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# BOOKS and NOTIONS

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

Vol. 5.

JULY, 1880.

No. 55.

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VOL. V.

TORONTO, JULY, 1889.

No. 55



PROMISES, like piecrusts, are made to be broken. A dozen times, deputations of booksellers, newsdealers and publishers have waited upon the Government at Ottawa and explained fully the disabilities under which they laboured under the present reading of the postal laws which places a premium upon direct subscriptions to foreign publications, and almost prohibits their sale by the trade.

Each time the Ministers have acknowledged the force of the arguments, agreed that a gross injustice was being done to the Canadian Newsdealers, but argued obstacles in the way of amendment.

The deputations showed how these difficulties could be overcome, and then each time received the promise that it would be made all right in a very short time.

This is the story of each deputation. They all returned full of hopes of a speedy deliverance for the trade from the postal bondage, and each time they were deceived. No change has been made, and it does not appear that any is contemplated. What are we to do next? The state of the case is as follows: - In our postal convention with the United States, agreed upon immediately after the adoption of the National Policy, a clause was inserted making all papers and periodicals going by mail "direct to the subscribers" free of duty. Here then was the reason in the first place for allowing direct subscribers the special privilege. We might object to such a clause in the treaty, if such an objection would be of any avail, but as it would not, the only way to give fair play to the newsdealer, who was directly injured by this law, was to allow his supplies of a similar character to come in force also. It was no more than justice.

This remedy was suggested to the Ministers and they acknowledged that it was but fair that the trade should be placed upon an equal footing with the rest of the people, and promised action in that direction, but, as I said before, the promises were words made

without any intention of fulfilment, and our deputations had their labour for their pains.

Under that postal convention the proposed remedy was the only one possible and should have been granted. The new treaty which was made last year contains no clause giving this special right to direct subscribers, thus the great difficulty in the way of justice to newsdealers was removed, and there should have been no delay in relieving the trade of the unequal dealing. The duty should either have been charged on all the foreign publications, whether going direct to the subscribers or to the dealers, or it should have been taken off both parties alike.

One of these courses should have been adopted if the Ministers had any desire to carry out their promises and give fair play, but matters remain just as they were. It is over eighteen months since that treaty was signed and there is no change yet. The plea is put forward that the matter is in dispute between the postal authorities on both sides, and that is why action has not been taken. How any serious dispute can arise in it is hard to see, as the last clause in the new treaty says distinctly that all former postal treaties are by this Act abrogated, thereby omitting the objectionable clause with all others.

Now we want fair play. The trade is quite satisfied to pay duties if the rest of the community does too. We are neither the wealthiest nor the strongest trade in Canada, but we are perfectly ready to bear our own share of the burden, but we do most decidedly object to carrying the whole load, and some means must be found to ease us of our burden.

Let each dealer make it his duty to interview the member for his constituency, explain the matter to him fully, show him the injustice of the present course, and press upon the desirability of (1) Writing to the department urging a change. (2) Press the case upon the Minister the next time he is in Ottawa. This is about the only course left open for us now, but if supplemented with promised action at the ballot-box it may be effective.

As we stated in a previous issue, the same trouble arose in the States, and on the matter being represented to the Government, the newsdealer was at once put on the same footing as the general public.

A subject receiving a good deal of attention just at present in the American press is "Cheap stationery and who uses it," and the generally expressed opinion is that it is not used by the lady or gentleman to the manner born. The stationer's department of the dry goods emporium is never visited by the best people. Stationery is one of the articles that it will not do to buy at the bargain counter if one wishes to stand well in good society. This is a point which the trade should note and mention. I may be a crank on the subject, but I have always made it a rule to critically observe the envelope and paper used by my correspondents, both business and social, and I not only observe, but likewise act upon the impressions received. Looking back over my decisions which were influenced by the stationery I am satisfied that I was right. Of course snobs and slatterns sometimes use stationery that is right and good, but you will generally find an earmark in the paper or the envelope or the fold that tells the character of the writer. A true lady is just as particular about her stationery as about her clothing, and so is the gentleman. Watch your correspondence for a little while and see if I am not right. Then when you find that it is so see that your customers buy the best.

#### HOW TO DISPLAY PAPER HANGINGS.

To make an effective display of paper hangings the modern dealer must possess some tact and ingenuity, if not actual artistic discernment. An exchange tells of the original method which has been adopted by a live Chicago dealer. He takes a full single roll of every paper in stock, divides it in two four yard lengths, and matches and pins these together, so that the pattern can be seen as well as if it were in its place on the wall. These samples are exhibited over brass rods which cross the room at even distances from side to side, and on other rods projecting from the side wall. Every foot of floor and wall surface is given up to them, and the full length of the room is utilized as far back as the last rod. On the floor in front and beneath each rod is a neutral coloured rug. This arrangement divides the room into three compartments, where papers are hanging in view. The compartments have their complements of furniture, to give a cosy look, with books and bric-a-brac enough to represent a home instead of a shop. No sloping show racks are used, for with them the full glitter of the material employed on the paper is reflected into the face of those who wish to judge of a pattern or colour effect, and papers so viewed bring disappointment after they are in place. Paper should be shown hanging straight down, as it will appear on the wall. This novel plan of exhibiting wall papers will be interesting to dealers, and is

not without its merits. It does away with the unsightly racks and their expose of the ends of the rolls. In fact, the stock can be stored in an apartment where space is less valuable, while it makes the best possible use of the salesroom.

#### A POPULAR FALLACY.

It is sometimes asked why, when two brands of the same class of goods are selling from the same counter, one marked double the price of the other, the more expensive grade finds a readier sale. Why doesn't everybody buy the cheaper grade? The natural answer to this is that the costlier is worth just so much more than its cheaper rival. Better materials or ingredients are used in its manufacture. People buy it because it will last just so much longer, or because it will render so much better service while it does last. This, then, is the theory. Because it costs more it is the better article.

But is this conclusion true?

Not by any means. Cost is not the only criterion to go by in judging of qualities. It is only fair to admit that the great majority of cheap articles are inferior to those selling at a higher price, but it is not always so. The manufacturers in many lines are smart enough to know that the public is not a good judge of quality. They argue that by tacking on a fancy price to their goods they will capture the better class of trade, and if their sales are somewhat smaller than they would otherwise be, the increased margin of profit more than equalizes matters. The trade have succeeded in educating the public up to the idea that buying an inferior grade of goods, simply because it is cheap, is false economy, and so, when the public rushes to the opposite extreme, the manufacturers are shrewd enough to take advantage of the tendency.

In conversation with a professional tea taster connected with a large tea importing house, he gave some inside facts which go to illustrate the saying that there are tricks in all trades. It is the custom with many grocers, he said, to obtain from the same box the different grades of tea which are sold at varying prices under various names. It is an old theory with P. T. Barnum that the public likes to be deceived, and the manufacturer or the retailer not unfrequently succeeds in turning this faculty to practical account.

To be a judge of quality in lines varying so widely in nature as those comprised within the stationery and fancy goods trades requires a more extensive experience and intimate knowledge of manufacturing processes than it is given to the average layman to acquire. And in the course of events it may transpire that the stationer who thinks he knows it all is not nearly so well posted as he imagines himself to be. The writer has heard a prominent manufacturer boast of the fact that very few of his customers were

capable of judging of those fine points which constitute quality and regulate the price of an article. —Stationer.

#### PARASITES OF THE BOOK TRADE.

Since we published, some weeks ago, the expose of Mr. J. L. Thurston's generous and general offer, at a salary of \$125 per month, "or more," of a "General Manager position" in "a publishing company of which Mr. Appleton is president," we have accumulated a number of similar circulars and proposals in written, type-written or printed letters which show a singular likeness to each other. One of these is "The Buyers Union," with which Mr. E. T. Loomis was connected, and which has received much gratuitous advertising in the daily press since Mr. Loomis' incarceration in the Tombs. Its circular was very ingeniously concocted, and was adorned with the elaborate illustrations of the composing room, press room, bindery, etc., intended to impress the distant observer with the enormous business it was doing or proposing to do. Another circular proceeds from the "Consolidated buyers' Jobbing Co.," which is possibly Mr. J. L. Thurston's organization, since the name of Mr. Nathan Appleton, "President of Boston Board of Trade and Commissioner of Panama Canal Co.," is given as president. This name will be recognized as that of a gentleman connected with the well-known Boston family of that name, a brother of Mr. Thos. G. Appleton, who has an unfortunate habit of lending an honoured name freely to various schemes not always of the highest credit. He is not one of the Appletons of the publishing house. Another affair of a similar character is the "Century Book and Paper Co.," of Chicago, which also has made generous offers of the "local business management" of its affairs to any number of gentlemen in various cities, who were expected to return a deposit for the privilege of representing the company at a large salary. The officers of this company, Frank L. Loomis, Howard G. Loomis and Edwin S. Jewell, have been indicted by the Chicago Grand Jury for conspiracy to defraud. How many more concerns of this kind there may be through the country, or whether these all are really various noms de guerre of the same sharpers, it is difficult to say. Curiously, several of them have happened on the same list of names to whom to send their similar offers, and so have opened the eyes of a good many would-be-victims.

All these concerns, it will be noted, purport to be connected with the book trade, which seems to be a particularly desirable field for this sort of quackery and fraud. —[Publishers' Weekly.

J. Theo. Robinson's new books are, "A Modern Mephistopheles," by Louisa M. Alcott, and "Mr. and Mrs. Morton," by the author of "Silken Threads."

### THE HAPPY MEDIUM.

There are three classes of buyers in trade one who buys too much, one too little, and the other who draws the line between the two, and strikes the happy medium. The first, as a rule, is always burdened with too much stock. Seasons come and go and his shelves are always filled with goods out of fashion and out of season. As a rule, he is always short of money, behind with his bills, simply because he buys too much.

The merchant who buys too little or too small a stock lacks knowledge of his trade, and loses custom by not keeping a sufficient supply on hand to meet the current wants of his customers. Over-cautiousness in this direction is almost as bad as over-buying. It often gives his competitors the means of supplying his regular customers. The good merchant will note what lines sell best, and consult with his clerks, or those at the head of the departments of his establishment.

We often hear customers say, "We would like to buy of Mr. So-and-So, but he buys such a small quantity of an article that there is no opportunity for selection, so we go elsewhere. Indeed, he is very careful about ordering goods." This class of merchants never build up nor do a large trade. They, as a rule, do a small business. Their over-cautiousness and lack of knowledge of the real wants of the trade of their sections prevent them from increasing sales.

The merchant who knows what to buy and how much to buy is the progressive and successful one. He studies his trade, comes to market often, never overloads, and gets as near a cash basis as possible. When bargains are presented to him he is quick to see the real one and to act accordingly. He buys for customers whose tastes he understands, and is regarded by his patrons, as well as by the jobbers, as the bright, keen merchant who keeps abreast of the times. He is in good credit and is a success in his line of trade.

### LOOKING FORWARD.

In a recent short and pleasing story by an English writer of note there is introduced to the reader the case of a young German who has left his home with the determination to study and acquire English business methods. He arrives in London, articles himself to an influential and established commercial house at a remuneration so small that it would be possible for no one but a German to convert pound, shilling and pence into proportionate parts of maintenance with a positive margin for a rainy day. He acquires proficiency in a majority of the continental languages, thus of value to distant correspondents of his employers. During all this time, while closely attentive to his duties, he possesses himself of methods and information which shall some day stand to him as so many pounds sterling. To make a long story

short, there is that in his language, when explaining his position to a friend of his, which has furnished the theme for our sketch. It is this: "Do you think that I shall be content to remain here as a clerk?"

Whatever was the future success of the young German, we are not further informed. Suffice it that we have his comment, and that it may assist us to so improve opportunities and stimulate activity as to enhance our present condition and make us worthy and successful in all the serious and responsible business of life we may be called upon to engage in. We presume there is not one clerk among all the grocers' establishments which the American Grocer reaches who is not desirous of improving his condition, of looking forward to the time when he shall have worthily succeeded to his employer's holding or have launched out as a youthful competitor. If there is such a one, we beg to say to him, in all kindness, that a grocer's life is not for him, that the rank and file of his fellow-employees will not regard him as a worthy addition, that he will be a hindrance to them and a source of dissatisfaction to his employers, that the duties of a grocer's assistant call for continued activity, of keen watchfulness as to detail, for more than ordinary intelligence, for gentlemanly and courteous bearing towards superiors, inferiors and equals; in short, to endeavour towards such perfection that his employer might be heard to say of him: "I don't see how I could dispense with that young man's services," or words of similar import.

We will take the requisite of intelligence alone from the number we have mentioned above as illustrative of one of the means to beget confidence and secure the regard of the customer. Questions such as these, for instance, are asked: "Why are Vostizza currants superior? Where is tapioca found, and how is it prepared for market? What are the merits of Assam tea, and where is Assam? Why is the Mocha coffee berry so unsightly?" When the customer comes to you for information of this order, are you prepared to offer him an intelligent answer? When an order is sent in for some French peas, you send him a tin of Champignons or Haricots zeits. Madame, who is a good customer, is much displeased with the error; she wished them for dinner. The grocer or his assistant is profuse in his apologies, the delivery boy is posted in great haste, if possible to remedy the matters. Has it happened before? No doubt of it. Well, how can it be avoided in the future? Does someone suggest that the easiest way out of the woods will be to place the peas in one part of the store and the mushrooms in another?

The writer, in conclusion, begs to suggest that the grocers' assistants of this country can in no way advance their own interests in every sense of the word and arrive at a conscious satisfaction which will not appear in the weekly stipend, better than by following

the advice of an inspired writer: "Whatever thy hand findeth to do, do it with all thy might."

E. H. RENBERT.

### OFFICE SALESMEN.

A writer in a recent issue of *The Office*, discussing the treatment of customers who call on the home concern, as contrasted with the treatment of those who are regularly visited by the travelling salesmen of the house, presents the following:

"It has seemed to me, for some time past, that the matter of office salesmen in business houses is, in a great measure, a neglected subject. A merchant will use his utmost endeavors to secure the services of gilt-edged roadmen, and, having obtained his traveller, after much time, labor and skilful manoeuvring, he will sit quietly in his chair expecting the man on the road to bring in the business. Such management puts the office in the position of a clearing-house, not of a live, active factor in the business transacted. Is this a proper way to conduct any business office? Frequently I have had occasion to enter large establishments where, on opening the door, a wilderness of goods greeted me, but no human face. Sometimes I have gone a distance of from 100 to 200 feet into a large city warehouse, and finally run against the office partition at the lower end, where a hard-worked bookkeeper, trying to find his balance, glared at me through the cashier's pigeon-hole, and in crusty tones asked, "What do you want?" That this is not an unusual case, nor an overdrawn picture, any man who has had occasion to enter large wholesale houses in New York and other cities can testify.

There are, however, some brilliant and shining exceptions to the rule. Of one case, a wholesale house in New York, I can speak from pleasant experience. At the head of the entrance stairs sits one of the partners of the concern. It is, of course, impossible for him to see every man who comes in, but every man who does come in is met at the top of the stairs by a clerk of pleasing address, who inquires his business. He is then referred to some salesman, who is instantly at his service. Should the visitor happen to be a large buyer in this particular line of goods, he is referred at once to the salesman partner already mentioned. This man was given an interest in the house, originally, on account of the immense amount of goods he could dispose of on the road. But does the ex-road salesman and present partner greet the visitor who has come in, perhaps only to make a friendly call, with a curt, "What do you want?" Not so, at all. A hearty grasp of the hand, and "How are you?" uttered in whole-souled, magnetic tones, an inquiry as to the health of his family, and these various little incidentals that mean practically nothing, and yet are fraught with so much good-will and interest to a man, and which

seem to oil the wheels of business, are features of the greeting.

What is the result of this plan of action? Profitable business of course. The house referred to, which, by the way, makes a study of handling customers, whoever and wherever they may be, does the largest business in its line in the United States. It is a model for all other houses to copy after in each of its various departments. I offer these few remarks as a suggestion to the business houses that are in the habit of treating the incoming buyer almost as if he were a Pariah to be shunned, or, if attended to at all, who consider it enough that he is looked after by a junior clerk, whose ideas of business are at best nebulous. If a merchant wishes trade, and is paying much money to outside salesmen to bring it in, it seems but simple common sense to take care of it most carefully when it comes in of its own accord. Office salesmen should be provided and trained as well as road salesmen.

#### CANADIAN PRESS ASSOCIATION.

The Executive Committee of the Canadian Press Association met last month to make arrangements for the annual meeting. All the members were present. It was decided to accept an invitation from St. John, N. B., to attend the summer carnival at that place, and the annual excursion will be held to that point. The annual meeting will be held here on Thursday, July 18, and the excursionists will leave here that night. Notice of motion was given to change the date of the annual meeting to February. The list of members was carefully revised, and objection was raised to a number of names appearing there on the ground that they were not bona fide journalists. These parties will be requested to show to the satisfaction of the association that they are, else their names will be struck off. The proposal to make the trip to the Pacific coast was not entertained, owing to the expense and length of time it would take.

#### MAKE YOUR BUSINESS A SPECIALTY.

We lately heard the remark from a merchant of large experience in directing an extensive business: "I am more than ever convinced that if you want anything well done you must entrust it to some one who has made that thing a specialty and been successful in it. There is a great deal of wisdom in this observation. It is often said that if a person wishes anything well done he must himself take hold of it, but this does not provide against failure from inexperience or want of the requisite qualifications. A great many lamentable mistakes occur from persons venturing upon undertakings for which they are not qualified, and often work is badly done and proves a failure because those entrusted

with it have not been selected with reference to their special fitness.

It is a natural characteristic with us, that of deeming ourselves competent for anything and everything we choose to take in hand. There is an impatience of the slow methods by which in former days trades and professions were learned, and men like to "take hold" and trust to their quickness and adaptiveness to help them through. But, after all, whatever is worth having must be bought at a fair price, and unless the necessary qualifications are natural rather than acquired, a man will have to go through a long course of painstaking before he is proficient; otherwise his knowledge will be of very little value from its very commonness.

The remark we have quoted is full of practical suggestiveness to every man who engages in any business. The men who really accomplish anything are those who understand what they undertake, and who have given to it sufficient time and study to make it a specialty. If we take the most noted brands of goods put upon the market we shall find that the packers are men who have spent a considerable portion of their lives in perfecting the articles they produce, and have worked hard to secure the reputation they enjoy.

In the same way those who have built up an extensive business of any kind have done so not by accident, but by patient study and hard work, extending over many years. If it is true that men of this stamp are the only ones who can safely be intrusted with transactions for others, they are the only men who can accomplish any solid success for themselves. It is perfectly reasonable that this should be so. To manage a business with success requires so many qualifications, so much experience, and such an amount of attention that men who are ill qualified court failure. A man who has the conduct of a store has so many questions to meet at every moment, and must be well posted in so great a variety of subjects, that unless he is the right man in the right place he must needs be losing money directly or indirectly at every turn; and he cannot hope to succeed, especially as in most cases he has competitors who manage their business more intelligently. We say advisedly that the chances are against an ill qualified person, unless, indeed, he is a beginner, who, like some of our readers, beginning with no knowledge, has studied and learned his business from the start in which case he belongs to the hopeful and not to the hopeless class. We cannot give our young readers better advice than they should profit by every opportunity of gaining a complete mastery of the details of the trade on which they are entering, for thereby they will enter the ranks of the only class of men who can look forward with any confidence to success, viz, those who understand practically and thoroughly whatever they undertake.

The experience of the authority we have quoted points to a folly of a man's dabbling in any business that he does not understand;

and yet there are many who think they can embark in certain enterprises in which they have had no experience with the same chances of success as old and experienced practitioners. This applies more especially to the class of speculative enterprises against which we have a great many times warned our readers. The safest occupation in which to make money is that which a man thoroughly understands, and if he is unable to make satisfactory progress in a business he knows, it is very unlikely that he will do better in one to which he is a stranger.

It is also of importance to exercise discrimination and see that those intrusted with any duty are fitted to perform it. The head of any house of considerable size is compelled to make a study of the peculiar qualifications of his assistants, and to intrust to each that share of duty which they are best fitted to perform. Unquestionably while individual success depends largely on the experience and mastery shown in the business, the prosperity of large organizations is also largely dependent on the judicious assignment of certain duties to certain persons who have proved themselves the best able to perform them. [American Grocer.

#### THE MODERN STORE.

It will be a long time before the little local stores find out the advantage of being just, and a little more than just; but, as fast as they do, they will cease to be little and local. The invention grew out of certain embarrassments met in extended business. A little shopkeeper needs no system at all. When a customer comes, he can adapt himself; he can always sell, if he has what is wanted, or something near it. A large store has its disadvantages. Selling has to be done by hired men and women, not by the merchant, not even under his eye or immediate direction. How? The answer to that short question, whatever the answer is, is the system. There has to be a system.

One item of it now more or less established is to have an invariable price on everything, and mark it in plain figures. Another is the privilege of returning unsatisfactory articles, which, if well managed, is an excellent one; indeed it is indispensable, whether you like it or not. (The proof you allow it and grumble.) Another is guaranteeing more or less, a delicate business. Another is gauging the pay of your sellers; if you pay by amount of sales, that is one system; if you pay by efficiency and acceptability, that is another system; if you pay by premiums—you dare not let it be known that is still another. However you pay is your system.

Every one of these items that go to make up the system by which a large store is constrained, has its advantages. Because of these and other disadvantages growing out of doing business at second hand, the little local shopman beats the great merchant whenever he can catch his customer.

There is the little man's difficulty. He can't catch customers. He can provide for the little pin-and-needle wants, and sell to

Ignorant people who never write letters or know what is going on in the world beyond their neighbourhood. The local merchant is necessary. Fortunately he is so shortsighted he will stay little and local. He is welcome to his emergency business. You are not afraid of him. What you want is a scheme that will give you the upper hand of other large and far-reaching stores. That is the new invention. You have got to understand your region; have taste and judgment and knowledge of goods; you must have what is wanted and get it cheap—you've got to sell cheap, and you can't be losing money all the time. The other great merchants do all this. What more can you do to beat them? This more, with the rest, is what I mean by the modern store.

Merchants are apt to think of people outside that, being careful of money and eager for goods, they will come and buy if only prices seem to be low. This narrow view of the working people's minds is the cause of most of the faults of merchants. They are judges of goods, and people are not; and this superiority is continually in their minds. They get the habit of looking down on their customers. Then they make extravagant statements about their goods and prices as if there were no danger of getting caught at it. "Others exaggerate; why shouldn't I? If I don't, they'll beat me." By-and-by he wakes up to the fact that nobody takes him seriously. His advertisements have no effect, and his trade depends largely on the goodwill of his sellers. What is that but admitting that his customers value the statements made to them over the counter, face to face, by his sellers, more than his own statements not made face to face?

No matter what you are, the question is, What are you going to be? The first question to settle is as to telling the truth. Have you made up your mind to put into every part of your business the truth and nothing

but the truth? And then, so far from the merchant being superior to his customers, he is probably midway among them; but, taking them all together, they have the advantage of him; and that is the way he has to take them, all together. If he makes a hundred misses, one detects one, another another. He gets the benefit of them all; his general standing depends on the hits and misses he makes. His business calls for the continual exercise of taste, judgment, knowledge, wisdom and common sense. Whenever he shows himself lacking in any of them he lowers his mercantile standing. He cannot afford to be ignorant, vulgar, coarse or selfish. The other question to settle is as to being civilized. Have you made up your mind to be as much of a man as you are capable of?

It is useless to put on airs and pretend. A merchant's contact with people through his business is too familiar; disguise is impossible. What I mean by the modern store is a store in which the moral law is supreme, and the law of good taste almost supreme, and the law of justice superfluous. Put your customers' interest before your own, and manage your sellers so that they will do the same, then print your store news. That is the modern store; and the merchant who sets it up will control the intelligent trade of his region; his region will grow, and he will grow. From "A Text-Book for Merchants, Salesmen, Etc.," by Mr. J. E. Powers.

**DISHONESTY AMONG EMPLOYEES.**

Dishonesty in high places has furnished the text for many a sermon. People hear so much of prominent men who have gone wrong that they are tempted to believe that there is more crooked dealing among the wealthy and well to do than among those who occupy a humbler position in life. The real state of the case, however, is this: When a bank president or a prominent business man makes off with his thousands the cir-

**BUSINESS CHANCES.**

*Under the headings "Books Wanted," "Books for Sale," "Business Chances," "Situations Vacant," "Situations Wanted," one cent a word is charged for each insertion. Initials and figures are each counted as one word. If it is not desirable to give the advertiser's address, replies may be sent to Box 10, care of Books and Notions.*

**A GOOD CHANCE IS OFFERED IN LONDON, Ont. to commence business—large Church of England connection—stand, the most central; rent low—stock, say \$1,000, periodical list about \$1,000 per year. Address, L. A. Taylor, London, Ont.**

**BOOKS, STATIONERY, FANCY GOODS.**—Our increasing wholesale trade requiring our undivided attention we offer for sale on advantageous terms one of the best retail businesses west of Toronto—Rice & Chapple, London.

**BOOK, STATIONERY AND FANCY GOODS BUSINESS** in a western city for sale.—Stock about \$6,000. Established 13 years, best stand, stock all good, leading business reason for selling, proprietor going into another business. This is undoubtedly the best Book and Stationery business for sale in Canada.—For full particulars address Box 10, Books and Notions, Toronto.

**BOOK, STATIONERY AND WALL PAPER BUSINESS** for sale, in good Western town. Clean and well assorted stock, about \$1,500, handsome store, net profit, \$1,200 annually.—Proprietor going into a larger city business.—An exceptional chance to secure a good paying business. Terms easy. Apply Box 10, Books and Notions, Toronto.

**TWO BOOKSELLERS, STATIONERS AND FANCY GOODS DEALERS.** Young man of experience wants situation—First-class references—Address A. B., Books and Notions, 5 Jordan Street, Toronto.

**WANTED—BOOK, STATIONERY AND NEWS- PAPER BUSINESS (western Ontario) at rate on dollar for stock.** State particulars. Bookseller, Belleville.

cumstance naturally attracts a great deal of attention and is widely discussed; but when some miserable underling is detected in the act of helping himself to the contents of the till few beyond those immediately interested ever hear of it. Undoubtedly there is a great deal of petty thieving which is never found out going on in retail stores. The employer is robbed in some unsuspected but systematic manner, so that he is not even made aware of his loss. Sometimes the drain upon his purse is accomplished by the regular abstraction of small sums in cash, but more often the goods in which he deals are smuggled out of the shop without his knowledge. A number of instances of the latter kind which have recently been discovered and made public would seem to make a few words upon the subject of dishonesty among employees especially appropriate.

The larger the store the better the opportunity for crooked dealing. The constant

**J. Q. PREBLE & CO.,**

MANUFACTURERS OF

**Blank Books, Envelopes, Writing Papers**

**Tablets, Pads and Papeteries.**

WE ARE THE ONLY HOUSE IN THE UNITED STATES WHO MANUFACTURE THIS COMPLETE LINE OF GOODS

Sole Proprietors of BELFAST, MANCHESTER and ULSTER LINENS and the Celebrated WASHINGTON and ROYAL STEEL PENS.

**Nos. 10 & 12 THOMAS STREET, NEW YORK.**



confusion, the number of transactions taking place at one and the same time, the difficulty of keeping a strict watch, all enhance the temptation to break that commandment which says "Thou shalt not steal." One of the cases of systematic dishonesty just referred to was in a large dry goods establishment, where an immense variety of goods are sold under the same roof. Like all similar circumstances, it had its origin in a small way. A single sales-girl appropriated for her own use a comparatively insignificant article of wearing apparel. An arrangement was made with a friend having charge of another counter, by which these two should exchange the various articles under their supervision. The system seemed practical, and the chain was gradually extended among the other employees, so that finally any one of the girls within the circle, by supplying to her confederates a certain class of goods, could obtain in return enough to almost clothe her from head to foot. Although this syndicate arrangement was operated on a large scale, the girls were not detected for a long time, and even then the final expose occurred through an accident.

In another instance a shipping clerk was in the custom of supplying to certain customers first class goods at third class rates, and then, by a previous understanding, dividing with them the gains thus made. Thefts of cash in retail stores vary according to the system employed of recording cash sales. In large stores, if the salesman is dishonest, no returns are made to the cashier, or false entries are made which leave the salesman a neat margin of profit. Thus it is readily seen that the ways in which an employer may be robbed are almost innumerable.

Now what are the methods by which an employer may protect himself? It depends, of course, wholly on the kind of business and the style of conducting it. Many of the big banking institutions have adopted a system which goes to the root of the matter, but which, by its very nature, is unsuited to any but those establishments handling large sums of money. A private detective is regularly hired by the bank, who makes it his special work to find out about the habits of the various employees out of business hours. Unknown to them the detective follows them about, finds out where they spend their evenings, whether or not they are leading a fast life, and if they are spending more money than their respective incomes would seem to justify. He will thus keep track of a certain man for a week, or a few days, and if all is found well report is accordingly made to the president of the bank and similar tactics are begun with regard to some other employee.

But if, on the other hand, the watched man is found to have irregular habits, his accounts are carefully examined and every detail looked into. Ten chances to one, it will be found that the man who is spending the money right and left and leading a fast life

generally is a systematic thief. It is a sound principle which underlies this method of discovering a defrauder; for no man is going to take money which does not belong to him unless he has some immediate way of expending it. The modern thief does not hoard up in savings banks. It is pre-eminently his spendthrift habits which lead him to steal. Incidentally, all of the employees of the bank, no matter how reliable they may be considered, are successively watched by the detective. It may be an unpleasant precaution, but where thousands upon thousands of dollars come into the question, experience has shown it to be necessary. For smaller establishments similar precautions on a smaller scale would doubtless be the means of stopping many a small leak. In France all banks keep on file a photograph of each person connected with the institution.

The curious thing about the prevailing dishonesty among employees is that a man cannot be persuaded to believe the existence of such a thing in his own particular case until he is confronted with positive proof. Then he blames himself for his negligence and wonders how he could have been so blind.

The patent check machines which have largely come into vogue have done much to stop this monkeying with the receipts. There are a variety of these machines on the market, but they all look toward the same result. By keeping record of every sale as it transpires theft is rendered wellnigh impossible. The cashier is bound to make his—or quite as frequently her—accounts tally with the total shown by the machine. If there is a shortage anywhere someone has got to make it up.

In this connection it may be well to mention the fact that many employers do themselves, as well as the public at large, an injustice by trying to shield a guilty clerk. If the offender happens to be a young man, his father will sometimes approach the employer and plead with irresistible eloquence that his son may not be disgraced, and thus it often occurs that a worthless criminal, in the eyes of the law, is given "another chance." Occasionally a reform is thus effected, while in other cases the lesson soon fades out of mind. To know just what course to pursue under such circumstances indeed requires careful judgment, and no invariable rule can be laid down.

A case in point suggests itself. A young man of poor but honest parentage held a position of responsibility in the office of a well-known telegraph company. It was at the time of the great strike in New York, and the worst type of anarchy seemed imminent. Seized by some sudden impulse or mania which he was never able to fully explain to his most intimate friends, B— appropriated a considerable sum of money and set off for Philadelphia. He was soon caught and taken back to New York, where full restitution was made. He was not prosecuted, but with that

terrible record behind him it would be almost impossible for him to obtain employment elsewhere. Several wealthy ladies interested themselves in his case, and pleaded with the manager to give the culprit another trial. After a tremendous amount of arguing they succeeded in gaining their point, and his career ever since has been most exemplary. To have refused to take the lad back would inevitably have started him upon the downhill road, and instead of occupying a position of trust to-day, he might be paying the penalty for some more serious crime in State-prison. Humanity and justice sometimes lie so closely together that to draw the line between seems a task almost beyond human power. [The Stationer.]



The Toronto News Company are now sending out their representatives with complete lines of finished samples of Hildeheimer & Faulkner's gold medal cards. The excellence and superiority of this firm's productions are so well known to the trade that it is not necessary to attempt to describe them. The plan adopted by the Toronto News Co., of sending out sample lots in quantities to suit buyers has taken very well. It saves dealers a great deal of time and trouble, and they get in a good assortment of the best cards.

"Little Fool," by John Strange Winter, was issued Saturday by the National Publishing Co. in their Red Letter Series.

The reception accorded to Raphael Tuck & Sons last year's collection of Illustrated Books and Booklets have prompted them to issue an extensive line for the season of 1889-90. The illustrations are in monochrome or colour, and a happy blending of these two processes has brought these charming literary souvenirs up to the highest point of artistic excellence. The reading matter consists of well known poetical selections from famous authors, while the selections are further enhanced by original contributions from the pens of such eminent authors as Canon Farrar, Francis Ridley Havergal, Marquis of Lorne, Helen M. Burnside, Geo. M. Sims, etc., etc. The poet's pen and painter's brush have vied with each other in rendering these books and booklets the chief artistic literary feature of the Holiday publishing season of 1889. Warwick & Sons, Manufacturing Stationers, are the Canadian agents for these goods.

ST. JOHN, N. B., April 30th, 1889.

We would not like to be without your valuable publication. WATSON & CO.

"Derrick Vaughan, Novelist," by Edna Lyall; "The Fatal Phryne," by F. C. Phillips, are just to hand. John Lovell & Son, Montreal.

Ed. C. Rice, of Wyoming, Ont., still retains his popularity along with his stationery, notions, wall-paper, etc. He has a nice job printing office.

E. A. Archer, of Petrolea, has one of the finest stores in his line outside of the cities. His assortment of goods is first-class; plush goods, cards, notions, books, stationery, wall-paper, etc. He has invented and patented a wall paper, of which we will give a description and illustration of in a future number.

We prophesy success for the man who writes such a sensible letter as this:

STRATFORD, Ont., 1889.

Editor BOOKS & NOTIONS, Toronto; DEAR SIR, The writer is starting up in the business indicated above, and encloses \$1 for two years' subscription to BOOKS & NOTIONS. This, I understand, is a necessary step to take to insure success. Yours truly,

A. T. MACDONALD.

E. J. Skelly, Elmvale, conducts a first-class drug store, carries a well-selected stock of stationery and fancy goods. In the same block he owns a wholesale liquor store, and is agent for the Bell Telephone Co.

Julian Sale, Toronto, has commenced the manufacture of pocket books in which is a very convenient perpetual calendar.

T. & T. Clark, Edinburgh, have just published a translation of "The History of German Theology in the 19th Century," by T. Lichtenberger, D.D., Dean of the Faculty of Protestant Theology of Paris. The Christian World says Messrs. Clark have never done a more seasonably useful, or welcome thing than to publish Lichtenberger's critical survey of the grand movement of German thought in the province of theology during the last hundred years.

The Religious Tract Society's June circular shows, as usual, a large number of desirable new publications, among which we notice "The Girls' Own Outdoor Book," containing practical help on subjects relating to girl life when out of doors, or when absent from the family circle; profusely illustrated. "Bird Preachers," friendly talks with little folks about Bible birds; this is a monthly volume. Jarrold & Sons have issued a "List of Guides" to the principal places of resort in the eastern counties; they are all illustrated.

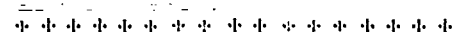
The "Handy List of Technical Literature," Part 1 of which has been issued by The National Publishing and Printing Co., of Milwaukee, Wis., is one of the most desirable and useful publications we have received for some time. The complete work is to be a reference catalogue of books printed in English from 1880 to 1888 inclusive; to which is added a select list of books printed before 1880 and still kept on publishers and jobbers lists. Part 1 includes "Useful arts in general, products and processes used in manufacture, technology and trades." This book should be in the hands of every book-seller, on the shelf of every public library,

within reach of every editor. We have used it already several times within the week it has been in our possession and we have found it convenient, complete and reliable.

The immense manufacturing establishment of the Gendron Manufacturing Co. of Toledo, Ohio, and Toronto, Canada, is still inadequate for their business, and additional buildings is now in progress. An order for one of their tricycles was not reached in regular turn for twenty days after it was given, and many orders had to be cancelled altogether. The stock they will make this winter will exceed any ever put on the Canada market. Mr. L. V. Dusseau, Secretary and Treasurer, is the right man in the right place, and many can testify to the courtesy extended to all in the great rush during the past few months, at their Toronto House, 9 Wellington Street, West.

We have received from George Waterston & Sons, 56 Hanover Street, Edinburgh, and 9 Rose Street, Newgate Street, London, E.C., their new trade lists and catalogues. As our readers are aware, Messrs. Waterston are the manufacturers of the "Bee" brand sealing-wax, mucilage, cements and quill pens. They are sole London and export agents for G. S. Downing, stationers' hardware; Cochran & Co. writing inks; Eason & Sons, indexed novelties; Henry Stone & Son, patent boxes; The Hercules Grand Copying Presses.

John Lovell & Son, Montreal, have issued "The Wing of Azrael," by Mona Caird.

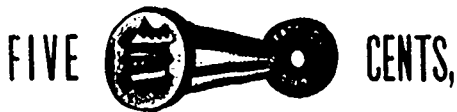


"This Will Help the Sale of Slates."

**THE NEW S. S. S. SHARPENER.**

PATENTED IN

Germany, France, Great Britain, United States and Canada.

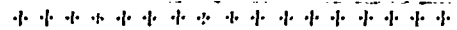


**FIVE CENTS,**

For Sale by all Jobbers.

**Self-Sharpening SLATE PENCIL  
Saw-Blade :- SHARPENER!**

**WORKS PERFECTLY,  
AND  
CANNOT WEAR OUT.**



J. THEO. ROBINSON'S  
**REVISED :: LIST.**  
OF  
**FAST SELLING  
BOOKS.**

A BROTHER TO DRAGONS . . . . . 25c.

By Ancho Rives.

MR. NAYDIAN'S FAMILY PARTY 25c.

By the author of "Lusor Lustratus"

VIRGINIA OF VIRGINIA . . . . . 25c.

By Anello Rives, author of The Quick or the Dead

MR. AND MRS. MORTON . . . . . 30c.

By the author of *Silken Threads*.

SILKEN THREADS . . . . . 30c.

By the Author of Mr. and Mrs. Morton.

HOW I ESCAPED . . . . . 30c.

Edited by Archibald Clavering Gunter.

JOHN BODEWIN'S TESTIMONY. 30c.

By Mary Halleck Foote.

THE BATTLE OF THE SWASH  
AND CAPTURE OF CANADA . . 25c.

By Sam'l Barton.

A STRANGE MANUSCRIPT  
FOUND IN A COPPER CYLIN-  
DER . . . . . 30c.

JOHN WARD, PREACHER . . . . . 25c.

By Margaret Deland,  
2nd Edition.

THE MYSTERY OF MARTHA  
WARNE . . . . . 25c.

By Arthur Campbell.

LETTERS FROM HELL . . . . . 30c.

Translated from the Danish

LETTERS FROM HEAVEN . . . . . 30c.

Translated from the German.

THE QUICK OR THE DEAD . . . 25c.

By Ancho Rives.

IN THE MARKET, or FROM 18  
TO 20 . . . . . 25c.

By Elizabeth Jevdon Sellers.

THE ROSE OF PARADISE . . . . . 30c.

By Howard Py'e.

THE ADVENTURES OF JIMMY  
BROWN . . . . . 25c.

By W. I. Alden.

PIKE COUNTY BALLADS . . . . . 10c.

By Col. John Hay.

FRENCH AT A GLANCE . . . . . 25c.

By Thimm.

These books are well printed, with attractive covers. Posters, etc., are supplied liberally.

SPECIAL TERMS ON LARGE ORDERS.

J. THEO. ROBINSON, - Publisher,  
MONTREAL, P.Q.

The Montreal News Company, Montreal.  
The Toronto News Company, Toronto,  
WHOLESALE AGENTS.

The following new books are to hand from the press of the National Publishing Co.: "The Girl from Malta," by Fergus Hume; "Under a Strange Master," by Frank Barrett; "The Last Coup," by Hawley Smart; "Lord and Lady Piccadilly," by the Earl of Desart; "Harvest," by John Strange Winter.

William Bryce has just issued the following books by well known authors: "Karmel, the Scout," by Sylvanus Cobb; "Orion, the Gold-Beater," by Sylvanus Cobb; "Cleopatra," by H. Rider Haggard.

"Notes for Bible Study" and "The Faithful Witness," published by the Toronto Wilford Tract Depository, is to hand, full of useful information, as usual.

The following recipe is recommended for waterproof writing ink that will not blur when the paper is wet. Dissolve two ounces shellac in one pint alcohol, 95 per cent, filter through chalk, and mix with best lamp black.



It is our painful duty to chronicle the death of Mrs. Fanny Treloar, wife of Samuel H. Treloar, foreman of the Job Department of Henry O. Shepard & Co., Chicago. Mr. Treloar is a native of Toronto, having learned his trade in the "Globe" office; he has the sympathy of his many friends here in his sad bereavement.

A type setting contest took place recently in the "Inland Printer" office, Chicago, between Leo Monheimer and Peter Thienes. The contest was for two stretches of three hours each. The first three hours showed for Monheimer, 5,500 1/2 ems; for Thienes, 5,380. The second three hours—Monheimer, 5,680; Thienes, 5,500. Or for the six hours work, Monheimer put up 11,107 1/2; Thienes, 10,880. The remarkable increase of speed that has taken place in the last generation is the direct result of persistent effort in that direction.

Toronto Typographical Union, No. 91, turned out in full force in the procession Dominion Day.

Printing trade is up to the average for this season.

The printing machinery men are crowded with orders. The call for job and small cylinder presses is great. All the U. S. press builders are striving to capture the South American trade.

The batch amateur printers and the plate syndicate men appear to be rapidly falling to the rear. This is right. In the cities and towns where the cheap, trashy, unsightly

amateur work and "plate" nuisance has had a mushroom growth, the abomination of all real, thorough-bred and practical printers is certainly disappearing. The broken and useless amateur presses are being sold for old junk, and the plates are being fast into the hell-box. In many United States and Canadian newspaper and job printing offices where the plate matter has been used for several years past, the stuff has been entirely discarded, and all the composition is now done at home.

The movement to celebrate the bi-centennial anniversary of the construction of the first paper mill and commencement of paper-making in America awakens much interest among paper manufacturers and others. The mill was located at Roxborough, Pa., which is now in the Twenty-second Ward of Philadelphia. The ruins of the pioneer establishment are still standing, and the celebration will take place on the spot.

Sculptor Doyle has completed the model of the Greeley Statue which is satisfactory to the Committee having the matter in charge, and the design has been accepted. The monument will be finished in three years, will stand in City Hall Square, nearly opposite the New York "Tribune" building, and will cost \$25,000; \$10,000 of which has already been subscribed.

#### THE COMPOSITION OF TITLE PAGES.

In setting the title page of a book, the chief things to regard are consistency and neatness.

Title pages differ much in their contents. Some will contain double as much as others, and while one will be conspicuous for its nakedness, another will, on the other hand, be conspicuous for its fulness.

Endeavour, if possible, to divide it into three portions. Let the full title of the book occupy the first portion, the name of the author the middle portion, and the imprint and date the final portion. The introduction of a book, or of the number of the edition of the book, or of Vol. I, II., or whatever volume it may be, may disturb the equal apportionment of space somewhat, but the idea remains the same.

Leave the most "white" either side of the middle portion. If the chief line of the title makes two lines, center the second line in the same cut type as the first line, only one remove smaller in size. Properly speaking, they should be equal in size, but a slight difference not only improves its appearance, but seems more in keeping with the fitness of things. Do not adopt the American system of making a flight of steps of the title. This is very well in jobwork, where fanciful ideas help to engage or attract attention, and where ornaments may be used to fill up all odd spaces, but it is inappropriate in a book title. Besides it has a tendency to destroy

# ACT 1.

## SCENE 1—STORE

TRAVELLER "I represent the Hemming Bros. Co."

DEALER—"How are you? But I've bought my plush goods."

TRAVELLER "I have lots of other lines. But what made you order your plush goods until you had seen our samples; didn't you receive our circular?"

DEALER "Oh yes! but I never believe circulars."

TRAVELLER "Well, that's where you are wrong in our case, for we are very careful not to say more than we can prove. You must come down to see the goods anyway, if it is just to know what your opposition are going to have."

DEALER "Very well, say 3 o'clock."

## SCENE 2—SAMPLE ROOM

DEALER (after looking through the line)— "Well, you are right. I certainly did not expect to see such a display as this; and your prices beat anything I have ever seen. You had better send me \* \* \* \*"

### RESULT

Our orders booked up to date are within a few dollars of double what they were last year, and this notwithstanding the fact that we allowed every Tom, Dick and Harry carrying plush goods to go over the country before we sent our travellers out.

OUR LEATHER GOODS are meeting with great success.

OUR IMPORTED FANCY GOODS AND SUNDRIES are selling equally as well as our plush goods.

LOOK SPECIALLY AT OUR OPERA GLASSES.

# The HEMMING BROS. CO.

LIMITED.

TORONTO.

the proper balance of the page, by making it look one-sided.

Centre all lines, turnover and otherwise.

When an epitomized contents of the book appears on the title page, graduate the width of the lines from full measure down to a word or two. Set it in small caps of the text, or in caps of some smaller letter, equaling, as near as possible, the small caps of the text. Or, if it be preferred, commence the first line full out, and indent the beginning of all succeeding lines.

Put the author's name in roman caps about one size larger than the caps of the text, qualifying lines may be set in a small italic; catch lines in small caps.

Editor in a small black letter. Volume in roman caps same size, or one size smaller, than caps of text. Publisher's name the same, with secondary lines smaller.

Of late years a very strict system has cropped up relative to the use of points and rules in titles, chapter headings, etc. It is argued that as the title page of the book is not supposed to make connected sense, each line or set of lines stands on its own merits. So, in accordance with this idea, all points are omitted in the title, but retained after the words contents, preface, etc.

Rules are everywhere omitted, in the title and in the text. In following this plan, strict attention must be paid to the spacing out, as the quantity of "white" replaces the rules where the sense necessitates a distinction of some sort. "C. S. Q. in Printers' Register."



MONTREAL, 15th June, 1889.

DEAR SIR:—Your correspondent, "Hamilton," in your June number, states as a reason why the arguments in my letter of the 22nd March are weak, that he has many a time argued to himself just after my fashion. To test the strength of an argument, it should be carried to its legitimate conclusion, and if done so in this case, the fact will be established, that the books I named in my letter, and which can be found in any good bookstore, contain much that should be called "pestilential, immoral, indecent, etc.," according to the standard of morality of your correspondent "Montreal." To prove this I refer your readers to many chapters in the Bible. If "Hamilton" hides only the "gamey" novels, etc., from his own family, but sells them to outsiders, he wrongs both. What he hides from his own family he should not inflict upon strangers, knowing it to be bad. As to his own family he protects it insufficiently, as not only the modern trashy novels and sensational stories are apt to mislead and corrupt, but, as I have shown, some classical works might have the same

effect. "Hamilton," if consistent will have to hide a large portion of his stock of books from the members of his family. He classes the agnostic with the "know it all, know nothing, sensual," and this makes this word a term of reproach. Is it necessary to explain to-day the meaning of the word "agnostic" to educated booksellers? Why misrepresent? Why not respect him who admits that he knows no more and no less than the most devout believer about those abstract ideas upon which is built the faith of the Christian? The book, "Robert Elsmere," which gave rise to this correspondence, describes a man who doubted and who was trying to emancipate himself from the dogma and domination of the Church. He had a right to think for himself even as Luther thought he had a right to revolt against the Pope and against the abuses committed by the Church of his day. Such books should be thoughtfully read, and although some people may not agree with the sentiments or doctrines contained in them, booksellers ought not to prevent their distribution. If they take the high ground of wishing to be to some extent the educators of the people, so much more reason for allowing such knowledge to be made popular, which will, in time, help to clear up much of the doubt prevailing now.

Censorship, for ecclesiastical or political reasons, has always held the masses in fear, ignorance and superstition. Except in Spain, Russia and other benighted States, censorship has been abolished and freedom of thought and speech prevails. Let nobody stand in the way of these blessings, and if sometimes this freedom may be abused, it is a sort of Atavism, a falling back into the habits of a less enlightened and more orthodox age. These abuses will gradually disappear, as higher education in its wider sense will become more general, let us hope universal.

In the meantime booksellers should not discourage the sale of books containing views on philosophy or theology different to their own; they should rather encourage discussion upon all subjects and not fear for the result. The fittest and best will survive.

Yours respectfully, EXCELSIOR.

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MURKIRA, June 25, 1889.

DEAR SIR, I am not much of a bookseller, but I must own that my head has been filled from time to time with some queer notions. But you will find enclosed \$1, as I like your wee bit of a paper, and have a notion that I may get something from it sometimes. As to writing letters, I have no notion what I could write about. There is just one thing I would like to refer to. It is this new 5c. registration law. I think that is a foolish move. The post office will make nothing of it. I have to pay 5c. though it was only a single paper I sent for, if I registered. I did not grudge the two cents, but now I will send a large sum of money to my principal papers at one time, and send my orders by post card. By that means I will save money. With best wishes for your wee paper, I am, yours truly,

JOHN C. CAMPBELL.

In reply to your article in the June number of BOOKS AND NOTIONS re on-sale papers, etc., my experience in this part of the business leads me to the conclusion that it is very unsatisfactory as well as unprofitable. As a rule, the class of periodicals and papers persistently sent on sale by the news companies are not the class of papers that a conscientious bookseller is desirous of selling to his customers, and the profits are so small when carrying charges are paid both ways there is very little left for the retailer.

The retail bookseller who neglects to make returns in time to credit during the month has to pay for these books or papers which may be lying on his shelves for one or two months. Possibly this is one of the reasons why news companies are so anxious to send on-sale papers, it gives them capital to work on from month to month at the expense of the retailer.

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##### BOOKS.

4876. Book of photographic views called, "Cathedral, Convent and other Catholic Institutions of the Town of Peterborough" George Buchanan Sproule, Peterborough, Ont.

4878. "Mercantile Report. The Mercantile and Reporting Association, St. Catharines, Ont.

4880. "The Mercantile Test and Legal Record. Vol. xix, No. 18 periodical. Dun, Wiman & Co., Toronto, Ont.

4882. "Prize Essays on Tobacco." By R. A. H. Morrow. Rev. Dr. Wilson, Miss Laura Bigney, with an Introduction by Rev. A. J. McFarland, Robt. A. H. Morrow, Rev. Robt. Wilson, both of St. John, N.B., and Miss Laura Bigney, Lunenburg, N.S.

4883. "Landing a Prize." By Mrs. Edward Kennard. The National Publishing Co., Toronto, Ont.

4884. "Mehalah." By S. Baring Gould. The National Publishing Co., Toronto, Ont.

4885. "McKillop's Commercial and Legal Record" periodical. James Jack, St. John, N.B.

4886. "God is a Spirit." From the "Woman of Samaria." By W. Sterndale Bennett. Novello, Ewer & Co., London, Eng.

4887. "The Mercantile Test and Legal Record. Vol. xix, No. 19 (periodical). Dun, Wiman & Co., Toronto, Ont.

4888. "The Baseball Score Book." Joseph Henry Holmes, Toronto, Ont.

4889. "McKillop's Commercial and Legal Record" (periodical). James Jack, St. John, N.B.

4891. "Digest of Reported Cases Touching the Criminal Law of Canada; with References to the Statutes, and an Index." By Thomas P. Foran, M.A., B.C.L. Carswell & Co., Toronto, Ont.

4892. "N. Hayes' National Guessing Chart of the Census of 1890." Newlands Hayes, Ingersoll, Ont.

4893. "L'Indicateur de Quebec, St. Sauveur et Levis" (The Quebec, St. Sauveur and Levis Indicator), 1889. T. L. Boulanger et Ed. Marcotte, Quebec.

4895. "Improved Form of Boiler Insurance," covering Loss of Life, Injury to Person, Damage to Property, Chomage, etc. Robt. Flaherty, Montreal, Que.

4896. "The Mercantile Test and Legal Record. Vol. xix, No. 20 (periodical). Dun, Wiman & Co., Toronto, Ont.

4897. "Harvest." By John Strange Winter. The National Publishing Co., Toronto, Ont.

4898. "History of Professor Paul." By Stuart Livingston, Hamilton, Ont.

4899. "High School Botany." By H. B. Spotton, M.A. Revised edition. W. J. Gage & Co., Toronto, Ont.

4901. "The Mercantile Test and Legal Record." Vol. xix, No. 21 (periodical). Dun, Wiman & Co., Toronto, Ont.

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4903. "Cherrier's Quebec City Directory, 1889-90." Annuaire Cherrier pour la ville de Quebec. A. B. Cherrier, Quebec.

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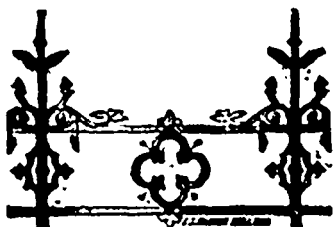
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