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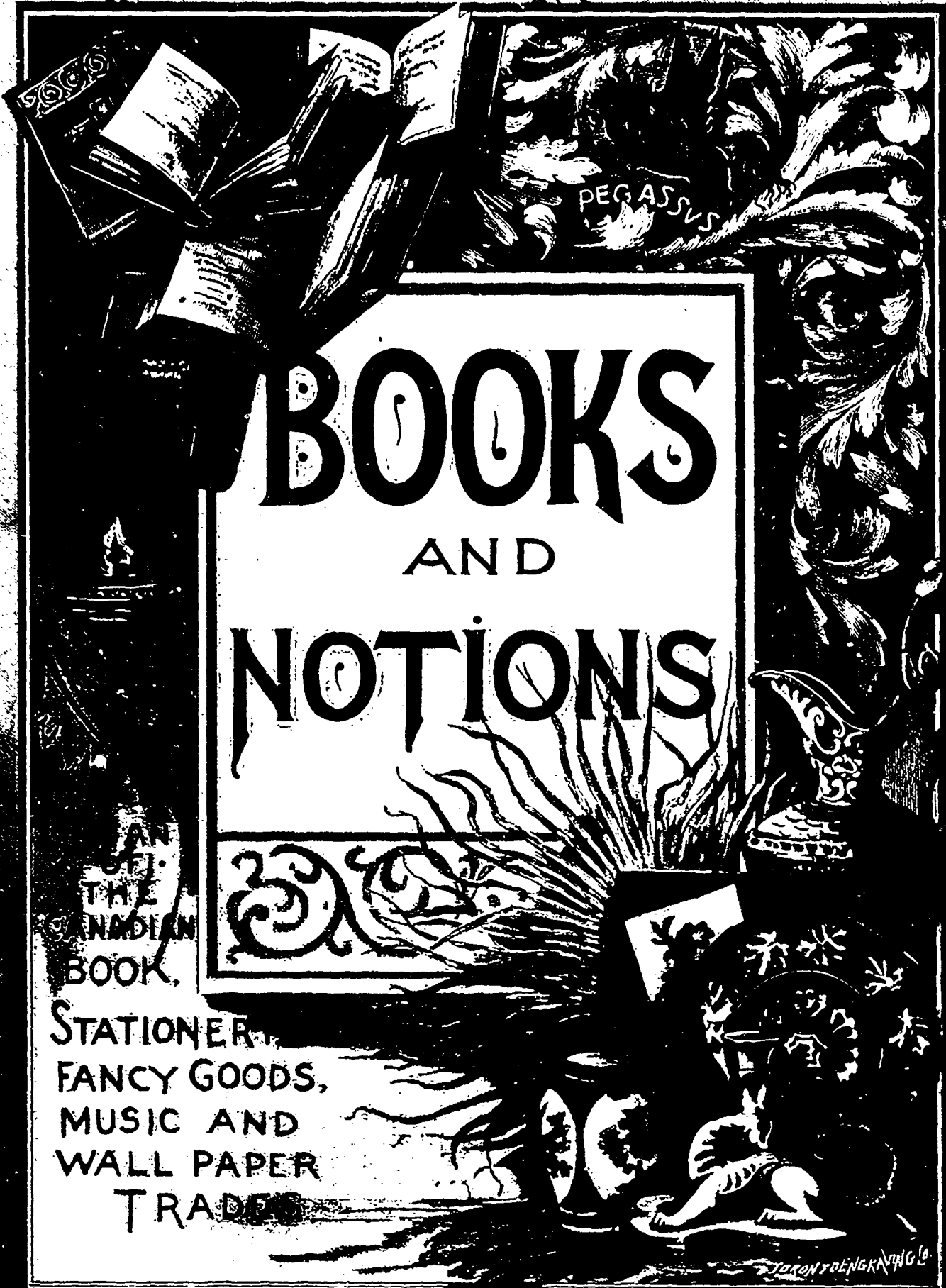
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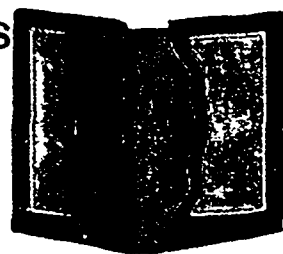
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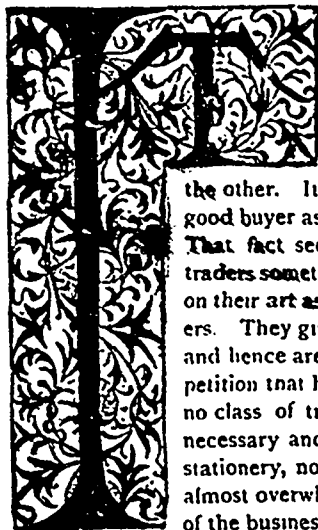
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IS the business of a trader to sell goods, but as his stock is rarely bestowed upon him, it is also his business to buy goods. His relation to his trade is not more important on the one side than on the other. It is of as much moment that he be a good buyer as it is that he be a good salesman. That fact seems to slip out of the memory of traders sometimes, and they place more store upon their art as sellers than upon their skill as buyers. They give themselves a one-sided training, and hence are less prepared to meet the stiff competition that has to be stemmed now-a-days. To no class of traders is the study of buying more necessary and valuable than to dealers in books, stationery, notions and kindred lines. In these, almost overwhelming rivalry prevails, on account of the business done in them by bazaar stores, tea

stores, etc., at cut prices. The fact that dealers outside the trade can sell at very low prices is itself an indication that stock can be bought cheap. The extent of the business done by big department stores, their use of books, etc., as a leader, their ability to obtain big concessions on account of the largeness of their orders—all these are put forward as explanations of their incomparably low prices. But in addition to all this, there remains the fact that at the sources of supply to these stores the small dealer can also buy cheap. The goods are on the market; why should the bazaar store get them all?

If the retailer did a little more bargain-hunting, he would either be able to modify the effect of competition upon himself or he would become less of a buffer between the force of retail competition and

the wholesaler. At present a good deal of the force of competition spends itself pretty well before it reaches the wholesaler. Better buying is a good conductor, and it is not undesirable that it should be, in order for the jobbers' sympathies to be enlisted in the retailers' behalf. This might lead to the cutting off of supplies in whole or in part to the privateering outsiders. At any rate, good buying will enable the retailer to hold his own more or less successfully against bazaar traders.

When retailers go to the market they should go with the intention of thoroughly beating the bush for bargains. To set out with a premeditated purpose of buying stationery from this house, games from that, and books from another, is not the best way usually. When a man fixes on the preferable spot, after looking over the ground, wherein to place his order for stationery, he may find that there too it will pay him to buy some other class of goods. The unexpected is often the very thing wanted. One thing is certain: no single house can give the best bargains in everything. It can give a good bargain in one line, but compensating prices must be asked for other lines. The retailer by his buying must protect himself from competing dealers the basis of whose business is in other departments of trade. They get cheap prices somewhere, and the retailer must sound the market to find just where.

The pen fakir is alive and in lusty health yet. He plies his calling with as much profit to himself and deception to his customers as ever. The mission of all fakirs is to humbug the public or a part of the public. A glib tongue, plausible argument, unblushing effrontery, are the mental stock-in-trade of the wanderer who sells by his wits. His commercial stock-in-trade may be of the most worthless description, so long as over-credulous people continue to be born. As to the pen fakir, his operations are not confined to districts where bucolic simplicity of character is supposed to prevail. He boldly tackles men who make their living by their pens, men who ought to know whether the representations made are genuine or fraudulent, and he sells to them. In the banks, in insurance offices, in wholesale counting-houses, he contrives to do more business than with the artless householders who never use a pen but to write a letter. He usually has some good thing to offer, a specialty that has been jealously kept out of the hands of the regular trade. There is as much mystery about his wares as in the old days there used to be about the spoil the smuggler was credited with bringing in. Anything that the dealer wished to represent as unobtainable, specially fine or cheap, needed but the whispered word "smuggled" to accelerate its sale in the good old times. The fakir tells strange stories of his pens. One used to offer pens that were made from the metal of old Russian guns, material about whose composition the government of Russia exercised the strictest secrecy, and would let none leave the country, the old barrels having to be made over or put out of danger of exportation. That, of course, was the fakir's story. He also said that the pens were made by some occult process in some far distant region. If he had added that, like Othello's handkerchief—which was woven in a sybil's prophetic fury—they had been made with rod, book and spell and horrid incantation, he would probably have been believed. He got long prices from connoisseurs which used pens by the gross. He was always very solicitous about the worn out pens of this make. "The material was so precious that he would buy back all the old pens, which would be made over by the wizard manufacturer he represented. And grave business men would keep the superannuated nibs for the fakir, who would give the rebate, and in due course throw the used up pens away. But this rebate scheme gave an air of honesty to his professions, which made them go down the more easily. He could sell another lot after giving money back, though he did ask prices which enabled him to recoup customers for their pains-taking care of the old pens. This story is but a specimen of the sort that "go" in the pen-fakir trade. Pens of the widest renown, whose quality is daily attested by thousands, standard goods, are on the market, and yet humbugs can make a living out of unknown stock.

## THE UNITED TYPOTHETÆ OF AMERICA.

The Sixth Annual Convention of the United Typothetæ of America was held in Cincinnati this year, commencing on October 20th and closing on the 23rd.

About 300 delegates were present. The representatives from Toronto were Messrs. W. A. Shepard, James Murray, W. F. McLean, and Bruce Brough. Delegations were present from the largest publishing and printing houses of New York, Boston, Chicago, St. Louis, Philadelphia, Detroit, Cincinnati, and other cities, representing a capital of \$40,000,000.

President A. H. Pugh, of Cincinnati, delivered the annual address, which was a masterly effort. He dwelt at length upon the importance of the Typothetæ and the great benefits to the trade resulting from an organized body of employing printers. He said that the United Typothetæ had now reached a state where encouragement was not needed; it stood upon a footing which could not be wrecked by assaults of any character so long as the present friendly relations existing among the members remained unchanged. Among the topics touched upon was the nine hour movement. He recommended moderation in dealing with the question—a question which, although settled for this year, was sure to face them before very long, and in his opinion the time was not far distant when the employers would not only find it necessary, but to their interest, to make the concession asked for.

The report of the secretary showed a large increase in the membership of the organization, while the Treasurer's report indicated a satisfactory balance on the credit side.

The report of the Executive Committee was exhaustive and interesting. After arranging a model plan of procedure, it entered in detail upon the points of vital importance to the Typothetæ—the time question and the evils of competitive bidding. It attributes the evils arising from competitive bidding to moral weakness, in that the bidder so frequently does not have the courage to ask what he knows the work to be worth; to mortification and chagrin, to jealousy, envy and hatred of contemporaries in business, to corruption and demoralization of the customer, to temptation to be dishon-

est, in that, after using every means to secure the order, some will yield and use cheaper materials or furnish a lower grade of work than that contracted for in order to save themselves from loss. Following this come loss of reputation, loss of self-respect, and finally poor credit, bankruptcy and ruin. A code of ethics which, if strictly observed, would avoid this state of affairs, follows in the report. It suggests as absolutely essential in honorable competition that all printers should be honorable in every particular; that every printing establishment should have a perfect system of ascertaining the actual cost of every job. It is in this way only that the

different cities in which the Typothetæ are organized.

Mr. Cruitsinger, of St. Louis, read a carefully prepared paper on the subject, "Electricity in the Press-room." This subject was discussed by several members.

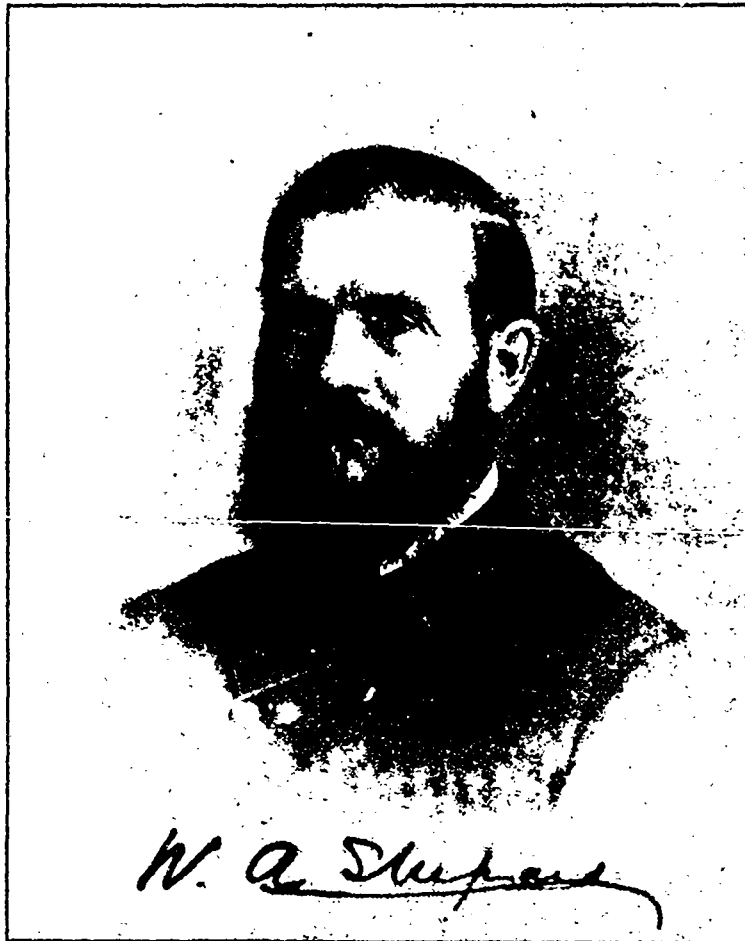
Mr. R. J. Morgan, of Cincinnati, presented an excellent paper on the subject of "Printers' Rollers: How to Make Them and Care for Them."

A resolution was adopted instructing the Executive Committee to endeavor to get an expression of opinion from the employing printers throughout the country as to the advisability and practicability of adopting a shorter working day for the printing business.

These reports and other papers will be printed in full in the report and proceedings.

Mr. W. A. Shepard, president of the Employing Printers' Association of Toronto, had been instructed by his association to invite the Typothetæ to hold its next annual convention in Toronto in August, 1892. After referring to the action on this question at Boston last year, he said that though they might not be able to play the host in the royal manner that had been done in other cities, he could assure the members of the Typothetæ a hearty and hospitable welcome. A great many of the people on the south side of the border had the idea that Canada was a bleak and inhospitable region, chiefly inhabited by savages, and wolves, and bears. But he said Toronto had had some little experience in entertaining visitors from the United States. Only last summer the school teachers of the United States, including the High Commissioner of Education at Washington, and

principals and professors of the universities and colleges, swept down upon Toronto to the number of nearly 20,000; and later on they had the pleasure of welcoming the Florists of the United States in annual convention, and yet they were not put to much inconvenience. It was true, he said, that the supply of pemican and bear's meat had been entirely exhausted, and his friend Mr. Murray doubted whether a further supply could be obtained by dog-train in time for next year. (Laughter.) But fortunately for them the McKinley Bill virtually prohibited the exportation of hen fruit from Canada, and through the kindness of Mr. Blaine in



W. A. SHEPARD, ESQ.,  
President United Typothetæ of America.

business can hope to be relieved from the deleterious effects of guess prices, and that the expense of doing business, such as the wear and tear of material, interest on money invested, bad debts, rents, taxes, insurance, bookkeeping and all other items of expense, should ever be taken into consideration. The report makes a number of other important changes.

The Committee on Type-setting Machines reported a number of statistics, but made no recommendations.

A report was presented by Colonel L. L. Morgan, of New Haven, on the rates of wages, hours of work, and trade customs in

delaying the seizure of our fisheries, we were likely to have fish and eggs enough to supply all reasonable wants. (Laughter and applause.) And as an additional inducement, if the Yankee cruisers would only keep away from Behring Sea for a few months longer, we might be able to present the fair sisters who accompany the delegates to Toronto with a sealskin or two from the land of the midnight sun. After a humorous reference to what their visitors had said of Toronto, he said not one of them would question that these international congresses—if he might so term them—went a long way towards removing the bitterness and jealousies which existed on both sides of the line, and which were often exhibited in unmanly threats and efforts made to deepen and widen the gulf that already separated them. Why should that unnatural strife continue? Did not the same blood course through each of their veins, and were they not members of the great Anglo-Saxon race—divided it is true by political as well as by geographical lines—but united by a common language, by a common education, and by the ties of a common brotherhood, and should they not cultivate a spirit of fraternity and good feeling, be tolerant of each other's prejudices, and respect each other's peculiarities? Those prejudices and those peculiarities would disappear like dew before the bright sunshine when they came to know each other better. So he invited the members of the Typotheta to come to Toronto next year, and he could assure them a hearty welcome, and was satisfied they would carry back with them a better knowledge of their people and their country. His remarks were received with great applause, and when the time came for selecting the place for holding the next convention Toronto was unanimously chosen.

The following officers for the ensuing year were unanimously elected:

PRESIDENT—W. A. Shepard, Toronto, Canada.

VICE-PRESIDENTS Six were chosen, one of whom is Mr. O'Connor, President Master Printers' Club, Montreal.

SECRETARY Everett Waddey, Richmond, Va.

TREASURER—Charles Russ, Cincinnati, Ohio.

EXECUTIVE COMMITTEE—Amos Pettibone, Chicago, Chairman; Theodore L. De Vinne, New York; C. S. Moorehouse, New Haven; W. H. Woodward, St. Louis; Wm. H. Bates, Memphis; A. M. Gesseman, Minneapolis; N. S. Fish, Indianapolis, and the President and Secretary ex officio.

On Tuesday evening a reception was given at the residence of Mr. A. H. Pugh, the retiring President. A local paper says: "The reception was a perfect meadow of dress coats, with a rivulet of gowns and Paris bonnets, and it brought together at Mr. Pugh's little brown stone palace, on the Madison pike, a brilliant company, includ-

ing men whose names are words to conjure with wherever the clatter of the printing press is heard the world round, or posters beguile the eye, playing cards divert the idle, and books enable one to enjoy the highest society, without stirring from his own fireside.

"Specially notable were Mr. De Vinne, master printer of the Century, and Mr. McNally, of Rand & McNally, men who are indeed eminent in the world of 'letters.' Keppler served a handsome collation."

On Wednesday afternoon the delegates were driven through the parks and suburbs. There were 252 delegates who availed themselves of the opportunity to see the beautiful country surrounding Cincinnati, and they filled fifty-five carriages and three tallyhos. They formed in Garfield place, and, headed by a squad of mounted police, proceeded through Eden Park; thence through Walnut Hills, Mt. Auburn, Avondale, Clifton and Burnet Woods Park respectively, returning to the Burnet House about six o'clock. At the Zoo a stop of a half hour was made, where a delightful lunch was served, and some good music was rendered by Bellstedt's Band.

On Thursday afternoon the delegates were shown through the United States Printing House, said to be the largest printing house in the world. It was a perfect marvel to the visitors.

On Thursday evening the grand banquet was held at the Gibson House. Plates were laid for 400 guests. The gorgeous tables were arranged in four rows, united at one end by a cross table. The dining-room was beautifully decorated with silken flags of many countries, and directly opposite the entrance hung the griffin of the Typotheta, grasping in his claws two rollers of a pattern used in days long gone by. Flowers were strewn artistically over the tables, and at each plate was placed an attractive souvenir containing programmes of the convention which has just come to a successful end, and a list of officers and standing committees. Amongst the speakers at the banquet were Mr. Morgan of Cincinnati, Col. Rockwell of Boston, Mr. John Pettibone of Chicago, Hon. John Pohlenman, Richard Ennis, W. F. Maclean, of the World, Toronto, and W. A. Shepard.

Mr. W. F. Maclean, of the Toronto Employing Printers' Association and proprietor and editor of the World, replied to the toast of Reciprocity. In his short address he thanked the United Typotheta of America for the honor of selecting Toronto as the next place of meeting and the additional honor of electing Mr. Shepard as the President. Toronto's welcome, if not so grand a scale as that of Cincinnati, would be as warm-hearted. In regard to reciprocity he had this to say: First, that Canada was not disposed to enter into any treaty that would, in the opinion of Canadians, jeopardise their autonomy. In the next place, they would not enter into a treaty that discriminated against England. In the third place, both the United States and Canada were protectionist

countries, and he did not see how such protectionist countries could all at once become free trade ones. But the big point to keep in view was that the United States was much the greater country and that reciprocity in any form rested with the United States rather than with Canada. Canadians could never take down the United States wall and gain access to the United States markets. Only the people of the United States could do that, and until such time as the United States saw fit to do it, it was idle for Canadians to agitate themselves over it. Still he thought the time was coming when a limited reciprocity treaty might be effected, and which would gradually broaden as experience and the promptings of neighborliness dictated.

Mr. W. A. Shepard responded to the toast "The United Typotheta." After acknowledging the tribute paid to Toronto by selecting that city for the next place of meeting, and referring to the progress made by the Association, he said that his friend Mr. Gilbert, of St. Louis, who for the last few years had his eye on Canada, had communicated to him the fact that he thought the United States would be willing to pay the national debt of Canada if Canada would join their country. He believed Mr. Gilbert had already entered into negotiations at Washington with the view to purchase. All he had to say was "hands off, gentlemen," we are quite able to pay our own national debt. The people of Canada did not want annexation. They were loyal and true to their country and their flag, and were quite capable of taking care of themselves. They were proud of their heritage, had faith in the future of their country, and had the temerity to believe that some day, not very far distant, Canada would be a successful rival to the great American Republic. But there was one kind of annexation with which they were all in favor on both sides of the line, Toronto could boast amongst its other and varied accomplishments of having the loveliest and finest women under the sun—those bright and comely maidens of whom Mr. Ennis of St. Louis, in his famous speech on women, not long ago spoke—a speech, by the way, which is one of the finest gems in the English language—those fair and radiant maidens with

Heart on her lips and soul within her eyes  
Soft as her smile and ruddy as her cheeks.

You will find plenty of those maidens in Toronto, and there could be no objection if some of your bachelors who come to Toronto, fall in love with our fair daughters and annex them to their hearts and homes; and it may be when they come to Toronto they will bring some of their fair sisters with them who might in the near future prove guardian angels to some of the young men of Toronto. To that kind of annexation, there would be no objection on either side of the line.

The cap-sheaf to the series of almost princely entertainments given to the guests of Cincinnati was the railway trip to Lexington and the High Bridge over the Kentucky river, and a reception at Ashland, the homestead of the illustrious Henry Clay. There were six coaches in the train, and the number of delegates, with their ladies, was about 300. After visiting the High Bridge, about 100 miles south of Cincinnati, the train returned to Lexington where carriages were in waiting to convey the party to the homestead of Henry Clay. Ashland is one of the most beautiful of Southern homes, and at this time of the year looked its prettiest. At the



entrance to the old homestead stood Mrs. McDowell, the grand-daughter of Henry Clay, and her husband. There was also Hon. W. C. Breckenridge, the silver-tongued orator of the South and a member of the Clay family, who welcomed the members of the Typothetæ and the ladies who accompanied them to the hospitality of the old Kentucky home. Mr. Shepard, President, on behalf of the United Typothetæ of America, asked them to accept their gratitude for the magnificent reception they had received. It was a pleasure to them all, and a peculiar pleasure to him as a Canadian, to visit the homestead of one who was not merely one of the First Citizens of the United States, but one of her most illustrious statesmen. Henry Clay was not simply a citizen of the State of Kentucky—not simply a citizen of the United States, but he was a Citizen of the World, and the world honored his memory. They would carry away with them very pleasant recollections of their visit to Kentucky, to the homestead of Kentucky's most illustrious statesman, and of the unbounded hospitality received everywhere.

Mr. Pettibone, of Chicago, a prominent member of the Typothetæ said :

"It is, perhaps, not inappropriate that the acknowledgment and response to the cordial welcome which has just been given by him who so worthily represents us as our president, representing us in our entirety as an international organization, I say it may not be inappropriate that that be supplemented by a word on behalf of that large majority of our association who, from their heritage as American citizens, may be supposed at this hour and in this place to cherish some sentiments and emotions and enthusiasm from which our honored president by the misfortune of an alien birth may be debarred. [Laughter and Applause.] I shall not attempt to insult the well-known patriotism of our president by suggesting that even these associations and this environment can for a moment stir him from that staunch fidelity to his own country which he has so often evinced. I may say, however, that if ever there was a time when perhaps he might have the glimmer of a hope or a desire that at some time he might move into the United States, it should be here and now. [Great laughter and applause.] I desire, however, to state that that gentleman only a few minutes ago confided to me his belief that Canada has a bridge that is at least four feet higher than the magnificent structure which we have just seen. [Continued laughter.]

The speaker then made a most eloquent tribute to the memory of the great statesman, and tremendous applause greeted the conclusion of his splendid speech. The guests then repaired to the dining rooms of the house where an elegant luncheon was served.

The Stock—and this comprised some of the finest horses to be found in the country, were afterwards inspected by the visitors, who left the place about 3:30 after clipping a few sprays of vines and sprigs of cedar from the lawn as mementoes of their visit.

Too much praise cannot be given to the members of the Cincinnati Typothetæ for their attention to their guests. The ladies

accompanying their delegates were entertained most royally by the ladies of Cincinnati. Mr. Pugh, the President, was a host in himself, here, there and everywhere, and assisted by his committee doing everything in their power to add to the pleasure and comfort of their guests, and they succeeded in making them all happy.

### THE PATRONS OF INDUSTRY AND CASH TRADE.

A correspondent, whose name we have just added to our subscription list, writes: "How are you on the Patrons of Industry? What do you think of them? They are trying to organize in this county (Grey), but I do not think they will succeed very well, as other kindred societies, the Grangers, Farmers' Clubs, etc., have not succeeded. You cannot get a farmer to work for nothing and board himself. I believe in getting a cash system established, but I think giving discounts off regular prices for cash purchases is the best plan."

There is no ambiguity in the attitude of **HARDWARE** upon the first question. The Patrons of Industry have received some attention in these columns before now, as we have watched and commented upon their progress from the moment of the founding of their first lodges. They are an exotic institution, and until about half a year ago were a branch of the parent body in the United States. They are an economic symptom of hard times. The association was incubated in a period of agricultural depression in the United States. In that country the Farmers' Alliance has since cast it into the shade. Both associations are identified with chimerical and impracticable theories of government, finance and trade. They have discovered nothing; the views they hold have been enthusiastically supported before, and nearly all of them have been consigned by practical men to the limbo of exploded ideas. In what respect is the business of the trader at any point less essential than that of the primary distributor, that is, than that of the producer? Why, therefore, should the trader be combined against more than the producer, to whom the Patrons wish to cut a shorter road through the profits of the traders? Can not prices in the case of traders, as well as in that of producers, be left to the play of supply and demand, or to the division which cuts up the supply and causes competition? Ultimately they will be, despite the guarantees the Patrons secure in the form of discount treaties with storekeepers. Time and again, financiers, corporations, states, have tried to fix the value of a currency they issued by putting it on a land basis, and in spite of their efforts the value of this money depreciated in every case and brought ruin on all who handled it. The Patrons will succeed no better in fixing an arbitrary limit to their traders' profits. If the Patrons become numerous enough to get control of the

stores of the country (which they never will), they would simply have to be admitted as an expense item for which discount would have to be made by wholesalers in their prices to retailers; the discount would be made up for by previous addition. No such agreement as the Patrons impose on the trader can ever be carried out slavishly; it will be evaded or it will be the end of the unhappy trader who undertakes it. If the Patrons would contract to furnish a constant definite market force, agreeing to take 300 barrels of sugar, and a specified quantity of other goods every year, then there would be a covenant in which each party is responsible to the other, and the thing might be a success. But the trader has nothing but the vague promise of customers, in whose behalf he may overstock himself, in whose service he may have all his merchandise burnt up, on whose account he may become ineligible as a credit customer in the wholesale market, and between whose spells of intermittent buying he may go to the wall. The Patrons may decree, but they will not effect, the change whereby the trader will sink from the position of an independent business man to that of a hireling.

We agree with our correspondent that discount for cash usually induces more trade than the rule to sell for cash does. Where discounts are given, the trade of a man who may be perfectly good but lacks ready money is not driven away. That plan secures both the cash and credit trade. Along with selection of customers who are considered worthy of credit, the discount plan must be the most satisfactory. It is better for a trader to refuse credit to those who are undeserving of it than to refuse credit to everybody, at the same time holding out the inducement of discount for all persons to buy for cash.

### SOME REFLEXIVE QUESTIONS

Does the condition of the public highways effect your trade, and in what way?

By adopting which principle, cash or credit, will a merchant do the most business and find himself better off at the end of the year?

If you have been an advertiser, what system has proved the most profitable?

Do you find cheap or high railroad fares the greatest advantage to your business?

Does cutting prices in competition bring you a desirable trade or, is their anything gained by it in the end?

Are you bothered with loungers about your store; and if so, what means do you take to break it up?

Do lady clerks aid in bringing certain customers that you would otherwise lose?

Do you find it difficult to secure efficient help in the way of clerks? What do you think constitutes good help?

Do you visit the wholesalers and jobbers often; or, can you do as well by patronizing drummers and agents?

Do you find much information in trade journals and do you subscribe for many.—Country Merchants and Storekeepers' Guide.

# Writing Tablets

In Commercial Note and Letter Sizes,

Bound by our PERFECT process.

---

LEADER,

GLOBE,

BRITISH BANK,

CANADIAN MAIL,

SILVER LINEN,

CROWN LINEN,

COMMERCIAL,

ELGIN,

FIVE VELLUM,

ARABIAN VELLUM.

These are Goods every Stationer can handle with Profit.

They sell quickly and give satisfaction to your Customers.

Once kept in Stock become Standard Lines.

They are unexcelled for Value by any on the Market. No stock complete without them.

---

SEND FOR \$10.00, \$20.00, \$30.00 OR \$50.00 ASSORTMENT.

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**W. J. GAGE & CO.,**  
TORONTO.

## MR. W. A. SHEPARD.

On another page appears a life-like portrait of William Allan Shepard, President of the United Typographers of America, and President of the Employing Printers' Association of Toronto. Mr. Shepard was born in Brownville, N. Y., on July 6, 1830, whence he removed at six months of age with his parents to Canada. He received his education in the public and grammar schools at Brockville, Ont., and subsequently taught school for some time near the city of Belleville. In the latter part of 1847 he "went west" to the city of Hamilton and apprenticed himself to the printing business in the office of the Canada Christian Advocate, of which his father, the Rev. Gideon Shepard, was afterward editor for eight years. His readiness for business and skill in his trade secured him the position of foreman before his apprenticeship was half served, and he discharged the duties of that position for a number of years, till opportunities for work more congenial to his literary abilities called him elsewhere. In 1858, when his father took the position of President of Albert College, Belleville, Mr. Shepard removed to that town and became connected with the Belleville Intelligencer, of which the present Minister of Customs of Canada, Hon. M. Bowell, was then proprietor. Here he was man of all work—composer, local editor, compiler of directories, etc. In 1867, when the gold fever broke out in the townships north of Belleville, the Daily Intelligencer was started, and under the guiding hand of Mr. Shepard became a success from the start. Mr. Bowell meanwhile became a member of Parliament, and the whole business, editorial and office, devolved upon Mr. Shepard. He was an able and ready political writer, and when occasional excursions fell to his lot his descriptive and entertaining letters were a pleasing and profitable feature in the Daily. Subsequently he organized the Intelligencer Printing and Publishing Company, of which he was managing director until a short time previous to his removal to Toronto. He was identified with all of the public enterprises in the city of Belleville, and grew up with it as it advanced from a small town to a city of upward of 10,000. The community showed their appreciation of his integrity by electing him a member of the school board for sixteen years in succession. For the last five years of his residence in Belleville he was chairman of the Board of Education, a body composed of the public and high school trustees, to which position he had been elected unanimously on each occasion. On leaving Belleville, as an evidence of his popularity and the esteem in which he was held, he received numerous addresses and substantial presentations from public bodies, religious and secular, as well as from the citizens.

In 1881 he became connected with the Mail Job Department, now the Mail Job Printing Co., and since that time has built up one of the

finest businesses in Canada. He knows well his art, and besides an intimate and practical knowledge of printing has excellent taste and judgment.

In religion, Mr. Shepard is a Presbyterian. He is in robust health, well developed physically, and, although beyond the much dreaded "dead line of fifty," gives every promise of many years of practical and efficient service in his profession and a ripe old age among the children of his household.

## RETAILERS' ADVERTISING.

It is a trite remark that advertising is a modern necessity of business. To lengthen his reach and strengthen his hold upon the demand the trader must make himself conspicuous. Backwardness or excess of modesty is even more fatal to commercial advancement than it is to the aims of personal ambition. Iteration or prominence in a commonplace character or guise will not make a man conspicuous in people's thoughts. Boulanger would not have been the hero he was to so many Frenchmen if he had lacked but the one accomplishment of sitting well on his black charger. In the same way the man who advertises must do so in a commanding and efficient way. The theatrical effect aimed at by persons posing for popular admiration must in some way be irritated by the advertiser who wants his full money's worth for the necessary printing.

A bit of advertising that gives point to much that has been said in an abstract way as to the essentials and value of catchy announcements has been sent out by Mr. J. K. Cranston, the enterprising bookseller of Galt. It is a clever piece of work both in the conception and type embodiment in which it appears. Color as an accessory of advertising effect is utilized, and the circular appears in startling red. As to the matter, there is nothing of that stilted character about it that is often noticeable in the work of amateurs. It is free and pointed. The next thing after the color to challenge attention is a picture of an eye vigilantly open. This is preceded by the words "Please rest your," and followed by "on these pages." The recipient is apt to, and this is what he reads:

## ORIGINAL POEM COMPETITION.

\$1000 IN PRIZES

to be given by

J. K. CRANSTON, GALT, ONT.

Open to Every Scholar of any age, attending any Public, Private or High School in Galt, or within 30 Miles to the North, South, East and West of the Town

1st PRIZE, \$500, Writing Desk or Work-box

2nd PRIZE, \$300, Milton's "Paradise Lost" with Dore's Illustrations, or Album.

3rd PRIZE, \$200, Bible or Book of Poems.

4th PRIZE, \$100, Ink Stand or Hand Sautel.

The Poem to be descriptive of J. K. CRANSTON'S Wholesale and Retail Book, Stationery and Fancy Goods Store and its Staple and Holiday Contents. Scholars

should get their parents to bring them to Galt to see our immense Stock for themselves to know what to write about. This is an invitation to you.)

Poem must contain not less than thirty-two lines and not more than sixty lines of original verse.

TIME.—Compositions must reach us not later than December 1st, 1891. Write your own name and your parents' post office address plainly at close of the Poem, also school section attended, Teacher's name and name of your School Trustees. Age and School attended is considered in deciding the merit of the Composition.

Prizes will be awarded on or about the 10th December by a committee of three appointed to examine into the merits of the Poems.

TEACHERS, will it not be quite an honor if your school should carry off one or more of the Prizes? Could you not give the subject as an exercise in composition to your whole school for a few weeks, which might result in some born Poets coming out of their shells. The exercise cannot fail to be a benefit to the scholars and we will endeavour to make it of pecuniary benefit to both you and your scholars in any future dealings you may have with us. We shall always be pleased to have orders for goods needed for Teachers, Scholars, Parents or Friends which we shall do our best to supply cheaply. Ask for quotations on goods you don't know price of. All goods are sent post paid on receipt of price.

## PRIZES WILL BE DECIDED.

1st—As to composition, spelling and general neatness of writing and paper used. 2nd—The age of writer and School attended. The prize poems will then be published in several of the local papers.

P. S.—We have composition paper put up for the special purpose which we sell in pads for 13c. 15c. 25c. 35 and 50c. per pad, which it would be well for scholars to club together and send for a supply, which we mail free on receipt of price.

Wishing all a happy, prosperous and helpful school year. Faithfully yours,

JAMES K. CRANSTON.

Wholesale and retail Bookseller and Stationer, Galt.

This is followed by a hint that all teachers' and school supplies can be quoted or forwarded upon request or call. On the inside of the folio is given a classified list of the various fancy goods and wares for which the holiday season supplies a demand. Sporting goods are enumerated, and an exhaustive list of stationery articles closes the announcement.

But the happy hit is the offer of prizes. In the first place, it is timely. Every boy and girl is on the lookout for some such Christmas present or trophy as one of those named as prizes. Then, every school has or should have special exercises in composition for the close of the year. In the third place, since every pupil is eligible, every one will wish to try, and to have anything to write about the young poet must see the store. The visit to the store with parent or other senior will be productive of more or less business among so many callers. Then the collection of poems will supply Mr. Cranston with a veritable arsenal of advertising material wherefrom to cull matter for next year's campaign. Mr. Cranston has shown himself a resourceful man in advertising artifices before this, and specimens of his work are deserving of study by brethren in the trade.



AN AFTERNOON AT POMPEII.

Specimen of Photo-Engraving. Half-Tone Engraving, executed by DUNBAR & CO., 21, St. James Street, Montreal.  
*From the painting by / (name)*

# Buntin, Reid & Co.,

WHOLESALE STATIONERS,  
Paper, Envelope and Blank Book  
Manufacturers,  
**TORONTO.**

The Oldest Established House  
IN THE TRADE.

FULL LINES OF  
English, Scotch,  
French and German  
Writing and Colored Papers.  
Straw Boards,  
Pulp Boards  
and  
Mill Boards.  
Fancy papers  
in great variety  
for Box Makers  
and Printers.  
Twines,  
Card Boards,  
Writing and  
Printing Inks,  
School Books,  
etc., etc.

Printers, Stationers and Paper Box  
Makers will do well to get our prices  
before ordering elsewhere.

**BUNTIN, REID & CO.,**  
29 Wellington St. West.  
**TORONTO.**  
**WHOLESALE ONLY.**

## The Toronto News Company's ORDER LIST OF Christmas Papers, Almanacs, Annuals, Etc., —1891—

We desire to mention in particular the Christmas Numbers of—  
**THE ILLUSTRATED LONDON NEWS,  
THE LONDON GRAPHIC, FIGARO,  
LADY'S PICTORIAL, HOLLY LEAVES,  
and YULE TIDE.**

As we are assured by the different Publishers they will this year far surpass all previous issues, and which had such an enormous sale last year, the largest ever made. We wish to remind the Trade that our exclusive arrangements with the Publishers for **ADVANCE SUPPLIES** enable us to publish in Canada simultaneously with London and Paris, sufficiently long before Christmas as not to interfere with the sales of Holiday Goods, an arrangement which has been so highly satisfactory to all dealers.

To ensure early and prompt delivery, orders should be sent to us by return mail, as we were unable last year to fill all the orders received, and had to disappoint many dealers who had not placed advance orders. We wish here to emphasize the fact that **A.L.** orders will be booked and filled strictly in the order received, and we will positively fill first (and in full) all orders from our first advance supplies, as far as they will go, so dealers will please take this warning and blame themselves if they fail to order now and do not get their orders promptly filled, and are consequently behind their neighbors. We refer to this point specially as we had a great deal of trouble and annoyance in this connection last year.

### Christmas Illustrated Papers.

Chatterbox Xmas Box Father Christmas, Figaro (French), Figaro (English), Illustrated London News, Illustrated Sporting and Dramatic News, (Holly Leaves), Lady's Pictorial, Puck, Xmas, Judge, Xmas, New York Dramatic Mirror, Punch, Xmas, London Graphic, Pictorial World, Queen, Saturday Night (Toronto), Yule Tide, Truth (London), Dominion Illustrated, Saturday Ledger.

### Almanacs.

American, American (Cloth), Bow Bells, Cassell's, Clipper, Canadian, Canadian (Cloth), Fun, Grip, Illustrated London News, Judy, Kimmel's (Perfumed), Whittaker's, Whittaker's (Cloth), Frank Leslie's Comic Almanac, Frank Leslie's Illustrated Almanac, Zoakill's Almanac.

### Bound Volumes.

#### WHOLESALE.

Boy's Own Paper, Chatterbox (English), Girl's Own Paper, Leisure Hour, Sunday at Home.

### Annuals.

Art Annual, Bow Bells, Christmas Number (Double), Boy's Own Paper, Christmas Number, Girl's Own Paper, Christmas Number, Good Words, Christmas Number, London Society, Christmas Number, Sunday Magazine, Christmas Number, Tom Hood's Comic Annual, Young Ladies' Journal, Christmas Number (Double), Myra's Journal.

Prices subject to change without notice.

**THE TORONTO NEWS CO.,**  
42 Yonge St.,  
**TORONTO.**

P. S.—10 per cent. Special Discount off McLoughlin Toy Books, Xmas Cards in lots of \$5, \$10 and \$20 net, great value.

## -THE- Red Letter Series —OF— SELECT FICTION.

### Latest Issues.

- No. 131. THE FREAKS OF LADY FORTUNE. By May Crommelin. 30c.
- No. 130. HE FEEL AMONG THIEVES. By David Christie Murray. 30c.
- No. 129. A FREAK OF FATE. By Earl of Desart. 30c.
- No. 128. ST. KATHARINE BY THE TOWER. Desant. 30c.
- No. 127. THE ROLL OF HONOR. By Anulo Thomas. 30c.
- No. 126. THE WORLD, THE FLESH AND THE DEVIL. By Miss E. Braddon. 40c.
- No. 125. TIES, HUMAN AND DIVINE. By B. L. Fargeon. 40c.
- No. 124. IN THE HEART OF THE STORM. By Maxwell Gray, author of "The Silence of Dean Maitland." 30c.
- No. 123. A BAFFLING QUEST. By Richard Dowling. 30c.
- No. 122. THE LAIRD OF COCKPEN. By "Rita." 30c.
- No. 121. THE HOUSE OF HALLIWELL. By Mrs. Henry Wood, author of "East Lynne." 40c.
- No. 120. BASIL AND ANNETTE. By H. L. Fargeon. 30c.
- No. 118. THE HONORABLE MISS. By J. T. Moado. 30c.
- No. 118. STAND FAST CRAIG-ROYSTON. By Wm. Black. 40c.
- No. 117. HOOD WINKED. By T. W. Spoght. 30c.
- No. 116. THE SOUL OF COUNTESS ADRIAN. By Mrs. Campbell Braid. 30c.
- No. 115. FORESTALLED. By M. Betham Edwards. 30c.
- No. 114. MY FIRST LOVE AND MY LAST LOVE. By Mrs. J. H. Riddell. 30c.
- No. 113. THE WAGES OF SIN. By Lucas Malet. 40c.
- No. 112. PHRA THE PHENICIAN. By Edwin Lester Arnold. 30c.
- No. 111. THE LIGHT THAT FAILED. By Rudyard Kipling. 30c.
- No. 110. A MINT OF MONEY. By Geo. Manville Fenn. 40c.
- No. 109. THE RING OF AMASIS. By the Earl of Lytton. 30c.
- No. 108. MY SHIPMATE LOUISE. By W. Clark Russell. 30c.
- No. 107. HIND FATE. By Mrs. Motzander. 30c.
- No. 106. A MARRIAGE AT SEA. By W. Clark Russell. 30c.
- No. 105. THE STORY OF THE GADSBYS. By Rudyard Kipling. 25c.
- No. 104. PRINCESS SUNSHINE. By Mrs. J. H. Riddell. 30c.
- No. 103. CURB AND SNAFFLE. By Sir Randall H. Roberts. 30c.
- No. 102. FOR ME AND THE WORLD. By M. Betham Edwards. 30c.
- No. 101. SOWING THE WIND. By Mrs. E. Lynn Linton. 30c.
- No. 100. THE MAN WITH A SECRET. By Fergus Hume, author of The Mystery of a Hansom Cab. 30c.
- No. 99. A Black Business. By Hawley Smart. 30c.

The Toronto News Company,  
TORONTO.  
The Montreal News Company,  
MONTREAL.  
Publishers' Agents.

## 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.

**THERESE RAQUIN**, by Emile Zola. Philadelphia: T. B. Peterson & Brothers. Price 25 cents. This is a story of remorse of a guilty pair of lovers, drawn by the master pen of Zola.

**A DEAD MAN'S DIARY**. Toronto: William Bryce. This is a weird title. It is a very dreamy sort of book, written apparently from a strong well-spring of remorse and unhappy human experience.

**NABOTH'S VINEYARD**, by E. O. E. Somerville and Martin Ross. Toronto: William Bryce. This, like "An Irish Cousin" by the same two authors, is an Irish tale. The agrarian question with its manifold disturbances and social developments, is what this story is supposed to be brewed from.

**ROWSELL'S LAW AND COMMERCIAL DIARY**. Toronto: Rowell & Hutchinson. The 1892 edition of this old book is now ready. Its full supplementary information upon current facts make it a valuable book to the business or professional man. It is one of the few that have a Sunday column.

**WILMOTH THE WANDERER**, by G. G. Dail. New York: J. S. Ogilvie. The writer's fancy has not followed beaten paths, hence he has written a story in which few of the hackneyed expedients of novelists are made use of. It is interesting on account of a certain mysterious quality imparted to it.

**A FRIEND**, by Henry Greville. Philadelphia: T. B. Peterson & Brothers. Price 25c. This tender picture of French home-life will touch many hearts, as it shows how the love of a true woman will triumph at the last, in the value of true, enduring life. It was translated in Paris, from the author's manuscript, by Miss Helen Stanley expressly for the Petersons.

**THE ANARCHISTS**, by John Henry Mackay. Boston: Benj. R. Tucker. Price 50c. The edition under notice is a translation by George Schumm from the German of the author. It is a picture of civilization at the close of the 19th century. The writer takes up the gauntlet of Anarchism. His story strays through the regions of discontented society.

**THE AMERICAN DICTIONARY OF PRINTING AND BOOKBINDING**, New York: Howard Lockwood & Co. Part 3 of this valuable work, which is being issued in quarterly instalments, is now to hand. The same high class of work as characterized its fore-runners in the series is maintained in this. It begins in the middle of "Chinese Book," and ends with "Display Type." All the ar-

ticles are clear and exhaustive, many of them being handsomely illustrated. The work when completed will be invaluable to authors, publishers and printers.

**BEATRICE AND BENEDICK**, by Hawley Smart. New York, London, Toronto: John A. Taylor & Co. No. 4 in the Broadway Series. Price 50c. A story of the Crimean war. It would be hard to imagine Hawley Smart writing a novel that had no military flavor about it or that was without a good race in it. The race takes place and is as exciting as any other described by that lover of fleet horse-flesh.

**COOK'S INTEREST TABLES**. The publishers, Williamson & Co., have got out an improved edition of this very useful work. The plan of inlaying adopted in this edition greatly modifies the effect upon the sight that was unnecessarily trying and somewhat confusing where every space was inlaid. The page has a much more soothing aspect with the wider gaps that the new edition allows between inlays, and the eye is directed with quite as much precision.

**THE HOUSEHOLD EXPENSE BOOK**. Toronto: Williamson & Co. This book is for the housekeeper to do her bookkeeping in. It contains openings for every day of the year. Along the left-hand side of each are printed the names of all the articles that are bought for the table, etc. The remainder of the space is ruled into vertical columns, one for each day of the week. Herein are entered the amounts spent each day for each class of provisions, etc., brought into the house. The book will serve as a check on extravagance, will establish methodical housekeeping, and will be an agency of reform in domestic economy. It is sure to sell. Many other features not referred to above are embodied in the work, but could not be taken detailed note of from an advance copy.

All the games of last winter, are to the fore this season, and many new ones are also in stock.

A most engaging game of travel is "Innocence Abroad," of which a cut appears in this issue. It is published by Parker Bros., Salem, Mass.

William Byce's new Halma is a big improvement on his last year's edition. The board is a finer one and the men could not be better.

Flip games are got up more attractively this year. The material and finish are an improvement upon last year's, in Tiddly Winks and such games.

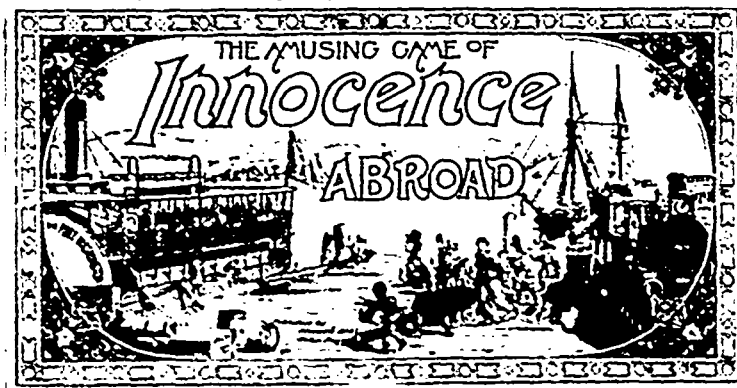
The latest thing in fantastic toys is Punch and Judy, in which the conventional comic figures are made to move and utter imitations of ventriloquial sounds.

Hickson, Duncan & Co. have an attractive line of music boxes, Hohner organs, etc. The same firm have full stocks of dolls, dressed and undressed. Their iron toys are having wide sale.

A camera that will take very good pictures, and called "the dollar camera," is now in stock at The Copp, Clark & Co's establishment. It is called a dollar camera, because the price to the trade is \$1.

There is very keen competition in playing cards just now. The prices have lately been cut very widely in the United States, and that has led to demoralization here. A lot of cards are said to have been smuggled into Canada across the border. A Jew peddler has been placing orders for quantities at uncommonly low figures.

The Copp, Clark Co. is putting two new games on this season, which they add to their Winter Evening series. They are



### GAMES, PASTIMES AND TOYS.

Warwick & Sons have issued a handsome sample-book of playing cards.

Ouija is having a good run. This source of diversion is otherwise named the Talking-board.

Parlor games are very active just now. There never was a greater variety of ingenious contrivances for killing the time agreeably on winter evenings than there is now.

Louisa and the Obstacle Race. Both games are to be played on boards. Louisa is somewhat like Parchesi. The board is embellished with designs emblematic of Canada and the countries of the United Kingdom. Peter Cuddles is the name of another game that house has added to its series.

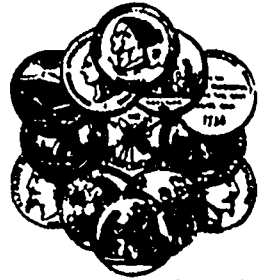
Restore goods to their proper places as soon after using as possible.

Goods conveniently located save time, money and temper in shopping.

# GEO. WATERSTON & SONS,

Manufacturers of

**"Bee" Brand** LETTER, EXPRESS, **WAX**  
 BOTTLING, PACKING, AND ENGRAVER'S



Eleven Prize Medals



For all Purposes, and Guaranteed for every Climate.

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VANCOUVER, B.C.

Direct Importers of Every Description of

**JAPANESE GOODS.**

Wholesale Lowest Cash Prices.

Write us for anything in those lines that you want.

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IMPORTER OF  
**FINE FANCY GOODS,**  
 FRENCH,  
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 GERMAN,  
 AMERICAN  
 and JAPANESE

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**CRAIG  
 ST.**

It is my aim to import principally such lines of goods as are not sold by everybody.  
**ORIGINALITY AND VARIETY**  
 are the chief characteristics of my stock.

**J. S. RUSSELL,**  
 IMPORTER OF

**Fine Fancy Goods**

New, fresh and distinctive in all leading lines for Fall and Holiday Trade.

Full varieties of plush, Oxidized and Leather goods, superior make and finish.

Extensive lines of Pocket Cutlery, Stereoscopes, Briar Pipes, Cigar and Cigarette Tubes, etc., etc.

Walking Sticks, an immense variety.

Gold, Silver and Steel Combs, Laces, Fringes, Tassels, Sponges, etc., etc.

Native Indian Goods and Curios, Lake Superior Anemthysts and Agates, etc., etc.

Moccasins, Snowshoes, etc., etc.

114 BAY STREET, - TORONTO.

## HEADQUARTERS FOR Russell & Morgan Playing Cards

**FULL LINE IN STOCK.**

TIGERS.  
 TOURIST.  
 BICYCLE.  
 EXTRA BICYCLE.  
 SPORTSMAN.  
 EXTRA SPORTSMAN.

ARMY AND NAVY.  
 EXTRA ARMY AND NAVY.  
 CAPITOL.  
 EXTRA CAPITOL.  
 CONGRESS.  
 EXTRA CONGRESS.

Write for Descriptive Catalogue and Prices.

THE COPP CLARK CO. Ltd.,

9 Front St. West,

TORONTO.

**READY TO FILL ORDERS.**

**- SUNDAY -**

For 1892.

This very popular Annual for the Young has over Two hundred and fifty illustrations by Popular Artists.

Strongly bound in coloured illustrated boards, \$1.00.

Bound in extra cloth, bevelled boards, gilt edges, \$1.50.

Note the Comments :

"Well suited to the little people." "Impossible to wish for a more attractive."  
 "Well written, well illustrated, well printed." "Deservedly a favorite."

Liberal Discount to the Trade.

**WILLIAM BRIGGS,**

29--33 Richmond St., W.,

TORONTO.

Sole Agents for Canada.

### INTERNATIONAL COPYRIGHT TANGLE.

United States authors and publishers are very much dissatisfied over the fact that they are refused the privilege of copyright in Canada, notwithstanding the treaty between England and the United States, which sanctions such registration in all the British possessions. The proclamation of President Harrison shows that his interpretation of Canadian law, as well as of the terms of the treaty between the United States and England, is that American citizens applying to the Canadian Government for copyright are entitled to obtain it. Despatches from Lord Salisbury to the Washington authorities plainly set forth that the true interpretation of the treaty and the Canadian law as well is that United States citizens are entitled to registration of copyright in Canada without obtaining copyright in England. The case has been referred to Sir John Thompson, and he has held that an arrangement between the United States and Great Britain does not constitute an "international treaty," and therefore Canada is not bound to respect it. The copyright branch has therefore obeyed the instructions of Sir John Thompson, and all citizens of United States who apply for the registration of copyright are refused. The Minister of Justice in coming to this conclusion was guided by the Copyright Act of 1889, passed by both Houses of Parliament. This Act was reserved for the assent of the Imperial Government, but such assent was not given. More than two years have elapsed since the Act was passed, and the time of reservation has therefore expired. Last session addresses were passed by the Senate and Commons praying that the British Government concede Canada's right to legislate upon copyright. It is understood that if the British Government do not accede to this the Canadian Government will issue a proclamation declaring the Act of 1889 to be in force. Sir John Thompson holds that Canada by its constitution has as much right to legislate in regard to the copyright law as it has in respect to bills of exchange and other trade questions.

**THE SQUIRE'S DAUGHTER**, by Lucie C. Lilie, published by Messrs. Porter & Coates, Philadelphia, and on sale in Canada by Messrs. Wm. Drysdale & Co., Montreal. The story is for girls, a young Connecticut girl's visit to New York, visiting all the places of interest in the city, one that will delight all who read it. Cloth bound.

**MARCY THE BLOCKADE RUNNER**, by Harry Castlemon, published by Messrs. Porter & Coates, Philadelphia, and on sale in Canada by Messrs. Wm. Drysdale & Co., Montreal, is one of his latest. The story is for boys, and gives stirring accounts of the life of two Union boys true to their colors, although living in the South during the war between the North and South. This book should have a big sale during holiday season. Cloth bound.

### THE INTELLIGENCE OF BOOKSELLERS' ASSISTANTS.

I have been moved to write a few words on the above subject from a long-growing impression that, though much has been said, yet much remains to be said.

We have all heard of the intelligent assistant who stated that, although he had not Mill on Logic in stock, he could supply Mill on the Floss. I take it that the average draper or food supplier of all kinds has to know his business in its entirety. Granting the bookseller has more to learn, he in many cases has leisure time in which he can be adding to his knowledge of books. My experience is that the more intelligence an assistant displays in the knowledge not only of the outside, but also of the contents of books, the more sales he is likely to compass.

There are several reasons why the ignorance of assistants is conspicuous. The first reason is, that it is rendered too easy for a youth to adopt the business, in many cases a business for which he has no aptitude or liking, and has only been induced to enter with the idea that it was a 'gentlemanly' sort of trade, and not involving hard work.

This leads me to the remedy, if remedy there be. I hope the time will come when a short but complete examination will be necessary for all youths who desire to enter the business of bookselling. A certificate, signed by the examiners, should ensure any youth possessing it a more important situation than one applying without such certificate. The examination held say yearly, should be undertaken by men capable and thoroughly earnest in the matter.

Sets of questions should be given to test the competitor's knowledge of English literature, and also questions to prove that his early years in a bookselling establishment have taught him something about prices and informed him as to the latest editions of books, things always necessary to be known by an intelligent assistant. This examination might be passed by young men at any time. For preference we will say at the end of their apprenticeship.

I am convinced that were some system of this sort instituted by responsible persons, and employers were inclined to put the matter plainly to their assistants, showing them the importance of such a system of education, we should have a more intelligent set of men behind booksellers' counters, and we should be more likely to have the right men in the right place. It has always seemed to me that the average intelligence required from a bookseller's assistant is of a higher quality than that needed in many other businesses.

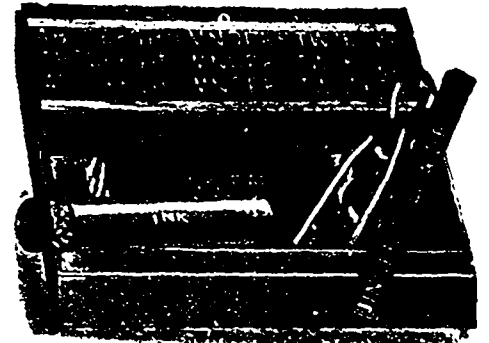
One reason, perhaps, why the above improvement in training is difficult of attainment is owing to the mixed nature of most bookseller's stocks, although I am convinced that under certain conditions it is still possible to make a living by keeping books, and

books alone, and I am also sure that the man who knows most is most likely to succeed as a bookseller; the general dealer, if I may use the term, will only keep those few books that are most likely to be wanted, and which bear the largest profit.

The ideal bookseller is one who keeps a large selection of both old and new, and here it is evident too much knowledge is impossible.

The matter I have referred to is, I am aware, not entirely a new one; many persons have had an idea that more education is necessary for the bookseller, but nothing has come of it. I should like to hear the ideas of the readers of the Publishers' Circular, and who knows but some practical good may be the result? It is certainly a matter for discussion at a Booksellers' Congress.—C.V. in Publishers' Circular.

### THE PERFECT POCKET PRINTER.



For marking Linen, Books Cards, etc. Sets up any name. Contains Three Alphabet Rubber Type. Bottle (warranted) indelible ink; Type Holder, Pad, etc., put up in cartons of one dozen each with show cards in colors. Price 82 per doz.

**THE COPP, CLARK CO., LTD.,**  
9 Front St., West, Toronto.

# LOOK

At the FINE POSTERS printed from NEW TYPE with BRIGHT INKS at the

**GREAT POSTER  
HOUSE OF THE  
DOMINION**

**THE MAIL JOB  
PRINTING CO.**

TELEPHONE 247

W. A. SHEPARD, MANAGER

**LOWEST LIVING PRICES**



# TRADE CHAT

Emmond & Co., stationery, etc., Treherne, Man., have retired from business. Chas E. Clemens succeeds.

Mr. McAinsh has severed his connection with the Presbyterian News Company. It is probable that he may go into business on his own account.

The Copp, Clark Co. are offering a very ingenious and convenient twine box. An advantage of it is that it rolls up the slack automatically, leaving just enough free end to get hold of whenever wanted. It retails at \$1.25, and costs the trade 80c.

A stock company with a capital of \$100,000 has been formed to place a paper exhibit at the Columbian Exposition. Every American paper maker or American manufacturer of paper-making machinery will be allowed to take stock. The entire capital has already been secured, but the pledges will not be called for until the outsiders have been given a chance, in order to do away with any idea of a money-making scheme. A Committee of Five has been appointed by President M. J. Fitch to take the matter in hand and to send a representative to the meeting of the Boston Paper Trade Club on the third Wednesday in November.

## The Scottish Minstrel--10c.

Containing the following songs with Words and Music.

Callor Herrin--Auld Robin Gray--Bonnie Prince Charlie--Flora MacDonald's Lament--Nae Luck About the Hoose--Scottish Blue Bells--Tak Yer Auld Cloak About Ye--The Braes o' Yarrow--Bonnie Dundee--Dear Land Ayeont the Sea--My Nannie, O--Tullochgorum--The Sweetest Word on Earth is Home--Pibroch of Donull Dhu--The Flowers o' the Forest--Dinna Fash Yer Heed! The Land o' the Leal--Awey, Ye Gay Landscapes--Scotch Dainties: Brose, Fartich, Kail, Haggis! an' Bannocks--Wa's me for Prince Charlie--Oh! Saw Ye My We Thing--Sons of Scotland--When the Kye Comes Hame--Return, My Darling--My Heart is Scotland's Yet--O! Aye, Ye Sleopit! Maggie--Scots Wa Hae!--Willie's Gane to Melville Castle--Whistle O'er the Lave O'--My Dear Helen Laddie, O--The Scottish Emigrant's Farewell--Fear a' Bhata; or, The Boatman--Blue Bannets over the Border.

Post free to any address on receipt of TEN cents.  
IMRIE & GRAHAM, Music Printers, 26 and 28 Colborne St., Toronto, Can.

# M:U:S:I:C

The ANGLO-CANADIAN MUSIC PUBLISHERS' ASSOCIATION and EDWIN ASHDOWN'S businesses both being in the same premises, it pays dealers and others to order all Music of them direct. Address,

SYDNEY ASHDOWN,  
MANAGER

Anglo-Canadian Music  
Publishing Assoc'n,

13 Richmond Street West,  
TORONTO, ONT.

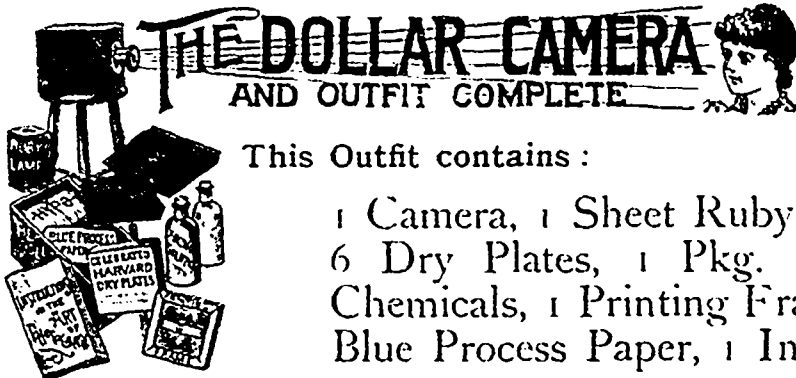
# WINTER EVENING GAMES

Halma .....	retails \$1.00	Rever-i.....	retails 35c.
Parchest.....	" 1.00	Perrwinkle.....	" 25c.
Go King.....	" 75	Nations.....	" 25c.
Louisa.....	" 1.00	Authors.....	" 25c.
Obstacle Race.....	" 1.00	Old Maid.....	" 25c.
Fish Pond.....	" 25	Peter Coddles, etc.....	" 25c.

Write for trade prices and catalogue to

THE COPP, CLARK CO. Ltd.,

9 Front St. West, TORONTO.



TRADE PRICE, \$1.00.

This Outfit contains :

- 1 Camera, 1 Sheet Ruby Paper, 1 Pkg. Photo Mounts, 6 Dry Plates, 1 Pkg. Hyposulphite Soda and other Chemicals, 1 Printing Frame, 2 Developing Trays, 1 Pkg. Blue Process Paper, 1 Instruction Book.

## Complete, Practical, Perfect, and Cheap.

This Outfit is gotten up carefully, and expressly for Retail Store Trade. Everything is neat, clean and attractive--nothing cheap-looking or shabby about it. It is manufactured under the supervision of an experienced manufacturer of Photographer's Supplies, and everything it contains is KNOWN to be the best that can be had for the purpose it is designed for. The directions are full and explicit and the Outfit is positively complete--containing everything necessary for immediate use. It contains 6 Dry Plates which gives the user as many different negatives. The Camera is a neat hard wood box, covered with morrocco paper and having a perfect Lens and Cap, with slide for plates inside and sliding cover. The whole Outfit is contained in a strong and neat outside box, which afterward serves as an excellent Ruby Lamp. We furnish with each shipment an elegant show card in two colors, using the above cut, enlarged--with sample Photographs, taken with the Camera, mounted thereon.

Packed one dozen outfits in a package and six packages in crate.

THE COPP, CLARK CO., LTD.,  
9 Front St. West, TORONTO.



Just now the wholesale houses are forwarding parcels for which import orders were booked months ago. The sorting-up trade is always calculated upon to be large, as the disposition of retailers is to evade the risk as far as possible of carrying stock much in advance of the demand. So far, however, there has been little supplementing of orders placed early, and travellers report sorting up business to be very light. Stocks on hand, remnants of last season, are said to be quite large. A feature of this year's stock is the lack of new ideas. The old stand-bys—albums, plush goods, etc.—are as prominent as ever, but clearly are not gaining ground. The dearth of new notions is a matter of quite general comment. Native productions have more freshness of conception about them than imported lines have.

A revival in the use of ladies ring purses has brought out some very pretty varieties. Beaded and made of silk, with rings they are certainly attractive.

Fancy-lined silk work-baskets are selling as well as most things for eking out Christmas supplies not sufficiently provided for by factory delivery orders.

Manicure sets in the usual diversity of make are relied upon this season to fill a big part of the demand for fancy goods.

Autograph albums are the object of an attempted reaction which may prove more or less successful. The movement is favored by oddity in the shapes, horse shoes, triangles, etc., being affected.

Something is doing in crystal, nickel and tortoise-shell picture-frames, which appear to be the sorts most in vogue.

The Persian Silver line of fancy goods has had a good run. In toilet cases, manicure cases, collar-and-cuff boxes, glove cases, the demand has been specially active.

Warwick & Sons have found the demand quite strong for a handsome circular plate mirror intended for use as a table rest for a jardiniere holding a bouquet. It is a very pretty notion for a present.

Williamson & Co. have put on the market a line of exceptionally taking photo-cases made in several styles. The surface surrounding the space for the photo is hand-painted with a variety of graceful designs. These beautiful goods compare favorably with similar imported lines, and are entirely the product of Williamson & Co.'s own manufacture.

Brown Bros' warehouse is in the throes of fall business just now, its receiving and shipping departments being equally busy. The new stock of fancy stationery and office supplies is particularly large and varied. The demand for paperies is also met by a

very full assortment. The choice leather toilet cases manufactured on the premises are having a strong run. Photograph albums, the very latest in the season's resources, are being opened up and forwarded to retailers. The leather goods of this line are especially fine. An album of the "double decked," description and another folding together, having pages opening from two sets of hinges, is in favor, as are likewise the fine photo-screens now in stock. Portfolios, wallets and purses of morocco, Russian leather, all luxurious looking, are in their usual fall plenitude in the stock of this very old house. A very catchy line of purses is for loose change, fine leather pouches hanging in steel or oxidized silver frames. One of these has a sort of false top, in which is a compartment very handy for street-car tickets, postage stamps etc. An elegant thing, and one sure to take the fancy of tasteful people is a soft leather photograph case for the pocket, intended for travelers and others who like to carry about with them pictures of their family or any other collection of photographs.

#### BOOK NOTES.

A very handsome edition of *From Sea to Sea*, bound in morocco, is now on the market.

Bryce is bringing out the next new book by Josiah Allen's Wife, entitled *Widder Doodle's Courtship*.

The Willard Tract Depository is just opening up its stock of Boys' Annuals. The usual demand for these is being experienced. Our *Darlings* is specially fine.

The Willard Tract Depository has received *A Bride in Christ*, by Andrew Murray, and *God of the Amen*, a new volume of sermons by Dr. McLaren of Manchester.

Wm. Bryce is publishing in a line of 12 mos. over a hundred popular novels, neatly bound in cloth, to retail at 25c. All his dollar books are turned into this list.

The Toronto News Company announces that it has succeeded in getting the Seaside Library reduced to the same price to the Canadian trade as it is sold at in New York.

*Sunday for 1892* is up to the average of former years. In cloth boards it is \$1, in cloth gilt it is \$1.50. The sale here is controlled by the Methodist Book Room. The circulation of this publication is 70,000.

The cheapest book for its matter, illustrations and general get-up is *A Run Round The World*, which contains 700 pages and 300 cuts, and is an intensely interesting book for boys. The Willard Tract Depository jobs this book to the trade in dozens at 35c each. It is wonderfully good value.

The stock of Hart & Company has been reinforced by some of the choicest books of the season for the Christmas trade. There are some gems of book-making put on the market this year, and a goodly number and variety will make their way to the libraries of readers by way of Hart & Company's bookstore.

Williamson & Co. have in press and will issue shortly a new book by Professor Goldwin Smith. It is entitled *The Moral Crusader*, and is a biographical essay on the famous abolitionist, William Lloyd Garrison. It is said to be in the author's best vein. The publishers are getting out editions as well for the United States and the English market. The book will retail at \$1.

#### STATIONERY NOTES.

The Spencerian Clip, made by Brown Bros., is of the spring stop description, leveling neatly the upper edges of all papers held in its strong clutch. It is selling well. The metal document boxes made by the same firm are likewise in request. Their new lines of finely-mounted and finished copying-presses are very attractive.

The two new tablets advertised by Buntin, Gillies & Co. in this issue, are recommended as sellers. The Crusader comes in two sizes, note and letter, and is made to retail at 10 cents. The Golden Rod, in note and pocket sizes, is thinner and retails for five cents. The firm report heavy business on their fine lines, notably the Ideal and Westminster.

J. K. Cranston, Galt, writes:—I have in preparation the most complete and handy newspaper, magazine and order books, that I am sure will be a great boon to the news-dealers and book trade in keeping track of subscriptions (daily, monthly and yearly), the prices and accounts of the same. The order book will also be very handy and useful. The newspaper and magazine book will contain 400 pages, strongly bound, the price \$4. The order book will contain 300 pages, and the price \$3. I will also issue a 300-page subscription book, price \$3. There will be ruled and printed headings adapted for handiness and dispatch in keeping things in ship shape. The trade should all have a copy.

#### POSTPONEMENT OF MEETING.

The annual meeting of the Ontario Book-sellers' and Stationers' Association, which was to have been held here on the last Wednesday of October, was postponed until a later date, as President H. Fred Sharp, St. Mary's, and Vice-President Cormack, Whitby, were unable to be present. Mr. Sharp, who has filled the office so long and so successfully, it will be remembered, opposed Mr. John Trow in the Dominion election contest in Perth. Mr. Trow was elected and Mr. Sharp entered a protest. The protest came up for trial the day of the annual meeting, hence Mr. Sharp's inability to be present. The result was, as most of our readers know, in Mr. Sharp's favor, Mr. Trow being unseated. Mr. Sharp will now have another chance at the representation.

## HEADQUARTERS

For Celluloid in Sheet  
and Ragged Edge Cards

Now so popular for Hand Painting and for  
Decorative Purposes.

—THE—  
**Art Metropole**  
131 YONGE ST. TORONTO.

**BUSINESS CHANCES.**

**GOOD CHANCE—WELL ESTABLISHED**  
Stationery, fancy goods and picture frame business in Toronto for sale. Present stock valued at \$700. Reasons for selling poor health. Address, Leggett, 784 Yonge St.

**FOR SALE—BOOKS, STATIONERY, FANCY**  
Goods and Toy Business, well established, in the best town in Northern Ontario—Stock about \$3,000—mostly new and well assorted. Good reason for selling. Apply to "M. P." care BOOKS AND NOTIONS, Toronto.

**AN OLD ESTABLISHED BOOK, STATION-**  
ery, and Fancy Goods Business, (with Bindery attached), situated in one of the cities of Ontario, is offered for sale, owing to the ill-health of the proprietor. Goodwill and lease of present commodious premises may be had, or stock would be sold at a per centage. Address "Stationery," care BOOKS AND NOTIONS, Toronto.

**THE POST OFFICE BOOKSTORE TORONTO.**  
Owing to the removal of the undersigned to larger premises they offer for sale all the fixtures in position in the old and favorably known premises, the Post Office Bookstore. Occupation can be given Nov. 1st., in good time for the Holiday trade. Satisfactory arrangements may be made as to lease. The Presbyterian News Co., (ltd.) Toronto.

**TURKISH STEEL PEN CO.,**  
DAMASCUS, SYRIA.



IN SIX NUMBERS.

Created for all kinds of Writing.

SOLE AGENTS:  
**WARWICK & SONS, Toronto.**

**Men of the Bible.** Each 75 cts.

- 1—Abraham, W. J. Deane, M.A.
- 2—Moses, by Canon Rawlinson.
- 3—Solomon, by Canon Farrar.
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- 5—Isaiah, by Canon Driver.
- 6—Samuel and Saul, W. J. Deane, M.A.
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- 8—Jesus, the Divine Man, by F. J. Vallings, M.A.
- 9—Daniel, by H. Deane, B.D.
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- 12—Isaac and Jacob, by Canon Rawlinson.
- 13—St. Paul, by James Iverach, M.A.
- 14—Joshua, by W. J. Deane, M.A.
- 15—Gideon and the Judges, by J. W. Lang, D.D.
- 16—The Minor Prophets, by Archdeacon Farrar.
- 17—Esa and Nehemiah, by Canon Rawlinson.

SUPPLIED BY  
The Upper Canada Tract Society.  
JOHN YOUNG, Depository,  
102 Yonge Street, Toronto.

**SAMPLE**

Assortments of Toys and Fancy Goods for Holiday trade will be sent to reputable dealers whom our travellers do not reach, if they will drop us a card stating what they are likely to need. Our line of

**DOLLS**

cannot be excelled in Canada, and as to prices, we do not fear any competition. We will send a single sample of some leading sellers, and list prices to suit requirements of customers.

**GAMES**

are a leading line with us, as are also novelties in French Puzzles, long and short patterns, single, double, treble and quadruple clasps. Sample assortments of these goods give dealers a splendid variety, and ensure quick sales. Our aim is to secure goods entirely different from those shown by other houses. We have no dead stock.

**PORTER, KEMP & TESKEY,**  
(Agents for Hy. Milward & Sons, Fish Hook and Tackie Mfrs. Kedditch.)  
210 St. James St., - Montreal.

Do the Leads in your pencils break?

If so you do not use the right kind;

The best are made by the

**AMER'N LEAD PENCIL CO**  
NEW YORK.

Send TWENTY-FIVE Cents in stamps for samples worth twice the money.

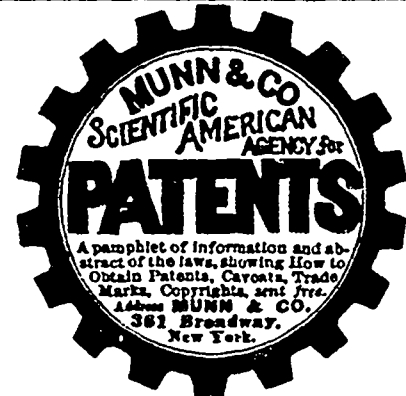
**SPENCERIAN STEEL PENS**  
Are the Best,

IN THE ESSENTIAL QUALITIES OF Durability, Evenness of Point, and Workmanship.

WORKS: Birmingham, England.  
ESTABLISHED 1850.  
Over \$5,000,000 of these pens sold in United States in 1899.  
CANADA AGENTS  
BROWN BROS., Toronto.  
BOYD, RYRIE & CAMPBELL, Montreal.



Trade supplied by Davis Lawrence Co. Canadian Agents, Montreal.



**KINDERGARTEN AND School Supplies.**  
SELBY & CO., 42 Church St., TORONTO.

**ESTERBROOK'S**



**Steel Pens**

Fine Points, 333, 128 and 444.  
Business Pens, 048, 14, 130.  
Blunt Points, 122, 280, 1743.  
Broad Points, 239, 313, 284.  
FOR SALE BY ALL STATIONERS.  
ROBT. MILLER, SON & CO., AGENTS.  
MONTREAL.

**MACNIVEN & CAMERON'S** { Renowned } **PENS**

**THE FLYING DUTCHMAN PEN**



WRITES OVER 200 WORDS WITH ONE DIP OF INK.

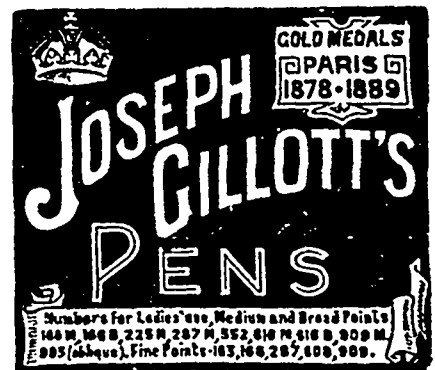
**MACNIVEN & CAMERON,**  
Waverley Works, Edinburgh.

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Paper Makers,  
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**STATUARY** BUSTS AND BAN-RELIEFS for Decorative Purposes, 3000 Styles FREE Pamphlet sent FREE  
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PLASTER CASTS for Artists and Schools, 250 Designs, Descriptive Pamphlet FREE  
**C. HENNECKE CO., MILWAUKEE, WIS.**  
4ND 207 WABASH AVENUE, CHICAGO.



## A HANDY CATALOGUE.

The new Catalogue of The Copp, Clark Co., Limited, is a well-filled volume of information of the description that is needed to facilitate trade between that house and its army of customers. The convenient arrangement of its matter and the fulness of its entries show that one of the objects aimed at in its compilation was to make the book of service to the retailer. Nothing could come closer to the elimination of distance between wholesaler and retailer than the Catalogue does. A detailed index at the back enables the intending buyer to make ready reference to whatever his stock wants suggest the purchase of. He can then come to town with a certain amount of information noted as a basis of business. The Catalogue, being an exhaustive one, is of course too lengthy for reference to be made even to its general heads. There is an almost endless variety of blank book and stationery lines, classified, described and priced. Office supplies take up another big tract of space with like notes and abundant illustration. School findings are exemplified in manifold forms, and a large mass of miscellaneous matter closes the book. All retailers should be supplied with a copy, as it possesses the sort of information to fore-arm the buyer with.

## HOLIDAY CARDS, SPECIAL NUMBERS, ETC.

A big call for Christmas numbers of English illustrated papers opened up and continued active from the moment business in these lines became in order. These special numbers appear to be gaining ground yearly, their literary excellence backing up the art that is in them to push them farther into favor every issue.

An American edition of the Family Herald is now published simultaneously with the English, and the price is consequently greatly reduced, enabling the trade to make 4½c. instead of 3c. The publication of an edition for the trade of this continent has long been urged by Mr. Irving. To give the edition a start, the first number will be sold at half the wholesale price and the paper will be supplied "on sale."

Several local houses report a satisfactory season's business in Christmas cards, but it seems apparent that some reserve in the buying has on the whole been experienced. Lines obtainable at easy figures and suitable for popular trade have had the preference so far. Retailers may be getting more into the custom of coming on the market late, trusting to find stock and concessions at the tail-end of the season.

The Methodist Book-Room has been the centre of a very wide distribution of Christmas booklets and calendars, whose chief impulsion is due to their popular prices and attractiveness. Some very fine booklets controlled by the Book-Room in this country found free sale to retail at 15c., and thousands of their calendars to retail at prices ranging up to 30c. were also placed. The value was unusually good.

## COPYRIGHTS.

6121. The Bell Telephone Company of Canada, Toronto Exchange, Subscribers' Directory, Ontario Department, September, 1891. The Bell Telephone Company of Canada, Montreal Que.

6122. Bouquet of Kindergarten and Primary Songs, with Notes and Gestures. Introduction by Mrs. J. L. Hughes. Selby & Co. Toronto, Ont.

6123. McPhillips Brothers' Map of part of the City of Winnipeg and parts of the parishes of St. Boniface, St. John and Kildonan, Manitoba. George McPhillips, of Windsor, Ont., Frank and Robert Charles McPhillips, both of Winnipeg, Man.

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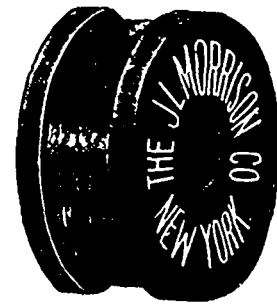
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