trade. A dull sermon makes men listless, and so does dull weather. Retailers have commenced to move out their stock, but the pace is not rapid as yet. Nevertheless both wholesaler and retailer are confident.

No trade journal, no wholesale salesman or buyer, no retail dealer, and no consumer can ever say a word derogatory to notions. In trade, in all stocks, and in all personal requirements they are goods which have the stamp of popularity, reasonableness in prices and as articles of usefulness and comfort. The present season has shown them in larger demand than ever before, and the next season will be a still more important and successful one. The notion department is worthy of the greatest attention in whatever branch of trade it is conducted. It is already large, it can be made larger, and if it is small it should be made large. The goods sell readily, the lines are particularly noted for novelties, and there is no difficulty in giving prominence to the stock at all times, from the fact that it is always made up of interesting lines.—Fabrics and Fancy Notions.

NEW PUBLICATIONS.

THE GUINEA STAMP, by Annie S. Swan. This writer needs no introduction to Canadian readers. Her simple and pathetic tales have reached the hearts of hun reds of readers of this Dominion. She writes for the heart more than the brain. Her aim is to uplift and teach, but this is accomplished in an unobtrusive manner, which never detracts from the beauty of her writings. In this book she has taken Burns' couplet:

The rank is but the guinea stamp,
The man's the gowd for a' that.

and shown in a practical way that man's social position is but to his true manhood what the stamp on the guinea is to the pure gold. It is a Glasgow story, showing the bright and the dark side. The dark side is not presented in such a manner as to make the tale repulsive. It is rather woven into the story in such a way that the reader catches glimpses of it rather than being obliged to gaze on it continuously. A maiden, beautiful in body and in mind, living with an aged uncle, who dies and leaves her his wealth, and another maiden, beautiful in body, but bred in the slums and forced to work for her bread in a mill, are the two leading characters. The rich mill owner's son pretends to love both. The consequence of each love is set forth clearly in an able satire on one phase of society, which society people wish always to conceal. Though the subject is a delicate one, and one which delicate people avoid, yet the author has certainly treated it in an able manner. More is suggested than is said, and the whole is clothed in that easy, pleasing, sympathetic style of which the author is mistress. Wm. Briggs, Toronto.

BEYOND ATONEMENT, by Marie von Erner-Eschenbach. Translated by Mary A. Robinson. Illustrated with photogravures. A work of commanding interest, written by one of the most brilliant women of the age. While a most delightful novel, with a plot that is really unique it exhibits the writer's fine sense of humor and clever dramatic powers. Combined with a vigor of thought, it expresses at times a delicacy of wit that is truly startling. In every respect it is a story of great beauty in which breadth and vigor of treatment are harmoniously blended with exquisite delicacy of detail. Worthington & Co.

A JUBILEE STORY for the Young, is a small penny volume from the press of Oliphant, Anderson & Ferrier, Edinburgh. It is published on the occasion of the semi-centennial anniversary of the establishment of the Free Church of Scotland, which took place in 1843. It is nicely illustrated.

AWAKINGS, or Butterfly Chrysalids, by Mrs. A. R. Simpson, is a six-penny volume published by Oliphant, Anderson & Ferrier, Edinburgh. It contains an exquisite little story, very suitable for Sunday school children.

THE INFLUENCE ON BUSINESS OF THE INDEPENDENT TREASURY, is the title of a pamphlet published by the American Academy of political and social science at Philadelphia. To students of finance, and to business men, this essay will be interesting and instructive reading. They also publish a criticism

of SIDGEWICK'S ELEMENTS OF POLITICS. This work is ably criticised, and to the student of political or social science it will be instructive reading. The Academy is doing good work in publishing at nominal prices essays on live subjects, and, at the same time, essays which do more than entertain—they elevate.

EM, by Mrs. E. D. E. N. Southworth, is a republication of an old novel. This is a stirring tale of tragedy in high life. It possesses literary merit, but appeals rather much to passion. It is published in neat form in the Ledger Library, and is well illustrated, and for these and other reasons should be a profitable book for booksellers. Price 50c. Robert Bonner's Sons, New York.

NEVA'S THREE LOVERS, by Mrs. Harriet Lewis. Mrs. Lewis' novels have attained a strong reputation among the greater portion of the middle intellectual classes of this continent. She writes strong and active tales, full of passion and stirring in execution. This is one of her best novels, published for the first time about twenty years ago, and still fresh and spicy. It is published in attractive form in the Ledger Library, and is amply and suitably illustrated. 504 pp.; price 50 cents. Robert Bonner's Sons, New York.

REUBEN FORMAN, the Village Blacksmith, by Darley Dale, is a tale of curates and preachers, a battle of religions and religious persons, a story of love finally enjoying its long-awaited bliss. Reuben Forman's characteristics are well conceived and interestingly described. The author has produced a novel which will without doubt be popular with the great book-reading public. Readers like well drawn but eccentric characters. Ledger Library. Price 50 cents. Robert Bonner's Sons, New York.

KING BILLY OF BALLYRAT, and other stories, by Morley Roberts, "The Australian Kipling," is a volume of stirring tales. Caricature and deep humor characterize these tales. Human nature and other nature are displayed in a light which causes them to appear ridiculous; yet amidst it all one feels the power of the deep and thorough-going criticisms of man and his vagaries. Rand, McNally & Co., Chicago and New York. Price in paper 25 cents.

Hart & Riddell will publish about the fifteenth the volume of the proceedings of the recent convention of the Alliance of the Presbyterian Reformed Churches. It will contain a large number of half-tone engravings of leading Presbyterian institutions in Canada, and also of the leading men in the church both here and in other countries. It will be a magnificent work of six hundred pages, and should find a large demand in this and other countries. Price \$2.50 post paid.

In 1847, Mr. Francis Parkman, as a part of his preparation for his great series of histories, sought the plains and spent a summer in Indian camps, while the white man had as yet rarely crossed the Mississippi in force. The account of this trip has been published more than once, the last time in 1872.

Mr. J. A. Solomon, the buyer for the Methodist Book Room, will leave about the end of the month for Great Britain to look up leaders for next year's trade.



Have you Bought any CELLULOID NOVELTIES ?

We have never made up a line of goods that has yielded such complete satisfaction or given us so many repeat orders as our Celluloid Novelties. They comprise Photo Frames, Ribbon Calendars, Papeterie Boxes, Glove and Handkerchief Boxes and Sachets, Wall Pockets, Letter Holders, Ladies' Work, Trays, Music Rolls, Whisk Holders, Sticking Plaster Cases, etc., etc., in the very latest styles and decorations. Write for a line of samples and you will wire us for more before you have exposed the goods for sale 24 hours.

THE HEMMING BROS. CO., LTD.,
76 YORK ST., TORONTO.

DON ORSINO.

Booksellers have scarcely time to learn anything about the books they sell—or at least they think they haven't, and it amounts to the same thing. Robert Elsmere would never have been known if it had been left to the booksellers to discover it. The true bookseller—he is sometimes found in Canada, much more often in England—knows the book he sells, and, knowing them, he is enabled to sell them—if his opinion is worth anything to his customers.

F. Marion Crawford is now doing for Italy what Kipling is doing for India. He has written three novels concerning a noble Italian family—Sarcinesca, the grandfather; Sant' Ilario, the father, and Don Orsino, the son. In a popular way one can learn from them the history of the Italian changes of the last half century—changes as full of interest and of lessons as the French Revolution. The events in which Pius the Ninth and Victor Emmanuel figured are too present to be history; and yet the author has treated of these events and the subsequent happenings, with the judicial balance of a tried historian.

Don Orsino, the latest of these novels, should please the great reading public in America, because it breathes the history of mercantile transactions and of a real estate boom. This is the practical side. It also describes the young man of the age in his transition period—half boy, half man. Such a personage is our hero; every novel must have its hero, because every human being has one. This is the heroic side. This book is also filled with a mysterious tale of devotion—a devo-

tion majestic in its intensity, possessed by a woman living under circumstances so mysterious that she didn't understand them herself, and consummated in the most exalted of sacrifices—marrying the unloved man to save the good name of the object of her sincerest affections. As a critic of human conduct in its relation to human motives, the author has few equals among the present-day writers, and in this work he shows himself in a brilliant mood. The novel has many of the characteristics of a great book. Its well-sustained conversations are marvels of dramatic power. The language throughout is beautiful in its simplicity and elegant in its diction. It will be a success. Its success in the United States is already assured; and a new book by the author of "The Witch of Prague" and "The Three Fates" should take well in Canada. It is published in the uniform binding of McMillan's dollar novels, and the sale of it in Canada is controlled by The Copp, Clark Co., Toronto.

BOOKS AND NOTIONS learns that Mrs. McLeod Stewart is writing a book which will appear in the spring entitled "Twenty Years of Social Life at the Capital." The book will be dedicated to a personage of high rank. It is to be illustrated by photographs by Topley under the latest process. The book is to be published by one of the largest book firms in England through the agency of Messrs. J. Durie & Son in Ottawa, and will be issued simultaneously in England, the United States and Canada. From what we have been able to glean the book will be very charming and interesting. The first chapter opens with a description

of the capital and its great attractions, its natural scenery, and other advantages. In the second chapter Mrs. Stewart plunges "in medias res" by describing her first dinner party (the first dinner given by Lord Dufferin of a social nature) in the autumn of 1872. Mrs. Stewart was then Miss Powell. The book tells of four governors-general, gives anecdotes of distinguished people who have visited Government House during the last twenty years, also about the lieutenant-governors, premiers, ministers of the crown, Judges of the supreme court, distinguished Americans, senators, and members of parliament who have visited Ottawa.

The paper and stationery trades are well acquainted with the Canada Paper Co., and they are also well acquainted with the characteristic calendar which this house issues. It is a bulky but useful calendar, with space opposite each day to jot down important engagements or duties which are liable to be forgotten. This year's calendar comes again just as the old one has been filled. In fact, many dealers would have to break an old habit of jotting down things in a certain fashion, if the company were to cease issuing this calendar. The company's house in Toronto report a steadily increasing trade in all their various lines under the energetic management of Mr. Fred. Campbell. Any stationer who does not know the prices and qualities of their bill heads, statements, writing papers, lithographic papers, blank books, envelopes, shipping tags, blind papers, manillas, bristol, straw and wood boards, should find them out at once. Knowledge is power, and often gain.

THE ADVERTISING OF BOOKS.

HOW to properly advertise new interest publishers, authors books is a question that and booksellers. The present method is admittedly unsatisfactory. After a publisher has invested his money in a book (which may be a very uncertain quantity) he sends out about 300 copies for review to the newspapers and magazines, and he may insert a brief announcement once or twice in some literary paper, and then the book is left to fight its own way.

The theory probably is that if the book has anything in it it will need no pushing, and that if it doesn't sell itself, the original investment in it was a business mistake and the matter may as well be dropped and a new vein tried. But that this assumption does not always cover the ground has been proved again and again in the case of books that were advertised.

To take one example, "Len Gansett," when first published by a Boston house, made but a moderate success. The regulation first edition was sold, and the author's royalties probably paid for his paper and ink and little more. The book appeared in the publishers' catalogue—and nowhere else. Then a Chicago house bought the plates and advertised the book, and it sold into the tens if not hundreds of thousands. For another example, who questions that the free advertising given "Looking Backward" does not account for its phenomenal sale? Every one felt he must read it, not so much because of the intrinsic merits of the book (there have been other books on the same theme with superior claims as literature), but because people were talking about it. What is the reason that the older and more conservative publishers do not consider the advisability of adopting similar tactics? It cannot be that they are indifferent to the sale of their publications. One may probably assume that they would be quite as well pleased to have a book sell thousands instead of hundreds as the author would. Poor books are advertised and they pay. Good books ought to pay better if advertised equally.

As matters now stand, an author is really forced to consider whether he prefers the imprint of a first-class publishing house and small royalties, or the imprint of a fourth-rate house and good financial returns.

Under the present plan the chief burden of advertising a book falls upon the gratuitous reviews given by the newspapers in exchange for a complimentary copy. The manufacturer of soap or shoes would know that he was condemning himself to insolvency if he entrusted the writing of advertisements to the haphazard praise or condemnation of people to whom he might send a complimentary sample, but the publisher is bound by tradition, and dares not dispense with the time honored custom. Most of these copies are not noticed at all (yet each spoils a sale), and as for the reviews that are given, it is safe to say that in nine cases out of ten, perhaps in nineteen cases out of twenty, they are of no value whatsoever.

The average newspaper reviewer has absolutely no idea of what a proper book review implies. He will dismiss

a book with a few still phrases of approval or disapproval, as the case may be—which have been used so often that they have lost all expressiveness, and which really give no adequate idea of its character.

He may possibly tell the thread of the plot on which the story is based (which is unfair to the author and unkind to the reader), but that gives no notion whatever of the main feature of the book, the way in which the plot is handled. Or from his attitude as a critic he may dispose of the claims of the author altogether, and fix his place in the world of literature as autocratically as though he were Czar of all the Russias, instead of being a humble member of a republic where every man has a right to his own opinion. Whatever he does he is very apt to do it with the theory that he is disposing of the book, and that the object of his review is to describe, classify, and dismiss the work before him. His attitude suggests that after he has passed upon it, it would be rather impertinent for the reader to take it up independently. Such reviews as these are neither interesting in themselves nor fair to the author or the publisher. As advertisements they are worse than nothing; they kill curiosity instead of stimulating it, and lay the book by instead of inducing anyone to take it up. And yet a properly written review would probably be the most effective of all advertisements.

It is a question whether the solution of the publishers' problem does not lie right here. If, instead of trusting the writing of reviews to the ill-paid and incompetent hack writer, he save his complimentary copies and engage instead a trained review writer, or expert advertiser, if the term suits better, to write a description of the book in a manner calculated to attract instead of repelling attention, he would find himself financially better off in the end.

A book review should give a taste of the book itself. It should be written so as to invite further acquaintance. It should not be a finality. It is not by any means necessary that it should be subsomely laudatory. The ill-advised author who tried to puff his own book by referring to it as "a great production" and "a masterly setting forth of the case," may have been simply ignorant, not immodest. He took for his model the poorly-conceived book reviews, of which the daily and weekly papers afford frequent examples. A would-be purchaser does not care greatly for the dictum of some unknown book reviewer, and his purchase would hardly be influenced by meaningless puns of the sort indicated. What he does want to know is the purpose and style and character of the book, and he will then judge for himself whether he wants it or not. Of course this may all be put forth in the light most favorable to the book. There is nothing unfair in this if we are justified in giving our pictures and our friends the benefit of the best light possible. But putting it forth in the best light does not mean that it shall be indiscriminately praised. It does mean that it shall be interestingly treated, and this is where the skill of the review writer comes in. He must be able to make his review as interesting as a review as the book on which he writes is interesting as a book. In other words he must possess the qualities of authorship to the extent of be-

ing able to tell a story or express his opinions in something besides the commonplace words which serve as a medium for communicating news and stock prices.

These reviews should then be brought systematically before the people who would naturally be interested in that sort of a book. The man who manufactures farming implements does not advertise in the New York daily papers, nor does the wholesale grocer put his notices in a law magazine. Every advertiser may be presumed to have some idea of how to reach the people who would be probably purchasers. If not, that should be the first consideration. The goods must be brought to the people, since it has been demonstrated that the mountain will not come to Mahomet. If publishers don't realize this, they are the only advertisers who are still unconverted to the true faith. Publishers probably have something of the professional idea that hampers lawyers and physicians. Book publishing is a dignified business, and advertising they feel instinctively is not a dignified way of pushing it. But that will depend entirely upon how the advertising is done.

There is no need of advertising a standard book in a sensational or unbecoming manner. It would be injured with its own clientele by such methods, and would not be advanced in the interests of anyone else. But a scientific, or philosophical, or theological work can be advertised or reviewed as suggested above in a way that would bring its merits in a most agreeable manner to the people who would be most interested in it. The result will be to their advantage as well as to the advantage of the publisher and the author.

It has been suggested that public readings from new books might bring them before the attention of the public, but this method is too limited in its application and too expensive in execution to be seriously considered. The plan, on the contrary, of having trained writers review the books instead of untrained and indifferent amateurs, and of bringing these reviews persistently to the personal attention of the people who would be interested in the subject need be no more expensive than the publisher wishes, and it would bring the advertising of books up to the intelligent and carefully considered plans of advertising which govern other branches of modern business.—Will B. Wilder in *Printers' Ink*.

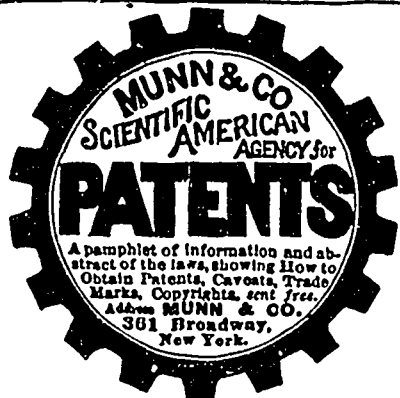
MYSTERIOUS OUIJA

Does he love me, does he not?
Will sad or happy be my lot?
Soon I'll know, for now I've got
A Ouija.

No one knows Miss Susie's age,
To ask it puts her in a rage,
But to find it I'll engage
Through Ouija.

This is more than game or toy—
It gives amusement, mirth and joy,
Yet wise men their minds employ
On Ouija.

Here they say are unseen links
'Twixt you world and this; methinks
Thou art sister to the Sphinx,
Ouija.



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Stationers and Booksellers.

Whilst other trades are constantly infringing on your legitimate lines you must be watchful of your own interests. In every town there should, and certainly will be an active demand for artists and decorative materials. This is a legitimate branch of your trade Oil and Water Colors, Drawing Papers, Brushes, Celluloid, Ragged Edge Cards, Drawing Books, Studies, Enamel Paint, etc. There is no excuse for missing this trade as prompt payers can buy at unheard of prices from

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Purses, Banner Rods,
Bill Books, Fancy Brass Goods,
Native Indian Goods, Society Buttons.

WALKING STICKS, in endless variety.

NORTH-WEST INDIAN CURIOS.
Lake Superior Amethysts and Agates.

114 BAY STREET. - TORONTO

We take this opportunity to tender thanks to our numerous customers for their kind patronage during the past year and to solicit a continuance of same. Wishing them all a Merry Xmas and a Happy and Prosperous New Year.

TELEPHONE No. 2207.

NERLICH & CO., TORONTO.

ALEX. PIRIE & SONS, Ltd., ABERDEEN, SCOTLAND,

—MANUFACTURERS OF—

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



FINE PAPERS A SPECIALTY:



To be had of all Wholesale Stationers. Ask for these goods.

AMONG THE WHOLESALERS.

BROWN Bros. have secured an elegant line of mucilage called the Tourine mucilage, the basis of the brand is gelatine, and differs very much from the ordinary gum mucilages. It proves a good adhesive, will keep fresh a long time, and has a pure, clean appearance. They have secured a stock of Higgins' Architects' Inks in all the necessary colors. Among the shipments to hand are Faber's rubber bands, Esterbrook's pens, school crayons, Denison's gum labels, notarial seals, price tags, and lumber crayons.

One day last week Messrs. Warwick & Sons received two orders, each for ten thousand tablets. This is doing business with a vengeance. Their "Johnston" padding process is becoming deservedly popular, and the great influx of orders is necessitating an extension of their means for the execution of these orders for tablets. When this firm secures a good thing, they believe in pushing it, and this, accompanied by judicious advertising, is bringing their tablets into a proud pre-eminence.

Perhaps no house in the trade is doing a more stable share in the book trade than the Methodist Book Room. With their Christmas cards and booklets this season has been a great success, and, before the holiday trade is over will undoubtedly be cleared out. In calendars, orders for several thousands are lying unfilled, waiting for repeat shipments. Their buyer, Mr. Solomon, may be congratulated on the success of his ventures. In the book department proper they have just issued a revised and enlarged edition of the Canadian Hymnal. This edition is gotten up very artistically as regards the cover, and the general make up is a great improvement over the previous edition. They have just issued a memorial volume of sermons by the late Dr. Stafford, entitled "The Need of Ministry." This volume should sell well, as the deceased was a general favorite with all denominations. It contains also an introduction by the Rev. D. G. Sutherland, D.D.

The Toronto News Company have just placed on the market one of the best puzzles of the season. It is called the Egg Puzzle, and retails at 30 cents. Though exceedingly simple, yet it baffles the most expert puzzle worker. This house is working overtime to keep up with orders for Christmas papers and books.

Nerlich & Co. report an increased import sale of rubber balls over that of last season. They have nearly cleared out their mechanical window figures. In fancy goods they report a steady demand, and find it hard to execute all orders promptly. They have been forced to repeat in several lines of cups and saucers, and basket wine and water sets. They have received two new specialties, one being a sheet-iron cart, with detachable parts, which will retail about 30 or 40 cents. Another is a special line in brush, comb, and mirror sets on a silver tray. This is really an excellent thing for the special trade.

The wholesalers in the city have struck but one great bog hole this year. The British Columbia trade has usually been excellent, but this year the small pox scare ruined it. Trade became very flat, and confined entirely to necessities. The tourist trade dropped off altogether, and this is an im-

portant part of the book trade there. Dealers here have received word from most of their customers in Vancouver and Victoria that they cannot handle the large orders they placed, and, consequently, goods have been held back.

The Copp, Clark Co. are doing a huge trade in authors' sets. One of the prettiest and most taking for the price is a set of Hugo's Les Miserables. It is put up in five volumes in cloth, and is well illustrated. All the leading authors are represented in their stock of sets. Their stock of R.T.S. books has suffered severe inroads during the past month at the hands of buyers; but they are constantly replenishing it. In the Pen and Pencil series, Welsh Studies is the latest addition. As a work of art it possesses true excellence in execution, both by artist and publisher.

The wholesalers who handle sporting goods this year are acting very warily. Baseball is declining very much in the United States, and slowly and surely here. Many dealers incline to the opinion that baseball will soon be a thing of history.

Don Orsino, Crawford's latest novel, has had a great demand here, although the Canadian edition was not so large as that of David Grieve. Nevertheless, Crawford's books show an increase of popularity in Canada.

W. J. Gage & Co. report a steady sale for all their lines of blank books. They do a huge trade in these. In books, their sorting trade has been very extensive.

The Barber & Ellis Co. are running overtime in their factory. Envelopes and fancy stationery are in enormous demand. This house reports a steady increase of trade during the last nine months.

The Copp, Clark Co. sell two school texts for use in the Newfoundland schools.

C. M. Taylor & Co. have two lines of Japanese vases which are extremely artistic. The two varieties are termed Kioto and Satsuna. The shape and decorations are extremely artistic, and characteristic of the country from which they come.

The Barber & Ellis Co.'s announcement in this issue that they have made arrangements with Messrs. Barnes & Co. for the exclusive sale of their writing inks will be gratifying to the many houses that have been selling these goods, as it will enable them to sort up and secure their supplies without delay and the trouble of passing the goods at the customs. These inks have been thoroughly tested, and can be relied upon to give satisfaction. They also manufacture two grades of mucilage which are most reliable. They report that their fall trade has been most satisfactory, their sale of plush papeteries being several thousand ahead of last year. In the cheaper grades of papeteries their trade is very steady, convincing them that box goods is the most satisfactory way to retail note paper and envelopes. They state that they will be offering some very saleable novelties in this line the first of the year. They are making preparations for a largely increased trade for '93, intending to offer a more complete line of staple goods than in any previous year in their history.

Warwick & Sons have again set their padding genius to work, and he has produced two handsome tablets to add to their already extensive variety. One of the is named the "Old Boston

Bond," and is composed of the celebrated paper known by that appellation. The cover is elegantly designed, and shows a capital picture of the famous "Old South Church" in Boston, renowned in the history of "The Hub," and at present a great attraction for visitors. The other tablet is called "Oxford Linen," and is made of stout linen paper in cream or azure, which is an excellent material for writing on. The cover bears the coat of arms in colors and gold of Oxford University, which imparts to it an aristocratic appearance. Both tablets exhibit an advance in style in the "get up" of this class of work, and are decidedly very creditable to the taste and resources of the firm.

BUSINESS CHANGES.

The stock of Thomas McConnon, bookseller, Victoria, B.C., has been sold by tender to T. N. Hibben & Co. at 57 1/2 cents on the dollar.

W. C. McArthur, fancy goods, Ridgeway, Ont., has assigned to Herbert Long.

A. L. Maddox, manufacturer of ink, Toronto, is offering to compromise.

W. Carey, musical instruments, Kingston, Ont., is dead.

Leggatt & Wigle, fancy goods, Kingsville, Ont., have dissolved partnership. Chas. Leggatt continues.

Joseph A. Langlais, Joseph Firmin and Alfred Langlais have been registered proprietors of the book and stationery business of J. A. Langlais & Sons, Montreal, Que.

R. G. Sawtell, bookseller, Woolstock, Ont., has been succeeded by R. O. Smith.

The Vancouver Bookbinding Co. have sold out to the News-Advertiser Printing and Publishing Co.

A. B. Canning & Co. books and stationery, North Bay, Ont., have sold out to Mr. Washburn.

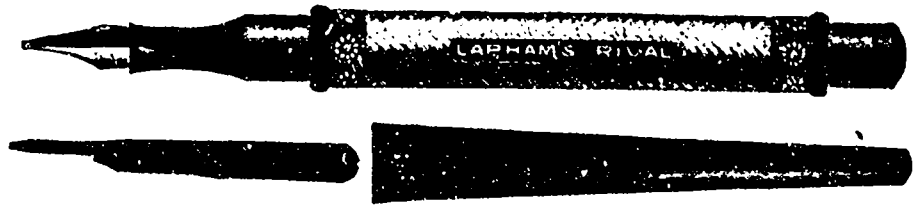
J. J. Virtue, fancy goods and stationery, Toronto, has assigned to J. R. E. Winters.

ROWSELL'S LAW DIARY.

ROWSELL'S LAW DIARY. - This diary has been published annually for the last forty-six years, and it is generally allowed to be the most complete of its kind, containing as it does, a great variety of information specially useful to the professional and business man. It contains a space for every day in the year, Sundays included, headed by the day of the week and month, and there is also a blank space for memoranda at the end of each week, and ruled sheets for cash payment, and receipts at the end of the book. It has also printed at the head of the days as they occur, the beginning and ending of the law court terms, sittings of the supreme court of Canada, the court of appeal, and of the three divisions of the high court of justice for Ontario, county court sittings court of general sessions, bank holidays, and other information desirable to be brought under notice. It contains, likewise, a variety of information convenient to the legal profession, such as lists of the benchers of the law society, the judges of the several courts, law terms, sittings of the courts, etc. Price \$1.00 Rowsell & Hutchinson, publishers, 74 and 76 King street east, Toronto.

Lapham's Rival Fountain Pen.

(Patented January 24, 1888)



The distinctive feature of "LAPHAM'S RIVAL" is the slotted feed piece, which is constructed with a series of slots or openings from the rear end, one of which extends over the top of the pen, and all of which form capillary spaces, which serve to hold the ink in immediate contact with the pen, and prevent a too rapid flow to the point.

This operates to overcome one of the most serious objections to the use of Fountain Pens, namely, the liability to "drop ink" or "overflow," especially when the holder is nearly empty.

PLEASE NOTE THIS IS THE ONLY FOUNTAIN PEN THAT IS REPAIRED IN CANADA. WE REPAIR. WE SUPPLY PARTS.

— PRICE LIST. —

No. 1. Chased Barrell, long or short.....	\$1.50	No. 7. Taper Shape, Plain Barrell.....	\$1.50
No. 2. Gold Mounted, ".....	2.00	No. 8. " Gold Mounted.....	2.00
No. 3. Extra Gold Mountings, long or short	2.50	No. 9. " Extra Gold Mountings	2.50

**THE COPP, CLARK CO., Ltd.,
TORONTO.**

AN INK MONOPOLY.

James Eddy, of Troy, N.Y., makes all the ink with which the United States government prints its paper money. Mr. Eddy's father invented the ink, but he never told anybody how he did it until just before he died, when he let his son into the secret. Had an untimely accident gathered the inventor to his fathers before he told his son about the ink, the government printer would have been in a bad way, for Mr. Eddy's invention is the only kind of ink that will print of the peculiar surface of the fiber of which government note paper is made.

The present Mr. Eddy employs only six men in the manufacture of his ink, and none of them is in the secret. None of them has yet seen Mr. Eddy in the interesting act of mixing the ingredients of which the ink is composed. Mr. Eddy locks himself up in his own room two weeks in each year, and it is there and then that he mixes stuff enough to supply the government with ink for the ensuing twelve months.

The process of locking himself up surrounds Mr. Eddy with an air of romance something like that of the man whom Balzac made to search for the alkahest, the only difference being that the alkahest fellow shut himself up for a lifetime and got nothing, besides alienating the affections of his wife, while Mr. Eddy locks himself up for two weeks and gets \$50,000 a year.

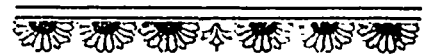
The widely circulated story to the effect that the man who invented rubber tips for pencils made \$200,000 is contradicted by a Philadelphia paper. The original inventor, it says, got little or nothing. It was somebody else who got the money.—Ex.

STATIONERY NOVELTIES.

There is one part of the stationery business which requires the exercise of considerable invention and artistic taste. That is the boxing of fancy stationery. The paper is brought generally in bulk if it comes from England, and often when it is from the United States, and boxed up here suitable for its intended sphere in the trade. The designing of tablet covers also comes under this department of stationery work. Designs for these tablets and papetries are generally made by each house, and thus the brands are kept distinct. The great point aimed at is to produce a box that will be suitable to the contents and at the same time something that will catch the eye of the buying public. Brown Bros.,



one of Toronto's leading stationery firms, have just completed a handsome line of papetries of Royal Silurian Note. These are put up in Octavo and Albert sizes, containing 50 sheets and 50 envelopes. The note paper is also boxed in quarter reams, and the envelopes in eighths of a thousand. This paper is being offered at as low a price as a medium white, and is certainly much superior in many respects, especially on account of its unique color. They have made a great success out of their line of society cabinets. The cards in these fit the envelopes very easy, and are shown in both plain and gilt edged. In boxed goods they are carrying full lines of Whiting's celebrated society papers in all the newest shades and finishes. Their special line of note papers, including the Buckingham, Sandringham and satin, is in good demand, and bulky orders are being executed daily. In all other lines of fancy stationery and stationery novelties they are doing a huge trade. The holiday demand began about six weeks ago, and has been well maintained.



Apted Bros.

... FOR EVERY
... DESCRIPTION OF

Printing

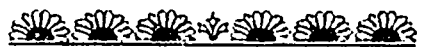


54 YONGE ST.
TORONTO

PRICES RIGHT...
TELEPHONE 1785



ORDERS BY MAIL RECEIVE PROMPT
ATTENTION



THE DEPARTMENT STORE.

The race of life has become intense; the runners are treading on each others heels who go to him who stops to tie his shoestrings.

TWO years ago a book salesman said to me: "My boy, keep your eye on the department stores; they are going to sell the bulk of the goods in our lines at no distant date."

Prior to this advice I congratulated myself that my wares were not to be found on any dry goods counters; but the satisfaction was at the expense of my leaving more than one city "skunked," as the boys say when they don't get an order.

Since that time I have called on every department, book and stationery store east of the Rocky Mountains several times, and I find that it is getting to be as my book friend said, and it has caused a great howl to go up from those dealers who have had to stop to "tie their shoestrings."

The fact that department stores are springing up all over like a growth of mushrooms, and that they are using large quantities of goods of the best makes, proves conclusively to my mind that they are demanded by the people, and those who have been long sighted enough to take advantage of the signs are reaping the benefit.

The bookseller, stationer, druggist, and hardware dealer have been asking full list prices for goods from which they get, or should get, from 50 to 75 per cent., and now when someone offers a dollar bottle of sarsaparilla for 60 cents, another a \$60 sewing machine for \$15, and yet another marks a \$2.50 fountain pen down to \$1.50, a great wall is raised, and the people who do these things are called very bad names, and the man who sells them gets worse.

If a man who makes two blades of grass or corn grow where one grew before is a benefactor to his race, why should not he who gives our wives two bottles of castoria for the price which they paid before for one be placed in the same category, especially when the "children are crying for it?"

The dry goods man has no advantage over any other man in buying, if both have good credit, and pay their bills when due; but my experience with the former is that he discounts his bills within thirty days, while not 10 per cent. of the booksellers and stationers pay for a certainty in sixty to ninety days.

Nor does the department store harbor unsaleable stock, for it has found that if one price will not move an article another will, and that a dollar in the bank is worth two in old stock.

In advertising, the department store can give the ordinary dealer lessons every day, and you have only to go through the store aisles to see for yourself whether the special bargains are being snapped up or not.

I am pleased to see that many dealers in books and stationery are following the example set, and are pushing themselves and what they have to sell before the public in their local papers, and in this way they hold their own and increase their revenue.

A case in point is a stationer in an Eastern city who has for the past four years averaged an expenditure for advertising of \$5,000. His stock is marked so that "he who runs may read." Four years ago he could hard-

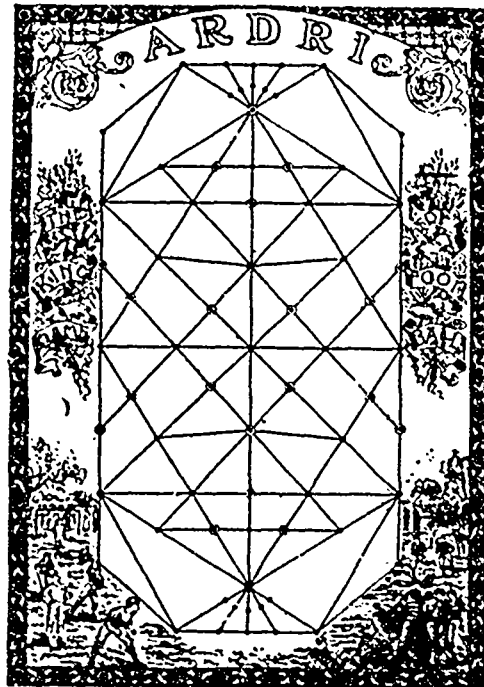
ly meet his bills when due, and his credit was at low ebb. To-day he discounts every bill, his business has doubled, and he is now well rated by Dun and Bradstreet.

The bookseller, stationer, or merchant of any kind who does not want to "get left" will do well to mark his goods down to, say, not over 50 per cent. profit, shine up the front windows, put something in them besides a copying press and stand, and expend a little ingenuity and money in display and advertising—Solomon Isaacs, in *The American Stationer*.

THE NEWEST GAMES.

ONE of the advantages dealers now enjoy in having a Canadian firm manufacturing games is that of having new games continually put upon the market. By new games is not meant games that have been sold in the States for a season or two and then introduced here as new, but games that appear simultaneously in the States and Canada. Ardri, or the parlor game of football,

is the latest game which the Copp, Clark Co., Ltd., the enterprising Canadian manufacturers of winter evening games are preparing to issue. The great success that has attended the issuing of *Enkosis*, the parlor game of lacrosse, has induced them to make strenuous efforts to issue if possible in time for the Christmas trade the game of Ardri, or football, and they trust by the 15th of December to announce the completion of this game. Accompanying this are cuts of the label and board. The label is a reproduction of an excellent picture of players in active play, the scene being the Toronto Lacrosse Grounds. The board is a very handsome piece of lithography, even in the reduced size which is shown. The positions of the players may be distinguished by the circles around eleven of the black spots on each side of the board. The object of the game is apparent; it being the passing of a man, holding the ball, a small wooden piece which fits on the top of the men, through the goal spot by any one of the five lines which pass over it. The game abounds in exciting checks, and is perhaps the best yet issued.



BARNES' NATIONAL INKS FOR ALL USES! - - -
 - - - IN ALL COLORS!
 NO ADVANCE IN PRICES! QUALITY BETTER THAN EVER! THESE INKS HAVE COME TO STAY
 AND NEW FRIENDS ARE BEING MADE DAILY!

P. D. & S. PEN "NO. 117." BARNES' STEEL PENS.

WRITE FOR TERMS.

A. S. BARNES & CO., 751 BROADWAY, NEW YORK.

TURKISH STEEL PEN CO.,
 DAMASCUS,
 SYRIA.



IN SIX NUMBERS.
 Graded for all kinds of Writing.

SOLE AGENTS:
WARWICK & SONS, Toronto.

THE FLYING DUTCHMAN PEN



WRITES OVER 200 WORDS WITH ONE
 DIP OF INK.

THE WAVERLEY PEN



They are a treasure.—"STANDARD."

MACNIVEN & CAMERON,
 Waverley Works, Edinburgh.

**The "Lion" Brand
 Sealing Wax**

Has secured the **FIRST HONORS**
Wherever Exhibited.
 Sealing Wax, Parcel Wax, Express Wax,
 and Bottle Wax for all purposes.

Free Lists and Samples from all wholesale
 houses or from the Manufacturers.

GEO. STEWART & CO.,
 57 Farringdon Street, London, England.
 Works—Edinburgh.

**SPENCERIAN
 STEEL PENS**

Are the Best,

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

WORKS: Birmingham, England.
 ESTABLISHED 1800.
 Over 35,000,000 of these pens sold in United States
 in 1889.
CANADA AGENTS
 BROWN BROS., - - - Toronto.
 BOYD, RYRIE & CAMPBELL, - - - 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.

ARTISTS'

MATERIALS

Oil Colors, Water Colors, and all articles
 used by Artists, Students, Engineers,
 Architects, etc.

It will pay dealers in these lines to get
 quotations direct from the manufacturers.

Reeves & Sons, Ltd.,
 (London, Eng.)

Branch House for supplying the Canadian Trade
 24 Front St. W., Toronto.
 W. H. JAGGEB, Agent



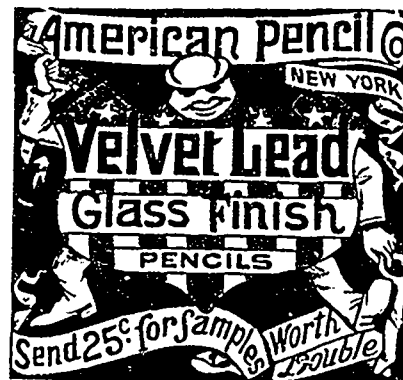
Trade supplied by Davis Lawrence Co.
 Canadian Agents, Montreal.



Agents for the Dominion,
R. MILLER, SON & CO.,
 Wholesale Stationers,
 1872 Notre Dame St.,
MONTREAL, P.Q.

Gold Medals, Paris, 1878:1889.

JOSEPH GILLOTT'S
 Of Highest Quality, and Having
 Greatest Durability are Therefore **PENS**
CHEAPEST.



Do the leads in your pencils
 break?

If so you do not use the right
 kind!

The best are made by the
AMERICAN LEAD PENCIL CO.,

New York, 50 Howard St.

Ask for "Velvet Lead" Glass Finish
 Pencils.

Correspondence solicited. Sample free to trade.

MYSTERY IN ADVERTISING.

IT was Barnum, the great showman, who said that people like to be humbugged. Certainly they do, but it would be unwise for merchants to humbug their customers in their advertisements. This is due to the difference between Barnum's business and theirs—one being a stable and stationary business, and the other a matter of amusement. Humbugging is done by merchants, but it is a dangerous amusement. There is a certain druggist in this city, with a little store about ten feet square, who spends \$13,000 a year in humbugging the people. He sells a bottle of patent medicine costing about 25 cents for \$2. But in regular advertising by regular and honest merchants, humbugging doesn't pay.

Still a merchant can at times assume a mysterious air in his advertising, with good results. Mystery always excites attention, if it be properly used. No definite rules can be laid down for the merchant's guidance, as it is a matter for individual ingenuity. It should also be used very sparingly, and with the utmost discretion. A mysterious advertisement will always excite a great deal of interest; so will a mysterious circular or win dow card.

But there is another kind of mystery—the mystery of truth. Startle people with facts and low prices, and your competitors and customers will be mystified as to the source of your power to do this. In many towns in Canada, if a dealer were to advertise some awfully cheap goods, and then uphold his offer by a genuine deed, he would mystify people; because they would wonder if this man understood the art of advertising as they had found it to be.

Some dealers close their store for a day, warning people that they are hunting up odd lines and broken lots which will be sold at ruinous prices—not saying who will be ruined—and then open up for a big run during the next week. But it should be borne in mind that the philosopher has said, "You can fool some of the people some of the time, but you can't fool all of the people all of the time."

A POPULAR ANNUAL.

One of the most popular of juvenile annuals is the English publication entitled "Sunday." It is published by Wells, Gardner, Darton & Co., of London; but the Canadian sale is controlled by the Methodist book room, who do the binding of all the numbers they sell of this popular annual. The book room has a reputation for doing substantial work, and this volume seems to be no exception. The front cover is decorated with a handsome and pleasing lithograph, contrasting old age and youth. There is also a full-page colored frontispiece, with a very suitable subject. The book is well illustrated throughout, and the reading matter seems to be well written and suitable for children from seven to twelve years of age or even older. It contains over 400 pages, and is sold in two different bindings, one volume having gilt edges and other ornamentations. On the whole it is a deserving work.

COPYRIGHTS.

6615 J Duclow's Lecons de Style, Specialement destinees aux jeunes filles. Cours preparatoire et elementaire. Les Cleres de St. Viateur, Joliette, Que.

6616 J Duclow's Lecons de Style. Specialement destinees aux jeunes filles. Cours moyen Les Cleres de St. Viateur, Joliette, Que.

6617 J Duclow's Lecons de Style. Specialement destinees aux jeunes garcons. Cours preparatoire et elementaire Les Cleres de St. Viateur, Joliette, Que.

6618. Le Style enseigne par les Lecons de Choses, par S. Constans. Cours elementaire et moyen. Les Cleres de St. Viateur, Joliette, Que.

6619 Rolling on to Merrie England. Song Words and music by M. D. Kilburn. Whaley, Royce & Co., Toronto, Ont.

6650. Conversation Method in French, by J. Victor Plotton, Halifax, N.S.

6651. Methode Pratique de Style et de Composition Litteraire. Cours Elementaire. Freres Maristes, St. Athanase d'Iberville, Que.

6652. Cours Complet de Commerce Theorique et Pratique. Par F. T. D. M. S. Frere Marie Sigibert, Roxton Falls, Que.

6653. Miss Dividends. By A. C. Gunter. The National Publishing Co., Toronto, Ont.

6654. Historical and Descriptive Account of the Island of Cape Breton, and of its Memorials of the French Regime, with Bibliographical, Historical and Critical Notes. By J. G. Bourinot, Ottawa, Ont.

6686. The Ivory Gate. By Walter Besant. The National Publishing Co., Toronto, Ont.

6687. Monk's Simple Decimal Sterling and Dollar Exchange Tables. Thomas H. Monk, London, England.

6688. Methode Pratique de Style et de Composition Litteraire. Cours Moyen. Freres Maristes, St. Athanase, d'Iberville, Que.

6689. The Guinea Stamp. A Tale of Modern Glasgow. By Anne S. Swan. Wm. Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6690. Mary Green. Song. Words and Music by Harry Lambert. Whaley, Royce & Co., Toronto, Ont.

6691. The Bell Telephone Company of Canada, Limited. Montreal Exchange, Subscribers' Directory, November, 1892. The Bell Telephone Company of Canada, Limited, Montreal, Que.

6692 The Debutante Waltzes. By James K. Flock. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6693. Goldman's Improved Self-checking Trial Balance Book. Henry Goldman, Montreal, Que.

6694. White Shells. Song. Words by C. D. Bingham. Music by F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6695. The Zephyr Ripple. By Marie Regenil. J. L. Orme & Son, Ottawa, Ont.

6696. The Canadian Almanac, 1893. The Copp, Clarke Co., Limited, Toronto, Ont.

6697. L'Almanach du Peuple Illustré, 1893. D. O. Beauchemin et fils, Montreal, Que.

6698. Eventide. Song. Words by C. D. Bingham, music by F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6699. Yes. Song. Words by C. D. Bingham, music by F. Boscovitz. The Anglo-Canadian Music Publishers' Association, Limited, London, England.

6700. Ontario Game and Fishing Laws. Arthur Henry O'Brien, Toronto.

6701. Hill's Wholesale Ledger. Jos. S. Hill, Bridgen, Ont.

6702. Christmas Number Dominion Illustrated Monthly, 1892. The Sabiston Lithographic and Publishing Co., Montreal, Que.

6703. Expert Book-keeping. By C. A. Fleming. Owen Sound, Ont.

6704. The Darkey's Conundrum. Dance. For Piano. By A. W. Hughes. Whaley, Royce & Co., Toronto, Ont.

6705. Her Chama Cup. Words by F. Sharman. Music by Helen Emberson. Whaley, Royce & Co., Toronto, Ont.

6706, September. Words by H. C. Dunner. Music by Helen Emberson. Whaley, Royce & Co., Toronto, Ont.

6707. Villanelle. Words by May Probyn. Music by Helen Emberson. Whaley, Royce & Co., Toronto, Ont.

6708. The Canadian hymnal. Revised and Enlarged. Words and Music Edition. Wm. Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6709. The Canadian Hymnal. Revised and enlarged. Words only Edition. Wm. Briggs, Book Steward of the Methodist Book and Publishing House, Toronto, Ont.

6710. Business Manual. By W. H. Anger, B. A.. St. Catharines, Ont.

6711. The Height of Happiness. Lithograph. Toronto Browning and Maltng Company, Toronto, Ont.

6712. The Angel's Message, or Rosary of song. Mrs. James Delaney, Toronto, Ont.

6712. Prospectus of the Anglo-American Loan and Savings Company of Toronto. Samuel G. Ginner, Toronto.

6714. The Siege of Derry. Print. Edward Frederick Clarke, Toronto, Ont.

6715. Beneath the Golden Rays. Song. Words by J. R. Wood. Music by William Bohrer. The Anglo-Canadian Music Publishers' Association, Ltd., London, England.

6716. Reference Book for Canada of the Legal and Commercial Exchange of Canada, Vol. III., 1892. James L. Morrison and Thomas G. Wilson, Toronto, Ont.

6717. Petit Guide de Chercheur de Minerai. Par H. de Puyjalou, Montreal, Que.

6718. Maisie Derrick. By Katharine S. Macquoid. John Lovell & Son, Montreal, Que.

6719. Love Through All. Thoughts for each day. By Amy Parkinson, Toronto, Ont.

INTERIM COPYRIGHTS.

381. The Tower of Taddeo, by Ouida. John Lovell & Son, Montreal, Que.

382. The Countess Pharamond, by Rita. John Lovell & Son, Montreal, Que.

383. Maisie Derrick, by Katharine S. Macquoid. John Lovell & Son, Montreal, Que.

384. Sea Mew Abbey, by Florence Warden. John Lovell & Son, Montreal, Que.

389. The Temple of Fame. A spectacular play. Jean McIlwraith, Hamilton, Ont.

390. A Family Likeness. By B. M. Croker. The National Publishing Co., Toronto, Ont.

391. Dollard. Story. Stuart Livingston, Hamilton, Ont.

392. Told in a Ball Room. Story. Stuart Livingston, Hamilton, Ont.

TABLETS.

PADDED BY THE CELEBRATED
"JOHNSON PROCESS."

LEADING LINES:

Tourist,	Inland,	Calendar,
Royal,	Ivory,	Victorian Court,
Elkhorn,	Crossbar,	Old Boston Bond.
Cambridge Parchment,	Egyptian Vellum,	
Oxford Linen,	Osgoode Linen.	

LADIES' NOTE TABLETS.

*SULTANA,
DUCHESS,
VICTORIAN COURT.*

-: CORRESPONDENCE SOLICITED. :-

WARWICK & SONS

Manufacturing and Importing Stationers.

Patentees of "The Johnson Process."

TORONTO.



BUNTING, GILLIES & CO.

Wholesale Stationers
and Paper Dealers, **Hamilton, Ont.**

CARRY COMPLETE LINE OF



Stationery
Printers' Stock
Bookbinders Materials
Boxmakers' Supplies

Bookbinding done for the trade. Mail orders receive prompt attention.

THE E. B. EDDY CO. MANUFACTURE

**Manilla, Tissue Manilla, Writing Manilla, News,
Print, Brown Wrapping, Tea, Leather, and other**

Papers.

Also Plain, Lined, Unlined, and Duplex

Wood Boards.

Montreal Branch: 318 St. James St. Toronto Branch: 29 Front St.

Mammoth Works, - Hull, Canada.