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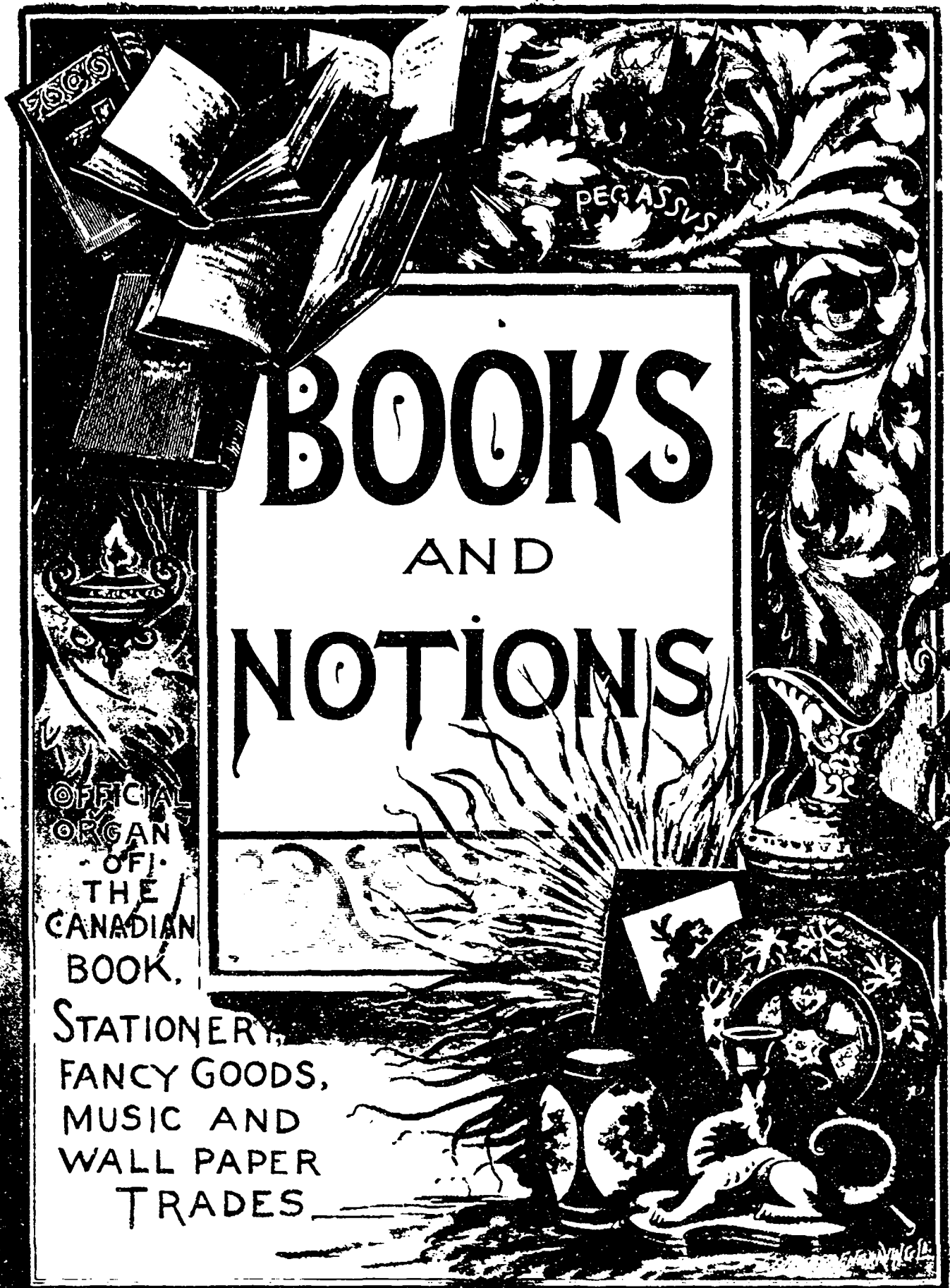
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BOOKS AND NOTIONS

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STATIONERY,
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Vol. X

TORONTO, DECEMBER, 1894.

No. 12

SEASON NEARLY OVER

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GOOD DRIVES in

Dolls Toy Books
Toys Tea Sets
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Don't delay, time is short, but send in order at once. Or we can make it worth your while to give us a call.

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Court Cards depict Royal Costumes
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TORONTO.

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BOOKS AND NOTIONS, TORONTO.

Vol. X. Toronto, Dec., 1894. No 12

BUSINESS AND POLITICS.

SHOULD a business man touch politics? This question is a delicate one, but an answer will be given—its only virtue lies in its being the opinion of "another man."

Politics are of two classes: politics of the nation, which includes Provincial and Dominion affairs, and politics of the municipality. The two are entirely distinct and widely dissimilar.

As regards politics of the nation, every business man should have his ideas, thoughts and judgments. But he must not obtrude these on the community; he must not glory in them. They may be straight and strong, but they must not be sticking out all over him like the quills of the porcupine. If they are, they will offend some person who is delicate of skin, and business is injured.

Municipal politics are different from the former kind. The municipality is made up of citizens, and, like every other hive, has its workers and its drones. The business man must not, at least, be a drone. If he can be a worker, so much the better for him and his business. But if he goes into municipal politics—and every citizen should to a greater or less extent—he must guard against two things: Being partisan, abrupt, churlish or unyielding; and devoting too much time to civic affairs to the detriment of business.

With these points in mind, a business man is safe going into municipal affairs. It is a relaxation from business, broadens a

man's sympathies and views, makes him hustle so fast that the old rut will not bear the speed and a new one is formed, and makes him in the eyes of the people something higher than a mere human machine with a mouth that opens and shuts only three times a day. Canada needs more men who consist of something else than "digestive" organs.

WHAT HE IS DOING NOW.

THIS is the month when the book-eller is keeping his weather eye open for magazine and library orders. He is spying out the land, and the "rich" spots are being located.

He descends from his exalted perch on his desk stool, stops figuring on Cash Discounts and Debits and Credits, and goes into the arena where his customers throng. Mr. Jones-Smith is a literary man, and the bookseller asks him about renewing his subscriptions for the magazines, and secures an order or two. Mr. Hay-Clover is a farmer, but he takes two Montreal weeklies, two Toronto weeklies, a Halifax weekly (his wife's folks live down there), *The Farmers' Advocate*, *The American Agriculturist* and one or two others. His order is looked after and secured. The names of the members of each Sunday school library committee are jotted up and each personally seen and when the lively traveler for the Copp, Clark Co. or the Methodist Book Room gets around he finds his Xmas goose is cooked and eaten by this retailer. The Mechanics' Institute managers are sounded and the dates when the lists of books and magazines are required are jotted down in the merchant's diary. The secretary of each neighboring village Sunday school gets a nice letter telling him that "Daylight, the Bookseller," is still doing business in Sunday school books, papers and sundries, and "his esteemed and valued order" would be appreciated.

And all this time, the dealer's clerks are getting ready the holiday goods and every preparation is perfected. The enthusiasm spreads from employer to employe, until even the messenger boy runs the length of two blocks twice a day. The local paper has an extra double-column advertisement with "dear old Santa" smiling out at the top. The windows are jam up full of price ticketed toys and holiday goods. The 5, 10, 15, 20 and 25 cent tables creak with goods that sell themselves to the mass of the people. The counters are covered with specialties, such as Diaries, Canadian Almanac, Star Almanac, Christmas papers, etc., specialties which always require pushing to catch the trade.

A few flags are hung up here and there, while a row of Chinese lanterns and some cheap bunting give a holiday air to the place. It is the season of Merry Christmas,

and people desire to be happy if they can. They will loosen their pursestrings if their heartstrings can be softened. There are a thousand and one little things to be attended to. But the merchant enjoys the rush and push, and his brain is unusually active. What matters it, if he has to work two or three hours a day longer? It is the harvest season which comes but once a year.

THEY SHOULD REFUND DUTY.

The book trade have always got the worst of it in their dealings with the Customs Department, and they have borne all with becoming resignation. In many ways we have to play second fiddle to the American dealer's first violin, simply because of some old rule which the officials say cannot be altered. As is well known to the trade, publishers of papers, magazines and books in the States send a quantity on sale to dealers in every part of the country. If the consignment is not entirely disposed of at the end of three months dealers may return the remainder to the publisher. There is no difficulty in the way, and it is a very fair and liberal arrangement for the dealer in the States. In Canada, however, dealers pay a duty of 6c. per lb., and on some an additional 20 per cent. ad valorem. Under the present Customs regulations the entire lot may be returned within one month and a refund of duty given. If, however, one or more magazines (fashion) or books are sold out of the consignment no refund of duty is allowed. With the present very high rate on books this is a considerable figure, and is in itself a profit. There is no reason why a refund should not be allowed. The explanation is that it would be impossible for the Customs authorities to tell whether the books returned were a portion of those imported or not. That is a very easy matter to ascertain. If they doubted it at any time they could easily open the package being returned. There could be no deception. The titles of the books are easily read. It is not like an article in which a cheaper or more expensive quality might be substituted.

ONTARIO TEXT-BOOKS.

Six months' grace has been given to the publishers of the Ontario P. S. Readers, and their contract will not run out on January 1st, 1895, as was expected. By the indulgence of the Education Department, and their own skillfulness, they have delayed final action by the Minister until July 1st, 1895. Thus, in the great contest now dawning, the publishers have drawn first blood.

No. 3 of the H. S. Drawing Course will be ready about January 1st. It is said to be very fine.

There is some talk of the authorization of a new series of copy books, teaching the vertical system.

WE ARE BOUND TO WIN.

CANADA has definitely decided that it is going to have its own Copyright Act, and going to have it right soon. Every leading newspaper in the country has taken up the matter, and the arguments for its enforcement are as various as they are numerous. Some arguments are calm and majestic, others are products of minds which believe the time for that is past.

The Toronto Daily Mail of December 6th has an excellent article showing that copyright is analagous to patent. Canada issues Canadian patents, and hence should issue Canadian copyrights. It says: "Were the suspended Copyright Act a free-booting measure this allegation (that Canada wished to appropriate the product of British brains) might hold good. But, as a matter of fact, the law guards the right of British authors, in that it gives them a Canadian copyright on conditions similar to those laid down in the much applauded Act of the United States, namely, that the works shall be printed and published here. Further, our Act surpasses the United States Act in liberality, in that it does not permit the reprinting of a non-copyrighted work, save upon registration and the payment to the author of a royalty of 10 per cent. of the retail price of the books reproduced. The assertion that the law looks to piracy is therefore unfounded."

An example of the other kind of article referred to is given from The Toronto Evening Star of the same date: "A London, England, publisher, with the nerve only to be expected from that little coterie of Britons who have lately exhibited marked contempt for the rights of "blawsted colonials," says that the Copyright Act of 1875 gave Canada all the rights she could reasonably expect

"This might be the case if Canadians saw with the eyes of this Mr. Marston, but, unfortunately for him, the people of this country are inclined to think that loyalty to the old flag does not require the continued paralysis of the Canadian printing trade because a few English publishing houses and authors prefer to delegate their work to publishers in the United States"

A great many opinions might be quoted, but these will show the tenor of the comments of the Canadian press.

COPYRIGHT IN MONTREAL.

The cable news regarding the action of the British Society of Authors, the Copyright Association and the Printsellers' Association, in petitioning Lord Ripon, urging a refusal of Canada's request to manage her own business, caused considerable talk among the book-selling trade in Montreal. Every one of the booksellers spoken to by BOOKS AND NOTIONS said they were not surprised at all, and when asked to express an opinion some

of them did so in unmistakable language. They were of one opinion, and that was that Sir John Thompson should insist on our rights and show our British cousins that their cool cheek had no effect. One feature that struck the trade forcibly was the calm and barefaced admission of unwillingness to grant to one of their own colonies the same privileges granted to the United States, a foreign country. The fear that the granting of copyright privileges to Canada would endanger the Anglo-American agreement was simply drawing a herring across the trail. The treaty has been of decided benefit to American publishers and authors, and there was no danger of the United States Government withdrawing it. The operation of the Canadian Copyright Act of 1889 would not affect the control of the United States Government over its own market, and by expressing this fear the Britishers illustrated their utter ignorance of the true position of affairs. In a word, the copyright in the United States would be under precisely the same conditions as at present. No Canadian publisher had any wish to swamp the United States market with cheap editions, and even the wish would be fruitless, for there was no probability of their being able to do so. All they wanted was a fair chance to compete on even terms for their own market, and it is only reasonable that they should have it. There is an old adage, with which our British cousins must be familiar that "every man's house is his castle," and Canadians simply wish to apply this in copyright as they do in other matters.

"PUBLISHERS' WEEKLY" ERRS.

That estimable New York book-paper, The Publishers' Weekly, makes one or two little errors in its very fair article on Canadian copyright.

It says: "The most offensive clause in that Act (1889) provides that a British author may secure copyright in Canada by reprinting his book within thirty days of its English publication; failing to do this, any Canadian may reprint the book on condition of paying 'a royalty of ten per cent. on the retail price of each copy or reproduction.' No adequate provision for the collection of the royalty is made, and the effect of the Act would be to render English copyright in Canada doubtful and precarious."

This is misleading. The book must be registered before or simultaneously with its publication elsewhere, and reprinted within 30 days. But this reprinting does not include the setting up of the type; it may be done from plates. Should this not be done, "Any person or persons domiciled in Canada may obtain from the Minister of Agriculture a license or licenses." This is not a free-booter's country, and hence the Government decides who shall reprint, in order that only reliable firms shall do so.

The latter sentence of the quotation from our contemporary is incorrect when it says no provision is made for collecting the royalty. Section 4 of the Act (52 Vic., c. 29) says: "The royalty provided for in the next preceding section shall be collected by the officers of the Department of Inland Revenue, and paid over to the persons entitled thereto, under regulations approved by the Governor-in Council." What more could anyone possibly desire? The machinery is absolutely perfect.

The Publishers' Weekly is a fair-minded journal, and, no doubt, it will take an early opportunity to undo any harm its article may have done.

STOP ALL SINGLE COPIES.

MUCH of the complaint against the Customs authorities that United States editions of books and music, which are copyrighted in either Canada or Great Britain, come into this country without paying duty or royalty, would be silenced were the Government, through its post office officials, to stop all single copies of books and music, and send them to the Customs officer.

The post-masters are very relax in their duty in this matter, and yet the great blame must be placed on the heads of the department. If the latter issued complete instructions, these undermining importations could be stopped.

Any private person can secure a copy of a United States reprint of a British copyright novel or musical composition through the post without duty or royalty. But let the retailer or the wholesaler, or even the representative of the holder of the British copyright, or the holder of the Canadian copyright, try to do the same thing, and he is charged full value.

These single copies to private individuals must be stopped. If necessary, have a well-posted inspector visit all the leading postoffices in the country and see that each postmaster is enforcing these laws. The Customs and Postoffice Departments should work in unison in this matter.

Until such an enforcement of our laws is secured, all the copyright agitation is in vain. We feel free to assert that the enforcement of the Customs laws in this country, as far as regards their support of the Copyright laws, is the most complete farce that any legislature could devise, or any set of Customs officials play before an admiring people. This farce is ruining the book jobbers, the music jobbers, the book retailers, the music retailers, and the publishers of both these classes, to say nothing of the money out of which it defrauds the Government and which is placed in the pockets of the people of the United States.

It is about time our Government stopped crying "Canada for the Canadians" and made one or two efforts towards making it a reality. Effort is rather more beneficial in tangible results than words.

A PROFITABLE SIDE LINE.

“ONE of the most profitable side lines I have touched for some time has been religious photographs—reproductions direct from the most famous paintings of the world.”

This remark was addressed to BOOKS AND NOTIONS by T. O'Brien, St. John, as he proceeded to show the tail end of what had been a considerable stock of excellent photographs. Mr. O'Brien's firm has a good connection with the Roman Catholic inhabitants, and the bulk of his sales were to the members of that church, though they were not by any means confined to it. On several occasions he had been asked for such pictures about Christmas time by customers who wanted to give a small present to one or two of the good sisters at the various convents and religious institutions in acknowledgment of little kindnesses done. He had supplied them with cheap chromos representing scenes in the life of Christ, and he heard they were very much appreciated.

Shortly before last Christmas it occurred to him that he should have something better than chromos, and in looking about came across some samples of very excellent photographs—the very thing he wanted—made by a German firm, the Berlin Photographic Co., which has an office in New York. The size which took best was Boudoir, an 8 x 10 heavy black card with bevelled gold edges and lettering stamped in gold. These sold at \$1 each, and gave a clear profit of about 40 per cent. Cabinets sold at 50c. He also sold a few very large at \$4, all of which gave about the same relative profit. In addition to his local sales his advertisements in the local and church papers brought him customers from other parts of the Dominion. He made sales even as far west as British Columbia. During the recent conference of the Catholic Mutual Benevolent Association his store was frequented by the delegates, a number of whom purchased one or more to take home. A few went to the States with the numerous tourists who have crowded the Maritime Provinces this year.

Those which sold best were: “Immaculate Conception” (Murrillo.) “Last Supper.” “The Annunciation.” “The Sistine Madonna.” “The Holy Night” (Muller.) Since O'Brien & Co. have taken them up a number of other firms have put in a stock, several of the music stores making a specialty of them.

Readers who may decide to try them should be careful not to stock up. Buy as few as possible until you know how they take in your locality. Get samples from the different dealers and select the most attractively got up. They will sell better if nicely mounted. Some of the firms have half tone engravings of many of their best pictures and from these a selection might be made. There should be no difficulty in getting a lot for examination and those

which are not suitable could be returned. Most of the dealers have photographs of many other subjects besides religious. Some of the humorous paintings take well. There are other firms which handle these. Some of them are much the same as the Berlin Co's goods, while others are inferior, the reproductions not being so clear. Dealers should be careful to select the finest only. They cost a little more but sell better.

TRADE BY THE SEA.

Traders who covered the Maritime Provinces this fall are in a happier mood than they have ever been. Orders in nearly all instances exceed those of preceding years, and the tendency is towards a better class of goods. In some places a few cheap tawdry novelties in stationery and fancy goods are bought by dealers who cater to the small fishermen's and farmers' trade. The majority of people will have none of them. This is seen by the display in the windows of the leading stores. There are certainly no such fine stocks shown by any one store in the large cities of the other provinces as are to be seen in the good retail establishments in Charlottetown, Halifax and St. John and a few other Maritime Province points. They are more after the very fine displays in the up town stores of Boston and New York.

THE CHRISTMAS CARD SEASON IN ENGLAND.

A CORRESPONDENT of BOOKS AND NOTIONS recently had an interview with Messrs Raphael Tuck & Sons, of London, England. Messrs. Tuck are one of the leading firms of Christmas card publishers in the world, and one of the members of that house gave our correspondent some interesting particulars respecting the trade there.

“The general public,” said Mr. Tuck, “have very little idea of the great care that is necessary for the efficient production of even the most insignificant Xmas card. For instance, every card issued by us comes before me at least twenty times, for revision of details and criticism, and this merely represents what may be called the ‘editing’ process, the actual work of producing the card, in its mechanical and artistic details, necessitating attention from quite an army of persons, who all contribute towards its final beauty. When you remember the large number of our new designs, the amount of work involved will be readily appreciated. We have two markets to cater for—the general public and the trade—and what suits the one, does not always satisfy the other. For example, the trade sometimes imagine that because a particular card pleased the public last season, therefore it will be equally well received this year. But we, who have our finger on the public pulse in

this respect, frequently know better. People who bought a card last year of a particular design will frequently not buy a similar one again, because it is old to them, and they naturally think that what is old to them must also be old to their friends. Hence, there is a constant craving for novelty, and it is our business to find out in what direction the public taste is traveling, and to follow it as well as possible. Of course, we do not always content ourselves with following popular taste, and very often endeavor to lead the public to a higher appreciation of the best artistic works. Some time ago there was a great rush after the most efficient reproductions of the Old Masters; but this craze seems to have almost died out, and the public are now asking for something of a little less severe character. They want the most perfect form of art work, but also with a little more dash and fire. If you contrast the Xmas cards of, say, ten years ago, with those of the present day, you will readily perceive what immense strides art education has taken in England and in many of our colonies. The ‘daubs’ that so delighted mature people ten years ago would not be tolerated now by mere children. We spend thousands of pounds every year in simply trying to find out what the public want. So netimes we find that a card does not ‘catch on,’ and then it is simply withdrawn, although an immense amount of time, labor, and money may have been spent upon its production. It is quite useless trying to force anything down the public throat; and although we have immense facilities for creating a demand, yet we could not sell any card that was not popular on its own merits. As regards the purely technical side of card production, I would say that, practically, all the printing is done in Germany, but most of the finishing-off and touching-up is done in England. All the designs are by English artists. The German designs would not sell here. Some years ago we tried to do the printing of our cards in England, but, although we purchased German plant and machinery, and had German workmen to do the work, yet the trial was quite a failure. The pictures came out all spotted and blurred. I can only attribute it to the better atmosphere in Germany. As regards our own trade, I may add that our sales this year have exceeded all former years by several millions, and our total sales for the year run into so many figures that a mere enumeration of the totals would convey no adequate idea of the trade. Some idea, however, will be gained of the magnitude of our operations when I say that the Postmaster-General always sends a representative to us shortly before Xmas to ask what sort of season we have had, so as to enable him to gauge what extra staff will be required at Christmas in the post offices in London and the country. Our trade alone increases the postal revenue by several thousands of pounds, representing many millions of penny (2 cent) stamps and Xmas cards.”

DOES CREDIT PAY?

AT the age of nineteen J. G. Harival began business in Trenton, N.S., with \$25 capital. He had about five years' experience, and knew how to buy and sell goods, but was no financier—he gave too much credit. The first year he cleared \$500. Next year he did fairly well, but did not find it such smooth sailing. He had been giving credit freely, and his customers would not pay up. He sold the business early this year, retaining the book debts, which in three years amounted to over \$1,200, all of which were supposed to be good. He has been devoting his entire time to collecting since, and has only obtained a little over \$300. He wanted this money to put himself through college, but not being able to get it he has abandoned the idea. If he had insisted on cash he would now have had his \$1,200, and in three years a diploma permitting him to preach. It is doubtful if he will realize more than 50 per cent. of this amount. He intends to begin business again, and (as he said in BOOKS AND NOTIONS) his first principle will be "No Credit." Experience should teach, but there are many who do not seem to realize that proverb. They still sail along smoothly, giving credit freely, worrying how they can pay their own bills, instead of devoting their energies to the development of their business.

There is a feature in this particular case which many overlook. Mr Harival's customers were all employes in steel, glass and other works. They received regular fortnightly wages. They had no other revenue and no hope of any, yet he did not hesitate to give them \$25 to \$100 credit above their regular requirements. There are hundreds of other merchants thoughtlessly doing the same thing. There is some excuse for giving credit to farmers whose revenues are irregular, but none in the case of those who have regular wages. The merchant should figure how much credit they are entitled to, never allow them to get beyond it, and insist on fortnightly settlements. Once wage earners get behind they always stay there. They never retrieve their fallen fortunes.

A PULP COMPANY IN TROUBLE.

The Royal Pulp and Paper Co., of Montreal, is in difficulties, the first intimation that was given in connection with the concern being an advertisement in the daily press offering \$10,000 worth of stock in the company at 50 cents on the dollar. This company started under very favorable auspices, being organized in 1891 with an authorized capital of \$300,000, of which \$240,000 was paid up, and it had some of the best men in the Eastern Townships on the share list. No statement of the liabilities and assets has been prepared as yet, but it is believed that all claims will be paid. Paper for some \$500, which had been

renewed, went to protest a fortnight ago, and it is said the company owe their bankers about \$136,000. An effort is being made at present, in pursuance with the advertisement, to reorganize the concern, but whether it will be successful or not, only the future will decide.

CANADA PAPER CO.'S NEW WORKS.

The Canada Paper Co. are advertising for tenders for the supply of material for the erection of a new dam at their works at Windsor Mills, Que. When this improvement is completed, and all the additions that the company contemplate finished, the establishment will be one of the most modernly equipped on the continent. The new dam will give a motive force of between 3,000 and 4,000 horsepower, and, besides building the new dam and the extension of the works, the company intend to utilize the power at their disposal by establishing an electric plant, from which electricity will be supplied to the town of Windsor, as well as to the works of the company. In fact, the citizens of the municipality are anxiously awaiting the completion of the works, as they intend to apply for incorporation as a town as soon as they have their water-works completed and their streets illuminated by electricity. The outlay involved by the improvements contemplated by the Canada Paper Co. will be in the vicinity of \$200,000 in all, and the expenditure of this sum will materially affect Windsor, so that it is no wonder that its citizens are proud of the company, and hold that it is one of the most enterprising of its kind.

NEW AND INSTRUCTIVE MAPS.

A new feature in an educational sense that has been attracting the attention of the trade this month is some novel maps, the work of the well known firm of Rand, McNally & Co. These maps are in relief, and by this method all the physical characteristics of the continents portrayed are forcibly brought out in a manner that is bound to impress itself on the young mind. Teachers will be certain to find these maps valuable adjuncts in their work of instruction. Among the many dealers handling them are W. Drysdale & Co., Montreal, and among their customers has been the Countess of Aberdeen, for whom they executed a large order for several sets.

THE STAR ALMANAC.

Sample copies of The Star Almanac were issued to the trade in Montreal last week. As BOOKS AND NOTIONS noted last month, the edition this year is a very much enlarged one, both in dimensions and the number of its pages. It opens with a complete almanac, which is followed by a parliamentary and postal guide containing a lot of valuable

information. The third portion of the issue is a full and complete clerical guide, giving the names, stations, etc., of all the leading clergy of all denominations in the Dominion, as well as a lot of other information relating to the subject.

MONTREAL NEWS COMPANY.

This company is still experiencing an active demand for their Christmas numbers, but the feature this month has been the very large advance demand for Du Maurier's work, *Trilby*, in paper at 75c., for which they are booked away ahead. "My Lady Rotha," one of Weyman's latest, has also been a leading book, as they have sold out of it over five different times. "Pears' Annual" has been another of their leading lines, and they are also receiving good orders in advance for *The Christmas Century*, on account of the Napoleonic craze on at present.

A CARNIVAL NUMBER.

The Ottawa Citizen intends to get out a Carnival Number in connection with the week of winter sports which it is proposed to hold during the season at Ottawa. It will, it is said, have many special features.

NEW LINES OF PAPETRIES.

ANY dealer who has the impression that the Barber & Ellis Co. are not in the paper business in earnest is laboring under something entirely wrong. Their trade this year has been confined to specialties, of which boxed paper and envelopes have been a leader, and the result has been eminently satisfactory.

They are now showing new lines, and are redoubling their efforts to produce goods which the retailer will find profitable. They have special facilities in their box factory and in their envelope factory, which enable them to produce these goods at a comparatively low cost, and for these reasons the retailer should inspect their samples and prices.

Their newest line in boxed stationery is a number of kinds of envelopes put up in boxes containing 125 each, and the same kinds of notepaper put up in separate boxes, but in similar quantity. This is a novel and at the same time a useful way of having paper and envelopes, as it increases the size of the sale and the amount of profit on each sale. This is a point which retailers would do well to consider.

The papers included in this line are: Scotch Standard, Brookdale Blue Linen, Irish Linen, Plashwater Weir, Washington Society and Confederation.

General lines of notepaper and envelopes are shown in abundance, and samples have recently been sent to the trade. A good business is being done in these other classes of goods.

MAGAZINES.

THE Canadian Magazine for December has an improved cover, an increased number of illustrations, and is printed on better paper. Moreover, the matter is of greater quantity and of higher quality than usual. "George Stewart's estimate of Thoreau" is an article worthy of the best paper in the world. The articles on "John Brown in Canada," "Hudson's Bay," and "The Thousand Islands," are distinctively Canadian. A short story competition, closing March 1st, is announced, and four cash prizes are offered.

With an issue of 210 pages, *The Arena* inaugurates its eleventh volume. Articles by Prof. Max Muller, Count Leo N. Tolstoi, Rev. J. M. Savage, B. O. Flower, and a story by Hamlin Garland, are worthy of special notice. It is well worth the price—50 cents. An important feature of the January number will be a symposium on "How Lust is Fostered by Legislation; or, our Age of Consent Laws." Frances E. Willard, Helen Gardner, Emily Blackwell, and others, will contribute. Walter Blackburn Harte will contribute a social story, "A Drama in Tatters."

The Century's Christmas Number has a pretty cover and an admirable list of contents. William M. Sloane's "Life of Napoleon" continues, and is charming reading. Several Christmas stories are bright and timely, while the other fiction and the heavier articles make this a remarkable issue.

The 15-cent *Cosmopolitan* is still with the rest. Its illustrations are just as artistic, and even more irresistible than ever. Rudyard Kipling, Mrs. Purton Harrison, Wm. Dean Howells, Katrina Trask, and Albion W. Tourgee, contribute stories. All are well-known in Canada, with the exception of Katrina Trask, and anyone who reads her charming little story, entitled "The Hall-Mark," will not soon forget her dainty imagination, her delicate perception of the finer human feelings, and her broad knowledge of the workings of the human mind.

The *Overland Monthly's* three-color cover is bright and taking. San Francisco's production is thus up to the times with its holiday number. The contents are bright, entertaining and pleasing.

The December *Outing* has an article on the Japanese theatre, which is very bright. Football is given considerable attention, while the fiction is suitable. The illustrations are among the best of the month.

The Christmas number of *The Art Interchange* is a delightful one, and carries the spirit of the holiday season through its pages. The number opens with an engraving of John La Farge's scene of the Nativity, at Bethlehem, followed by the second part showing "The Arrival of the Magi," from the double mural painting in the Church of the Incarnation, New York, accompanied

by "A Christmas Hymn," by Richard Watson Gilder, which seems almost to have been written for these pictures. An appreciation on Mr. La Farge follows, which recognizes him as a genius of no common order. The color plates are unusually handsome; being a capital picture of kittens, "Out of Mischief," from a painting by Lambert, and a brilliant panel of Violets, by Mary E. Hart, both of which will be enormously popular.

BOARD OF APPRAISERS NEEDED.

A change in the administration of Customs affairs is badly needed. Mr. Wallace, the Comptroller, should give his acting commissioner, Mr. Walters, some other berth for which he is better adapted. He is said to be an excellent accountant, but from a lack of practical business knowledge is unable to give an intelligent decision on questions constantly submitted to him for a ruling. The thing is so bad that the Department is afraid to send out his decisions for the uniform guidance of collectors generally. The result is that every port has a rating of its own. A case in point is *The Delinquent*, the fashion journal. At many points it comes through free of duty. At others 80c. per 100 copies is charged, while at Toronto \$3.90 is the rate.

A Dominion Board of Appraiser is needed to decide upon all such points. In many cases a Comptroller such as Mr. Wallace, who has had years of experience as a general merchant, can deal intelligently with important matters. Each trade, however, should be represented on such board. The book and stationery trades should have at least one good man on it. We could name several who are now in the business who would make very capable appraisers.

THE CANADIAN ALMANAC.

Dealers are now selling it, and making money on it—that is the best recommendation the trade can give it, and this cannot be given to every almanac published in Canada. The Copp, Clark Co. use the trade squarely on this publication, and this is reciprocated.

The almanac has, behind its beautiful cover, many new features this year, they not having all been used up in the previous 47 issues.

The publishers were fortunate in securing an article from Dr. J. G. Bourinot on "Canadian Parliamentary Procedure." The doctor, who is a world-wide authority on such matters, describes in plain language the work of a session, and tells us how our laws are made. The series of articles on the defences of Canada will be found interesting. They comprise: "H.M. Regular Forces in Canada," "H.M. Ships on our Coasts," "The Royal Military College," "The Defences of Esquimaux," and "The Fisheries' Protec-

tion Service." A timely article on the Canadian Sault Ste Marie Canal, with a map of the district, is also of interest. Statistics of all the British colonies and possessions throughout the world are given, with a map of the world, showing British territory shaded. A study of this list shows to what a great and powerful empire we belong. The statistical and directory portion of the almanac is complete, accurate and up-to-date, and, altogether, it is more vigorous and meritorious than ever.

TRADE CHAT.

THE net profits of the Canadian Pacific Railway for October last were \$1,010,247, an increase over those of the corresponding month for last year of \$63,821. These figures are the largest net earnings for any month in the history of the road, with the single exception of October, 1892, when the figures were \$1,024,502. Taking into consideration the prevailing depression and the difficulties in which so many American roads have found themselves this year, the record is one of which the Canadian Pacific Railway authorities are justly proud.

Our "Book Reviews" are unavoidably held over until next issue.

The book stock of the Williamson Book Co., of Toronto, has been nearly all sold at auction.

E. E. Rogers, of Oshawa, has not made book-selling pay, and his father is liquidating the claims against him.

The liabilities of Moses S. Hall, Fredericton, N.B., previously reported, amount to about \$10,000, with only \$4,000 assets.

Thos. H. Hall, bookseller, of King street, St. John, N.B., has assigned, with liabilities of some \$15,000 and \$10,000 assets, with \$4,500 preferences.

J. H. Kenner, the popular Stratford bookseller, was married last month to a lady in that city. His father, who is a clergyman, performed the service.

Ansley, Sons & Co., Parry Sound, have sold their book, stationery and wall paper stock to John D. Laurie. They will confine themselves to the grocery branch of their business.

WESTERN ASSURANCE COMPANY Incorporated 1851.

Fire and Marine

Capital - - - \$2,000,000.00
 Assets, over - - - 2,400,000.00
 Annual Income - - - 2,350,000.00

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AN EXTENSIVE BOOK-BINDERY.

It is always a pleasure to visit any establishment, which is equipped with the latest machinery, which possesses the most approved facilities for turning out work, and which is managed so as to secure the greatest possible results with the least expenditure of money and time.

One of the finest book-binders in Canada, although not the largest, is that of Messrs. Munroe & Cassidy, 28 Front street west, Toronto. Mr. Munroe is a young man who has been trained to commercial life, and who by strict attention to business and straightforward dealing is establishing a strong connection with the trade. Mr. Cassidy is an expert at bookbinding, in which business he has been trained since his youth, and has had experience in some of the leading establishments in this country. The manager, Mr. T. G. Wilson, is well known to the trade. He learned his trade in Edinburgh, and came to this country when quite a young man. Since that time he has been in some of the leading establishments, has held some important positions, and has had a very varied experience.

The accompanying cut shows the interior of the bindery to good advantage, although it cannot convey the sum of information that may be gleaned by a personal inspection of the whole establishment.

Their plant and machinery are of the latest British and American manufacture, the greater portion being made by Messrs. Sheridan, of New York, a firm which has an excellent reputation for the manufacture of fine bookbinding machinery. Another new automatic cutting machine, made by Sheridan, with all the latest improvements, has just been placed in position to meet the increasing demand of the trade. Their embossing and inking machine is certainly a fine specimen of workmanship. This machine is used for embossing book covers, and doing similar work. Their ruling machines, made by W. O. Hickok, are ruling the most intricate special patterns for blank books and general commercial ruling down to the common every-day invoices.

A number of people are employed binding the Ontario Gazetteer for the Night Directory Co. This book contains 107 sections, which will give the trade some idea of the staff it takes to bind a book of this nature. Along with their other work they are binding 200 copies per day and

shipping to the agents of the Night Directory Co. at the various points in the province.

The catalogue work which was noticeable in process of manufacture for Stewart & Co., of Woodstock, and the E. & C. Gurney Co. of Toronto, is a credit to the book-binders of this city, and is equal to work done in older lands. The binding is done in a variety of leather, cloth and pressboard.

The paging machines, made by Jno. Campbell & Co. and W. O. Hickok, are engaged in numbering cheque books and general commercial work.

The extraordinary neatness of the employes and the clean condition of the bindery is quite noticeable. A person is engaged cleaning continuously, as the proprietors believe that it is impossible to bind neat books without absolute cleanliness and order.

At the beginning of September the firm reduced the working hours to 49 per week,



five days per week from 8 o'clock a.m. until 6 o'clock at night, and on Saturdays from 8 a.m. until 12 noon. This change of hours is simply an experiment, and they have appealed to their employes to assist them in establishing shorter hours in their business. It is hardly time yet to speak of the success of the change, but they are in hopes that it will be successful, as their employes are working with greater energy and increased vigilance.

We certainly recommend the printers of Ontario, when they are in the Queen City, to pay this bindery a visit, where they will see machines and work that will do them good. By visiting model printing and bookbinding establishments, those who are engaged in these businesses will have their ideas broadened and their ambitions aroused. No business man can afford to stop improving, nor can he afford to scorn ideas, no

matter what the source, for ideas are always worth money when properly brought into execution.

System is necessary in conducting every business, and every successful business is conducted on a certain system. But both extremes are equally dangerous. To be without system is to fail. To run a business on a system which is unnecessarily expensive and exceeding complicated is to court failure by a waste of profits. The business man must, therefore, exercise his utmost discretion in the choice of business methods.

THE SECOND REPEAT.

An original order and two repeats inside of three months show the popularity of Goodall's playing cards, as sold by Warwick Bros. & Rutter. These cards are much thinner than they used to be and have also been improved in the matter of design. The Historical playing cards have had an immense run and have proved very rapid sellers, quite a number of retailers having reordered. The Colonials have also received much attention, and, judging from the trade done, the Bicycle card will have to look out for its laurels.

This firm is preparing a new book of wedding invitation cards. It will be something after the unique style in which they show all their samples, but is expected to out-do anything ever before made up in Canada.

Tuck's "latest" is the Chrysanthemum calendar. The Pansy calendar had the run last year, but this year it is "not in it" with this one.

Twelve beautifully formed and delicately colored chrysanthemums are fastened to a large card in such a way that, as each turns on its brass fastener, it reveals the calendar for a particular month. It retails at 75 cents, and its great run is due, no doubt, to the numerous chrysanthemum shows which have popularised this flower in all Canada's leading cities.

The business of Gilmour & Co., fancy goods, Halifax, is now carried on by George Evans, who was a partner with the late Mr. Gilmour, who died in August last. It will run along much the same as usual. They carry one of the most varied stocks BOOKS AND NOTIONS has ever seen, in fact they sell anything in which there is money, and it is said they have made a good deal. The place is known to the trade as "The Bachelors," the proprietors being unmarried.

MISCELLANEOUS.

The Toronto City Council has done nothing as yet as regards Mr. W. J. Gage's liberal offer concerning a Consumption Hospital. The city papers favor the scheme very strongly.

The Copp, Clark Co. recently issued a neat illustrated catalogue of their games.

Canadian papers have been reviewing Joanna E. Wood's book, "The Untempered Wind." It is undoubtedly the most successful Canadian book of the season.

The single volume dictionary which will make the name of Funk & Wagnalls famous for many years to come is ready. It is sold direct or through agents—not through the trade. The Toronto manager is R. J. Berkinshaw, 11 Richmond street west.

The Fleming H. Revell Co. are pushing both the wholesale and retail parts of their business. An illustrated circular entitled "Attractive Gift Books" is worth seeing. Mr. Robertson, the Canadian manager, reports a splendid holiday trade in their handsome new store.

A. P. Watts, for over ten years with the Williamson Book Co., Toronto, and formerly in the "Beacon" bookstore, Stratford, has commenced business as bookseller and publishers' agent at 5 King street west. He represents the F. A. Davis Co., medical publishers, Philadelphia, and will also supply Sabbath Schools and Mechanics' Institutes.

Theodore W. Gregory, representing Lovell, Coryell & Co. and the International Book Co., of New York, in Canada, tells us that his lines have been greatly appreciated by the Canadian trade, with the result that this year's business has been more than double that of any previous year. This speaks well, both for the present condition of the book trade in Canada and for the efforts of his firms on its behalf. With the improved and increased lines which he promises for next year, it would appear that the present record should be upheld.

J. B. Rolland & Sons, Montreal, have issued their two almanacs for 1895. The "Almanach des Familles" is in its nineteenth year, and contains much interesting general and statistical reading. The "Almanach Agricole, Commercial et Historique" is in its twenty-ninth year, and gives an enormous amount of information in a small space. The names of members of Parliament are found here.

D. Appleton & Co.'s well-known "Town and Country" Library is meeting with increased sales of late, through the efforts of the firm's Canadian trade representative, Theodore W. Gregory, 5 King street west, Toronto. The house has shown rare judgment in the selection of this season's publications, having within the last two months listed new books by Hall Caine, Conan Doyle, S. R. Crockett, Anthony Hope, Mrs. Mannington Caffyn (Iota) and Hon. Emily Lawless. They announce an early issue of

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By D. B. Read, Q. C., author of "Life of Governor Simcoe," "The Lives of the Judges," etc.

Cloth, with Portraits, etc., \$1.50

Pearls and Pebbles; or Notes of an Old Naturalist

By Mrs. Catharine Parr Trill, author of "Plant Life in Canada," "The Canadian Crusoes," etc.

Cloth, with Portrait and Illustrations, \$1.50

The names of these authors are well known throughout Canada and need no words of introduction to the Book Trade. One Bookseller, when informed of the intended publication of the latter two books, wrote us, "Send us 10 of 'Brock' and 5 of Mrs. Trill's book as soon as out." They are issued in handsome style, with a view to the Christmas trade. They will make grand holiday gifts.

William Briggs

PUBLISHER

29-33 Richmond St. West.

TORONTO

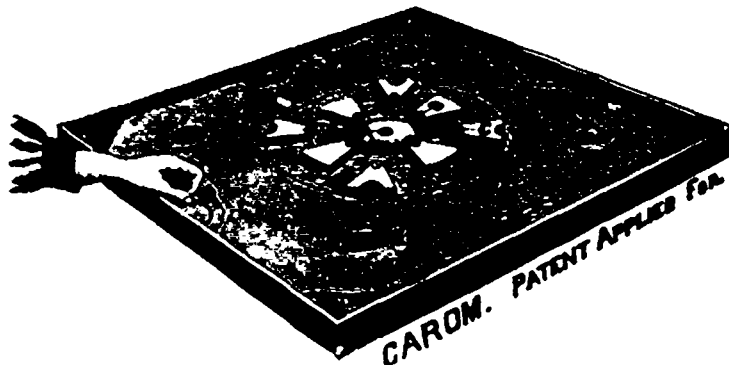
"Vernon's Aunt," by Sara Jeannette Duncan, and a new work by W. Clark Russell.

The second Canadian edition of Beautiful Joe is now in press. No other Canadian book ever attained such a sale. Over 35,000 copies have been sold in the United States in the past nine months. A large edition is being brought out in England, and the book is also being translated into French and into German. The author must indeed feel proud of her success. The Baptist Pub. Co., Richmond street west, Toronto, control the Canadian edition.

CAROM - A NEW GAME.

NOT less welcome to the dealer than to the home circle is a bright new parlor game at the Christmas season. The inventor of such a game is a public benefactor, who will reap the reward of adding to the sum of human happiness, as well as the more speedy and tangible return of an increased income.

The game Carom, here illustrated, has at the very outset so inspired the faith of its inventor and promoters that they have assumed its name and styled themselves "The Carom Game Co." The trade will be supplied through the well-known fancy



goods house of Harris H. Fudger. The game comes out, very late for the jobbing trade, but so anxious are dealers to cater to the wants of their customers, many houses already stocked with games for the holidays have placed orders for December shipment. As the name indicates, the play is made by Carom shots. The board itself is a highly polished and varnished tray with a rim of walnut projecting about $\frac{1}{4}$ inch above the surface to prevent the balls being shot off. The balls are 24 in number, and may be divided among 2, 3 or 4 persons playing separately or as partners. Besides the ditch N the well, E. are made to count against the player and the most skilful and fascinating part of the play is to force your opponent's men into these wells. The centre pocket A and the pockets D C, on the other hand, reward the skilful player with extra counts of 5, 10, or even 35, as the case may be.

The board is about the size of a Crokinole board, but it is claimed by the manufacturer that the addition of these pockets and

carom blocks greatly enhances the value of this game as an exciting and fascinating amusement, without making it intricate or difficult to learn. Full printed directions as to shots and counts are supplied with each game, as well as valuable hints and rules for the guidance of players. The list price has been fixed at \$2.25, subject to usual trade discounts.

TRADE HAPPENINGS IN HALIFAX

A movement is on foot to introduce the system into this city of supplying school books to the scholars free of charge. It was brought to the attention of the School Commissioners that at least 40 per cent. of the children attending the Public Schools of the city were without the necessary books, and consequently the original intent of the free school system was lost. The board has taken the matter in hand, and a committee has been appointed to look into the matter and report at an early date. General opinion favors free books.

Drummond's "Ascent of Man" is having a big run here.

Several booksellers are to act in the capacity of defendants in libel suits, brought

against them by parties here for selling copies of a St. John paper supposed to contain libelous correspondence.

Christmas trade is in full swing, and dealers report a fair business.

The International News Company, which has controlled the selling of books and papers on the I.C.R., has lost its contract. The new people at the business are Cunningham & Co., of Halifax.

C. De Freytag, Brunswick street, added books, papers and general novelties to his tobacco stock a few months ago, and now talks of going into the stationery business altogether.

Knowles & Co. are working off their stock of cloth books, and will put in stationery instead. Like many other dealers they find this department less profitable than other lines they can handle. They will, of course, take the first editions in cloth, but after the demand for them is over they will sell them on orders only.

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BEST DISCOUNTS

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100 Assorted of the above for \$4.50

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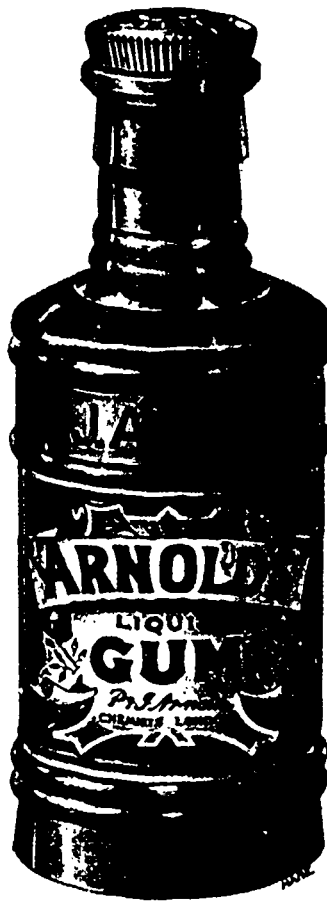
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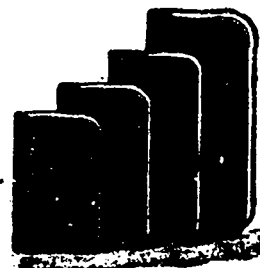
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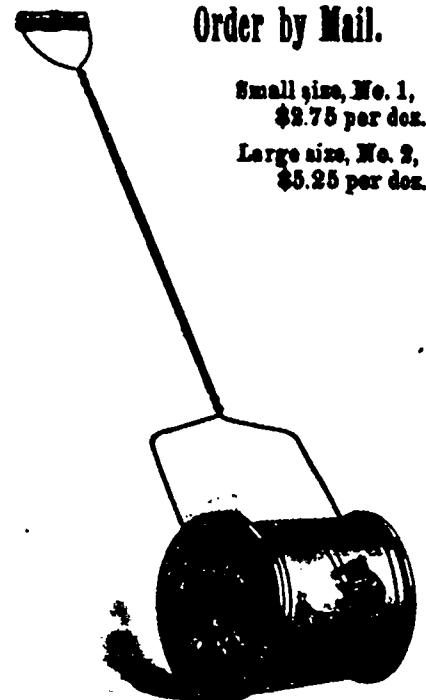
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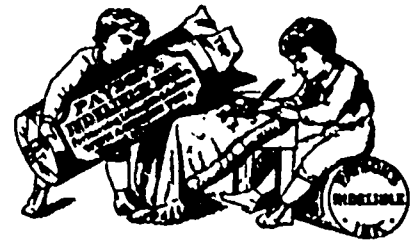
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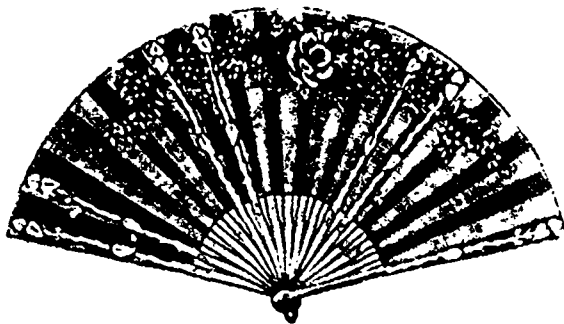
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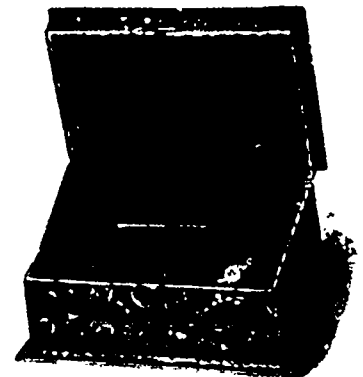
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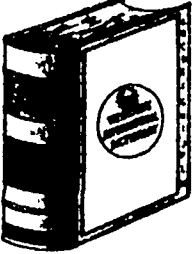
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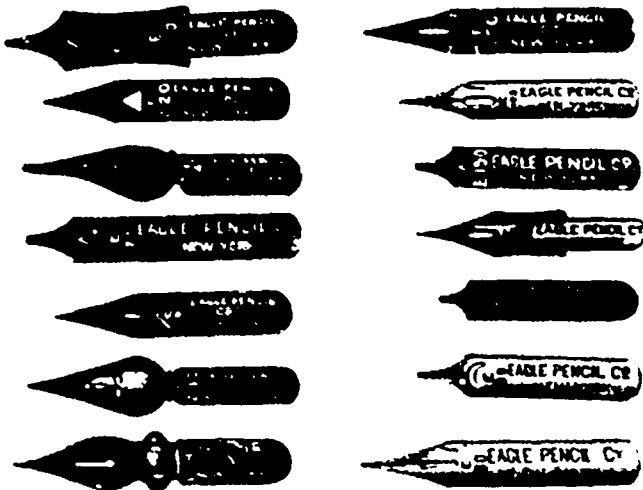
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