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APRIL, 1885.



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SMITH & FUDGER.

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TORONTO, MARCH, 1885.

# BOOKS and NOTIONS

ORGAN OF THE BOOK, STATIONERY & FANCY GOODS TRADES OF CANADA

VOLUME I.  
No. 9.

TORONTO, APRIL, 1885.

ANNUAL SUBSCRIPTION  
FIFTY CENTS.



THE LATE MAJOR JOHN BROWN,

Of the well-known firm of Brown Brothers, stationers, account book manufacturers, bookbinders, &c., Toronto.

He was born at Newcastle-on-Tyne, England, in 1832, and came to Toronto with his parents in the

year 1846. When his father, the late Thomas Brown, commenced business as a bookseller and stationer, a business that has descended from generations in the family. John Brown for some time, when a lad, was in the employment of Eastwood & Co., papermakers

and stationers, of this city, and was then engaged with his father and brother Thomas in the bookbinding business until 1856, "when the three brothers, Thomas, John and Richard (the eldest of the three, Thomas, died a comparatively young man about sixteen years ago) succeeded their father under the style of Brown Brothers, as stationers, account book manufacturers, bookbinders, &c., and by their combined business efforts soon got to a foremost position in the trade, and which they have ever since maintained. Their business is one of the largest and most complete in the Dominion, and it is known far and wide whatever they undertake can be depended upon." Over twenty years ago when, owing to the war, American goods advanced to such high prices, to fill a much needed requirement, they commenced the publication of office and pocket diaries, which they have continued ever since, increasing in interest every year, until now they amount to over 160 varieties. Subsequently the manufacture of wallets, satchels, and other leather goods was added to their other departments.

Major Brown was a man of the most kindly disposition, genial, large-hearted and open-handed, of great integrity and high honour, he could not condescend to do a mean or small action, had an intuitive perception of the just and true; a good business man, energetic and constantly at his post, early and late.

Joining the volunteers as far back as 1854, he was a member of Major Brooks' Company No. 1, subsequently that force was disbanded, the Queen's Own formed some time afterwards taking in many who had formerly been enrolled in the older companies. In 1856 he was enrolled as a private in what is now Company A of the Queen's Own. In 1860 he obtained his commission as Ensign, and four years later was promoted to a captaincy, going to Niagara in command of No. 1 Company, doing frontier service; here he remained during the winter of 1864-5. In the Fenian troubles of '66 he took an active part, and was present in command of his company at Ridgeway on that memorable 6th June, when he proved himself not only a brave soldier but a warm friend to the men of his command. He obtained his Majority in 1867, and in 1870 retired, retaining his rank, giving his entire attention to their constantly increasing business. His retirement was made the occasion of a presentation and address at the hands of the officers of the Queen's Own, who in losing Major Brown lost one of the most popular officers of the regiment.

He died July 7th, 1882, at his residence, Gerrard St., Toronto, after a long and painful illness, leaving a wife and five children. The two eldest boys are now grown up, and following in the same line of business as their late father.

**THE FATHER OF BIBLIOMANIA.**—There is a growing taste for autobiographies. We can scarcely put M. Paul Lacroix in that category, but we will give the critic's views of one who did not write his own biography. The father of Bibliomania is dead, the famous "Bibliophile Jacob," as he called himself, M. Paul Lacroix. The good Bibliophile had reached a patriarchal age; he was of Victor Hugo's generation; he was one of those who fought under the banner of Hernani, and entered literature with Alfred de Musset, Sainte Beuve, and the author of *Les Misérables*. They are almost all gone now, all but the master of them all, the immortal Victor Hugo. The Bibliophile, of course, did not in any way enter into rivalry with the Master. If ever he wrote poetry, which we doubt, it has passed beyond the memory of man, and disappeared among the withered romantic leaves, only known to collectors. Though his genius by no means lay in that direction the Bibliophile, when a young man, wrote a great many novels. Every one was writing much, inspired more or less by Scott, and by a general belief (to use a vulgarism) in the duty of "making things skip." Classicism was over, the reign of passion at any price had come in, and the Bibliophile, too went in for passion. Romance, revel, the knightly wooer, the fair frail *châtelaine*, the ferocious and inopportune husband, doublets, trunk hose, rapiers, convents, jesters, duels, vaults, graves, and all the rest of the materials were as much at the command of the Bibliophile as of his neighbours. He, too, could write idylls of guillotined ladies and dead donkeys—so, at least, says tradition, for only three words of the Bibliophile's novels can be said to survive. These words are *l'orgie echevelee*, quoted by Théophile Gautier, and those words are quite enough. The rest can be taken as read. Not fiction but erudition, bibliography, book collecting, and research were the forte of the Bibliophile. He well deserved his name, for no one loved books better, and wrote better about them. He could not compete with Rothschilds and the Leopold Doubles, Pixérécourts, or even Charles Nodiers of this world as a collector. He was not a rich man, but he was always on the spot, always had his eyes open, and his sale will probably be among the most interesting of our time. He once picked up for a few pence a copy of "Tartuffe," which perhaps had belonged to Louis XIV. himself. The Bibliophile was at the head of one of the great public libraries of Paris, the right man in the right place. His most valuable books are doubtless his *Bibliographie* and *Iconographie* of Molière, volumes of prodigious research, full of every possible information about all editions, translations, criticisms, biographies, portraits, and illustrations of the great comedian. These books of course have no popular interest, but they are delightful to the lover of letters. As a critic and Biographer the Bibliophile was, perhaps a trifle too ingenious, too ready with his conjectures, always clever, but now and then disproved by Time, and by later discoveries. But hypothesis has its value and use in literary as in scientific research. The most generally pleasing of the Bibliophile's works are probably his great and richly-illustrated books on the Arts of the Middle Ages. Better reading, for the right class of students, was provided in his gossiping papers of anecdote about books and men. These he scattered in magazines, in the pro-

faces of catalogues, and in other more or less obscure places. A collected volume would find its own fit public among those who liked to hear the ancient man's memories, and to revere that patriarch of hard literary labour. The longer he lived the better he seemed to write about well-beloved books, that were as dear to him as to Southey.

THE PRESS OF FINLAND.—In one of the reports recently published by the Governor-General of Finland, an account was given of the Press of the Grand Duchy. This consists of fifty-four periodicals; twenty-four edited in the Swedish language, and thirty in Finnish. The first newspaper published in the country appeared in 1771, and belonged to the former category. The second came out five years later, and was printed in the vernacular tongue. After this the Press grew rapidly, although up to 1840 the Swedish journals outstripped in number the Finnish. The researches, however, of Elias Lonnrot into the national literature and the publication of the Finnish epic, "Kalowala," gave a remarkable impulse to the vernacular, and Swedish—until then the language of the educated classes—began to be pushed into the background. At present the Swedish language still prevails in polite society, though to a less degree, and it is therefore in the towns that the *Helsingfors Dagblad*, the *Abo Posten*, the *Ostra Finland*, and other Scandinavian papers appear. The *Uusi Suometar*, the *Sanansaattaja*, and other Finnish journals with equally unpronounceable titles, appeal more to the peasants and lower classes, and they circulate chiefly in the rural districts. A feature in the vernacular Press is the cheapness of the newspapers. The *Uusi Suometar*, which appears five times a week, only costs 13 marks, or 10s., a year, which is less than a half-penny a number. Its circulation is 6,500 a day—insignificant, indeed, for a "daily" boasting of the "largest circulation" in Finland, but then the whole population of the province is barely 2,000,000 people, and these are scattered over a superficial area twice as large as that of this country. At Helsingfors several illustrated papers appear weekly; at Jyväskylä there are three reviews and a schoolmaster's journal, and in the southern districts every village has a reading club that subscribes freely to the Press. In 1883, when the use of Swedish as the official language was abolished, and the vernacular compulsorily employed throughout the Duchy, the support accorded by the Government to the Swedish newspapers was withdrawn, and its transfer to the national Press gave a fresh impulse to the literature ennobled by the poetry of the late John Runnberg, the Tennyson of Finland.

A RUSSIAN AUTHOR'S HABITS OF WORK.—Now that "Stepniak," the author of "Underground Russia," has a new book under way, some account of his manner of work will not be uninteresting. That he writes with the utmost conscientiousness and care is at once seen by the readers of his book. "He writes slowly," says a writer in the *London World*, "and polishes with poetic care; there are whole chapters of his 'Underground Russia' which were written and rewritten six times, and even then sent to the printer with reluctance, so far from perfection did they seem. The simplest parts—the

were precisely those that gave him the most trouble: he could never make his meaning sufficiently clear, his arguments sufficiently telling and easy of comprehension. The portraits, sketches, and descriptions came easier to him, but even some of these were several times recast before assuming their final shape. For the life of him, Stepniak could not work regularly and methodically, as, for instance, Anthony Trollope was wont to work. Like all men of nervous temperament, he is more in the vein at some times than at others, and, though the reverse of a desultory worker, he writes by fits and starts. But the fits are of frequent occurrence, and when he finds one coming on, he places himself under what he calls the *régime littéraire*. He goes to bed at midnight, rises at two, and plies his pen without surcease—save for refreshment, which he takes as he writes—until noon. Then he sleeps for about three hours, when he again sets to work, and, until midnight, gives himself only one or two short spells of rest. This goes on for five or six days a week, or until the task he has set himself is accomplished; and while it is in progress he drinks enormous quantities of tea and coffee, the one as black as the other. Only a man of iron constitution, and of otherwise temperate habits, could long endure such a literary *régime* as the late editor of the *Norodnaia Volia* has devised for himself. Like a good many other people, Stepniak finds the beginning of a book, an article, or a chapter the most difficult part of a writer's work. He seeks an effective opening, and it is generally some time before he gets fairly into his stride."

A CHINESE WORK.—The *North China Herald* says that the last number of the illustrated Chinese periodical issued from the Tien Shih Chai is a real work of art. The drawing is most elaborate, and the scenes depicted have the merit of great originality. A Chinese artist, indeed, would be without one of the most important essentials of his trade if he lacked imagination and inventiveness. For instance, one of the pictures represents a lady and gentleman—foreigners, of course—undergoing the ceremony of divorce. At a table behind a sort of mixed court railing sits a stout person with his hat on, while in front of him stand the unlucky pair. The lady with bowed head, is placing her hands on the shoulders of a bad gentleman, who, stooping with his hands on his knees, looks the picture of shame. Then we have a terrible subject very realistically portrayed—the burial alive of a rebellious son. The wretched boy kneels at a short distance from his own grave, which is being dug for him by several cheerful-looking coolies; on one side is a group of village elders, headed by a very venerable old man, who appears to be conducting the solemnity, while on the other there are a number of respectable-looking women, one with a baby in her arms, who form the congregation. The landscape in the background is rural and pretty, and this enhances the horror of the whole scene. There is also a capital, but strongly idealised, view of the ships at Woosung, with the forts; an amusing presentment of some imaginary French defeat, in which a French standard-bearer is represented standing upright, still grasping the flag, though his head lies on the ground beside him, having been cut off at one blow by a truculent-looking genius behind, who appears to be executing a war dance; a most elaborate

picture of the periodical elephant washing at Peking, in which the figures and grouping are masterly; a very pretty and characteristic scene in a Buddhist temple courtyard, and a few others of lesser interest.

### ADVICE TO ENGLISH STATIONERS.

It is wise for the provincial stationer to exhibit some of his best stock a short time before Valentine's Day, a short time before Easter Day, or even a short time before Christmas Day; but he would not think of showing a Christmas card in his window at mid-summer. He will not show Easter cards at Christmas because they are out of season. But birthday cards are never out of season. At the same time, it is unwise to keep in the window or glass case on the counter the best birthday cards. They get stale in the eyes of would-be customers. Their novelty goes farther and farther away every time the eye rests upon them. The mode of dealing with Christmas cards should be different to that of birthday cards. In the first instance, a large glass case with clever novelties will cause hundreds of cards to be sold during the two weeks preceding and one week succeeding Christmas Day. It does not do to let the customer say, "Oh, I have seen that design so many times. Have you nothing that is new?" Nor does the present gain in favour when the recipient says, "I have noticed this in Mr. Jones' window so many weeks, and he's got a customer for it at last." Remember—the design which has not before been seen will be the best appreciated.

The "Mizpah" ring of the past is now attached to many apropos gifts of the present, and the interpretation, "The Lord watch between me and thee when we are absent one from another," would seem to have voice to many individuals. In any way, pencils, penholders, inkstands, work boxes, writing desks, etc., with that magic word "Mizpah" upon them, sell well, and, in reality, sell for more money with less intrinsic value than the old-fashioned articles which perhaps were formerly favourites. These kind of goods are useful as "Stock-in-Trade." The attractive article leads on to the sale of more general goods, which are required every day, and thus increase the business of a local stationer. At the present moment the "Mizpah" goods are on the ascendent, and are really a good line for any stationer to take up.

As we have often urged before, the local stationer should always have new stock to the front—new samples we mean—and without these new samples very little business can be done. People in these competing days judge of a stationer's enterprise from very small premises. Two ladies may visit the shop. They want something new in birthday cards. They don't find it, and they never believe in that stationer afterwards, but take their commissions for other articles where they can really find modern designs and modern art.

There is a laxity in provincial tradesmen which tends to their loss in trade. Novelties sell, novelties lead to an extension of trade, and novelties tend to make the stationer an accepted pioneer in the work

of advancement. The world is progressing; the stationer in the provinces should progress too. It is too much the custom to say, "My father succeeded under such an arrangement. Why should not I succeed?" It will not do. The provincial stationer must look ahead. The provincial stationer, if he succeeds at all, must place in his window modern thought and modern designs; and if behind the scenes he has ancient notions to suit the ancient minds of his customers, he must not exhibit them. He must cry "Excelsior!" and the very word will find him new customers and carry him through many difficulties. Those who do not advance are apt to fall back.—*The British and Colonial Printer and Stationer.*

DURING the cleaning out of the old Ivy Mills in Chester County, Pa., which is said to be the oldest paper mill in the United States, a quantity of paper was discovered in a very good state of preservation, which had been made by hand about one hundred years ago. It is regarded as a great curiosity, as nothing like it can be found in the market at the present time.

In an article on "The Growth of Bombay industries," the *Bombay Gazette* says:—"Papermaking is an industry which has for many years been favourably regarded by enterprising capitalists, but the chief obstacle is the difficulty in obtaining a site where a sufficient supply of good water could be had. The only paper-mill in Bombay is a small one at Girgrum, which turns out about 1,600 lbs of paper, of a quality suitable for native account books, every day. All the production is sold at remunerative prices, but the supply of water has been restricted to a well, and this limits the production. There is a paper mill at Lucknow which pays regular dividends. The Bally mills in Calcutta, have been established for many years and pay 10 per cent. Some new paper-making establishments are about to be started at Lake Fife, near Poonah, and at Karakwasla, on the banks of the Mutha."

PAPER is coming to the front as a substitute for wood in the manufacture of flooring, and a very interesting test of its fitness for the purpose has been made recently by its adoption by skating rinks. We have seen a report of the experiment of its introduction into a large skating rink in Indianapolis, Ind., where it has been practically tested, and thousands who have skated on its smooth surface are said to have pronounced it to be admirably adapted to the purpose. By the system of manufacture adopted, the whole floor is made as smooth as a sheet of ice, there being no seams that can be seen or felt; and, in addition, there is an inherent adhesive quality in paper which prevents any slipping of the rollers. These floors will undoubtedly become very popular.

It is said that the paper made in imitation of a hem-stitched handkerchief has been one of the most selling novelties in the line of papers this season.

OPALESCENT bevel-edged cards are among the late ideas in the fancy card line. They got their names from the fact that they have all of the changes of colour peculiar to the opal.

**SPECIMEN PAGE OF PELOUBET'S BIBLE DICTIONARY.**

ARB

ARC

"the city of Arbah" is always rendered elsewhere. Gen. 35 : 27.

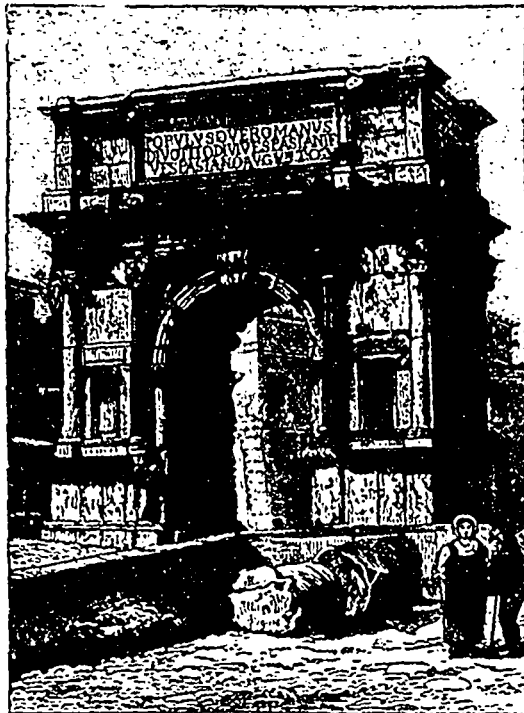
**Ar'bathite**, a native of the Arabah or Ghor. [ARABAH.] Abi-albon the Arbathite was one of David's mighty men. 2 Sam. 23 : 31 ; 1 Chron. 11 : 32.

**Ar'bite**, a native of Arab. Pa'arai the Arbite was one of David's guard. 2 Sam. 23 : 35.

**Arch of Titus**. A triumphal arch erected at Rome, and still remaining

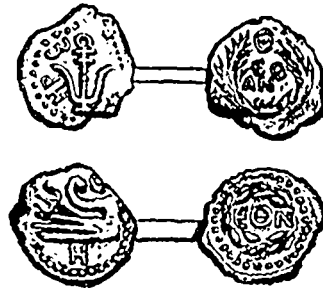
**Archela'us** (*prince of the people*), son of Herod the Great by a Samaritan woman, Malthaké, and, with his brother Antipas, brought up at Rome. At the death of Herod (B.C. 4) his kingdom was divided between his three sons, Herod Antipas, Archelaus and Philip. Archelaus never properly bore the title of king, Matt. 2 : 22, but only that of ethnarch. In the tenth year of his reign, or the ninth according to Dion Cassius, i.e. A.D.

6, a complaint was preferred against him by his brothers and his subjects on the ground of his tyranny, in consequence of which he was banished to Vienna in Gaul, where he is generally said to have died.



Arch of Titus at Rome.

there, to commemorate the conquest of Judea and the destruction of Jerusalem by the emperor Titus. It was erected after his death, A.D. 91, by the senate and people of Rome. It was a magnificent structure, decorated with bas-reliefs and inscriptions, and is of especial interest because its historic bas-reliefs represent the captors carrying in triumph to Rome the golden candlestick and sacred utensils from the Jewish temple at Jerusalem. From these we obtain our best idea of their shape.—ED.



Coins of Archelaus.

**Archery**. [ARMS.]

**Ar'chevites**, perhaps the inhabitants of Erech, some of whom had been placed as colonists in Samaria. Ezra 4 : 9.

**Ar'chi**. Josh. 16 : 2. A place in the neighborhood of Bethel, on the boundary between Ephraim and Benjamin. It designates a clan perhaps originally from Erech in Babylonia, of which Hushai was one. [ARCHITE.]

**Archip'pus** (*master of the horse*), a Christian teacher in Colossæ, (col. 4 : 17, called by St. Paul his "fellow soldier," Phil. 2. He was probably a member of Philemon's family. (A.D. 62.)

**Ar'chite**, The (as if from a place named Erech, on the frontiers of Ephraim), the usual designation of David's friend Hushai. 2 Sam. 15 : 32 ; 17 : 5, 14 ; 1 Chron. 27 : 33.

**Architecture**. The book of Genesis, 4 : 17, 20, 22, appears to divide mankind into two great characteristic sections,

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# Books and Notions,

MONTHLY JOURNAL,

DEVOTED TO THE INTERESTS OF THE

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OF CANADA.

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**J. J. DYAS, Publisher.**

THE reply of the Publishers of School Readers to our challenge in the February number to dispute our figures, as to the profits has been a very eloquent one—Silence.

OURS.—Among the many noble fellows who are now in the North-West "For Queen and Country" are three of the staff of the Toronto News Co., Lieut. A. M. Irving, of the 10th, W. Sawyer, Queen's Own, and J. Skaith, of the Body Guard.

Capt. Thomas Brown (Brown Bros.) is another representative of the Book Trade who has "gone to the wars." May glory crown them.

COMPLAINT is made that School Books are disposed of to dry goods dealers and others not engaged in the Book Trade. To the village dealer this is very injurious. It would be well for the wholesale trade to carefully consider this matter and try to remedy the evil.

THE MUTUAL NEWS CO., which promised so much, and of which so little was expected, has ceased business.

THE New York Newsdealers are not yet satisfied with the discount allowed by the *Herald*, and continue to sell that paper at 3 cents.

A COMPARISON.—A druggist the other day said, "I would be quite satisfied to get 20 per cent. off on some lines; many articles I have to sell very close." Granted. Yet the profits on others are very large, and properly so, because the gross sales of drugs is comparatively small. Not so with the bookseller and stationer. He is in the predicament of having to sell the great bulk of his goods at small margin, and therefore the reduction of discount on school books of even 5 per cent is to him an important item. Formerly there was a fair profit on books as pointed out by "An old Bookseller" in last issue, but now with the cheapening of standard works to ridiculously low prices, it requires a great many sales to make any profit worth speaking of, in fact were it not that the people must have the cheapest or go elsewhere, the bookseller would be better off to leave the Franklin Square class of books entirely alone.

Another and most important matter to the Bookseller, and one which deprives him of a large amount of profit, is the interference of other trades with his legitimate business. Of late we have had in Dry Goods stores and other places Christmas cards and other similar lines, old goods it is true, last year's remnants, but originally bought under price and in many cases sold at bare cost as a bait wherewith to draw customers for other goods. We hear that the wholesale dry goods houses in Toronto that have imported these goods and sold them indiscriminately, are going to withdraw from this line of business. We are afraid the news is too good to be true.

THE ONTARIO BOOKSELLERS' ASSOCIATION.—Slander does not leave alone the good repute of the Ontario Booksellers' Association. The idea is being whispered round that the Association is but the creature of a couple of wholesale houses, because, forsooth, these two houses united with the retail trade in protesting against unjust discount. Never was slander more false. The Association was formed by Retailers for Retailers and Retailers' rights; is officered by men who would scorn to be subservient to any house, and whose effort is to place the trade of Ontario on an independent basis. And this does not necessarily conflict with the interest of the Wholesale dealers. What benefits the customer makes him a more reliable man to whom to sell.

SUNDAY PAPERS.—We in no way advocate Sunday work. Leaving aside the great question of the first day of the week as a religious holiday, and that is paramount, the need of complete rest is absolutely necessary for the relief of body and mind. But there are occasions when Sunday work is allowable,

and when, as in the commencement of the agitation consequent on the rising in the North-West, all except one of the daily papers in Toronto issued Sunday editions, we do not know that there was any great wrong in it. On the contrary, with the intense excitement in the city, and the greed for reliable news, the conduct of these papers was not only justifiable, but praiseworthy. We have no more fear of regular Sunday papers than we have of a rebellion once a week.

NEWSDEALERS should be very careful how they take up new papers to sell. In Toronto a scurrilous sheet has found its way into some of our best news stands, and dire is the wrath of some of the subjects of abuse.

Portraits (?) of journalists have been the principal attraction of the paper, and many a Toronto soldier will rejoice in the revenge on these same journalists for the carpenter manufactured wood cuts of our heroes that have ornamented our dailies.

More objectionable than being on newsdealers' counters has been the constant yelling of the newsboys, and the thrusting in the face of the passer-by of the filthy sheet. The Detroit plan of licencing the newsboys is a capital one. The fee for a badge is a mere trifle. No boy can sell a paper on the street unless he has this badge, and it is forfeited if he tries to dispose of objectionable papers. At least one dirty sheet was thus compelled to stop.

READ AND PROFIT.—Our valuable exchange, "The Stationer, Printer, and Fancy Trades' Register," says:—

"We should like our friends to address us on any subject interesting to their fellows and to the trade at large. We never could understand why a trade journal should do all the original matter out of its own resources, and its subscribers do nothing in return. There must be many grievances, doubts, ideas, and suggestions, that are known only to one or other of our friends, young and old; and which, if they would only inform us what they are, we perhaps could do something in helping to solve, or to ventilate. Never mind whether you can write eloquently or otherwise: we can do the editing if you will supply the facts. You might make this journal very interesting indeed, if you would only act in this way: try. Fill our columns with your letters if you like; we shall be the more pleased, the oftener we hear from you."

One of our great complaints is that the above suggestion never seems to occur to our friends. While appreciating BOOKS AND NOTIONS that appreciation can be best shown in from time to time writing us on points of interest.

INTELLIGENCE reaching us by the 8th of the month will be in time for the current number.

## WHAT EXPERIENCE HAS TAUGHT ME.

A SURE WAY TO SUCCESS.—Do you remember when you first commenced business, the first day you opened, the first week, the first month, the first year, how thankful you were when a customer came and bought a very small article? With what care you served that lady, your face lit with thankfulness, because she patronised you? How anxious you were to get along, how you courted trade and by your courtesy and attention to your customers you got their patience and good will? Why depart from this safe and sure way, why because of your getting along and doing a good trade, neglect the principles that brought you business? If you could only retain the same civility, thankfulness and promptness, that you had the first year, you would be in a position to pay cash and have your stock paid for.

A NEW EXPERIMENT.—Take a little money every day (for then you will have it,) out of your business even a small amount and lay it by as a reserve fund, get into the way of laying up a little money now and then, not much at a time to be sure, but form this habit, even one dollar a day will be \$300 in a year. Get together a little ready money, get strong, got a rest outside of your business, don't allow your profits if any to be in old shop worn books or book debts, take the money out even if it makes you hard up, because this will compel you to collect your accounts and keep you from buying too much new stock to the great injury of the old stock in hand. If you don't take your profits out or a portion of them you will have nothing outside of your business, nothing to fall back on. Try it. Commence even with a small amount. Get a Savings Bank account, your banker will like it, he will see you are saving. Your credit will improve, you can buy cheaper, you will have a better heart to do business. 'Tis not so hard as you think, don't try or want to do too much at once, little by little is the sure way. Form the habit.

AN OLD BOOKSELLER.

## Trade Reviews.

TORONTO.—Business is not brisk. There is a fair average trade being done by travellers on the road, though many are still at home not anxious to try the muddy roads to the out-of-the-way places. Already Christmas card orders are being taken. Dealers should be careful in selecting. A good line will be almost sure to sell, but commonplace goods are in danger of being left over. The demand for better cards and better lines of fancy goods for holiday trade is spreading. In England, during the last Christmas holidays, good goods were "sold out" and could not be replenished. In Toronto those who had the best lines of goods had the most satisfactory trade. Some time, as is the case already in valentines, there will be a great falling off for the flimsier kind of presents. Buy cautiously.

The excitement in the North West has caused a boom in printing paper. In all centres the circulation of the leading papers has greatly increased—one noted paper claims to have doubled.

Collections are fair, better than would be naturally

pected from the comparative dulness of the past couple of months.

Stocks are not as low as we supposed last month. There are more than enough of albums in almost every book store. Of general goods there is enough for current wants. All agree in predicting a fair spring and summer business.

Winnipeg and west, except in the immediate neighbourhood of the rising, were at last reports, undisturbed in trade.

### UNITED STATES.

**THE OUTLOOK OF THE SPRING.**—The country has survived the fever of another Presidential election and the shock which a change of administration and of party is supposed to bring, and there is little in the political atmosphere to cause alarm in the breasts of the strongest adherents of one party or the other. There are important questions of currency and revenue yet to be solved, whose solution will indeed greatly affect the course of trade for better or worse; but the waste of political agitation is behind us, and there is good reason to feel that the country is ready to start forward, from the present basis of "bed rock," on a new career of business prosperity.

The indications, so far, do not show that the tide has yet turned to the flood; we are rather at that moment when the ebb has stopped and the flood has not fairly begun. It is doubtless true, however, that the country will not be much longer kept back from its natural course of recuperation, and in the book-trade, caution on the part of publishers will not hinder, but will help. It is more important to sell great numbers of good books than to publish great numbers of new ones. The announcements of publishers in this Spring Number are not great in number, but it will do no harm to the retail trade if it uses the opportunity to make the most of the sufficient supply of books the publishers' lists already furnish. Stocks are undoubtedly low and orders are not speculative in fact, scarcely speculative enough, but based on fair assurance of orders. Publishers who recognize that the day is one of cheap books, and who put their goods before the public with the least possible fictitious expense, are likely to get the best of the present market, and we trust that with the revival of business we shall have an adherence to sound methods of dealing.—*Publishers' Weekly*.

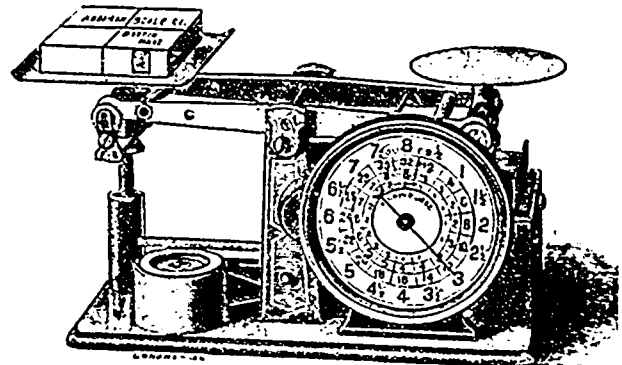
**THE STATIONERY MARKET.**—As a whole, the market is dull, but perhaps not more so than is expected at this time of the year. The manufacturers are looking back at the season's work, and are making comparisons, which, as a general rule, are not unfavourable. The fancy stationery men appear to be satisfied with the result of their work and feel highly encouraged. They are casting about for novel and striking ideas which may be worked into pretty and taking forms, and some of them promise that next season's goods will far outshine those of this season. The "Progressive Euchre" craze has struck the East, and the fancy stationers are reaping the benefit. There is still a good demand for sealing wax and seals, a fact which has caused surprise to many of the dealers, who supposed that at best it would be only a short-lived "whim." Staple goods do not show any improvement, and while a fair amount of busi-

ness has been done during the season, the total results are not very flattering. Patented novelties are in good demand and do not seem to care whether the season ends or not. They go right along just like other monopolies. Blank-book men are quiet, and say they will be until June, when they will begin to sell for fall trade. Cards continue in very good demand, both for fancy and staple stock.—*American Stationer*.

Our latest English exchange says: "In regard to trade in general, it has been looking up the last three weeks, and the orders for correspondence cards with envelopes in boxes have been immense. This is really one of the greatest features of the spring trade, and increasing week by week."

### Grade Notices.

#### COOKS AUTOMATIC POSTAL SCALE.



We have a decided novelty this month in Letter Scales represented in the preceding illustration, and which are designed at once to meet a need for something simple, convenient and correct for postal weighing. The novelty consists in the *Self-adjusting Weights* and *Registering Dial*, giving instantly the weight of article, and amount of postage to be paid. A single indicator tells the whole story by means of four circles of accurately divided spaces, properly figured. The exterior circle shows the weight by half ounces; the next, the postage required for letters, the third, that for book post; and the inner circle indicates the cost of parcel post. The dial is marked up to eight ounces, thus doing away entirely with small weights that were so liable to be lost. With each scale is furnished a half pound weight, and additional weights can be supplied when required. This we are safe in saying is the most complete Postal Scale that has been ever put in the market and we predict a large sale. The enterprising stationers, Hart & Company, 31 and 33 King Street West, Toronto, are the sole agents for Canada. The dial of the scale gives the amount of postage in Canadian postal rates.

**CHRISTMAS CARDS.**—Some of the leading manufacturers of Christmas Cards and Novelties have already placed their samples for the coming season before the Canadian trade. Among these are the measurably new, but wonderfully successful firm of Wirth Brothers and Owen, of London and New York, for whom, Messrs. W. Warwick and Son of this city

are sole agents for Canada. The great point viewed by Christmas Card manufacturers is novelty, and this firm's success is in a great measure the result of their new ideas introduced to the market just at the proper time. They were among the first to introduce frosting, and in their new cards frosting plays an important part. This year, one of their improvements, viz., the substitution of heavy silk cord for fringe, will no doubt be a good success. Silk fringe has now done duty for four years and the public want a change. Their line of plain frosted cards is over 150. These again may be had, fringed or double fringed, corded or double corded, or mounted. The mounts this year are unique. They are shaped in frames, panels and banners and scented satchets. The materials used in the mounts are satin, silk, chenille, plush and swansdown, and as a further enrichment, a special line is manufactured with sprays of holly, ivy, or mistletoe attached to the mount. The designs of the pictures are all seasonable, being entirely winter scenery. The best selling lines will probably be the perfumed satchets in silk and satin, and the satin mounts with silk cord binding. Altogether the assortment is a very fine one, and Messrs. Warwick should secure heavy orders.

"BRANDON" writes us, in answer to a query, that his figures as to expenses of a book store in Manitoba are based on the same sales as those named by "Old Bookseller" namely about \$20 a day.

No. 1 of the *Illustrated War News* published by the Grip Publishing Co., has had an enormous sale. With the exception of the imaginary picture of the battle of Duck Lake, it is a very creditable production.

A NEW DODGE is being perpetrated by a man in Toronto, who, having got hold of empty ink bottles, having held Stephens' ink, has filled them with some vile stuff, and is selling them as the genuine Stephens'.

SELBY & Co., Toronto, who have been doing their wholesale business at a disadvantage, owing to their distance from the centre of the city, intend moving into new premises, No. 28 Wellington St. East, on the first of May. They offer their retail business for sale, now being carried on at 344 Yonge St. It is a good opening for a thoroughly practical man.

STILL GROWING.—The manufacturers of the Shannon Letter and Bill Files, finding that they cannot give proper attention to the numerous retail dealers, have made arrangements with The Barber & Ellis Co., Brown Bros., W. Warwick & Son, and Buntin, Reid & Co., of Toronto, and Buntin, Gillies & Co., of Hamilton, to handle the greater part of the goods they manufacture. The first years business of the present manager, Mr. Lash, has just closed and has been very satisfactory. The demand for their Cabinets has exceeded their expectations.

CHOICE.—We are in receipt, through the Toronto News Co., of L. Prang & Co.'s handsome circular announcing their Christmas and New Years cards, &c. They have excelled themselves in the production of this elaborate bit of hand-made velum paper, rough edged, and printed in red and black. A handsome picture of the "Babe in the Manger" adorns the artistic announcement. It is certainly the handsomest trade circular we have seen.

J. S. Robertson & Bros., Whitby and Toronto have sold out their retail store at Whitby to Messrs. Stafford & Willcox, the former an employe of the firm for the last six years. They retain the Toronto business as it was and will develop more fully their publishing and subscription book departments, retaining their headquarters at Whitby.

A PEN PICTURE OF EDWARD EVERETT HALE.—  
"A tall, trapper-like man, with a swinging gait, dressed in plain clothes, and wearing a soft slouch hat; a canny face, bearded and tanned, and plowed into deep wrinkles and furrows; shoulders slightly stooping, as if supporting some great burden; eyes that see everything around them, and yet seem to be gazing inward or far away; voice sonorous on the rostrum, yet gentle in conversation; and the whole manner of the man breathing a compassionate helpfulness which both inspires affection and invites confidence,—such, in outward savour and effluence, is that hard-toiling preacher and author, Edward Everett Hale; a genuine democrat and typical American, if there ever were such."—*The Century*.

### BUSINESS FOR SALE.

That well known and long established Book and Stationery business, 344 Yonge Street, Toronto.

Owing to the subscribers retiring from the retail trade, they are prepared to receive offers for the purchase of stock. Stock about \$4,000, which can be considerably reduced. Store can be leased at a low rental.

SELBY & CO.,  
344 Yonge Street, Toronto.

### TO THE BOOK TRADE.

A FULL SUPPLY OF THE FOLLOWING BOOKS:—

MOIR'S BRITISH HISTORY NOTES Price, 15c., over 70,000 sold.  
MOIR'S MAP GEOGRAPHY—Price 25c.  
MOIR'S CANADIAN HISTORY NOTES Price, 10c.  
EXAMINATION PAPERS IN ARITHMETIC By McNAUGHTON & MANN.  
(Price 15c.)

At Messrs. Wm. Warwick & Son and Copp, Clark & Co, Toronto.

H. Fred, SHARP, Publisher, St. Marys.

### WM. BARBER & BRO'S, PAPER MAKERS, GEORGETOWN, ONTARIO.

BOOK, NEWS AND COLORED PAPERS.

JOHN R. BARBER.

### JULIAN SALE & CO.,

MANUFACTURERS OF

Ladies' Satchels, Purses, Pocket Books, &c.

To the Wholesale Trade only,

169 BLEEKER STREET, TORONTO.

## Book Notices.

**THE CENTENNIAL OF THE SETTLEMENT OF UPPER CANADA BY THE UNITED EMPIRE LOYALISTS, 1784-1884.** Rose Publishing Co., Toronto.

This is a full and accurate account of the meetings to celebrate the Centennial at Adolphustown, Niagara, and Toronto, and contains some eloquent speeches recounting the deeds of those who for their love of Britain's laws made many sacrifices to reside under the dear old flag. The book is worthy of attention, particularly at this time, when the martial spirit so pervades our people.

**MARJORIE DAW, and other stories.** Thomas Bailey Aldrich

**MY SUMMER IN A GARDEN.** Charles Dudley Warner. Houghton, Mifflin & Co., Boston. Williamson & Co., Toronto.

As announced last month, these two volumes (the first of the Riverside Aldine Series), have been issued, and give us a flavour of the treat in store. Neither of the books are new to us, but it seems that much as we relished both, originally in *The Atlantic*, the dainty form of the volumes and the admirable style in which they are produced give new zest to the light reading in both; light but not frothy even as the bubbling, sparkling brook laving the green banks.

Among the announcements of Haight, Mifflin & Co., for April, are "Through Misai Land," by Joseph Thompson,—Misai being that region between the Central African Lakes and the coast of Eastern Africa. "Pilot Fortune," a Tale of the Coast of Nova Scotia, by Marian G. L. Reeves and Emily Reed. Another novel, "A Carpet Knight," anonymous; while the volume of the "American Men of Letters' Series" is to the life of N. P. Willis.

"The Reigning Belle," T. B. Peterson Brothers, publishers, is another of Mrs. Ann S. Stevens' popular novels.

**A RARE BOOK.**—A beautifully printed and well preserved copy of Luther's "Hans Postillen" has come into the possession of Mr. J. P. Clougher. It bears the imprint of Hans Lufft, 1553, but an unfortunate blemish renders the name of the town where Hans Lufft lived and worked, indecipherable. This fine copy of one of Luther's best practical and devotional works was printed only seven years after the great Reformer's death. There is a short and characteristic preface by Luther, and a larger one addressed to the magistrates of Nurnberg, by Vitus Dietrich, "Preacher in Sebalder Parish Church." The title-page is unfortunately wanting, but this is the only part that is defective. To compensate for the loss, there are two pages of vellum manuscript, containing double column Latin texts, with abbreviated marginal annotations in German. On the inside of one of the boards in neat German hand are memoranda of the principal events of Luther's life. The binding is still strong and substantial, even the quaint clasps are in an excellent state of preservation. The work begins with the Gospel for the first Sunday in Advent and continues in regular course. The book is copiously illustrated with quaint, often grotesque, woodcuts. In all respects this edition of the "Hans Postillen" is a most valuable one, and will be highly prized by the book fanciers.

## KEEP A FULL LINE IN STOCK.

# THE AMERICAN LIBRARY.

None but the most popular and best selling books are published in this series.

The American Library is printed in large, bold type, and is by far the most attractive in appearance of any Library published.

The American Library is on sale, and dealers RUN NO RISK in keeping a full stock on hand.

### A LIBERAL DISCOUNT TO THE TRADE.

1. **A NAUGHTY GIRL'S DIARY**, by the Author of "A Bad Boy's Diary." Price, 15 Cts.
2. **THE ADOPTED DAUGHTER**,  
By Eliza A. Dupuy..... " 25 "
3. **HIS SOMBRE RIVALS**,  
By E. P. Roe..... " 25 "
4. **FROM JEST TO EARNEST**,  
By E. P. Roe..... " 25 "
5. **A HAUNTED LIFE**,  
By Bertha M. Clay.... " 25 "
6. **LOST FOR A WOMAN**,  
By May Agnes Fleming. " 25 "
7. **AN AMBITIOUS WOMAN**,  
By Edgar Fawcett..... " 25 "
8. **MAUDE PERCY'S SECRET**,  
By May Agnes Fleming. " 25 "
10. **THE ACTRESS' DAUGHTER**,  
By May Agnes Fleming. " 25 "
11. **PASSION AND PRIDE**,  
By Eliza A. Dupuy..... " 25 "
12. **THE EARL'S ATONEMENT**,  
By Bertha M. Clay..... " 25 "
13. **A YOUNG GIRL'S WOOING**,  
By E. P. Roe..... " 25 "
14. '49, **THE GOLD SEEKER OF THE SIERRAS**  
By Joaquin Miller ..... " 15 "
15. **SWORN TO SILENCE**,  
By Mrs. Alex. McVeigh Miller " 25 "
16. **A GOOD BOY'S DIARY**,  
By the Author of "A BAD BOY'S DIARY." " 15 "
17. **LADY ISABEL'S ATONEMENT**,  
A Sequel to "EAST LYNN." (In Press) " 25 "
- New Selections For Autograph Albums,.... " 10 "
- Notes on Ingersoll. by Rev. L. A. Lambert. " 25 "

## The Toronto News Company

### TORONTO

AND NIAGARA FALLS, ONTARIO, AND

## THE MONTREAL NEWS CO., MONTREAL,

PUBLISHERS' AGENTS.

THE BRITISH COLUMBIA DIRECTORY FOR 1884-85.

R. T. Williams, publisher; Wm. Wolz, compiler, Victoria. Price, \$1.50.

This second year's publication is well up to the former in good arrangement, good printing and strong binding. It is much superior in general make up to the ordinary directories of our eastern cities, and contains a mass of reliable information about our fair Province.

Before another issue the iron band will have knit together the east with the west, and no doubt the 3,000 names in the present work will have very largely increased.

A NEW DAY OF ISSUE.—The edition of *The Century Magazine* are now so large that it has become necessary either to go to press at an early date or to postpone the day of issue. The latter alternative has been accepted. The April number, the edition of which was 225,000, was delayed until the 25th of March. The May number—edition, 250,000—will be issued on the first day of May, thus inaugurating with the first number of the thirtieth volume a change which has long been considered desirable by the publishers, and which it is believed will be heartily commended by the public. Future numbers of *The Century Magazine* will be issued on the 1st day of the month of which each bears date.

**Novelties.**

*Selected from the American Stationer.*

A NEW kind of porcelain is called the Matsunokee—the Japanese for daisy. It comes in the softest shades of amber, primrose, pale and turquoise blue, and ruby red, with daisies on the outside for decorations.

The next new things in Papeteries will be the electric light. Taking advantage of the well-known electrical qualities of paper an extra charge will be put in. The sheets will be made positive and the envelopes negative, and will be put up separately in boxes. They will be sold to parties who wish to present them to their acquaintances. When the letter is written and is put into the envelope, there is a sudden disturbance, a small crash of thunder and the letter and envelope disappear in sulphurous smoke.

It will not be long before the latest London craze will develop in this country. From things æsthetic the furor is going to the other extreme. The "curiosity table" has become the rage. It is painted black, and glazed, and is decorated (!) with cards, bits of patchwork, photographs, addressed envelopes and all sorts of odds and ends.

The skin of fish is fast coming into vogue as a source of fine leather. Cat, sturgeon and the like are carefully skinned, their hides tanned and used for covering travelling-bags, toilet-cases and smaller articles of use and ornament. The very latest, however, is the skin of toads, frogs, large bats, &c., tanned and used for covering portmonies, hand-bags, and other articles that ladies clamor for.

Large cut crystal balls are popular as umbrella handle tops. They are ornamented by having a colored bow tied just above them.—TRADE LOUNGER.

**BROWN BRO'S,**

STATIONERS, BOOKBINDERS,

Account Book Manufacturers, etc.,

66 AND 68 KING STREET EAST,

TORONTO.

Established 28 Years.

Account Books.

Special attention given to this Department. Large Stock always on hand. Special patterns made to order. Best material and workmanship guaranteed.

Stationery.

A most complete assortment of Mercantile, General and Fancy Stationery always on hand, selected from the first producers of the world, at lowest prices.

Bookbinding.

In every style of the Art—unsurpassed for Style, Durability, and Moderate Charges.

Leather Goods.

Ladies' Hand Bags, Bill Cases, Wallets, Pocket Books, Letter and Card Cases, Portfolios Silver Medals at last Exhibition for Leather and Plush goods.

Binders' Materials.

Leather, all kinds, Cloth, Marble-Paper Thread, Headband, Mill and Straw boards.

**BROWN BRO'S,**  
MANUFACTURING STATIONERS,  
TORONTO.

COOK'S

**Automatic Postal Scale.**

SOMETHING ENTIRELY NEW IN POSTAL SCALES.

No small loose weights. Weight of letter, book or parcel and rate of postage given instantly by the automatic action of the indicator and registering dial.

See description and illustration in this number of Books and Notions on page 142.

The Trade would do well to order a sample Scale and push it with their best customers. The action is simply perfect, nothing can get out of order. Every Bank, Post Office and large business office will order one.

PRICE, \$6.00. DISCOUNT TO THE TRADE. SEND FOR CIRCULAR

**Messrs. HART & COMPANY**

will be pleased to furnish the Trade with any samples of Fine Stationery. They carry the finest and largest stock of Fine Papers in Canada. All the latest and standard grades on hand.

They are also prepared to execute for the Trade orders for Relief Stamping of all descriptions. Designs for Monograms, Crests, Initials, Address Dies, Business Dies, submitted when requested. All the work is done on our own premises, under careful supervision. Send for samples and prices.

GRASS STYLOGRAPHIC PENS.

HART & CO. are the Canadian Agents for these Celebrated Pens, and give the Trade liberal discount. Send for lists.

**HART & COMPANY,**

Booksellers and Stationers, 31 and 33 King Street West,  
TORONTO.

*From the Stationery Trades Journal.*

Stove screens are very rapidly growing in importance as standard lines for the summer trade. Several makers have ventured on hand-painted screens, and the class of work expended on chromo screens is fast approximating to the standard of that used in Christmas cards. The production of screens is not, as formerly, in the hands of a few special houses, but has been taken up as a regular branch by most of the chromo publishers, and the variety in price, size, style, and quality from which the public may select is most abundant. The chief *point d'appui* amongst the makers this season has been the production of screens which will entirely conceal the grates by means of hinged tops and sides that fall automatically into place when the screen is in position. Several such varieties have been placed on the market, and doubtless others will follow.

**OLD LIBRARIANS.**—The old Librarian was a peculiar character, as these officials are apt to be. They have a curious kind of knowledge, sometimes immense in its way. They know the backs of books, their title-pages, their popularity or want of it, the class of readers who call for particular works, the value of different editions, and a good deal besides. Their minds catch up hints from all manner of works on all kinds of subjects. They will give a visitor a fact and a reference which they are surprised to find they remember and which the visitor might have hunted for a year. Every good librarian, every private book-owner, who has grown into his library, finds he has a bunch of nerves going to every bookcase, a branch to every shelf, and a twig to every book. These nerves get very sensitive in old librarians, sometimes, and they do not like to have a volume meddled with any more than they would to have their naked eyes handled. They come to feel at last that the books of a great collection are a part, not merely of their own property, though they are only the agents for their distribution, but that they are, as it were, outlying portions of their own organization. The old Librarian was getting a miserly feeling about his books, as he called them.—*Oliver Wendell Holmes in April Atlantic.*

**A SENSE OF HONOR.**—There is little doubt that the thing which most needs to be preached to this generation of Americans, by ministers of the gospel, by both clerical and lay instructors of the youth, by all who have public influence or private authority, is—a sense of honor! It must be shown and insisted upon that every position in life where one person is employed by another to do a certain work, imposes an obligation to fulfil the duties of the place with an honorable and disinterested regard for the interests of the employer. It must be shown that this view of employment applies to the cook, the errand-boy, the cashier, the legislator, the Governor, the President. This is a trite, and apparently simple, and perhaps somewhat stupid view of the opportunities of a “smart” and ambitious young American of our day, but unless this commonplace view of responsibility is laid hold of by increasing numbers in the future of our country, we will not say that our society will go to pieces, but we will say that our calamities will increase, and that we will get into troubles, and not soon out of them.”—*Editorial in the Century.*

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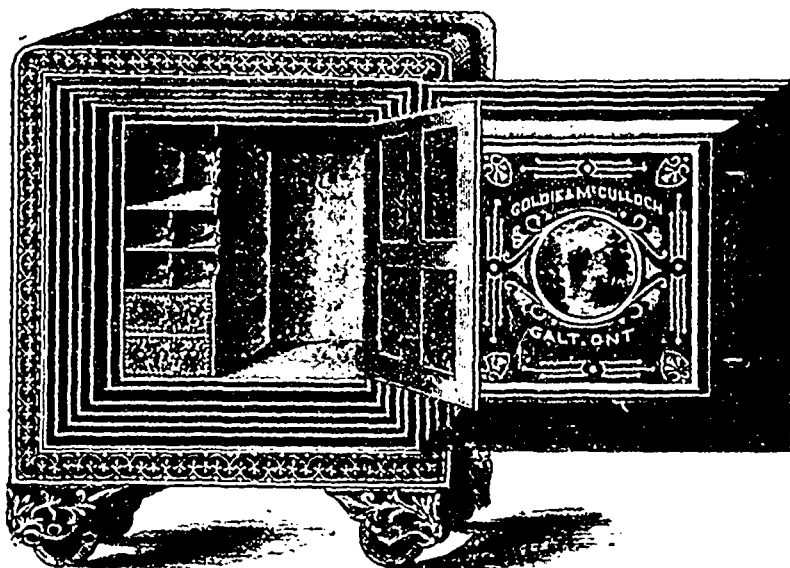
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