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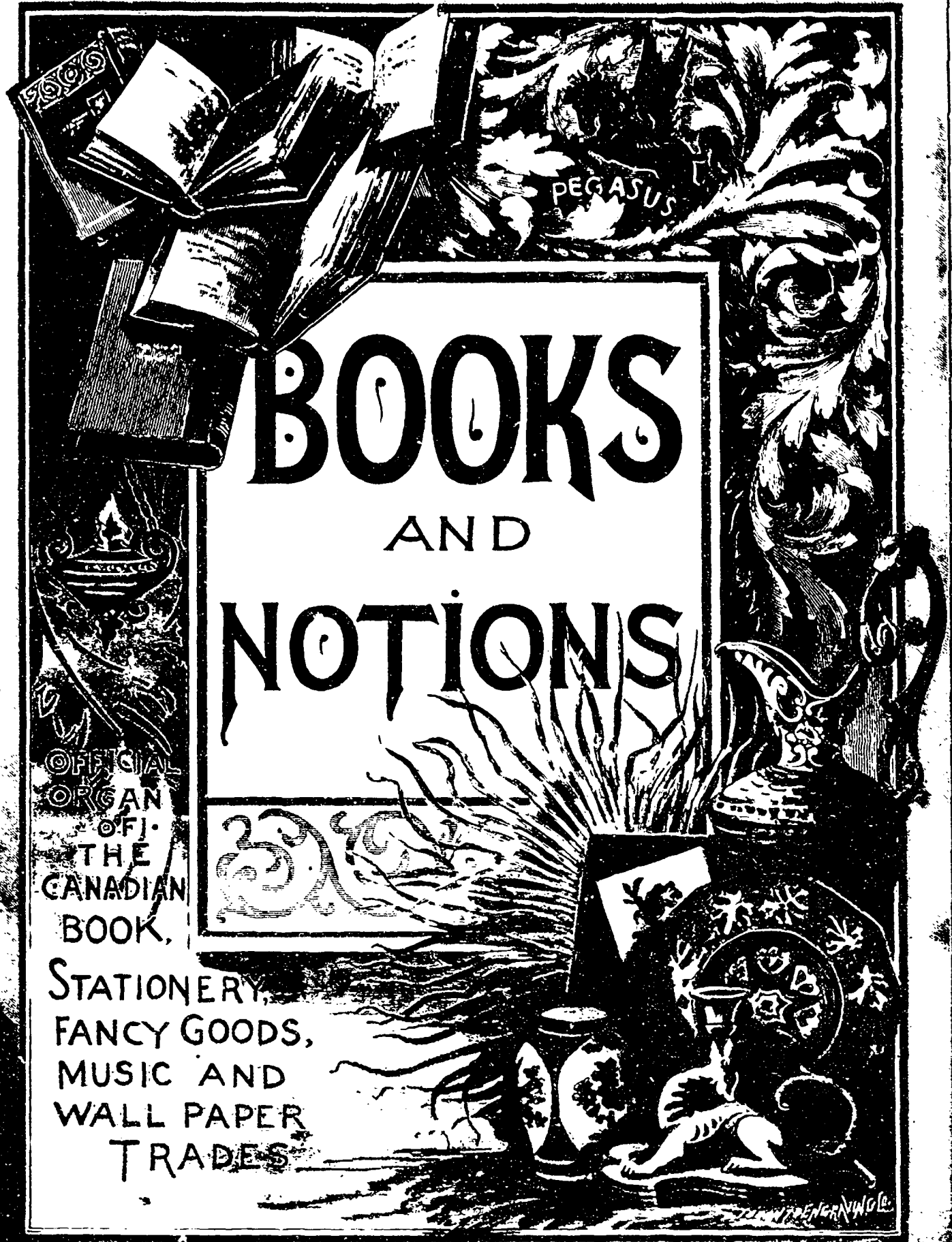
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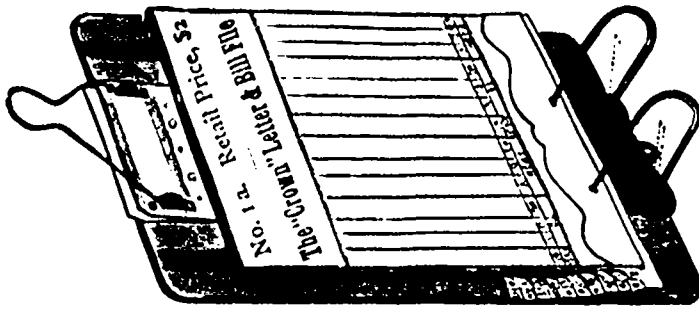
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VOL. 6

JANUARY, 1890.

No. 61

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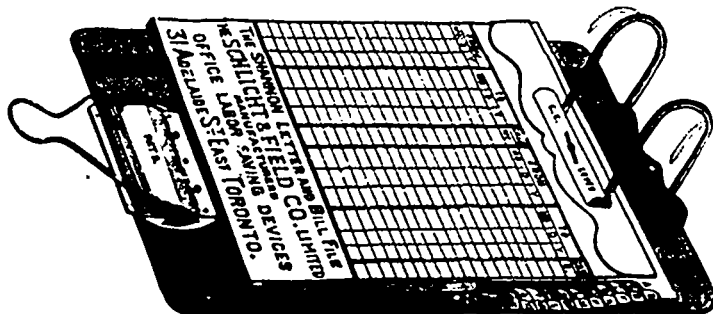
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OUR MONTREAL OFFICE.

OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE, MR. HUGH C. McLEAN, WILL BE PLEASED TO HAVE SUBSCRIBERS AND ADVERTISERS CALL UPON HIM THERE. HE WILL ALSO PAY SPECIAL ATTENTION TO GATHERING BUSINESS ITEMS AND ATTENDING GENERALLY TO THE INTERESTS OF THIS PAPER.

Vol. V. TORONTO, JANUARY, 1890. No. 61



CHRISTMAS is over for another year and we all have a little time to rest and think over the past year, with its pleasures and pains, losses and gains, and what is better lay our plans to do better next year - better for ourselves, better for our neighbors. The man who works for himself alone loses all the pleasures of life; it is the utterly selfish man who is most perfectly miserable.

This leads me up to my first point. The best way to start off the year in our business is to shake

hands with our competitors, come to some friendly arrangement with them whereby the snarling and quarreling, the cutting and slashing of prices, the competition in expenses, may be done away with for the new year. In a village or a small town this will be a very easy and a profitable course. Everybody in the trade knows quite well that there is just so much business to be done and that cutting the prices or increasing expenses does not enlarge the business but sadly reduces the profits.

Mind you I do not advocate any combine for the purpose of extortion, far from it. I merely ask you to enter into a defence league to protect yourselves against the community, who with one voice and one will are continually trying to break down your rates, and whose most effective weapon against you is always the story that your competitor is doing so and so.

Do not credit the tale bearer. He is an interested party and is seeking for a bargain for himself. Go straight to the accused dealer,

and with sugar-coated words talk it over with him. Ten to one he will be able to show you that he did not do anything out of the way, and that you would have been utterly wrong and foolish in attempting a retaliatory policy. Be on good terms, be friendly with every one who is in the same business as yourself. You cannot possibly lose anything by such a course and you are bound to be a gainer in the long run.

Now is the time to organize your local association. If there are only three of you in the business, that is enough. Let the best natured of the trio ask the others up to his house to tea. Talk over trade prospects, come to an agreement as to prices, discounts, credits, dead beats. Then having arranged a modus vivendi, live up to it and do not always be imagining that some one else is going to break the agreement. Watch yourself closely, you know how tricky you are, and after you have caught yourself two or three times in the act of doing as you do not wish to be done by, you will have a good deal more patience and forbearance with your neighbor.

In the town or city the course is not quite so easy. A large number is more difficult to handle and there is more danger of utterly black sheep that cannot be controlled. Never mind, do your best, get the trade together and talk it all over. Just as likely as not the man you thought unruly will be the best fellow of the lot and will take hold heartily and be a tower of strength to the association. Bear in mind that many general meetings are not necessary. A couple of good officers, and in larger places a good executive committee can handle all the work of the year.

When you can afford it, have an annual dinner. Eating and drinking together is conducive to good fellowship, and a hard heart is sometimes best reached through the stomach. An annual meeting of some sort is necessary; after that leave the work to the officers; they should be men of tact, who will not act upon impulse but upon judgment, who will be conciliatory in their course and will do their best to heal up dissensions.

When your association is formed you must recognize it as an authority. When complaints reach your ears, forward them to the secretary and don't worry yourself over them. If you are complained of and the executive committee has to pay you a visit, receive them as people having authority, explain your actions; if they think you were right, accept their dictum with thanks; if they say you were wrong, apologize and turn over a new leaf.

A subscriber asks me to give him a design for a checking book or periodicals - one of the latest designs. I know of no later design than the one I used long ago, in which on an oblong page one line was devoted to each name. The name came first, then the address, after that if the periodical was a monthly there were twelve columns in which to check off each delivery. A weekly had 52 columns; for dailies we did not use a book at all.

I remember some books had special ruling for payments but I did not consider them necessary as I kept each individual account in the ledger. Of course separate pages were devoted to each periodical. I think there should be a column to show date of starting order and date for stopping.

Suppose, between us, we get up a new periodical checking book. All of you who have special books send me one of the pages and if you have ideas write them out, or better still, draw them. Between the whole of us we should be able to get up just the right article, and then, after we have thoroughly ventilated it in BOOKS AND NOTIONS, I will induce our publisher to get out books for your benefit.

What do you say? Will you help?

A CUSTOMS GRIEVANCE.

In our last issue we referred to an injustice done to the trade by the Post Office Department, in its maintenance of a 4c. postage on paper covered books, in the face of a 1c. postage on the same sort of books in the United States. The Customs Department is chargeable with a like discrimination in favor of United States publishers and booksellers. The Department's aim seems to be to suppress the sale of fashion magazines by our own dealers. A specific duty of 6c. per pound, and an ad valorem duty of 20 per cent. are placed on such periodicals when they are purchased by a dealer, or when they are sent in wholesale numbers. This is a high tax impost, but it is seemingly justified by the fact that it is placed on a luxury. Fashion, however, concerns a great many people, who have not to do with it as a luxury but as a means of making a living. The dressmaker studies the fashion that she may pursue her art. We are of the opinion that such magazines, or books suitable for workmen's libraries, or mechanics' tools, should get as cheaply as possible into the hands of those they are specially made for. Aside from the abstract right or wrong of this duty, we have to look at it by the light of another customs regulation to see the true inconsistency and injustice of it. That other regulation states that the same magazines shall be sent free to private subscribers. The inconsistency of the two regulations lies in the ignoring by one and the recognition by the other, of the principle of bringing things of mechanical service cheap to the user. The user of course will send to the United States for the fashion magazine as she can get it much cheaper there than from a dealer in her own country. He has to pay a duty which he again collects from her, while if she buys from the United States, she has no duty to pay. What is the advantage of this? The government by its own dog-in-the-manger policy gets no appreciable revenue from these journals, and allows the bookseller here to get no trade. The consumer is supplied all the same, and the profit margin follows the wholesale price to the United States. If there were no duty, what would be the difference? It would be that about twenty per cent. of the retail value of these books would remain in the country as profit, which now leaves it. This profit is realized on the papers, but by the United States publisher, and not the interest of this Dominion or of an individual citizen in it is gained by this duty to justify the yearly tribute to the foreign publisher.

If these journals reached their readers through the Canadian trade, the cost of their carriage would fall on the trade as freight and postage. Now, who bears the bulk of that expense? Of course, it is the Canadian Government, which to benefit the

American trader carries these through its mails and delivers them for nothing.

Another evil which is covered by the duty on fashion periodicals, is that there are many so-called, which are sent free from the other side of the Customs line. A large number of periodicals having nothing to do with fashion, thus reach the private subscriber because they are represented to be fashion journals.

The most careful study of the purposes for which it might be conceived this duty was created fails to justify it. It does not benefit the reader, it does not benefit the Government, it does not affect the circulation of the literature, it injures the Canadian dealer, and it adds to the money we pay into the United States.

"SPECIAL TERMS FOR THE SESSION."

Again we appeal to publishers of dailies, for fair play to news dealers.

A session of Parliament is approaching and newspapers will be in demand. Dealers should now have a chance to make up for some of the unsold papers of less newsy times.

Do not advertise special terms for the session. Stand by your regular rates and give the newsdealer a chance to stand by his. This continual offering to the public of special rates every time that there will be a special demand breaks up all regular business and is not fair to the dealer who does his best for you all the year round. The offer of a commission to the dealer on these rates does not make matters right. Our objections to special rates are:

1st. The regular news business of the country is broken up and demoralized by them.

2nd. The Club agents fly around and pick up the customers or would-be customers of the news dealer.

3rd. The great bulk of the orders are sent indirect to the publisher and the dealer is cut off from all chance of profit, in many cases his regular, every day subscribers dropping him for the session and sending in their orders direct.

Come, now, Messrs. Publishers, give us fair play. It will not hurt you and will help us. Last year a leading journal refused to give or to advertise special rates for the session. They claimed rightly enough that the public could and should pay regular prices when the papers were at their best. Did that paper lose ground in consequence? No, it is now doing the best business of any paper in Canada. Newsdealers, as well as any other body of business men, can remember their friends.

You can always trace a registered letter, and a copying-press for letters is a sensible investment, if used.

"A good name is rather to be chosen than great riches."—Solomon.

ADVERTISING "FAKES."

The word "fakir" is an old one, and is a stranger to our language, but here are signs that it will soon be fully brought into it by adoption. It may be said to be pretty well ushered in now, as it has been long a probationer in the domain of slang, and what survives the sifting of capricious slang usually makes its way into reputable language. "Fake" is a substantive and a verb formed from "fakir," and is expressive. The fakir of our civilization is not a juggler. He gets up "fakes," that is he devises cards, hangers, railway guides, hotel registers, clocks, barometers, thermometers, mirrors, etc., for advertising purposes. The fakir is a man of resources. His ingenuity, and faith in the maxim that the people like to be humbugged, are inexhaustible. Upon the above mentioned great weakness of the public he pastures as in flowery meads. The most sublime effort of the fakir-genius is the brass-band in the minstrel troupe, which discourses music to the spell-bound listeners, while the inevitable Professor's eloquence effects the divorce between the "fool and his money" for a bottle of his patent medicine.

A negative definition of an advertising "fake" is that it is not legitimate advertising. A positive definition is that it is a mode of advertising, in which the advertiser pays the whole expense; in which no part of the expense is borne by any resource of the medium. There is no money to be made from the circulation of a "fake." For example, one fakir gets out a hanger, on which are printed thirty cards for \$5 apiece. The expenses of getting out the hanger are \$28. When it is out it yields nothing that will reduce the cost of advertising. The \$122 goes into the fakir's pocket. This example is taken from a list of real "fake" schemes which have recently been worked in this city, and of which we possess the particulars. All the ground covered by this hanger would be over the thirty advertisers' places of business. Each advertiser would get a hanger, the thing would go no farther. As well as the costliness and narrowness of the scope of this medium, it had another condemning feature. There was no guarantee as to the character of its issue, no responsibility underlies the simple, artless promise of the fakir. Yet it worked.

Another fakir gets up a railway guide. He represents that the Grand Trunk Railway wishes to distribute 5,000 copies of it with Toronto as centre. Hence the immense advantage to Toronto merchants, etc., to take a space in it. The fakir explains that G.T.R. is doing this for the city, and is anxious to have each leading man in it. The fakir wants \$100 per page, and gets it from some leading men in the city, gets \$50 from many others, \$25 from another numerous lot, and considers that trader a poor sort of man who

won't give \$10 a page at any rate. This illustrates one of the eccentricities of the fakir methods. The highest figure asked is got where it can be exacted, half or one-fourth is taken, or even less, if the highest figure cannot be worked. The thing is monstrously dishonest in its inequality, but what shall we say of the dishonesty of this railway guide scheme, when we learn that its cost was \$1.50 per page? The author of this gigantic fraud makes a regular business of getting out railway guides. He makes four books in a year, using different United States or Canadian cities as the base of his operations. Of course his scheme has never the countenance of any of the railway companies he professes to be working for.

An advertising scheme which, from the fakir's standpoint was a success, exhibited on a large card the names of twenty financial institutions — banks, insurance companies, etc. The hanger has never been seen anywhere that anybody knows of. The fakirs feel that the managers of such concerns advertise at random, and that any scheme which involves an outlay of not more than twenty or thirty dollars will commend itself to them. The fakirs make their living off that numerous body of people in the commercial and financial world who know nothing about advertising. Fakirs succeed because the people are like sheep, they flock after the individual that starts. All the fakir wants is a bell-wether, and he trusts to the spirit of emulation among the rest to get plenty of followers. Accordingly he looks out to get some leading man on his list, and if he cannot do this, he can represent that he has. He will then get all the rest with comparative ease.

WHAT SHALL WE DO WITH THE BOY?

When the time arrives that a boy leaves school and enters upon the trade, calling, or profession that he intends to pursue, he is not likely to look upon it as the most momentous time of his life. A great deal depends upon his fitness for the work, and whether he is adapted for it, and if he only could realize it, his future destiny is probably determined at this time.

How many boys take a position, whatever it may be, trade, clerkship, or other employment from any particular choice they may have for it? Very few; by far the large majority accept the first position offered. The boy may be totally unfit for it, although it may be some very inferior employment, whereas if a position acquiring some ability had been offered at the same time, and accepted, the boy would have made his mark.

A writer says—"It is a well known fact that but a small majority of the boys of today, are choosing a business because they seem to be adapted to it. Parents imagine their boys should be doctors, or lawyers, or

almost anything else but mechanics or tradesmen." Just so, and it is not at all unlikely that the writer of the above, if the parent of some good lively boys, not only imagines that his boys should enter one of the professions, but will most likely have them do so.

We hear and read a good deal about the tendency in these latter times to avoid the trades and make the boys something else. Now, we by no means would discourage any boy from learning a trades. It is an honest way to earn a living, and we think that a large number of the young men who drift along in idleness until they reach the age of manhood without any handicraft or other means of making a living, make a great mistake that they do not, when a suitable age, apprentice themselves to learn a trade, and save themselves from the necessity of earning a living by performing the lowest and hardest kinds of work. We also think that all boys who have a preference for mechanics should follow it, but all boys have not that desire, and to force them to it, because certain writers and talkers are continually deploring the degeneracy of the age in this respect, is all humbug.

Now let us examine this question a little. A mechanic, the father of a family of boys, looks at the question in this way. He has been working at his trade for years, probably has had steady employment at fair wages, and has succeeded in bringing up his family respectably, but has not been able to save anything. Naturally he wants to see his boys do better than he has done. He knows that the chances for a mechanic to make anything for his old age is very slim. He has had to work from seven in the morning until six at night, year in and year out.

On the other hand, he can see other employments that young men are engaged at, in which they receive larger pay before they reach their majority than he ever received in his life; their hours are shorter and the work easier. Is it any wonder that this man looks out for something different for his boys?

The boys know the struggles that the father and mother have had to keep a home and clothe and feed them. They determine to try a business that promises to do more for them that mechanics has done for the parent, and in many cases they succeed in placing themselves in positions far superior to that of the parent.

How many mechanics do not succeed as well as the one described, who do not know what it is to have constant employment at fair wages? They are legion. The trades are overdone, the same as all other callings, so that there is not much encouragement for any boy of ordinary intelligence to learn a trade with a view of being anything better all his life.

Socially, the mechanic is looked upon as lower in grade than the clerk, and so on, to the professions. This may be wrong, yet it is a well known fact.

The sons of merchants and professional men do not learn trades. If it is the proper thing to do, why don't the parents of these boys put them to learn trades? They know better; they don't practice what they preach; they know that there is no money in it; that their social position is not so high; that the work is harder, is more pre-

carious and the hours longer than nearly all other employments, therefore they do not have their sons learn trades.

Most decidedly we say every boy should learn to be something, be it ever so humble. He should be placed in a position by his parents to earn his own living, to be independent; but that something is not necessarily a trade. If possible, let the boy be what he desires; he will be more likely to succeed in the calling of his choice, and if he has no inclination for the mechanics, don't try to make him one.

A LONG-ESTABLISHED BUSINESS.

The notice of the death of Mrs. Shewan at an advanced age on Thanksgiving day, not unnaturally calls up a retrospect of the trade which was long carried on by her husband and his cousin, and is now continued by her son. It is a long time since our school books bore the stamp of M. Shewan on the inside of their cover. Many others, beside school books, have borne and are bearing the same stamp, for although the persons may change, the name endures; for the three Shewans connected with this old business were all named Magnus. The late Magnus Shewan opened the first bookstore under that name in the old market in 1842. That departed building was entered by three arches facing King street, and stood pretty much on the same site as St. Lawrence market now occupies. The outside was flanked by rows of butcher stalls, one on the east, the other on the west, and the interior was the gathering place. The western arch was occupied by Mr. Shewan, the founder of the business. In 1846, his cousin, Magnus Shewan, opened a book and stationery store in the eastern arch, and the two carried on business upon their respective sides of the main portal. In 1849 the market building was burnt, in 1850 St. Lawrence market was built, and the two Shewans started as partners in the new building, in what was long known as the Arcade bookstore. That bookstore was the scene of a stirring business. The new member of the firm did the bulk of the buying, and twice a year visited the New York trade sales, buying in that market alone \$5,000 worth of books and stationery every year. A Glasgow agent in Montreal also supplied the firm with fancy goods, stationery, etc. The surviving cousin was the first bookseller in Canada to sell a newspaper outside of the printing office, his store being an agency for the Globe, Patriot, and News of the Week. The Globe in those days was weekly, tri-weekly, and bi-weekly. Barnum, the great showman, was then editing a periodical in New York, which Mr. Magnus sold a hundred copies of at the outset of its existence.

In 1866 the firm dissolved, the late Mr. Shewan continuing the business until 1870 in the Arcade, when he moved it across King and Jarvis to its present stand, cross-corners from the St. Lawrence market. There in 1883 the founder of the business died. The stock was bought by Mr. Magnus Shewan, jr., the present proprietor of the store. He is the son of the surviving cousin. His father, a man seventy-four years of age, continues to take an active interest in all that relates to the business which has so long been in the hands of the family. The old men were born on one of the Shetland Islands.



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Counter
Supports.

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Montreal Branch

Temple B'gs
St. James St.

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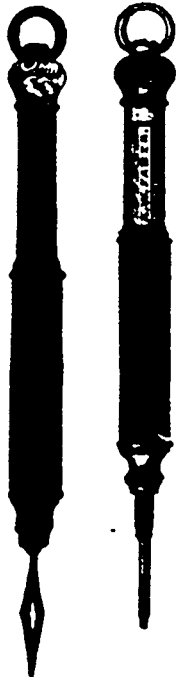
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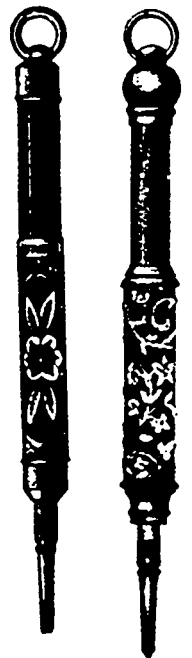
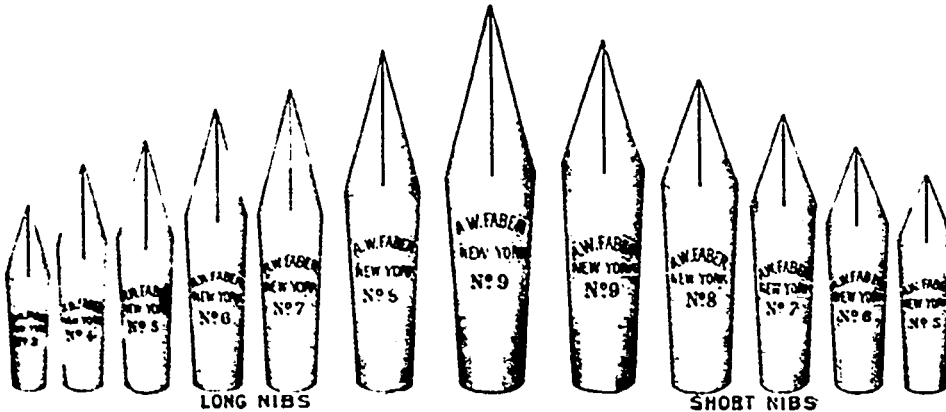
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A. W. FABER'S
CELEBRATED
Gold Pens and Pencil Cases.



Pearl and Ivory Desk and Slide Holders FOR THE Holidays
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Send for Catalogue and Price List.

Eberhard Faber, 545 and 547 Pearl St., New York.



Mr. W. S. Middleton, bookseller and stationer, Kingston, was in the city, on Thursday last.

Mount Eden, a romance by Florence Marryatt, is No. 19 of Lovell's Canadian copyright series.

We like the last issue of BOOKS AND NOTIONS, very much. McLoughlin Bros., New York.

A Memory of Acada, issued by J. & A. McMillan, St. John, N. B., is a neat little holiday book of poems, by H. L. Spencer.

A cablegram from London, on the 22nd ult., announced the sudden death of Col. Andrew H. Mackinlay, of A. & W. Mackinlay, wholesale stationers, Halifax, aged 58.

"Our Trade," the new paper and book trade journal of Chicago, is a bright looking well printed sheet. It is a good number, typographically and otherwise.

Morton, Phillips & Bulmer, Stationers, Blank-book makers and Printers, of Montreal, have issued a good, sensible calendar, in fine large type. The postal information on the last sheet will be found very useful.

Mr. W. E. D. Tighe will go back to Hickson, Duncan & Co., as traveller. He will have his old route on the Toronto, Grey and Bruce, and the Grand Trunk west to Goderich.

A Kingston bookseller gave his shop boy a shiplaster to buy stamps, and enclose them in a letter to a Brockville cabman. The veidant youth stuck the shiplaster on the outside of the envelope and left the letter open.

McMillan's Agricultural and Nautical Almanac for 1890, contains its usual quota of valuable information concerning New Brunswick and Prince Edward Island. The Astronomical tables are adapted for those two Provinces. J. & A. McMillan, St. John, N. B.

The Upper Canada Religious Book and Tract Society report the trade of the holiday season, just past, to have been much ahead of that done a year ago. There was a fall off in the sale of booklets and cards, but a notable increase in the number of sheet books sold.

In our last issue there was a very stupid blunder. Instead of A. W. Faber, it read W. A. Faber. However, in correcting it this month we take pleasure in calling the attention of the trade to the excellent line of gold pens, pencils, etc., advertised in A. W. Faber's card in another column.

The works of "The Duchess" have always a charm for a large circle of readers, and in

her last production, "A Life's Remorse," published in the Red Letter Series by the National Publishing Co., many of the characters are drawn interestingly. The character of the tale is somewhat sombre, but the interest is well kept up.

Several new books which the Scribners have published recently have gone into second editions—Donald G. Mitchell's "English Lands, Letters, and Kings," Mr. Cable's "Strange True Stories of Louisiana," and the "Collection of Letters of Dickens," among others.

Under the title of "Whither? O Whither? Tell Me Where," the venerable Dr. James McCosh has written a pamphlet, now ready, on some of the great theological questions raised by Dr. Briggs' book, "Whither?" and now profoundly agitating the Christian Church.

A bailiff is in charge of the stock of Max Burkenroad, bookseller, corner of King and Mary streets, Hamilton. He was placed in charge at the instance of C. M. Taylor & Co., of Toronto, who are the principal creditors, and who hold a chattel mortgage on the stock. Burkenroad has left town, but he is still in Canada and will return if wanted.

"Arminell," by Barny Gould, appears in the Red Letter Series, published by the National Publishing Co. The name of the writer is well known as that of an author of note. In "Arminell" many of the incidents are well described, and some of the scenes dramatic, though some of the characters may be thought not perfectly true to nature, and hardly up to the writer's reputation.

The wasting effects of the Christmas trade, and of the series of auctions started a month ago, have not made themselves noticeable upon the mammoth stock of Messrs. R. W. Douglas & Co. An immense number of books has been run off since the sale opened and throughout the holidays, but it takes a long spell of selling to tell on a stock of 75,000 volumes. The sale will continue for some time.

What is known as the old post office book store in Chatham is under the management of Mr. C. C. McPhee. Mr. McPhee and his clerks were too busy Christmas week to give our representative much information concerning trade, but stated that the demand for high priced or expensive articles had been slow, while the demand for moderate priced goods had been exceptionally good.

The Christmas number of the American Bookseller is a volume of nearly two hundred pages, with upwards of one hundred illustrations taken from the best and most popular Gift and Holiday Books of the year, and reproduced with the utmost care as specimens to represent truthfully the style of the books from which they are taken. The literary portion consists of carefully prepared notices

of all the important books of the season, both Gift-books and Juveniles.

The volume of business done at the Wilford Tract Depository was up to the average of its usual Christmas trade, and was better than that done there a year ago. The number of cards sold was considerably below that of old times. Books and booklets, however, had a larger sale than they had a year ago. Notable feature of the purchases are, that they were rarely large, and were uncommonly numerous. The small bibles sold well, a great number of the Bagster bibles having been run off in the holiday trade.

Messrs Hart & Co., have just got out four beautiful styles of dance programmes. No record of ball room engagements is more likely to be kept as a souvenir of a joyous occasion than is one of these. They are all marked with the bearings, if not armorial, at all events arboreal, of their Canadian origin, and the marking is artistically done. The designs are the pine, the witch-hazel, the rowan, the milkweed. The conception, lithographing, and complete issue of the programmes are the work of Messrs. Hart & Co., solely.

It is no less a duty than a pleasure to us to point out to subscribers any favorable openings, for the increase of trade, which may come under our notice. In this connection it pleases us to draw attention to The Art Metropole, 131 Yonge street, Toronto, dealing in Artists' colors, materials, etc. They, certainly, have secured most attractive and reliable lines of goods, and as we think there can be no doubt as to the growing and certain demand for this class of goods, we would advise our friends to communicate with the firm in question with a view to an agency.

Prof. Carl Lumholtz, whose "Among Cannibals" is just ready, has been delivering lectures in Boston recently. While in London he was "interviewed" by the Pall Mall Gazette. This is what he said about the preferences of the Cannibals for different kinds of human flesh: "I gathered that white man was no good—too salty. Chinamen was not half bad. He fed on rice, and had a tender vegetable flavor about him, like a mealy cauliflower. But of all varieties there was nothing so sweet as a native baby—so sweet, so juicy, so fat, so tender. Old men and women were naturally tough and sinewy. And the favorite parts were the thigh and the flesh of the hand."

Mr. Jas. Gaulin, one of Woodstock's popular booksellers and stationers, has found it necessary to enlarge his store to enable him to give that comfort and convenience to his increasing trade that the times and business demand at his hands, and the smiling congratulations given him by his customers from day to day must well repay him for the heavy expense he has been put to in more

than doubling the room he formerly occupied. Mr. Gamlin has been in the business he now follows nearly all his life, beginning as a clerk with Messrs. Warwick & Co. He was also nine years with Mr. Wislet, now of Kingston, and has been eleven years for himself in Woodstock. Mr. Gamlin keeps a general well assorted stock of books and stationery, and will this spring put in a stock of wall paper. He makes a special business of framing pictures. BOOKS AND NOTIONS is an old friend of Mr. Gamlin's, and we are pleased to make a note of his success and improvements.

In addition to the books noticed elsewhere the National Publishing Co. have among other works the following: "Mrs. Shafto." This author's stories have been in popular demand among seekers of a higher class of fiction and this is no exception to the rule. "Mrs. Bob" is an exciting and novel story by John Strange Winter. It tells of a joint stock burglary company, the shareholders of which occupied high position, in English society. It is written in her most jocular vein. "The Dead Heart," by Charles Gibbon, is the story upon which is founded the celebrated play now being performed by Henry Irving. "Blind Love" is Wilkie Collins' last and greatest work. It is profusely illustrated and will undoubtedly have a large sale. "An Ocean Tragedy." This is a story by W. Clark Russell, always a popular writer. This present novel is a work of 400 pages. To the credit of the Canadian Publisher it is issued here at the low price of 30c. retail, while as yet the cheapest American reprint is placed at 50c. retail.

Rowell & Hutchison have just published the second re-consolidation of "The Lawyers Statutory Record," showing the supplementary, amending and repealing enactments, since the last revised Statutes of Canada and Ontario sessions 1887-89, compiled by A. H. F. Letroy.

Every Canadian should have Kingsford's History of Canada. The third volume, which is now on the market, covers the years 1726-56. Mr. Kingsford will bring the work down to 1841. Volume four will be issued this fall. It will be the most complete History of Canada. Rowell & Hutchison are the publishers.

The National Publishing Co. have in press "Miss Mephistopheles," in the Red Letter Series of select fiction. It is by Fergus Hume, well known as the author of "Mystery of a Hansom Cab." The book is rather larger than his former works, it contains over 300 pages. It will be ready about the 15th of this month. We have not yet read the work, but judging from the unprecedented sale of his "Mystery, etc." it will have an extensive sale.

"Canada, a Memorial Volume," is the title of a general book of reference on the

Dominion, containing 1012 pages, demy 8vo. The object of this work is to give such a description of the various provinces and territories of Canada, that the world may realize more fully than it has yet been able to do. Following the general description of Canada, is an account of each province, giving a sketch of their various educational systems, their provincial and municipal governments, their physical features, trade, commerce, manufactures, agricultural, mineral, marine, timber and other resources, with miscellaneous facts and figures. These are prepared, either by the provincial governments or by the publisher, from information from official sources. Following this is a sketch of the leading cities and towns of Canada. Finally, one of Mr. Erastus Wiman's glowing tributes to the greatness of his native land is quoted in full. When the reader has perused these pages, he will see with every Canadian patriot that there lies outstretched before this Dominion a vista of sublime moral, political and material power such as God has bestowed upon no people on earth, and that upon ourselves depends whether we realize this vision in our national life. This valuable work is published by E. B. Biggar, of Montreal.

Referring to some comments on the conference on the new Copyright Act, between Mr. F. R. Daldy, of England, Mr. Dan. A. Rose, and Mr. A. F. Rutter, Toronto, representing the Canadian Copyright League, and Sir John Thompson, and Mr. John Lowe, Deputy Minister of Agriculture, the London Bookseller says: "Our contemporary must certainly be in error on one point. Mr. Daldy, we feel sure, did not claim to be the authorised representative of the English publishers. We do not think that half-a-dozen publishers could be found, who knew, beforehand, that Mr. Daldy was going to Ottawa, or even that a conference was about to be held there. If the publishing houses had been consulted in the matter, it is quite open to doubt whether they would have selected Mr. Daldy to represent them. As the case stands, Mr. Daldy's opinions concerning their interests and views must therefore be taken for what they are worth. Canadian publishers, printers, and the book manufacturing interest generally find themselves at present in a very unsatisfactory position. They are deluged with cheap American books, including plenty of piratical reprints of English works, which no possible precautions can prevent crossing their widely-extended frontier. These intruders not only paralyse Canadian enterprise, but help to close Canadian markets to English books. Besides this, English made books do not suit Canadian tastes. That, of course, is ridiculous, but unfortunately prejudice and not principle is the larger factor in many things. We ourselves do not like the Continental fashion of issuing books in paper covers. That, also, is ridiculous in the eyes of a Frenchman or

German, but we please ourselves and stick to cloth. The Canadians have another deeply-rooted prejudice, and that is in favor of developing their own industries. They are as mad on that point as we were from the time of the Plantagenets down to the meridian days of Victoria. It is sad, but it is human, and perhaps not altogether un-English. They ask us to remember that they live on the other side of the Atlantic, under conditions which are by no means similar to those under which we live, and that their requirements are not precisely the same as ours. They do not want to steal, but to buy, and they ask English authors and publishers to sell them permission to print their own books."

The stationery and paper trades were startled on Saturday last by the announcement that J. Q. Preble & Co., of New York, had suspended, and that this suspension had been followed by the suspension of J. B. Sheffield & Co., and the Saugerties Blank Book Company, both of Saugerties, N. Y. On Tuesday of this week J. Q. Preble & Co., made an assignment to Thomas S. Bassford, a New York lawyer, the only preferences being the wages of employees. In the case of the Saugerties concerns, both of which are corporations, applications have been made for the appointment of receivers. The total liabilities of the two Saugerties companies, namely, J. B. Sheffield & Son and

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Phonographic	Scholars' Comp. No. 99
Bric-a-brac	Ass't. Box " 1500
Knickerbocker	" Superb " 3
English Drawing (Cumberland lead).	Slate Pencils in Wood.

SEND FOR CATALOGUE.
 LONDON AGENTS,
PERRY & CO., (18 HOLBORN VIADUCT.)

the Saugerties Bank Book Company, are now stated on good authority to be \$1,500,000, and the separate liabilities of J. Q. Preble and his firm in New York will foot up \$500,000 more. A considerable part of the indebtedness of the Saugerties companies, however, is reported to be due to Mr. Preble personally, so that if they make a good settlement he will be individually relieved. The assignee is now in possession of J. Q. Preble & Co.'s business and the books are being examined with a view to ascertaining the exact position of affairs. Mr. Preble made the following statement to a reporter of The Stationer: "The Saugerties Blank Book Company and J. B. Sheffield & Son owe our firm \$525,000, and the Wabash Manufacturing Company owe us \$110,000. If these parties had paid their notes J. Q. Preble & Co., would not have suspended. This is all I can now give out to the public."—American Stationer.

THE REGENT SQUARE PULPIT.—As the title suggests, the matter of this pamphlet is a sermon. The preacher is the Rev. John McNeill, the eminent Presbyterian divine, who is listened to by multitudes every evening in the Regent Square Church, London, England. On the Thursday following the Sunday delivery of each sermon, it is published by James Nisbet & Co., London, England, in the weekly issue of the tract named at the head of this notice. Each number of the Regent Square Pulpit, is, therefore, a full report of Dr. McNeill's last sermon. The subject of the first discourse in the series is: "Mary and Martha," or Stable and Unstable Equilibrium." The sermon is a thoughtful study of the differing conduct of the two sisters on the occasion of Christ's visit to their house, and of His appreciation of the fundamental difference in their spirituality. The preacher commends the human excellences of Martha, and wishes there were more women who had them, but points out that her cardinal fault is her belief in herself as a model of perfection. Thus she is shown to be the prototype of a very numerous but mistaken class of Christian workers, whose worth is unquestioned, but who, like Martha, lack the one thing needful. The calm manner, the clear thought, the simple English of Dr. McNeill's sermons, as they are illustrated in the first number of the Regent Square Pulpit, make them specially suitable for quiet reading. They are the sort from which most strengthening spiritual aliment may be drawn without, as much as with, the aid of the speaker's voice and manner. The Regent Square Pulpit is 5c. a number, or \$2.00 a year. The Willard Tract Depository has the sole agency for Canada.

"The Great Hymns of the Church" By Rev. Duncan Morrison. Toronto: Hart & Co. There is no other class of feeling which so naturally lifts up a man's language as

does religious fervor. The written form impregnated with it often approaches, sometimes reaches, the eloquence of poetry, and frequently the best of it comes from pens incapable of poetic accomplishment upon any other theme, or under the influence of any other experience. Thus Caedmon, the cowherd, prosaic, and unskilled even in the mechanical art of poetic expression, nevertheless could be rapt by religious feeling, and under its spell wrote a remarkable poem. The writers who have made very good poems upon great human events, upon war, desolation, love, friendship, or sentimental subjects generally, are few compared with the number who have acceptably essayed hymn-writing. The feeling of religious awe is one more generally attainable, and therefore more commonly shared than the other higher feelings. Hence there is more of it sublimated into poetic form than there is of those. As a result of this fact, we have within the local and chronological confines of Christendom a vast number of hymns. There has been a lot of hymn-making in our day, and there has also been an indiscriminating readiness to adopt into church service what is of recent make. This is not for the highest interests of worship, and anything that makes for a more classical hymnody should be hailed by the friends of seemly worship as a herald of reform. Such an influence, we are sure, is the book whose title is quoted above. From the immense mass of hymns of English, Welsh, German, Latin, Greek, and Scriptural origin, the author makes a selection of twenty-eight. These are the grandest of hymnal achievement. Of each a complete history is given, which, we are convinced, will be the means of having those hymns sung "with the spirit and the understanding in a far higher degree" than heretofore. In every case the history is most interesting, and is written in a style that adds to the intrinsic interest of the matter. Mr. Morrison is a good writer, and is plainly an authority upon his subject. His enunciation of the canons by which he tests the title of a hymn to greatness is given in the introduction to the book, and that shows at once the warrant of the man to write upon "The Great Hymns of the Church." While insisting on the importance of literary finish, he believes that "the successful hymnist should take his keynote not from Parnassus, but from Mount Zion." The book should be in the hands of everybody who worships. It is beautifully printed in demy octavo, bound in vellum cloth, and is a handsome volume. Price \$1.50.

"No man has a right to hazard other men's property without fairly appraising his creditors of the nature and extent of the risk, and obtaining their consent to the measure."—Horace Greeley.

Have you tried the Cash System? It would add years to your physical life, as well as to your business life, to be able to buy and sell for cash.

ARTIST MATERIAL.

It is no less a duty than a pleasure to us to point out to subscribers any favorable openings, for the increase of trade, which may come under our notice. In this connection it pleases us to draw attention to The Art Metropole, 131 Yonge street, Toronto, dealing in Artists' colors, materials, etc. They certainly have secured most attractive and reliable lines of goods, and as we think there can be no doubt as to the growing and certain demand for this class of goods, we would advise our friends to communicate with the firm in question with a view to an agency.

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Agent for the Remington Standard, is the best that the country affords.

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5141. *The Way of Holiness*. Arranged by Thomas Bawdon. Rev. J. McD. Kerr, Toronto, Ont.
5142. *Murray's Illustrated Guide to Montreal and Vicinity, 1889*.—Norman Murray, Montreal, Que.
5143. *Hester Hepworth*, by Kate Tannatt Woods. book.
5144. *Hedra, or Blind Justice*, by Helen Mathers. book. John Lovell & Son, Montreal, Quebec.
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5146. *When the Pearly Gates Unfold*.
5147. *Will You Come In*.
5148. *The Sheltering Rock*.
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5150. *The Door of God's Mercy*.
5151. *The Blessed Story*.
5152. *Marching Home to Glory*.
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5154. *Heavy Hearted*.
5155. *Hark! Hark, my Soul*.
5156. *Go and tell Jesus*.
5157. *Come Ye Sinners*.
5158. *A Morning Hymn*.
5159. *Almost There*. J. H. Hathaway, Brantford, Ont.
5160. *Long Odds, and Hunter Quatermain's Story*, by H. Rider Haggard. Published in Canada's Christmas. —Wm. Bryce, Toronto, Ont.
5161. *When the Lights are Out*. (Song.) Words and Music, by Gerald M. Lane. The Anglo-Canadian Music Publishers' Association, Ltd., London, England.
5162. *Canadian Almanac for 1890*. The Copp-Clark Co., Ltd., Toronto, Ont.
5163. *Rules and Forms of Procedure in the Church Courts of the Presbyterian Church in Canada*. William Reid, D.D. Toronto, Ont., in trust for the Presbyterian Church in Canada.
5164. *Menuet, No. 1, Opus 9*, by Byron C. Tapley, St. John, N. B.
5165. *Toujours a Toi. Valse Serieuse*, par E. Fraser Blackstock. I. Suckling & Sons, Toronto, Ont.
5166. *Premium Rates and Agents' Guide*. Insurance book. John Braithwaite Carhile, Toronto, Ont.
5167. *A Yankee in King Arthur's Court*, by Mark Twain. Andrew Chatto, London, England.
5168. *Armmell*, by S. Baring Gould. book. The National Publishing Co., Toronto, Ont.
5169. *All Year Round Lancers*, by Nellie S. Smith. —The Anglo-Canadian Music

Publishers' Association, (Ltd.), London, England.

5170. *The Illustrated Almanac, 1890*. James Murray & Co., Toronto, Ont.
5171. *Pocket Lexicon of Canadian Freemasonry*, by William John Morris, Perth, Ont.
5172. *Broken Shackles*, by Glenelg.
5173. *Revival Hymns. Selected and arranged by Rev. J. McD. Kerr*. Wm. Briggs, Toronto, Ont.
5174. *Up with the Union Jack. Song and Chorus*, by E. G. Nelson, St. John, N. B.
5175. *Recueil de melodies et chansonsnettes, comprenant: 1. La Fleur du Souvenir. 2. Je t'aimerai. 3. L'adieu du matin. 4. Les Hirondelles. 5. Suzette et Suzon. 6. Chanson d'Amour. 7. La Fontaine aux Pluintes. 8. Le Petit Doigt de la Maman. — Par Ernest Lavigne, Montreal, Que.*
5176. *Our Forest Home*. (book.) Eleanor Susanna Dunlop, Peterborough, Ont.
5177. *Telegraphic Code to be used in the business of Clark, Barber & Co., Clark, Barber & Co., Toronto, Ont.*
5178. *Witch Winnie. The Story of a King's Daughter*, by Elizabeth W. Champney. The Rose Publishing Co., Toronto, Ont.
5179. *Woman. Her Character, Culture and Calling. The Book and Bible House, Thos. S. Linscott, Manager, Brantford, Ont.*
5180. *The Bell Telephone Company of Canada, Subscribers' Directory, December, 1889. The Bell Telephone Company of Canada, Montreal, Que.*
5181. *L'Interieur de l'Eglise de la Bonne Ste. Anne, Cote de Beaupre, A. (Photographic.) Jules Ernest Livernois, Quebec.*
5182. *L'Interieur de l'Eglise de la Bonne Ste. Anne, Cote de Beaupre, B. (Photographic.) Jules Ernest Livernois, Quebec.*
5183. *L'Interieur de l'Eglise de la Bonne Ste. Anne, Cote de Beaupre, C. (Photographic.) Jules Ernest Livernois, Quebec.*
5184. *Bell Telephone Company of Canada, Western Exchanges, Subscribers' Directory, Ontario Department, December, 1889. The Bell Telephone Company of Canada, Montreal, Que.*
5185. *Davis' Hints and Suggestions to Book-keepers*. Shirley Davis, Township of Pittsburg, County of Frontenac, Ont.
5186. *Andrews' Mercantile Protective Method*. Edwin S. Andrews, Ottawa, Ont.

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288. *Business Map Directory*. Cephas Robins Beswetherick, Toronto, Ont.
289. *Life Inside the Church of Rome*, by M. Frances Clare Cusack. Wm. Briggs, Toronto, Ont.
290. *The Gondoliers, or, The King of Barataria. An entirely original Comic Opera in two acts libretto*. Words by W. S. Gilbert, Music by Sir Arthur Sullivan. The Anglo-Canadian Music Publishers' Association, Limited, London, England.
291. *The Commercial Travellers' Hotel Guide and Diary*. Thomas Sargent, Toronto, Ont.

FANCY GOODS, CHANGES, Etc.

Mrs. F. Gileena, of London, is advertising her fancy goods business for sale. December 1st it seems to us is a better selling time than Jan. 1st.

H. Hendershot, the Toronto stationer and news dealer, assigned to R. Lane, on the 27th ult., particulars of which we have not as yet learned.

Mr. C. Wright, has bought out Wm. Wylie's, West Toronto Junction, drug store. The best we can wish him is to keep pace with the live town in which he has settled.

Mr. F. Eagar, the well known wholesale druggist, of Halifax, has given the trade a Christmas surprise, in the shape of an assignment. While he was not looked upon as the strongest house in the Dominion, he was generally supposed to be doing a prosperous trade.

Chattel mortgages, in British Columbia, are becoming too common. We forbear mentioning names, but would advise the trade, both wholesale and retail, to walk before they leap.

F. E. Bird, who has, for years, run a large stationery and toy business, in Winnipeg, has just sold out to Mr. Geo. D. Rice. While we wish his successor the best of luck, we should be pleased to hear of Mr. Bird's next venture.

Miss J. Beach, proprietress of a Brockville fancy store, advertised her stock to be sold by auction on the 20th Dec.

Thos. Frood, the Sudbury druggist, was burnt out some two weeks since, in the disastrous fire which visited this enterprising mining town. We hope Mr. Frood was insured, for we have not heard of anything to that effect.

It is with regret that we have to chronicle the death of one of Canada's oldest and most respected wholesale jewellers. Mr. Edmund Eaves' name, in the Province of Quebec, is an analogous term with that of jewelry, although in this Province he does not seem to have aimed at building up a trade. His death on the 15th of Dec., was comparatively sudden, caused by inflammation of the lungs. Having dissolved partnership with his brother, we presume the business will not be continued.

H. C. Tait, of Bowmanville, does not seem to have been very successful in his efforts to combine photography with the book trade, for he assigned the first week in Dec. to Townsend & Stephens. The stock amounted to \$5,018, and was sold by Oliver, Coate & Co., on the 19th inst.

T. S. Campbell, of Stratford, also tried to mix things up a little. A young man with comparatively little business experience should not flatter himself that he can make a success of two such worrying trades as dry and fancy goods. There are few young men

who have started their business career so successfully, but in a few months managed to scatter his whole.

On the 17th December the stock of wall paper and stationery belonging to the estate of E. E. Smith, of Toronto, was sold by auction.

Thos. N. Campbell, who was supposed to be doing a flourishing book trade in Prince Albert, is now going out of business.

A. Horsfall, of Yarmouth, has just taken into his drug trade a commercial partner in the person of Dr. J. N. Harris. The style of the firm in future will be Horsfall & Harris.

Comparatively few druggists, we are glad to say, are compelled to favor their creditors and the assignees with statements of their business, but if such a thing is to take place Thorold is bound to lead the van, as was shewn last month in the failure of Chas. A. Kyle.

W. J. C. Naftel, cor. Spadina avenue and King street, Toronto, has sold out his drug business.

We regret to learn just as we are going to print of the serious illness of Mr. Wood, father of Mr. Thos. Wood, the well-known stationer of Tilsonburg. The last account reports that the old gentleman is not expected to recover.

Without particulars we would not venture to state anything definite about the rumored dissolution of Messrs. Smith & Fudger, the well-known wholesale fancy goods dealers, but true it is that such a report has for the last month tickled the ears of the curious. If there is any truth in it we shall soon expect an official notification from the firm themselves.

BUSINESS CHANCES.

FOR SALE.—One of the best located News and Stationery businesses in the city of Hamilton. Stock new and well-assorted. First-class reasons for selling. Apply to Box 1216, Hamilton, Ont.

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- No. 85 MISS MEPHISTOPHELES. By Fergus Hume, author of Mystery of a Hansom Cab, etc. 30c.
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- No. 79 ARMINELL. By Rev. S. Barling Gould 50c.
- No. 78 A LIFE'S REMORSE. By The Duchess. 30c.
- No. 77 PRINCE SERGE PANINE. By Georges Ohnet, author of Dr. Rameau, etc. 30c.
- No. 76 A BLOOD WHITE ROSE. By B. L. Fargeon 50c.

THE NEWEST BOOKS.

- ASTARTE. By Alfred Delvan 50c.
- "I WILL NEVER CONSENT." Delores Marbourg 50c.
- MANOR DISCOUNT. By L'Abbe Prevost 50c.
- THE PACE THAT KILLS. Edgar Saltus 50c.

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RUBBER BALLS.

SEASON 1890.

SIZE.	COLOR.	PRICE PER DOZ.
1 1/2 in.	Grey	20 cents, net.
1 3/4 "	"	25 " "
2 "	"	30 " "
2 1/4 "	"	40 " "
2 3/4 "	"	45 " "
3 "	"	60 " "
3 1/4 "	"	75 " "
3 3/4 "	"	88 " "
4 "	"	81 00 " "
4 1/4 "	Colored	25 " "
2 "	"	35 " "
2 1/4 "	"	43 " "
2 3/4 "	"	50 " "
3 "	"	80 " "
3 1/4 "	"	90 " "
3 3/4 "	"	\$1 05 " "
4 "	"	\$1 35 " "
4 1/4 "	"	\$1 50 " "
No. 3 in.	Solid	18 " "
" 4 "	"	20 " "
" 5 "	"	25 " "
" 7 "	"	35 " "
" 9 "	"	50 " "

We direct special attention to above prices.

The Toronto News Company,

IMPORTERS,

42 Yonge St., Toronto.

P.S.—Our Price List for the "Standard Base Balls" will appear in the next issue of Books and Notions.

A TRAMP ABROAD ON XMAS EVE.

Definitions. Tramp, an abstract noun, abroad, on the main streets of Toronto; Xmas Eve, Monday and Tuesday, the 23rd and 24th Dec

Having, like the foolish virgins, neglected to fill my lamp with oil and being continually reminded that I was the unhappy possessor of a variety of connections a father, a mother, brothers, sisters, aunts, cousins, nieces, landlady and a host of attaches - I sallied forth on the afternoon of Monday, the 23rd day of December, after having carefully emptied the contents of the cash box into my breeches pocket. But what was I to buy? I had no idea. Something pretty and novel without being too expensive, for my dollars did not bear a very large ratio to the number of names on my list. Good idea! I would go to a wholesale house where I was well known. Finding the streets so over crowded that I had constantly to take to the road to make any progress at all, I concluded that my idea was a brilliant one, for the shops were more than crowded. On entering the warehouse I was surprised to see the office almost deserted of clerks. They evidently had other work to do. A nod from the proprietor who was shewing a "friend" around, encouraged me and I looked about me for a salesman, but with what success need hardly be stated, for the whole building, flat upon flat, was crowded. Very few were being waited upon for want of more help, but the customers did not seem to mind that a great deal. Funny storekeepers, they, to take things so easily when business was so rushing! Nor had I any idea that so many stores had lady buyers, and stout ones at that, nor that they were usually escorted by two or three children when they were buying their stock. But what surprised me most was the careless indifference with which they handled fragile toys and the small stocks that those being served were laying in. But, of course, they did not want to carry anything over for next season. One thing, however, was pleasing everybody seemed to have forgotten all about the credit system and paid cash for their goods. Altogether the sight was so novel to an uncommercial man like myself that I became nervous and retired, fully impressed that even to one who had official claims upon the house, the proprietors would not like to sell to me, not being in the trade.

Up Yonge street I had to follow a "single file" of pedestrians, who were trying to squeeze between a row of street cars and a motley crowd, who shouted at and shoved by a policeman, were gazing at a dry goods window, where a boy Santa Claus was shooting at a target. "Toys at half price," if carried through such a crush seemed to me to be a poor investment, so I walked another twenty yards, where I was attracted by the

melodious voice of an Israelitish auctioneer, who for the first time in three weeks had obtained an audience and who had in consequence lowered his voice just seven and a half tones. As he was giving his goods away, I passed on feeling proud that I was not yet a pauper. A branch of a wholesale hardware store selling cutlery at cost, and big named crockery house, better known in the importing quarters, had a window full of bargains; but I was not in quest of either. Shoved on by the crowd, I soon found myself gazing in a sparsely filled window of nicnacs, and on further inspection noticed that there was a decided lack of permanency in the appearance of the interior fittings. "That's only a Christmas junk," I heard one man say to another. "Come along and I'll show you where you can get some presents." This was encouraging, so I also followed. In less than three minutes I found myself squeezing into the doorway of a large vacant millinery store, where I was surprised to hear the rattle of the glib tongue of a well known auctioneer, "Another, another, another, only five cents; do you want one?" "No," said a man in front of me. "I paid double that price for those I bought for my store in your wholesale establishment." "That shows you what bargains you're getting, ladies," said the gentleman on the table, and the sale went on more furiously than ever. But I have a particular aversion to forced sales, when everyone buys what they do not want simply because the price is low, so I left the din and crowd to join the moving throng outside, and concluded to return to my office, when I was attracted by a huge living stream coming from all directions and passing in at a single portal. My curiosity got the better of me, and I was surprised to find myself passing for the first time between the counters of Titus Drinkoff's "Everything at cost" establishment. Here were to be seen straining to the utmost their few remaining nerves in vain endeavors to serve nine persons at one time, writing with one hand, showing goods with the other, and incessantly exercising what lung power they had left on the symphonious word "Cash." A notice that all toys were packed at the purchaser's risk brought forth from a friend whom I met the suggestion that a premium should be offered to any one reaching the street with an undamaged parcel. I purchased a nine-inch elephant with a swinging head for ten cents, and tried the experiment. I did not, however, open the parcel before sending it away, but hope the head is still swinging.

But were I to narrate at length my many experiences of those two days, BOOKS AND NOTIONS would have to be enlarged. Chat-box, fresh and bright, for twenty five cents, seemed a very fair price for so large a book, and forty cents for a Japanese fire-place fan, spreading over four feet in breadth was the result of a visit to a Celestial store. This at

least was a grate bargain. Three presents for seventy-five cents was very satisfactory, so I retired for the day feeling much richer and wiser than I expected to. Next day, fortunately for me, it rained constantly, and my progress was made in the inverse ratio of the quantity of rain. What more could a busy man desire! But rain storms must be very stingy in money matters, for I heard several storekeepers say the rain brought them no money.

KEENE.

SOME SUGGESTIONS FOR SALESMEN.

Good salesmen do not give a thought to personal appearance in busy moments.

One of the best salesmen says the seller should only talk enough to keep the buyer talking.

The best salesman of the future will not be ignorant or illiterate—the day for such has gone by.

It is certainly true that salesmen of ready and fluent speech, good talkers, are often surpassed by those who say little.

There is a maxim, "When you buy, keep one eye on the goods and the other on the seller. When you sell keep both eyes on the buyer."

Some purchasers are as fond of talking as the man who talked to himself when there was no one else to listen, and gave as a reason that he "liked to talk to a good man, and liked to hear a good man talk."

Salesmen who are good listeners are usually good observers, and consequently they grow intelligent. If a point can be made clear at all it is all the clearer by brevity, and sensible people prefer evidence to eloquence.

One of the best faculties of speech for a salesman as it is for any person who has to convince others, is that of a short, plain and pithy illustration. It strikes home. Long-winded stories are tedious, and so are hobbies.

The salesman speaks to explain, convince and persuade, and he should keep his final aim constantly in mind. He knows instantly the effect he is producing, and the more favorable it is the better he can talk, because his facilities are encouraged.

Salesmen are the most important of all young clerks, says a well known merchant. A good one will always increase your business, add to your profits, and be of the same service as a partner would have been. A poor salesman will drive away trade, and may ruin your prospects. Let "fancy" men severly alone. Avoid all "loud" fellows.

The salesman who thinks of the meaning and feels the power of a word when he uses it will naturally speak it earnestly and with the right emphasis. Otherwise he will not emphasize it at all, and it is possible that a sale may hang upon the emphasis given to a few important words.—Michigan Tradesman.

CORRESPONDENCE.

That is all very well, Mr. Editor, that talk about reading reviews and reading books, and getting information to fit us for our positions as good booksellers. Where are we to get the time? I don't close up the shop until eight in the evening, and by the time I am home I am too tired to read. I am sure I don't have any time during the day. I am always busy or thinking out business. Can't I have the information pumped into me as I sleep or as I eat?

I wish you the compliments of the season.

Your well wisher,

HAMILTON.

Hamilton's case is not half so bad as he makes it out to be. Some of the most learned men the world has ever produced have been men with just as little leisure as Hamilton has, but they made the most of every minute. Consider the case of Hugh Miller, the great geologist. A stonemason, hard worked at a laborious and wearying occupation, a good workman, too, as his fellow workmen acknowledged, but he always made time to learn, here a little, there a little. His study was the stones he worked on; yours must be the books you sell. If you will but make the determination and lay out your work properly you will surely find the time.

DEAR SIR, - I would like to hear through BOOKS AND NOTIONS how the Christmas trade turned out in different sections of Canada. How did cards sell, and what class of cards sold? Did children's and holiday books sell, and, if so, what class? Did plush goods and fancy goods sell? What are you going to order for next year?

Answers to such questions as these, given by your hosts of subscribers everywhere, would be of the greatest value to those of us who are making up our minds as to next year's orders, and I am sure that manufacturers and dealers would thank you very heartily for the information.

BOOKSELLER.

London, Ont., Dec. 27, 1889.

I cordially agree with "Bookseller," and ask the trade generally to answer his inquiries through our columns. The interchange of opinions and experiences between members of the same trade are interesting, valuable, and provocative of good feeling.

ADVANTAGES OF THE TRADE.

The Century Company's latest Circular to the Trade deserves a careful perusal. They say:—

"We have always looked principally to the booksellers and newsdealers for the sale of The Century Magazine and St. Nicholas, and we invite consideration of the following special advantages which we extend to the trade:—

(1) Our Magazines are on sale, all unsold copies, if uncut, being returnable to the News Company from whom purchased.

(2) Our Magazines are issued at a uniform price, and on the same day, by the News

Companies all over the country, thus subjecting the dealer to the least possible transportation charge.

(3) We have no special terms to club agents; the smallest dealer, purchasing his supplies from month to month, secures his copies at a less rate than the largest club agent ordering by the year. As a result, our rates are cut much less than those of any other first-class periodical.

(4) We have no club rates or premium offers at which we supply our magazines direct to subscribers at less than the full retail prices, and we make no offers to subscribers with whom dealers cannot comply."

If magazine and news publishers, generally, would adopt the Century Company's fair rules the newsdealers would have a happier life.

CHARTERED BANKS.

The following is a list of the banks in Canada acting under a Dominion Government Charter:

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Bank of Toronto.	Imp'l Bank of Canada.
Can. Bank of Commerce.	Traders' do
Dominion Bank.	Bank of Hamilton.
Ontario Bank.	Bank of Ottawa.
Standard Bank.	Western Bank of Can

QUEBEC.

Bank of Montreal	Merchants Bank of Can
Bank of B. N. America.	Banque Nationale.
Banque du Peuple.	Quebec Bank
Banque Jacques Cartier	Union Bank of Canada.
Banque Ville Marie.	Banque de St. Jean.
Banque d'Hochebourg	Banq. de St. Hyacinthe.
Molson's Bank.	East. Townships Bank

NOVA SCOTIA.

Bank of Nova Scotia.	Halifax Banking Co
Mer Bank of Halifax.	Bank of Yarmouth
People's Bank do	Exec. B'k of Yarmouth
Union Bank do	Com'l B'k of Windsor.

NEW BRUNSWICK

Bank of N. Brunswick	People's Bank
	St. Stephen's Bank.

MANITOBA.

Commercial Bank of Manitoba

BRITISH COLUMBIA.

Bank of British Columbia.

Are you selling for cash? or are you losing 50 per cent of your profit by trusting everybody and anybody?

Now Autumn Summer puts to rout
And chilly winds to blow begin:
The ice cream joke is going out,
The stove-pipe joke is coming in.
—Boston Courier

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823

**CRAIG
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I am preparing to make my annual visit to Europe to select novelties for Fall trade.

**A
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: : & CO.,**

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Travelers now on the road. Any of the trade not called on, please send for samples

THE OFFICE END.

The selling end of your store is probably all right, says the American Storekeeper. Your clerks are undoubtedly polite and anxious to please. Your stock is probably kept in perfect order. The windows shine with elbow grease. The floor is spotless in its cleanliness. Your show cases are polished until they shine like the faces in a Sabbath school at Christmas time. But how about the office end? Have you any office to which you can retreat for a little private business chat upon occasion? Is there any particular place in your store to which all your clerks do not have free access? Are not your papers scattered about without order, and can you, at a moment's notice, put your hand on any bill you have received during the past six months? We hope that you have a neat little office, and that you are as systematic in caring for it as we would like you to be, but we are, nevertheless, going to preach to you about the necessity of having such a place, and tell what should characterize it. First, we would have it so arranged, if possible, without sacrificing light and space, that it would be screened from public view. Here we would receive all travelling men, and so far as possible, look at their samples. Here we would have a desk sacred to the affairs of the head of the house, in which could be systematically arranged the correspondence, bill-files, letter-files, price lists, catalogues, and other papers which one may need at any moment to secure some desired information. This desk should permit of locking, and the proprietor should teach the clerks to look upon it as his special property, and that it is not to be disturbed by them. We cannot speak too strongly of the importance of preserving the catalogues sent by manufacturers and jobbers. Though they may not seem to contain information which is useful to you to-day, they will probably be wanted badly before long. They will save you from saying a great many "I don't knows" to your customers. The bill files are of great importance, too. It may seem to many that a bill has survived its usefulness when the goods have been checked off, and the bill paid. It will frequently prove valuable, however, to re-order by, or to settle some point on which memory is not to be trusted. Correspondence should always be promptly answered, and then filed away for reference. Letters should always be copied. It will often save embarrassing discussions with wholesalers if you preserve copies of all orders. With the great abundance of cheap and serviceable office furniture to be had, this feature of the store can be made a comfort and a joy.

Shall I keep a diary? If you decide in the affirmative be sure to use an Easterbrook Pen. All stationers have them.

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