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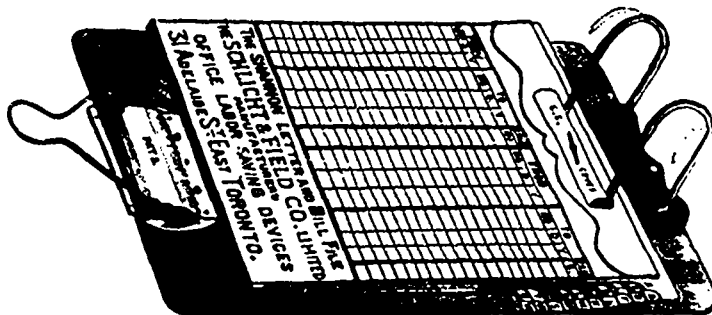
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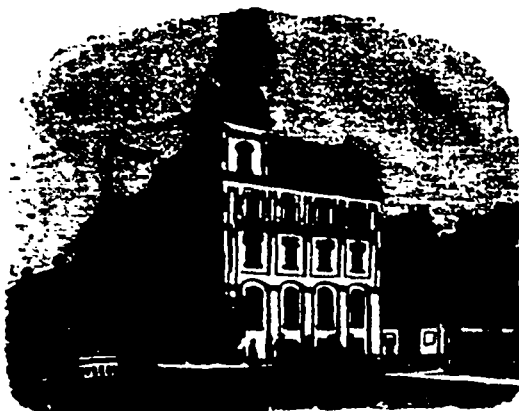
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Vol. 6

TORONTO AND MONTREAL, JULY, 1890.

No. 67

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TRADE CHANGES.

A. H. Welsh, the manufacturing jeweler of Toronto, recently obtained a compromise with his creditors, the most deeply interested of whom were Montreal watch and jewelry wholesalers. The old firm of Welsh & Trowern, so successful when together, evidently acted unwisely in separating, for Mr. Welsh's assignment was only a repetition of a similar act of Mr. Trowern's about a year ago. "United they stood, divided they fell."

Moosomin—a flourishing town in the Northwest—was visited by the fire fiend the first week in June. We regret to say that the buildings were of such a nature that the flames could not be controlled before they had completely destroyed seven stores. Of these three were general stores kept by F. G. Lewin, Narvolansky & Ripstein, and Richard Tees, while the four remaining were kept by two druggists, E. H. Scott, and H. J. Ruffles, a stovemaker, Geo. A. Morrison, and a watchmaker, J. M. White. We heartily sympathize with our friends in their severe loss, and only hope that they were sufficiently insured to enable them to start again. Look to your insurance reader.

H. Lawrence, a small stationer in Montreal, assigned on the 7th June, for the benefit of his creditors. In the same city, A. L. Kent has been appointed provisional guardian in the estate of Jas. Hoolahan, wholesale dealer in fancy goods.

Buckley Bros., the well known Halifax druggists and dealers in fancy goods and stationery, who have been running two well equipped stores during the last year or so have dissolved partnership, and in future will manage their respective businesses separately under the styles of Avery F. and Albert H. Buckley. As both brothers are regarded by all who know them as exceptionally upright and business-like, we predict for them both separately the same success that has crowned their joint efforts in the past.

W. J. Holden, the Southampton druggist, is closing up voluntarily, while Amos H. Blakely, of Stellarton, has asked the law to come in and settle between himself and his creditors.

Early in June fire destroyed, partially, the premises of A. R. Dobson, the bookseller of Bowmanville. Mr. Dobson is, however, in as good shape now to continue his business as before.

R. A. Nisbet, one of the most respected members of the drug trade in Halifax, has been called to his last rest, esteemed by all who met him and beloved by those who knew him best. His death has left a blank not easily filled. We tender our sympathies to the members of his family.

Each month witnesses new sales and transfers of business. There are always to be

found men who imagine they can make a fortune where others have lost their last cent. Two of Oshawa's drug stores have lately changed hands, G. T. Ryley has bought out W. T. Atkinson, while R. A. Scarett has disposed of his business to J. W. Higginbotham.

Mortgages and bills of sale are still matters of daily occurrence, though this month seems to have been specially free from reports in the fancy goods and book trade. Every day the wholesaler becomes more severe in this respect, and the retailer learns that the giving of preferences of this kind means little else than the ordering of his commercial coffin. If you have one ordered countermand before it is too late, and seek advice from the best physician in your town and ask the real cause of your ailment.

L. T. Joudry, jeweler of Moncton, is experimenting on a compromise at 25 cents on the dollar as a great favor to his creditors, who one and all declare that they will not consider such an offer.

NOVELTIES, ETC.

Amongst the novelties of the day is a fancy colored celluloid bouncing ball for drawing room use. Made up in a great variety of colors, and being quite solid to feel though entirely light, and bouncing from the floor or wall equally as well as a rubber ball, it meets with universal favor. It has one drawback. Being made of two hemispheres stuck together, it will not stand being struck with force against anything hard such as a stone pavement. It should however make a good Christmas toy.

The combination of plush and Persian silver is very popular this year, and cases of all kinds are being made in the new style. There is a strength and durability about it that is not to be had in the old style of plush cases while the appearance is far ahead.

Horn goods are becoming very fashionable. Made up in whisk holders, duster holders, key racks, ink stands, perfume stands, album stands, and even shaving sets, they seem to threaten even plush cases in sales. The prices we are told are far below what they have been in previous years.

Gauze fans are gradually becoming more popular, though the satin and feather goods still hold the ascendancy. In the United States the gauze goods have outstripped the stronger and more sensible kinds almost entirely.

Solid leather travelling cases are meeting with a demand somewhat in excess of previous years. People are beginning to find out that what the Englishman takes a fancy to must be durable as well as handsome.

With the issue for June 26th the New York "Nation" closed the twenty-fifth year of its existence. It was a pioneer in this country as an independent weekly review of politics and literature, and has long been a recognized authority at home and abroad. It has remained under one management from the first number to the present day, and its list of contributors during the twenty-five years of its publication has included most of the leading names in literature, science, art, philosophy and law in this country, and many of corresponding eminence in Europe. A bound volume of the "Nation" presents one of the most complete and accurate condensed records procurable of the world's current history, with impartial comment on questions which should occupy the attention of thoughtful men.

STATIONERY NOTES.

The beautifully tinted letter paper and envelopes, which under the name "Elegante" were ushered upon the market by Hart & Company a few months ago, are receiving a wide special call. Their delicate colors make an excellent back ground for monograms, crests, etc., which Hart & Company have the best facilities for emblazoning. We have never seen note paper made more luxuriously beautiful than the specimens which this firm exhibit of their embossed lettering and blazoning. The work is draughted and supervised by an artist from the old country. The obtaining of orders from the people of taste and fashion in a town should yield the retailer a remunerative trade.



The new Envelope and Stamp Dampener is an article that has long been needed. Its purpose is to abolish the unwholesome and disagreeable necessity of moistening with the tongue the gum on every envelope and stamp that has to be used. The task of closing a few hundred or even a few dozen envelopes becomes repellent to a correspondent or an office hand. The dampener is an instrument of so simple construction that it cannot be deranged, while for thoroughness as well as cleanliness and health, it will soon make the tongue an antiquated stamp and envelope dampener. It is a very portable article, being about the length and thickness of an automatic pencil. The lower end is the moistener, which is supplied with water from the tube above. Patent has been applied for. The Dampener is sold for 50c. by Hart & Company.

The huge publishing concern, which has been welded together under the name, The John W. Lovell Company, continues to grow in solidity and comprehensiveness. Other establishments have been attached since our last issue, and the stability of the league seems assured. If so, trade will be benefited. And not the least will it be favored by what appears to be against the interests of traders, namely, shorter discounts. The shorter the discounts the less will be the temptation for dealers to cut prices. The discount in the U. S. is 30 per cent. Duty and freight will run prices here 20 per cent. above those paid in that country. Erastus Wiman is a director of the John W. Lovell Publishing Co.

The Perfection Playing Card Co., late of Philadelphia, have moved to 71 and 73 Spring street, near Broadway, New York.

Mr. Oliver Manchec, of H. A. Nelson & Sons, Toronto, was married on the second inst. to Miss Ellen A. Phillips. They are now enjoying their honeymoon.

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Vol. VI. TORONTO and MONTREAL, JULY, 1890. No. 67

EDITOR BOOKS AND NOTIONS, Toronto:



Dear Sir,—

MATTER that often strikes us as being rather peculiar has recently come under our notice in a forcible way. We refer to the fact of firms such as The Methodist Book Room and The Willard Tract going among the trade and selling their goods, then advertising extensively and directing all the public to go or send to them for what they want. Don't you think they ought to direct people to the local dealers and give the trade some kind of a chance? If jobbers and publishers try to divert the retail trade to themselves, in all fairness they should not try to sell to dealers, and dealers should refuse to purchase unless they are given a fair shewing. We enclose specimen advertisement of what we refer to. Don't you think dealers could easily give 7 good reasons why they should refuse to purchase from houses that advertise in this way, trying to shut out the local booksellers? What is your opinion in the matter?

DEALER.

### 7 REASONS WHY

Every Sunday-school should purchase Library and Prize Books from the "Book Room."

1. Because having the largest Stock-rooms in the Dominion we carry the most complete stock.
2. Because our books are selected or published with care and adapted to the wants of the Sunday-school.
3. Because we import our goods and handle the latest publications of all leading publishers.
4. Because we buy in large quantities and can sell cheap, thus giving the best bargains.
5. Because we guarantee satisfaction.
6. Because our discounts and terms are liberal.
7. Because "The Book Room" was established by The Methodist Church.

\*\*\*

The dual trade to which our correspondent refers, has long been a vexation to retail dealers throughout the country. At first sight,

the question appears to have but one side to it, and that is the one presented by "Dealer." Nothing seems more unreasonable than that jobbers should first stock the retail trade, and then make use of the business machinery which that retail trade invoked, to draw to themselves part of the local demand that was calculated upon by the retailer when he bought from them. Such a course ignores the retailer in the circulation of trade. The volume of trade is given a free course until it reaches him, but he finds the channel partially dammed by those jobbers whom he bought from. The demand has been more or less sated by their direct rivalry. Further, they are known not simply to acquiesce in such trade with consumers, but to lay pipes for the direct accumulation of it. This is the case as it appears from the dealer's standpoint, and the injury to the retailer which this aspect of the matter shows, is not imaginary. It is real, and it is deplorable that it exists.

\*\*\*

There are conditions, however, that are equally real, to which the jobber submits in becoming a party to direct trade with consumers. An examination of these conditions, while it does not acquit the jobber nor mitigate the injury done to the retailer, will show that the practice is more an outgrowth of necessity than of choice, a necessity that is enforced upon the jobbers by the retail trade, by competitors, and by certain classes of the consuming public.

\*\*\*

The jobbers of whom the trade complain are those in whose stock there is a large proportion of religious books. These are specialties. The demand for certain kinds of them is only occasional and limited to a few supporters. But that demand is sufficient to maintain a fair share of a local dealer's general trade. Why is the local dealer not allowed to supply it? It is largely the fault of the consumers that he does not supply it. Those consumers, many of them ministers, read notices of every book that appears, note the name of the publisher, or main distributor, and write to him when they want it. What should this distributor do? He defers to a great trade fact in the course he pursues. He knows that the retail trade will not carry such special books. They shun the risk of handling stock in which the chance of doing business is so precarious. He knows the local traders have not the book sought for. Some years ago the firms complained against carried a hundred samples of religious and devotional books, but after useless expense in keeping up the habit, they abandoned it as fruitless. There was no trade call for such books. Therefore, the retailers' remissness or over-caution is blamable for alienating to the jobbers much of the local special demand. It might be argued, that the jobber should direct the person who wants the special work, to order through the retailer, or he should send it to retailer and notify the inquirer accordingly. What retailer should he recommend, or select if more than one trades in the place? Why should he discriminate against any of his customers in favor of another? Or, if it is conceded, that it would retard business to thus insist on trade coming through a retail channel, it may be claimed that the jobber should give the trade profit to the local dealers. Should he select some one of them to give it to, or should he make a division among all of them? Clearly, by tacitly voting the trade in special books to be too risky, retailers unanimously elect the publishers or main distributors the sole organs of trade with consumers, and confine themselves to trade that is underlain by a more general demand. That appears to be the position in which such special trade has been placed, and the retailers placed it there.

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There is another class of trade, also special and considerable, that the retail trader might as well have, but has not to any considerable degree, and that is the filling of orders for Sunday School libraries. Too much of that is done directly by the jobbing house. Here a combination of circumstances forces the jobber to accept any proffered order. First, the institution that wants the library, believing that it can do better at one of the headquarters of trade than it can at any of its outposts, will order from the publisher or controlling agent. The latter knows that to refer such an order to



the local trade, is to put in peril the chance of ultimately getting it at all. For, there are other large book houses ready to take such orders. The local trader probably deals with such others and is as ready to become the agent of one of them for the referred order, as he is of the establishment which referred it to him. Or, the Sunday School or other body which submitted the order, finding the jobber requires it to deal directly with the retailer, who is supposed to charge more, will in nine cases out of ten, send the order to some other jobber. A bird in the hand being worth two in the bush, the jobber fills such orders when he gets them, as he sees a great many chances against the chance of such order ever again gravitating to him, if he once sets it searching a retail approach to his business.

What is to be learnt from this is, that the trade should be on the alert to capture that fitful and unsuspected demand which has the fugitive habit of going away from home for the correlative supply. Who should know better than the local dealer when a library is wanted? or who should know better than a local dealer, how to convert a potential demand for one into one actually? That should be part of his business, and he should anticipate any order to the jobber, by advice and inquiries relating to a prospective one. He should have figures to submit to the library board that will open its eyes to the fact that it can deal as cheaply with him as with the jobbers. The jobber whom he represents may be trusted not to become the local man's rival in such circumstances. For, the local man, acting as the agent of the former, is able to post him as to the terms offered by representatives of other jobbers, and thus jobber and retailer work in sympathy. As to books wanted by special readers, the retailer should know of the publication of these as much as the men who want them, and he should know who are likely to want them. These he should try to work up a trade with, and order in lots to supply them. If the retailer is wide-awake he can quench the opposition of the jobber. The retailer takes too confined a view of the duties of his trade. They do not consist in strict attention to the ordinary demand solely. They embrace the cultivation of a trade in specialties, which require a man to be all alive, to be abreast of his time in the information and the energy necessary to get hold of such trade. This we pointed out some time ago when we advised retailers to be also book canvassers to a certain extent.

If jobbers find that their samples of special books receive no attention from the retailers, if they find consumers will apply to themselves, if they find it impossible to apportion profits on such sales among the local retailers, they naturally conclude that the most satisfactory way to do is to recognize such trade. Further, since the thing is countenanced by all jobbers, each thinks

such trade a legitimate object of development, and knowing that some jobber is to get such trade, is determined not to be behind hand in his pursuit of it. He therefore advertises, though the advertisements usually appear in denominational periodicals only. The jobbers would rather do all their trade through retail channels, but retailers either shun the risk or do not make advances first. One of the jobbing establishments complained of, The Willard Tract Society, puts on every catalogue, circular, announcement or other printed communication to the trade, the direction, "Parties from a distance can order direct through local bookseller." It must also be remembered that the two firms referred to were established to retail books but there are other jobbers for whose action there is no such excuse.

### DISCOUNT ON THE READERS.

In the May number of *BOOKS AND NOTIONS* it was pointed out that retailers had nothing to expect directly from the award of the arbitrators upon the prices of the reading-books. The question they had to settle was one between the publishers and the public. It was this. Are the publishers getting too much for the reading-books? The contract between the Department and the publishers leaves that question alone referable to arbitration. Other questions might arise, easily foreseen at the time the indentures were in preparation, but for them no provision was made. One of these questions has arisen, and has been a very lively one ever since the introduction of the present readers. It is that of discounts to the trade. It is clear to everybody that these discounts are too small. It is inconceivable how a board of arbitration, if the question were submitted to it, could arrive at any award other than the conclusion unanimously reached by the trade, that the discounts are too small. But in the agreement there is no such eventuality as the inadequateness of the discount contemplated, so that the Minister cannot of his own action, nor through the mediation of an arbitrating body, redress anything that is unjust to the booksellers. They have to handle the books, but no matter how clearly their experience has demonstrated the unprofitableness of handling them upon the present basis, they have no relief in the agreement, or in the action of any party to it, if we except the unlikely possibility of the publishers giving more than the lowest discount. It is in their choice to do so, but not in their interest.

But indirectly the trade has something to hope for from the arbitration. If prices are pronounced too high, there will be an excess to pare off. The division of that excess between the trade and the consuming public would be a fair question for the Minister to submit to another board of arbitration, or would be a fit subject for his own discretionary disposal. The publishers would then be out of the consideration of the Minister or

those to whom its solution might be assigned. It would then simply be a question between the trade and the public, as the present question is one between the publishers and the public. The Minister has already expressed his willingness to do something like this. His opportunity will come if the award of the arbitrators now sitting should be against the established prices.

Even if the award should not be against those prices, if the commission should declare that the public are paying only what the books are worth, something might still be done in the behalf of the dealer. A consideration that might sway the arbitrators towards the view that prices are just, is the supposition on their part that the trade is getting what would be a proper valuation of the expense and trouble of handling these books. It is known to the arbitrators that the trade gets at least 20 per cent. discount, but it might be supposed that in practice it gets more than the least permitted. If the commissioners should value the trade discount at more than the lowest, they might be led to consider that the remainder is not too much for the publishers. To arrive at a fair price one of the items to be calculated is the cost of handling, and that should be settled by actual investigation rather than by reference to the lowest value placed on it by the agreement. If the arbitrators fix another value for the purposes of their inquiry into the main question, no matter what their decision of that main question be, that other value is the one that should be adopted. Whatever the arbitrators recognize in their investigation as a proper theoretic discount to be allowed for trading, should be the one conceded in future practice.

### TRADE PROSPECTS.

As is usual just at this time of the year, the all-absorbing topic of conversation amongst commercial men is the crop prospects. It is felt that there is need of a really bountiful harvest in Canada to avert a great deal of financial suffering. Our imports for the last three years have considerably exceeded our exports—a state of things which has puzzled some of our astute bankers, who annually look to our foreign balance sheet for an answer to the question: "Has the country made money?" It does not seem to have appeared to any of these gentlemen, judging from their writings and speeches, that this debit balance has been covered by moneys brought into Canada for permanent investment by settlers, loan companies, railways, and other like corporations, manufacturing companies, etc. This money comes into Canada through the mail, over which there is no established check, while the imported goods having to be passed through the various custom houses are all taken account of. For this reason we believe that Canada has been more than holding her own all along, notwithstanding the poor crops she

has experienced of late years. We furthermore are of the opinion that the resources of this country are so far-reaching, and her capacity for money-making so great, that with a series of bountiful harvests there would be seen strides in the progress of our towns and cities that are seldom witnessed even in the United States. At the time of our writing, 8th July, it can be safely said that not for many years has the prospect been so bright. While some kinds of fruit are behind in the quantity of their yield, and others are not quite up to the standard of quality, owing to the singular weather of the past winter, the hay, grain, and root crops, are looked upon as being excellent. In Ontario the two things to be feared are drought, and its opposite too much rain, both of which evils, so far, have not shewn themselves, while in the Northwest the terrible bugbear is the early frosts. These frosts, however, are regarded by those who know as easily averted troubles, and as in reality nothing more than a punishment to the careless farmer—it being claimed that healthy grain, growing in well drained and thoroughly tilled soil, experiences no difficulty in withstanding the slight frosts which take place in the summer. In Manitoba, and the adjoining territories, the crop is reported as ahead of all previous records, and it is confidently asserted that owing to the severe lesson of the last two years, the farmers have this year taken much greater pains with their farming. They are sanguine people in our far-west, but they all seem to

agree that if the harvest is housed as plentifully as the present would forecast, the whole of their country will be placed in an independent position without a dollar's debt to the eastern loan companies and wholesale merchants. May such indeed be so is our earnest wish. Another month will settle many doubts.

**THE PRINTERS' DINE.**

The annual banquet of the Employing Printers' Association, took place at the Rossin House, June 27. It was a success in every particular, and reflected great credit on the committee composed of Messrs. A. F. Rutter, C. Blackett Robinson, John Imrie, James Murray, and H. Bruce Brough, but especially on the first and last named members, for they had been at work early and late for weeks past. The tables were handsomely laid out, the dinner was excellent, and the speeches and songs entertaining in the highest degree. Probably nothing attracted as much attention as the beautiful Menu and Toast List the work of Messrs. Brough & Caswell. It was one of the finest products of the printers' art we have ever seen in the city. (A copy will be found in the office of BOOKS AND NOTIONS, as no doubt many of our friends would like to see it). Mr. W. A. Sheppard, occupied the chair, and Messrs. A. F. Rutter, C. B. Robinson, and James Murray, the vice-chairs. It was expected that Hon. Mr. Bowell, Hon. John Gibson,

Mayor Clark, M. P. P., Mr. Creighton, ex M. P. P., and Prof. Clark, would have been present, but their regrets were received at the last moment. The following was the list of toasts and responses.

- The Queen and Royal Family.
- Our Volunteers—By Capt. J. B. McLean, (BOOKS AND NOTIONS.)
- The Legislative Assembly—W. F. McLean, (The World).
- Board of Trade—John T. Davidson, Presid't.
- Canadian Literature—G. Mercer Adam.
- Our Craft—W. B. Prescott, Pres. Typo. Union, G. M. Rose, Hunter, Rose & Co.
- Sister Crafts—Richard Brown, (Brown Bros. & Co.), J. F. Ellis, (Barber & Ellis Co.,) and F. Diver.
- Our Association—H. Bruce Brough.
- Copyright Association—D. A. Rose.
- The Type Founders—R. L. Patterson, and J. T. Johnson.
- The Press—W. F. McLean.
- Our Guests—John A. Paterson, M. A., and J. Wilson, Inks, New York.
- The Ladies—E. S. Caswell.
- Songs were sung by Messrs. J. W. Bengough, Imrie, and F. Diver.
- The gathering broke up shortly after one o'clock, after a most enjoyable evening.
- One of the manufactured articles that has not gone into a "trust" is steel pens. You may, however, always trust an Esterbrook Steel Pen for its good reliable qualities.

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If cheap work means poor work... we do not do cheap work... But cheap work means big value for little money... we do cheap work.

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Or. Plating Engraving

**CIRCULAR AND PAMPHLET ADVERTISING.**

A CANADIAN correspondent, in debating the question of pamphlet advertising in PRINTERS' INK a few weeks ago, made the assertion that pamphlets, even though properly addressed, frequently did not reach their destination, but remained piled up in the corners of the country post-offices until they were old enough to sell to the paper mills. This letter came under the notice of the Postmaster General, who considered it a slur upon the postal system and directed the District Inspector to call upon the writer and either clear the Department of the odium or remedy the evil if it was actually found to exist. PRINTERS' INK correspondent now writes: "I proved to the gentleman's satisfaction that the evil was genuine, but not confined to Canadian post-offices, as the same thing was going on just as regularly in Uncle Sam's domain, and I showed him also that it could not be remedied. The emoluments of country postmasters are not sufficient to enable them to have suitably arranged offices, extra clerks, full complement of letter and newspaper boxes, etc., which would be needed for the proper distribution of the flood of books, pamphlets, calendars, almanacs and sample papers which continually pours into every post-office."—Printers' Ink.

**The Religious Tract Society**

55 PATERNOSTER ROW,

**LONDON, - - ENGLAND.**

ARE THE PUBLISHERS OF

**THE LEISURE HOUR**

**THE SUNDAY AT HOME**

**THE GIRL'S OWN PAPER**

**THE BOY'S OWN PAPER**

Each Sixpence Monthly,

AND OF SEVERAL THOUSANDS OF

**Books for all Readers**

AT ALL PRICES, FROM ONE PENNY TO ONE POUND.

EXPORT TERMS ON APPLICATION TO TRADE MANAGER.

## THE DEALER FROM TWO STANDPOINTS.

There are two theories as to the relation in which the dealer stands to the public; he may be regarded as existing for the public, or the public may be regarded as existing for him. It is easy to show which of these views is the more reasonable. If there were no public there certainly would be no dealer; but it does not follow that if there were no dealer, in the sense we use the word in now-a-days, there would be no public. The public, when it reached a certain stage of social order, invoked the dealer, and he came at its bidding. He remains, at its will. The dealer, therefore, exists, for the public. But although this is the more reasonable view, it is not necessarily the more useful one for the dealer to fix his mind on, firmly believe in, and slavishly act upon. The other view, as a private article of faith, is perhaps as good a view and as capable of transforming a poor man into a prosperous one. It has been the secret of a great many men's worldly success that they looked upon the public wants as the harvest ready to their hand, that they considered the public as an aggregate of contributors to their ends.

To prevent such a conception of the relation between the dealer and the public carrying a man too far, the other theory, that the dealer exists for the public, ought to be outwardly acted upon. The trader who appears to study every word of the customer, as if it were the one object of his existence to serve well those who came to buy, will do better than the man who leaves the impression that he considers the customer a buying unit which co-operates with other buying units to swell his gains. Although the customer may be considered an instrument of the dealer's purposes, yet the latter would be able to make little use of that instrument if in his dealings he showed himself to be of this belief. The formula, that the public is for the dealer, is all right if held to privately. The outward conduct of business should be according to the reverse of this maxim. It ministers to the practical demonstration of the more selfish belief. It also tempers the effect upon character which the unqualified pursuit of wealth from the other point of view would produce.

A man may hold to what business creed he will, but he must act up to a popular one. That will prevent the narrowing effects of one idea from running him into acts of meanness, from making a small man or a rogue of him. He who proceeds upon the idea that the public is for him, is apt to be not over scrupulous in his dealings with the public, unless he learns and lives up to a maxim that is as useful for popularity as his favorite one is for thrift. That maxim is the dealer is for the people. One is to be held for private ends, the other is to be acted upon for public policy. One keeps a man from too foolishly trusting the public or

giving way to his whims, the other prevents unrestrained greed overreaching itself and driving away trade altogether. The dealer who learns how to seem to concede more than he concedes knows how to make use of both views, and is something of a diplomat.

That the public is for the trader is shown to be the belief of those who produce novelties and give attractive exteriors to packages. For, such manufacturers hold that goods thus takingly presented will not wait on the demand, but will make a demand. The dealer who sells these really moulds the buying mood of the public to suit his ends and thus proceeds on the view that the public exists for him. So he does in every effort he makes to induce trade where no tendency to it is manifested. There is a vast amount of trade done because the trader privately believes the public are for his legitimate advancement, and who publicly acts as if he were for the best interests of the public. And the more both these views are truly exemplified in results, the more will such man deserve credit for honesty and tenacity.

## UNDERSTAND MEN AND THINGS.

There would be more business done by some dealers, if they had a broader and deeper acquaintance with men and the things that pertain to their own trade. How many traders there are whose shallow knowledge of human nature leads them to offend sensibilities that they did not know the existence of! There are traders who alienate business involuntarily. They happened to have a good stand to which a strong unsolicited volume of trade came. They were thrown upon no abilities of their own to build the foundations of that trade, and so did not acquire that intimate knowledge of the likes and dislikes of men which is needed to make trading intercourse agreeable. Such dealers generally go down hill very fast. The education which the world gives they had not picked up, and so had not developed that fine essence of it, tact.

We know a dealer who set up business in a place which was a hamlet when he went to it and was a town when he left it. He had traded throughout all the stages of its rapid progress. He was a pioneer in its trading history, and had the monopoly of a fine business which was supported by a large industry employing many workmen. But the biggest end of that man's business was the beginning. As the place grew his trade narrowed, and got more towards a point every year. Other dealers in this line came in and, starting humbly, built out broader and broader. Some of them became rich men. But the pioneer failed. He was wanting in tact. He would talk too much. This made his store the resort, not of customers, but gossips. He never learned to mend his fault, because he had not gone through that training school which the man who builds a business by force of energy has to go through.

Tact is a most important, most necessary quality. The man who possesses it will not do or say the wrong thing at the wrong time. He will know too that what would suit one man would not suit another. A quiet pleasant salesman, not over eager to impress some brilliant recollection of himself upon the occasion, is the man who will succeed. If he does not know human nature very well, he will at all events conceal his ignorance of it.

The knowledge of the things in which a trader deals is also most desirable. To know the properties of the finished article or of its constituents is often protection against loss. It is often productive of business, as such knowledge places the dealer in a position to make comparisons between like things, often to the advantage of what he is offering.

## DISHONEST TRAFFIC.

The oft-quoted, but erroneous assertion that honesty interposes too great a barrier to successful mercantile operations, has unfortunately obtained credence to a considerable extent, and its practice has been productive of temporary gain. The proper conduct of business implies rather a careful selection of stock and judicious methods of handling it, than a recourse to misrepresentation and fraud. The system of buying inferior goods and imposing upon the credulity of customers to dispose of them may for a time prevail, but must eventually result in the merchant's discomfiture and failure. The customer of the present has been taught the necessity of investigation, and if unfairly served, will not hesitate to inform his neighbors, who, like himself, will look elsewhere for honorable treatment.

It is poor philosophy to reckon upon present dishonesty as a means of ultimate profit—it is to suppose oneself wise and the rest of mankind fools. The reaction of fraudulent conduct entails odium and disgrace upon the shallow-pated and covetous who entrap themselves in their efforts to entrap others. If all men were guided by the rule of equity and right, as being sureties of the same treatment from one to another, a resort to dishonest transactions would not be reckoned upon as a system of revenge; nor would they be so blinded to their own interests as to seek to subvert those of their fellow men.

The struggle for life, fraught as it is with cares and trials and the calamities of dire results, requires an amount of resolution, caution, integrity and moral rectitude, commensurate with the necessities of living and acting properly. Any departure from a strictly honest business life not only brings disrepute and engenders a feeling of dissatisfaction, but operates against business success, since one false step may continue to divert from the pathway of justice. Habitual dishonesty, like habitual intoxication, is always dangerous, and will sooner or later bring ruin and disgrace.

It is infinitely better to conduct business upon a platform of strict honesty and under

moral suasion, than by seeking through dishonest misrepresentation and false maxims to be borne upon the current of success for a day, and then to be plunged into inextricable confusion and defeat. The false doctrines which have obtained root in the human heart, unless overshadowed and crowded out by wise precepts and noble principles, will eventually exert an influence too powerful to grapple with. There is nothing so effective as a proper beginning as, without it, the end will be dubious indeed.

Too much encouragement is being and has been given to an improper, not to say dishonest, course in the conduct of business for the remedy to act speedily and efficaciously. While dishonest traffic is connived at, and in some instances, encouraged in our country, it is made punishable in others—in fact, the conduct of business in some foreign countries is so regulated and controlled by law, as to render a departure from honesty but seldom attempted. When merchants do not serve the wants of the people legitimately and proportionately to pecuniary consideration, the employment of a controlling principle is necessitated and should be used. The disreputable system of unfair dealing, now so unblushingly practised, should be denounced by all honest men, and all honest merchants should unite for its suppression. To regulate the method of business conduct so as to render it subservient to correct, upright and legitimate principles is a "consummation devoutly to be wished."—*Detroit Herald of Commerce.*

### OUR BUYERS AT HOME.

The following from a correspondent of the American Bookseller will be read with interest by many Canadian buyers who go to England and whose experiences are similar.

A young American friend of mine is here paying his first visit; he complains bitterly of the difficulties he experiences in seeing any of the London publishers. Boys in buttons take his card, and see whether the great man is in; usually the great man is engaged, and the American caller is requested to wait. In nine cases out of ten he does not wait; if he does, and finds that the great man has read the papers, or got rid of his chiropodist, the conversation is always of a most non-committal order; "he will think it over," "call in a day or two," etc., etc., which makes the average Yankee, or still more Chicago man, swear. One of the Chicago book men is said to have forced the consignee; he came with a big order. Small boy, as usual, took his card, and came back with his usual answer. "Engaged; wait a few minutes." The Chicago man said. "I've come 4,000 miles to buy some of his books, and if he does not see me he may go to hell." This message procured an interview.

Mr. Kimball had a very similar experience, which he tells with considerable humor. He was prowling about after some old editions, and stumbled into a store in Hol-

born. He managed to see the proprietor, or rather one of the partners. "Have you a set of the 12 vol. Waverly, such and such an edition?"

"Oh yes!"

"Well, can I see it?"

"Wait, and I'll show it to you."

Away goes the English bibliophile, dives into a cellar, and in ten minutes emerges with a set. Kimball took them. Then he asked for a set of another standard. Again the bibliophile disappeared direct into his cellar, and emerged, after the lapse of ten minutes, with a coveted set. Mr. Kimball wanted some other sets, so he said. "In place of your putting yourself to the trouble of fetching the things up stairs, let us go down, and see what you have?"

"Go down to the cellar! Impossible, my dear sir, quite impossible."

"Why impossible?" said the Philadelphian. "You may have books that I want badly, although not on my list. I may take a lot of them."

"Impossible. Never heard of such a thing!"

Then he consulted his partner. "No, no; never allow any one down stairs. Utterly unherd of; quite impossible."

"Do you want to sell your books?" asked Kimball.

"I think I do not want to sell; in fact, rather not."

Mr. Kimball's language is reported to have been unfit for the Quaker City, and more calculated for the latitude of Harrisburg.

### DOES IT PAY TO HANDLE THE BEST GOODS?

In the majority of cases we believe the above question would have to be answered in the affirmative. No matter how small the store, restricted the trade, or indigent the neighborhood, there will be at times a call for the best goods in the market, and as it is always a poor policy to let the demands of regular or even transient customers remain unsatisfied, it naturally follows that every dealer ought to keep a small supply of the finest grade of certain lines of goods. But if there is a spark of ambition in the retailer's soul, if he wishes to advance with the times instead of remaining about where he began, there is no option in the matter. He must be ready at all times to supply the demand for goods above the average quality. Extra goods are almost invariably trade winners, because the supply in most lines, owing to various reasons, is generally limited; whereas it is seldom that the lower grades ever run short, and when every dealer can fill in abundance the demand for the latter class of goods, one has no decided advantage over the other. On the other hand, the smaller supply of extra quality and the timidity of many retailers in stocking up with them gives a splendid opportunity to the sagacious dealer who makes a specialty of several lines of the best goods in market. It

is not enough to claim that you sell the finest articles to be got, that plan has been literally worked to death. The public have become so habituated to the habit some dealers have of never acknowledging that they are either out of the finest goods or never had them in stock, that it takes a good deal more than the dealer's word now a days to effect a sale of inferior goods in the guise of extra. Success in such endeavors to deceive the public is more fatal to one's prospects than failure would be; "cutting one's own throat" is the only phrase that will describe the folly of the practice, for it invariably recoils upon those addicted to it with disastrous effect. The most successful retailer of whose career we have especial knowledge, is a dealer in a neighboring city who has been in business about fifteen years and began with about as small an equipment financially as perhaps any man who ever entered the trade. His most partial friend would hesitate to describe him as an especially bright man, his ability being of about the average. Yet that man has got together a splendid business, owns several houses and a round sum in bank, is highly respected by the community, and in fact holds an exceptionally enviable position. We have studied as well as we could, with the information at our disposal, the secret of this prosperous trader's success, and have come to the conclusion that it is to be found chiefly in the circumstances that the public can almost always depend upon getting the very best goods at his store, and that, if by one of those oversights that will occur no matter how careful the supervision of the proprietor, the finest grades run out of stock, it is an invariable rule to inform the customer of the fact, instead of attempting to deceive him by selling a little something inferior and calling it the best. The confidence of many of his customers has been won so completely that labels are superfluous and brands as though they were not. The fact that the goods have been sold to them as being of a certain grade is sufficient. In consequence of this dealer's thorough reliability in these respects, special efforts are not needed to push the business; on the contrary, it appears to be growing at a rate which is not relished by his employes, who, in spite of constant additions to their number, are compelled to work at their highest rate of speed and on several days for very long hours. Given these two essentials, viz. the finest goods and a determination never to deceive customers regarding quality, and there is no reason why nine out of ten retailers should not meet with a success equal to that of the dealer referred to above.

— Merchants' Review

There are complaints of cutting by States envelope manufacturers, notwithstanding the combination, by means of rebates, but as the American stationer puts it. "There is nothing comes home to roost sooner than a rebate."

## RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 25th of each month to ensure insertion in the current month's issue.

**THE LADY ECERIA** by John Berwick Harwood. Montreal: John Lovell & Son. This is a story of military and civil life in India and at home, and abounds in exciting situations. The plot is well concealed and is only revealed towards the finish. Some of the characters being well drawn, though the interest is perhaps rather diffused. It is also a good selling book.

**"MRS. PARTINGTON'S NEW GRIP-SACK."** By P. B. Shillaber. New York: J. S. Ogilvie. Mrs. Partington is a lineal descendant of Shakespeare's Mrs. Quickly, Sheridan's Mrs. Malaprop, and Dickens' Mrs. Sarey Gamp. Her great original faculty for the misappropriation of words, is exhibited in this amusing book with sufficient skill, moderation and blending of other humorous material, to offset the chance of so much funny matter palling on the reader's sense of the ludicrous. Such a book should be salable at all seasons and in all stores.

**EDISON'S Handy Encyclopedia of General Information and Universal Atlas** is only a manual, but an examination of its contents shows it to be a marvel of literary compression. It is a depository of an immense amount of information, and that not of a kind which is interesting only to the reading classes, but that is of concern to the workaday people of the world. The information is very practical and is given in plain language. Every household should have such a book. The Handy Encyclopedia is published by Wm. Debie & Co., Toronto.

**APRIL'S LADY** by The Duchess. Montreal: John Lovell & Sons, Canadian Copyright Series. This, another of the popular series by The Duchess, will be read with interest by the many admirers of that authoress. Several of her well known characters re-appear and in the heroine, Joyce Kavanagh, we have a charming creation. As usual the course of a true love does not run very smoothly, but the situations are delightfully depicted, and all comes right in the end. The reader will find it just the book for an idle summer's day. It is a book that should sell well.

**OUR DISTINGUISHED FELLOW CITIZEN,** by Carleton McCarthy, author of *Soldier Life in A. N. V.* Richmond, Va. J. L. Hill Co.; price 50c. This is a book for ready sale from the counter, catalogue or news stand, and for the new agents on the train. It is a book of the times, a kindly satire depicting in practical language one of the characters of the present age with some of his associates. We doubt if in many of our cities and towns, the personages of the narrative could not be easily recognized by anyone familiar with political and municipal life. The style of the author reminds one somewhat of Judge Tourgee with a suggestion of some of the Detroit Free Press contributors. The story is evidently written with a purpose.

**"FORGING THE FETTERS,"** by Mrs. Alexander, Toronto.—Wm. Bryce retails at 25c.; 15

an interesting story by the author of "A Life's Interest," "Beaton's Bargain," etc., in one hundred and fifty-four pages of Bryce's Canadian Copyright Series. Mrs. Fane marries an officer in the British Army, to suit the whims of an Aunt. They both repent and separate; he goes to India and she remains at home. Her hand is eagerly sought after by many aspirants. After many years Col. Fane becomes heir to extensive estates and changes his name. Under his new name he accidentally meets her, but she does not recognize him. They fall in love, but he does not reveal his identity until forced to do, when he rescues her from a compromising position in which she has been innocently placed by a scapegrace who wants to marry her for her money.

**THE LADDER OF JOURNALISM.** By T. Campbell Copeland. New York: Allan Forman. There is no position in the service of the press for which the most capable of cadets may not make himself more capable by reading this little book, and the closer to the outset of his incumbency he makes himself acquainted with it, the better for everybody connected with his paper. The book contains twenty-two chapters, written in a style that will do much to make the Ladder a widely influential book. The style is of the sort that wins confidence, and thus secures for the matter the attention and respect of the reader. Its preceptive effects are therefore likely to be felt by all who read it, and it is likely to be read by many. Not only to professional newspaper men is it useful, but to that large number of scholarly people who have occasion to write, or who are ambitious to write for the press. The book is interesting reading to anybody who has literary sympathies, as it has an interest that always attaches to a walk in life that is something of a mystery to the uninitiated. It allows of a study of the journalistic hive in circumstances not strictly ideal, but the best really attainable. The book is a handsome little volume and is sold at 50c. a copy.

**ZIG-ZAG JOURNEYS IN THE GREAT NORTH WEST,** by Hezekiah Butterworth. Boston; Estes & Lauriat. The list of works called the Zig-Zag series now comprises twelve distinct volumes, all by the same fascinating writer. In twenty years' service upon the editorial staff of the "Youth's Companion," the author's gift of writing juvenile literature has undergone a cultivation of which his latest work should be the finest blossom. In his treatment of the great characteristic features of the North West he has pursued a method that admirably fits the matter to the versatility and ruling sympathies of boyhood. His theme is a good one, he has noble resources of raw material to draw from to enthrall his young readers, and the author has made a book that should put a boy in possession of a picturesque and permanent conception of a land now vaguely connected in the most young minds with mere vastness. Such works as this impress information upon the plastic mind of youth and their charm makes the reader unconscious of learning. The book is simple in its style, full of illustrations, and contains 319 pages. It is just the thing for a present to a boy or girl, and should be a very easy book to sell to tourists, etc. It has a very taking cover. All orders for this part of Canada are filled by Hart & Company, Toronto.

**THE PROTESTANT EPISCOPAL LAYMAN'S HANDBOOK.** Toronto: Hart & Company. The reader, whether a High or Low Church-

man, takes up this book for the first time with a strong bias in its favor. Its outward appearance is a draft upon our admiration, which, independently of any literary or ecclesiastical prepossessions, will be honored at sight. In its fine linen binding, bearing the title in comely simplicity upon its back and cover, its beautiful paper, the spacious margins, the bold distinct type, and the tractable opening out of its pages, the book goes into the world under the most favorable auspices that the publishing art can give. It contains 217 pages of 8x5 inches each. Its contents are a series of short articles arranged under side headings in alphabetical sequence, as in the dictionary method. The subjects of articles are the usages, institutions, offices, dignities, symbols, etc., that occur in ecclesiastical parlance. In the discussion of these matters, the author's latitudinarian bent is very pronounced. The things themselves, tried by his definitions of what they are, he shows to be either unwarranted or misused in church practice. Scripture and history are freely drawn upon by the writer in the support and development of his opinions. The work is an arraignment of the ritualistic practices that have been creeping more and more into favor among the English Church clergy since the days of the Tractarians. Some of the subjects are: Absolution, Auricular Confession, Cross, Choral Services, the Eastward position, Flowers on the Communion Table, Lent, Organs, Painted Windows, Surpliced Choirs. The last part of the book is on the English Inquisition of the seventeenth century. The author is a Toronto gentleman. The book is one for which dealers should find no trouble in awakening a wide interest. It is published by Hart & Company of this city.

The customs authorities have been notified that a New York firm has pirated the well known shorthand works of Isaac Pitman, which are copyrighted in Canada. In the event of any attempt being made to import the pirated edition the books are to be seized.

Messrs. Whaley, Royce & Co., are just now attending to a large trade. This is the time of year that bands are most in request, and throughout the country there are many new ones forming and old ones re-equipping themselves with instruments. This makes trade good in the Imperial horns, which are made by Whaley, Royce & Co., who are now behind hand with their orders. Their trade runs eastward to the Maritime Provinces, and westward to British Columbia.

An idea that Hart & Company are embodying in some choice stock they are preparing, will greatly simplify the Christmas card business. They are making cards whose originality and rare taste, as betokened in the samples, will plough a wide furrow through next season's Christmas trade. Samples will be shown all retailers by travellers of the Company in their next trip. The cards are embellished with designs devised, lithographed and embossed in Hart & Company's establishment. They lend themselves to the securing of economy in the time usually taken up in Christmas card sales. People spend much time selecting several sorts to send to several friends. In these the designs are submitted, and the order can be filled from one sample. Those likely to want initials or crests engrossed should be canvassed before the time of demand and their orders forwarded to the firm here.

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## The Toronto News Company,

SOLE AGENTS FOR CANADA,

42 Yonge St.,

TORONTO.



Mr. Geo. Warwick, of Warwick & Sons, has gone off on a two months' trip through British Columbia.

Tee's music store, Winnipeg, was broken into on the evening of the 9th ult., but the burglars were evidently frightened away, for nothing was taken.

Mr. A. F. Rutter, of Messrs. Warwick & Sons, Toronto, left Saturday for a month's outing among the many islands of Muskoka. Mrs. Rutter and family accompanies him.

On the 20th ult. Dr. Briggs paid for the Methodist Publishing house, Toronto, the sum of \$1,650 duty on a single invoice of books. This is believed to be the largest entry of the sort ever made in the province.

Mr. A. S. Irving, president of the Toronto News Co., is back to the treadmill of business after a few weeks' ramble in New York and adjoining States. He looks as if he had enjoyed the short furlough he gave himself. He found trade quiet everywhere.

Mr. John Lovell, Montreal, in a letter to the Secretary of the Employing Printers' Association, Toronto, says he is a printer of sixty-seven years standing. He is, we think, entitled to be called the oldest printer in Canada. His career is one of which he may well feel proud.

The retail merchants of Georgia will hold a convention during the coming summer for the purpose of organizing a State Merchants' Association and also to memorialize the law making powers with regard to having some laws enacted for the protection of those who feed and clothe the people.

Mr. G. E. Brett, founder of the American branch of MacMillan & Co., has retired, and has been succeeded by his son, Mr. G. P. Brett, who has represented the house on the road. BOOKS AND NOTIONS wishes the same measure of prosperity to the son as that which followed the father.

A huge trade in Carnival goods has been done by H. A. Nelson & Sons. Particularly has the demand for flags been strong. Traders and residents have gone into flag buying on a scale unprecedented in the city's history. H. A. Nelson & Sons have had to bring flags four times by telegraph order to keep up their stock.

Assistant Secretary Tichenor has advised the Surveyor of Customs at Albany that Canadian postal cards imported through the mails are dutiable at the rate of 25 per cent. ad valorem as "printed matter," and has instructed him to prevent a continuance of the practice under which these cards have been admitted, in 500 lots, free of duty.

Instructions have been issued to the superintendent of the Government printing bureau

that hereafter in all Government documents and publications the spelling of such words as favor, honor, labor, etc., must conform to the English usage, that is, with the "u." Canada being a British colony, it is held that we should adhere to the English language and not adopt Americanisms.

The printing and supplies committee of the Toronto Public School Board recommend that the tenders of Chas. Rogers, Sons & Co., for intermediate double desks, two grades, at \$2.70 and \$2.60 each, and that of 'The Specialty Manufacturing Co. for "Oxford" desks, two grades, at \$2.85 and \$2.15 each, be accepted for the new schools.

E. J. McDonnell, who was killed in the Cope-town accident, was a publisher, a member of the firm of McDonnell Bros., 185 Dearborn street, Chicago. His body was not mangled, as first reported, the only bones broken being in his right leg. He appeared to have been squeezed at the chest so severely as to kill him instantly. It is said he tried to get out of the window just when the car left the track, and that the car rolling over jammed him.

Mr. Frank W. Lovell, youngest son of Mr. John Lovell, of Montreal, and who is associated with his brother, Mr. John W. Lovell, in the well known publishing house of John W. Lovell & Co., of New York, was married the early part of last month at Suspension Bridge, to Julia Colt, daughter of Mr. Leander Colt, of that place. Mr. Lovell is well known to the book and stationery trade of Canada, and no doubt our readers will join us in wishing them God speed.

Messrs. H. A. Nelson & Sons' travellers are working on their fall and winter samples now. They have some fine lines of Christmas goods to offer. The stiffening of prices in Europe, and the additional cost from increased duty will not affect the prices of staples. Shipments are arriving every day, and dealers in from the country would do well to examine the stock now, as they may not have it in their power, when the season is advanced, to get full assortments.

Messrs. Colin McArthur & Co., Montreal, have met the reduction in the duty on wall paper by a corresponding reduction in their prices. They aim to popularize their prices, and thus get control of an enlarged trade, to offset the disadvantage which greater facilities for imported competition puts upon native manufacturers. Their samples for the 1891 trade are now ready to submit to the retail dealers throughout the country. Those samples herald a year's trade that will have a basis of art and low prices under which it is capable of making it a very large one.

On the evening of the 23rd ult., Albert Britnell, bookseller and stationer, Yonge street, was married to Sarah, second daughter of Mr. James Jordan, plumber. The marriage ceremony was performed by Rev. J. V. Smith, of Yonge street Methodist church. The bride looked charming, and wore a rich green

silk embroidered with lace and orange blossoms. The bridesmaid was Miss Annie Jordan, younger sister of the bride. The presents were numerous and costly. Messrs. Barber & Ellis and employes sent a handsome dinner set of 123 pieces and other articles. Several presents also arrived from friends in Britain. After the wedding the happy couple went for a short tour, and will then reside at 76 Shaftesbury avenue.

Sir John Thompson will discuss the copyright question with the Imperial authorities during his stay in England. A year ago the Dominion Parliament passed an Act dealing with the subject, allowing among other things Canadian publishers to reprint English works on payment of royalty. The Imperial Government, holding that Canada was a party to the Berne convention, and could not escape its provisions without a year's notice, reserved the Canadian Act from royal assent. This Sir John strongly opposed, and he now wants to learn the intentions of the Home Government, whose attitude gives American publishers a great advantage over Canadian publishers.

On the 18th ult. a quiet wedding was solemnized in Little Trinity Church, Toronto, when Miss Carrie, second daughter of Mr. Thomas Bright, and grand-daughter of the late John Bright, was united in marriage with Mr. John M. Skaith of the Toronto News company. Rev. Alexander Sanson, rector of the parish, who, by the way, officiated at the marriage of the bride's mother, performed the ceremony. The bride, who was nicely attired in a travelling dress of brown and fawn, was given away by her father. The bridesmaid was Miss Florence E. Bright, sister of the bride, and the groom was assisted by Mr. Samuel Toye. The happy couple left on boat for Montreal. The bride was the recipient of many beautiful presents.

The Office boy owed one of the clerks three cents. The clerk owed the cashier two cents. The cashier owed the boy two cents. One day, the boy, having a cent in his pocket, was disposed to diminish his outstanding indebtedness, and paid the clerk to whom he was indebted three cents, one cent on account. The clerk, animated by so laudable an example, paid one cent to the cashier, to whom he was indebted one cent. The cashier, who owed the boy two cents, paid him one. And now, the boy having again his cent in hand, paid another third of his debt to the clerk. The clerk, with the so-called really "current" cent, squared with the cashier. The cashier instantly paid the boy in full. And now the boy, with the cent again in his hand, paid off the third and last installment of his debt of three cents.

E. P. Dutton & Co., will woo trade this year with strong attractions in art books, booklets, cards and calendars. The high level of enterprise and excellence so long maintained by that firm, has been reached if not passed in the lines that embody their

latest ideas of taste. The art that embellishes this year's holiday goods has been limned from ideals that have not done service in any former season's trade. There is a strong stamp of individuality upon the whole array of novelties that gives a special character to the stock. The books, booklets, etc., are irresistible in a different way from that in which they were irresistible last year. A new school of taste appears to be announced in them. They come from Nuremberg, Bavaria, where art is more truly the handmaid of trade than it is in any other place. We have space for but brief reference to some of these books, etc. "Familiar London" contains twelve colored views from London, and twenty-four pages of letter-press. "Shakespeare's Home" has ten colored pictures from Stratford-on-Avon, and twenty-two pages of descriptive matter. "Bunyan's Home" is similar in execution and scope. "The Pathway of Flowers," "The King's Highway," "The Golden Treasury of Art and Song," "Time's Footsteps," and a very large number of other beautiful volumes will appear with equal success to the holiday demand for gift books. C. M. Taylor & Co., Toronto, are the sole agents for Canada.

**SEIZURE OF COPIES OF THE MERCURY.**

The collector of customs at Montreal, June 14, reported to the department at Ottawa, that he had seized three bundles of the New York Mercury, as coming within the provisions of schedule "D" of the Customs Act, "printed paper of an immoral or indecent character." By the amending Act of last session any such goods if imported shall thereby become forfeited to the crown and shall be forthwith destroyed, and any person importing any such goods shall in each case incur a penalty of two hundred dollars. Local dealers stated that their regular supply of the scurrilous sheet had not come to hand, but boys were selling it on the streets during the afternoon. The publication it seems has for some time been entering Canada in an irregular manner. In the United States what is known as outside mail matter is carried by the government free, but does not go into the mail bags, and under it the Mercury had been brought into Canada, the consignees simply gathering the bundles from the station platforms instead of obtaining them through the custom house. Instructions have now been given that in future if any papers arrive they will be taken direct to the post-office, where they will be subject to inspection by the customs officers.

General Booth: "The Family" and the Salvation Army—is a work written by the ex-private secretary of General Booth. The writer is not eulogistic but critical of the effect of the Booth family's connection with the Army. If his judgments are just and his facts are presented in all their essential relations, the conclusions of the author must be taken as an able dissection of the situation in which the Army is placed as an instrument of good. The book is sold by John Brunell, 298 Yonge St., Toronto, at 10c. a copy.

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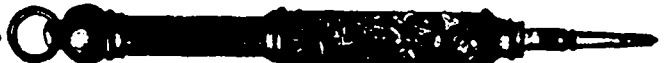
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## COPYRIGHTS.

- Entered during the week ending June 5th, 1890, at the Department of Agriculture, Copyright and Trade Mark Branch.
5394. The Baffled Conspirators, by W. E. Norris. Wm. Bryce, Toronto, Ont.
5395. Canada, Land of the Maple Tree;
5396. The Old Union Jack. Works and Music by Alex. Muir, B.A. I. Suckling & Sons, Toronto, Ont.
5397. The Tocsin, No. 2. Call the Roll. Words by L. A. Morrison, Music by J. E. Lanceley. Llewellyn Abraham Morrison, Toronto, Ont.
5398. A Hand-Book on Sabbath School Work. David Fotheringham, Toronto, Ont.
5399. Christian Baptism, by Rev. W. C. Wilkinson;
5400. Entire Consecration, by Rev. R. C. Horner, B. O.;
5401. History of the Methodist Church, by T. Watson Smith. Wm. Briggs, (Book-Steward of the Methodist Book and Publishing House) Toronto, Ont.
5402. The Firm of Girdlestone. A Romance of the Uuromantic, by A. Conan Doyle. John Lovell & Son, Montreal, Que.
5403. Eldorado Waltz, by Poplewell Royle. The Anglo-Canadian Music Publishers' Association, Limited, London, England.
5404. Atlas of the City of Toronto and Vicinity. (Plans.) Charles Edward Goad, Montreal, Que.
5405. Shadow Painting and Notes on the Decorative Art, by J. B. Smith, Truro, N.S.
5406. N. Hayes' National Guessing and Calculating Chart on the Census of 1891 in Canada. Newlands Hayes, Windsor, Ont.
5407. Prospectus of the work entitled: In Darkest Africa, and the Quest, Rescue and Retreat of Emin, Governor of Equatoria by Henry M. Stanley. Sampson, Low, Marston, Searle and Rivington, Limited, of London, England.
5408. The Lady Egeria, or Brought to Light, by John Berwick Harwood. John Lovell & Son, Montreal, Que.
5409. Histoire du Canada Popularisee. La Mongahela, par Edmond Rousseau. C. Darveau, Quebec.
5410. Canada. Words by Samuel Whitt, Music by Mrs. M. J. Whitt. Samuel Whitt, Toronto, Ont.
5411. April's Lady, by The Duchess.
5412. The Burnt Million, by James Payn. John Lovell & Son, Montreal, Que.
5413. By Order of the Czar, by Joseph Hatton. John Lovell & Son, Montreal, Que.
5414. Improved Sabbath School Teachers' Class Roll.
5415. Improved School Register for the use of Superintendents and Secretaries. The Presbyterian Printing and Publishing Co.® Ltd., Toronto, Ont.
5416. Field Flowers, waltz, by M. A.
- Weped. Whaley, Royce & Co., Toronto, Ont.
5417. Canada. A national anthem. Words by John Imrie; music by Prof. J. F. Johnstone. Imrie & Graham, Toronto, Ont.
5418. La Foi et la Raison, en elles-memes et dans leurs rapports, par l'Abbe Louis-Adolphe Paquet, Quebec, Que.
5419. Life of James Evans, by John McLean, M.A., Ph. D. William Briggs, of Toronto, Ont. (Book Steward of the Methodist Book and Publishing House.)
5420. Proceeding and Transactions of the Royal Society of Canada, for the year 1889, Volume VII. Dawson Brothers, of Montreal for the Royal Society of Canada.
5421. Plan of the Towns of Windsor, Walkerville and Sandwich and their vicinity, including a portion of the City of Detroit, U. S. A. Scale 1280 feet to one inch. Geo. Mc-Phillips, of Windsor, Ontario.
5422. Three Notable Stories: Love and Peril, To be or not to be, and The Melancholy Hussar. Respectively by the Marquis of Lorne, Mrs. Alexander and Thomas Hardy. William Bryce, of Toronto, Ont.
5423. Poems, by Sadie A. Prince. (Mrs. S. A. Davis.) Sadie A. Davis, of Springfield, Province of Nova Scotia.
5424. Campbell's Commercial Law for Business and Commercial School. Firmin Campbell, of Sherbrooke, Que.
5425. Forging the Fetters, by Mrs. Alexander. William Bryce, of Toronto, Ont.
5426. New World Uniform Collecting Co. and Private Detective Bureau. (Circular.) Thurston & Co., of Montreal, Que.
5427. A Scarlet Sin, by Florence Marryat. John Lovell & Son, Montreal, Que.
5428. The Mystery of Mrs. Blencarrow, by Mrs. Oliphant. William Bryce, Toronto, Ont.
5429. Lunenburg, or the Old Eastern District, by J. F. Pringle. John F. Pringle, of Cornwall, Ont.
5430. Key to the Rating Book of the Legal and Commercial Exchange of Canada. Richard Lee Barwick, of Toronto, Ont.
5431. O, Faithful Heart, words by Robert R. Manners, music by Frederick Boscovitz;
5432. Say That I love Alway, words by S. J. Adair Fitz-Gerald, music by Wm. H. Hutchison;
5433. Night and Morn, words and music by Violet Melton. A. and S. Nordheimer, Toronto, Ont.
5434. Illuminated Geographical Diagram of the Earth, Adapted for Illustrating its Movements, etc., etc. John F. Briggs, Toronto, Ont.
5435. Orange and Blue and Joshua's Orange Heroes;
5436. 12th July Parade and Orange March;
5437. Fermanagh Boys. All arranged by H. L. Clarke.
5438. Canadian Medley March, arranged by T. Baugh. Whaley, Royce & Co., of Toronto, Ont.

## INTERIM COPYRIGHT.

305. April's Lady, by The Duchess. John Lovell & Son, Montreal, Que.

## MUSIC NOTES.

The Canadian Guards, a patrol march, by E. Pralick. Price 50c.

Gramachree, valse, by E. M. Vermilyea. Price 60c.

Canada, Land of the Maple Tree, song, by Alex. Muir, B.A. Price 40c.

The above named pieces are the latest contributions of Messrs. J. Suckling & Sons to Canadian music. They should find a good season's sale, all being strong in popular qualities. The march and valse are specimens of bright stirring music. The song will be likely to command wide sale. It is a national song, and one that schools will be apt to take hold of at the July closing. It was sung at the Carnival.

"Field Flowers," a waltz, by M. A. Weped, is a recent issue of Messrs. Whaley, Royce & Co's. It is already in considerable request, and promises to have a good run.

1. Sunset Pictures With violin obligato. Words by Effie Ayling. Music by Edward St. Quentin. Price 50c.

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The above named new songs are on sale at Messrs. A. & S. Nordheimer's music store. They are the latest of that firm's publications, and the claims of all of them to a favorable reception by the music-loving public have been acknowledged, so far at least as the verdict of the market can be taken to indicate, as all are selling well. The prevailing characteristic of No. 1 is the subtle spirit of sadness that runs through it. Clouds and sunshine seem to alternate in its music. No. 2 is a bright song with enough of dreaminess about it to engage the feelings. The music of No. 3 is in the style of the 17th century, and the archaic manner is fitted to a poem that is a suitable vehicle for the musical sentiment expressed. A pretty, bright, and also sentimental song is No. 4. No. 5 is full of sympathy. Sadness and hopefulness chase each other through No. 6. All the songs will sell.

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W. C. NIBLETT.

GALT Ont. July 4, 1890.

Editor BOOKS AND NOTIONS.

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Kindly let me hear from you, and ever believe me most sincerely and fraternally yours,

CHARLES MARSEILLES,

Journalist.

[Would some of our readers favor Mr Marseilles with answers to his questions.—  
ED. BOOKS AND NOTIONS.]

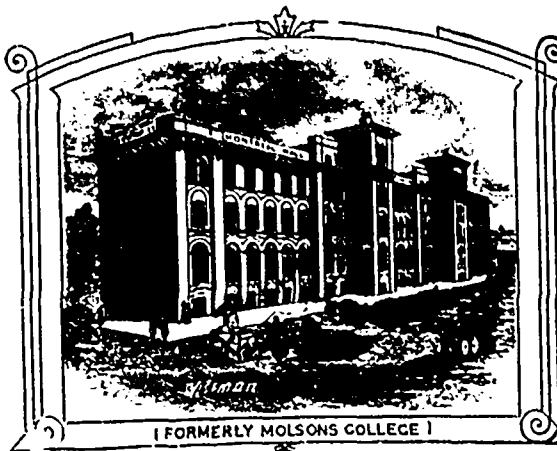
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Upright men shall be astonished at this, and the innocent shall stir himself against the hypocrite.

Though I speak, my grief is not assuaged; and though I forbear what am I eased?

But now he hath made me weary. —*Book of Job.*

Yes, verily, some buyers in this land make me weary, and if my snap shots will only hit the target the lessons intended for those particular ones may prove a success. I'll push the bottom; you do the rest. Yea, though I offend, yet will I speak. I have had painted a panorama which I propose to unroll, that some may see themselves as others see them.

"Jamsey, turn up the lights and pull the curtain."

Ah, what have we here? This is a life like portrait of a gentleman who is not in want of any new goods. He receives you with a hypocritical smile, invites you to take a seat in the office, but "really don't want to look or purchase anything in your line this time."

You have called for the past ten years and and received the same stereotyped reply.

"Perhaps when you come again it may be different." To this merchant we give the advice, "Don't be a clam."

"Jamsey, turn the crank!"

Well, here we have portrait number two. A good looking face, somewhat hard as to the lines around the mouth, but a passably pleasant cast of features

"What does he say?" "Oh, very sorry, but cannot possibly find time to see you to-day, to-morrow or any day this week. Am very busy, and don't want to take up your time, etc." We have traveled over a thousand miles, with several hundred pounds of extra baggage, but "he really has no time to look you over."

Yet this same person has several salesmen on the road to represent his firm, and when you ask the question: "What would you think, my dear sir, should your customers treat your representatives as you treat me, and what would the result be as to your business?" he begins to think, but, alas, the "seed falls on stony ground," and you leave without an order, as usual. Advice to him: "Do unto others as you would have others do unto you."

"Jamsey, turn the crank!"

Here we have a gentleman who goes willingly with you to your room, armed with a long memorandum book and a foot rule. He measures every sample and enters the same with a pencil sketch in his "log book." The price is also compared with a long list of other manufacturers, together with the number of square inches of the article displayed.

He spends, perhaps, the best part of the day, causing you to go without your dinner, and after raising your expectations to the idea that a very large order will be your just reward for a Job-like patience, he leaves you with the remark:

"Well, I shall visit your city in a few

weeks and will call on your house and perhaps leave an order."

For this gentleman I am willing to purchase a copy of the story of Job, and have no objection to throwing in a half dozen of bolts to bind the bargain.

"Jamsey, turn the crank!"

This portrait "brings sadness to your heartstrings which they never knew before."

He makes and breaks engagements as a clock ticks the seconds.

A traveler's time is of no importance to him and he cares nothing for the picture of a drummer "cooling his heels" while waiting with impatience at the hotel, oftentimes hours together. For him let us all subscribe to a fund and purchase a watch suitably inscribed with the old mottoes: "Time and tide wait for no man," "Procrastination is the thief of time."

"Jamsey, turn the crank quickly!"

Here we have a face not easily forgotten. How we love to look at his genial, loving smile, and with what satisfaction we clasp his hand as it grasps ours in a friendly, hearty shake! Do we love him? Yes; as his friendship is worth its weight in gold, for it is true in every particular. Recognizing as he does that a traveler is a man sent upon the road for business, working with heart and soul in the interests of the employer, separated from all he holds dear at a happy home, this buyer meets us with promptness, transacts his business quickly, and as he bids you "Good bye" you feel the satisfaction that he is numbered among your warmest friends.

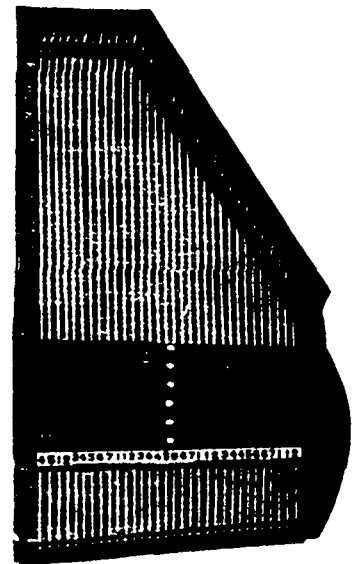
"Jamsey, don't turn the crank. Let this portrait remain in sight, that we may feast our eyes upon a true specimen of manhood." —*American Stationer.*

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These are a sample of the answers which we hear. We will suppose our first man accumulates, enjoys as he goes along and gives in proportion to his income. Then let us compare the second and third answers. What has the close man gained in making something and grasping, regardless of his surroundings? We say he is fearless, fearing God and man, pushing by shrewdness

ahead. It is true he gives employment to many, though at the same time decreases wages generally by his closeness. He becomes old, we will say, and glories in his ambition and his czarism, is looked upon with awe by his employees. He has, it may be said, led a blind life up to this time, and is dead to laudation by his fellow citizens. In this condition he is to be pitied. How much, then, is a man better than a sheep, if, as Tennyson says, he nourishes a blind life within the brain? Our more liberal minded merchant who has lived in a larger sphere and is known in his business, through all his shrewdness, as one who gives consideration to all, is the ideal citizen. A man never throws away money who spends it in giving employment to those engaged in legitimate business, though the line of occupation is entirely different to the one in which he is engaged, for his ambition to gain is generally followed by liberality in giving, thus encouraging benevolent institutions and crowding out honest efforts. This man naturally receives favorable consideration from his fellow-citizens, and the republic receives him with a cheer. His equally generous competitor is obliged to say you got there and deserve what praise is due one engaged in so laudible a vocation. A contrast between leading business methods must lend confidence to our generous and open-hearted merchants.—*The American Merchant*

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