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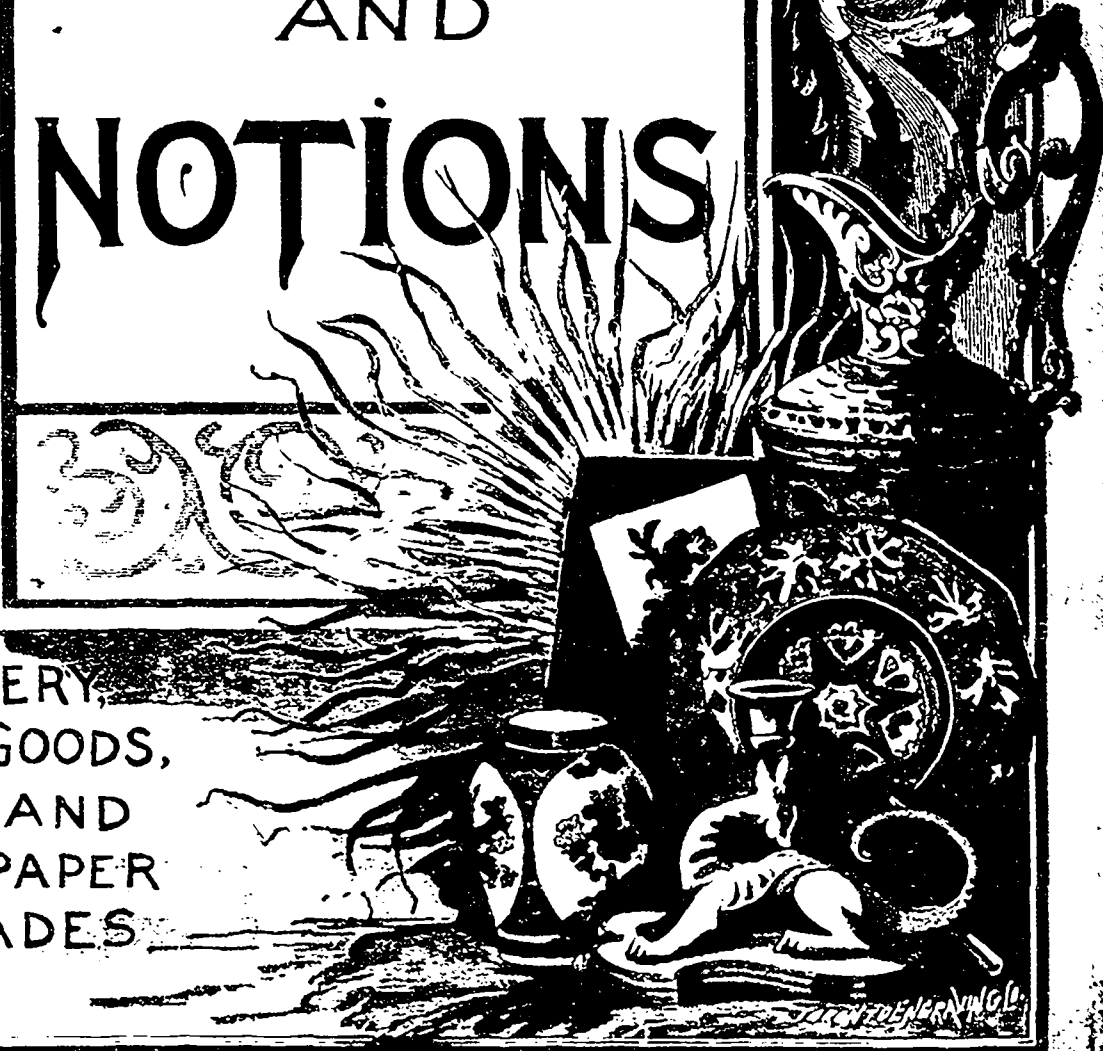
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FANCY GOODS,
MUSIC AND
WALL PAPER
TRADES



It Pays to Handle Nice Goods.

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CHOICE GOODS
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Correspondence Papers and Envelopes.

Paper in Handsome Quarter Ream Boxes--and Baronial Envelopes to match in Eighth M. Boxes.

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For Quality, Value and Excellence these Papers and Envelopes are unequalled. We put them up ourselves.

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Manufacturing Stationers, - - TORONTO, ONT.

BOOKS and NOTIONS

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

Vol. VIII

TORONTO, JUNE, 1892.

No. 6

REDUCTION

In prices of BABY CARRIAGES. Clearing out to make room for Fall Shipments.

SPECIAL DISCOUNT--

Catalogues sent on application.

Have you seen the new game

“CHING CHING”

more fun for 10 cents than anything ever shown before.

H. A. NELSON & SONS,
56 & 58 FRONT ST. W., TORONTO.

W. H. BLEASDELL & CO.,

Direct Importers.

Our travellers are now on their respective routes, with a replete line of seasonable goods. Kindly reserve orders until you inspect their samples.

Base Ball Supplies, Rubber Balls of all kinds, Alhes, Marbles, Lacrosse Sticks, Hammocks, Croquet, Brandon Express Wagons, etc.; Flags, Chinese Lanterns, Fishing Tackle, Baskets, Fans, Albums.

Pipes, Canes, Tobacconist's Sundries, Druggist's Sundries, Optical Goods.

Stock and Import Orders Solicited.

CLOSE PRICES.

Letter Orders receive personal attention.

74 York St. Toronto.

C. M. TAYLOR & CO., Toronto

SOMETHING NEW FOR CHRISTMAS.

To replace Plush Goods and such like which have been served up year after year to the Trade as Novelties. We are now submitting the result of our direct importations

FROM JAPAN

Japanese Thin Porcelain Ware in Decorated 5 o'clock Tea Sets, Coffee and after dinner Sets, Individual Cups and Saucers, Vases, Fruit and Cake Plates, Card Receivers, also

Undecorated Japanese China for Hand Painting.

These goods are the very newest designs; are wonderful value, and will meet with ready sale at profitable rates to the retailers.

Our travellers are now submitting our full range of samples.

C. M. TAYLOR & CO., Toronto.

CUSTOMS AND EXCISE TARIFF

Corrected up to 15th Oct., 1891.

Including Foreign Exchange Tables.

Bound in Cloth.

Retail Price, - - - 50c.

MORTON, PHILLIPS & CO., Stationers, Blank Book Makers, Printers and Publishers

1755 AND 1757 NOTRE DAME ST., MONTREAL.

LIQUIDATION SALE

—OF—

HICKSON, DUNCAN & CO'S

Large wholesale stock of Fancy Goods, comprising the usual line, among which may be mentioned Tobacconists' and Druggists' sundries, sporting goods, cutlery, etc.

Dealers would do well to call or send in their orders by mail early and thus secure good selections at prices ranging from 25 per cent. under the usual prices to very much less than the cost of importation.

25 Front St. West, Toronto.

N.B. - Sample Trunks, Show Cases, Tables, Shelving, Office Furniture and Signs for sale at prices to suit buyers.

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The BIOGRAPHICAL Series :	} ABRAHAM, The Friend of God ISRAEL, A Prince with God JOSEPH, Beloved, Hated, Exalted.	} ELIJAH, The Secret of his Power.	} EACH 90c.

The best selling series of Devotional Books at present on the Market. A liberal discount to the Trade.

TORONTO WILLARD TRACT DEPOSITORY, LTD.,

Corner Yonge and Temperance Sts.

THE
: Barber & Ellis
COMPANY,

Nos. 43, 45, 47 and 49 Bay St., Toronto.

AND

823 Craig St., Montreal,

Begin to advise the Trade that they will have ready for their inspection in a few days, this year's line of

Plush Papeteries.

With confidence they ask them to defer placing any orders for foreign makes of these goods, as they can confidently say that for style and price they excell any line that is in the market. All those houses that handled their goods last season, express themselves as well pleased with the manner they were received by the public.

This year's line embraces many new novelties that will make the goods exceedingly attractive.

Orders are now taken for fall delivery, as it is impossible, from the great variety, to make up and sell from stock.



MR. SPENCE will show samples in the West

MR. EASTON in the East and North.

MR. PERROTT in Manitoba and B. C.

MR. DAVISON in Quebec and Maritime Provinces.

BOOKS AND NOTIONS

ORGAN OF THE

BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year, in Advance.

OFFICE, No. 10 FRONT ST. EAST, TORONTO, ONT.

RATES OF ADVERTISING:

One Page	1 Month	\$25 00	One Page	12 Months	\$250 00
One Column	"	10 00	One Column	"	120 00
Half Column	"	5 00	Half Column	"	60 00
Quarter Column	"	3 50	Quarter Column	"	35 00
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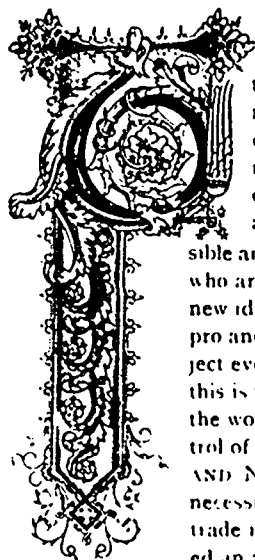
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ADDRESS BOOKS AND NOTIONS, TORONTO

Vol. VIII.

TORONTO, JUNE, 1892.

No 6.



HERE is a great difference in the business methods adopted by different men, and there is no surer index to a man's capability for the conduct of any business than the carefulness with which he will seek for new ideas and the quickness with which he will decide whether or not the idea which has attracted his attention is practicable, feasible and suitable to his business. There are men who are so light as to be carried away with every new idea before carefully weighing the reasons, pro and con, for its adoption. Others again reject every new plan simply because it is new, and this is the class of men who are generally dead to the world several years before they cease the control of their business. At various times, BOOKS AND NOTIONS, has shown the advisability and necessity of Canadian booksellers extending their trade in various ways and a recent issue contained an article on canvassing for trade.

There are some curiously startling circumstances which have yet to be mentioned. One of these is the fact that some city houses allow much larger discounts to house to house canvassers than they do to retailers. There are of course houses who sell to subscription agents only and allow very large discounts on standard books. But in the case of wholesale houses, which sell to both retailers and canvassers, many of them give a much higher discount, besides other profitable privileges, to their canvassing agents than to their retail customers. Some go even farther than this and handle certain books which they refuse to sell to retailers at all. A Toronto wholesale house which sells hundreds of thousands of dollars worth of books to the retail trade of Canada every year, is handling a life of Spurgeon which it refuses to sell to the trade at all. This is but an example, and these houses justify their action by saying that these books would not sell at all worth mentioning if they were left entirely to the retailer. They cite instances of men selling hundreds of these books in a month or two. The wholesale house which we have referred to, has an agent in a county in Quebec who disposed of three hundred copies of Talmage's 'From Manger to Throne,' in six weeks, besides doing other business. A certain house in Toronto has an agent in Manitoba who sells about four hundred volumes a month. Another instance which is well known to the trade and which may further illustrate this, is the way J. E. Bryant & Co. have managed the sale of the Concise Imperial Dictionary. All these facts and circumstances point clearly to the fact that to secure large discounts and to secure the handling of all new books, the book

sellers must have some means of enlarging and feeding his trade by house to house canvassing.

The mere fact that there are a number of houses in the cities doing a large and profitable business in supplying their subscription agents only, serves to indicate the huge sale of books throughout Canada, which puts no profit whatever in the pockets of the regular booksellers. The matter is well worthy of the attention of every live bookseller, and he must necessarily conclude that canvassing for trade by means of regular agents will be a profitable, and perhaps a future necessary branch of business. It is not necessary that the agent should carry a wagon load of samples with him, in fact, experienced men say that especially in bookselling one line at a time is sufficient and most profitable. To sell a book requires the talent of persuading the prospective buyer that he wants that particular book worse than any other book in print, and this will not hold for two books. Other reasons why only one line should be handled at a time will readily suggest themselves to any one who thinks on the subject. The salesman makes the sales, just as the hustling business man builds up a huge trade while his competitors sleep. One agent will sell a hundred dollars worth of book, where another and less able man would fail to make a sale.

A city dealer in subscription books, when interrogated as to reasons why he did not sell to retailers, made the following remarks: "Why, retailers couldn't sell two of those books in a year, because they do not push for trade they wait for it." Continuing, he remarked that certain classes of books must be pushed or their sales would not be adequate, and he emphasized the point that such books could not safely be left to have their sales regulated by the retail booksellers, and consequently the publisher must and does rely on subscription agents. At present there are five different editions of the Life of Spurgeon upon the Canadian book market, and the aggregate sales of these editions will be among the tens of thousands; yet a liberal estimate would not place the amount sold by regular dealers at more than five per cent. of the whole.

The discounts generally allowed to subscription agents may be illustrated by those allowed by C. R. Parish & Co., Toronto, one of the leading subscription houses in the city. They allow forty per cent. on their regular subscription books to any agent, and when an agent is well established he receives privileges of various kinds which make the total about fifty per cent. On albums and bibles they allow a straight fifty per cent. The Methodist Book room allows from thirty-five to fifty per cent. to their subscription agents, of which they have a large number. Now such discounts as these, when combined with certain special privileges, are greater than allowed to the ordinary retailer. And it is just here where the retailers by sending out or controlling subscription agents and canvassers, can secure to themselves not only works which they would not otherwise be able to secure for sale, but also greater discounts on the works they do sell. As a concrete instance of the latter, the Methodist Book-Room handles a work on which it allows thirty-three and a third per cent. discount to retailers and fifty per cent. to subscription agents. This is justifiable, because if the discounts were not so the book would have a very limited sale. The data here presented will serve to indicate the advantage to be derived by establishing canvassers. The grocer trade and the hardware trade are doing this quite extensively, and there is no unsurmountable reason why the bookseller should not meet the cutting up of the trade at present experienced in the manner described, and in this way preserve the volume of his trade intact, or perhaps materially increase it with beneficial results. It is not in books alone that this can be done profitably, but articles are being continually placed on the market which offer good profits to live merchants. Novelties are numerous, which have only to be shown to be sold. School supplies, such as maps, desks, etc., form another class. In fact, the man who desires to pursue such a plan for business extension, can never lack in articles which will sell readily.

THE STATE OF TRADE.

Just now the book trade has a very good feeling, although the trade is only ordinary. A good general trade is being done, and if brighter weather causes a rapid growth of crops, the booksellers may expect a fairly good summer's trade. Some of the wholesale houses report books especially active, but these are mostly paper bound books, which are having an increased sale, due no doubt to the anticipation of the holiday book trade. As the holiday season approaches both wholesale and retailer make strong efforts to increase the sale of the lighter class of books and the retailer especially can do himself a great deal of good by making special efforts in this direction.

With regard to import orders there seems to be a slight falling off in their volume this year. Dealers are more inclined to wait until the fall and order from stock. This must be especially beneficial to weak dealers, but of course it is not pleasing to the wholesalers. Some of the houses report that import orders for Christmas cards and novelties are hard to obtain while others report fairly good sales. In the Northwest travellers are more successful than in Ontario. This may be explained as due in considerable measure to the fact that many good farmers are leaving Ontario to engage in extensive wheat farming in the Northwest. The fishing tackle trade has been very good this season, in fact considerably ahead of last season. Prices have remained as low as last year despite some heavier duties which have been imposed.

DOWN WITH THE GRUMBLERS.

"I have no patience with men who in spite of their prosperity take every opportunity to run down their country," said a wholesaler to us the other day, and he went on to relate how a fellow wholesaler, in one breath, complained that Canada was going to the dogs, and in the next bragged that he had never known a year since starting business, some six years ago, that had not shown a decided increase in volume. He went on to say that talk of this kind was not very far from treason, that he could see little, if any, difference between intriguing against the rightful rulers of the country and constantly sowing discontent in the minds of the people. Owing entirely to this system of "beating Canada the largest, the most healthful, the most fertile country in the world, not to speak of the mineral resources which are so immeasurably great that it is doubtful if all the rest of the world put together aggregate such riches," he said there was millions of dollars in and out of Canada lying waiting for investment so soon as the possessors of the money have had their confidence restored to them. Emigration to other countries was encouraged and immigration greatly retarded by the con-

stant croakings of these unhappy petards who make it their business to lose no opportunity to use the press, public platforms and private conversations to do their country an injury. He thought they should be met by a "Shame on you," "Go about your work and be thankful," whenever their ungrateful voices were heard. Let also all who believe in the necessarily great future of this Canadian of ours take advantage of every chance afforded them to shew their unbounded faith in the country. If it were but known what great strides have been made in the volume of all business in Canada during the last twenty years, not to speak of the opening up of the country by railways, and Canada, besides the breaking of the soil by farmers and miners, people would not have the face to complain. There is no room here for figures, but we are in possession of statistics of all kinds showing that our proportionate increase during this time is greater than any other country in the world, except the United States. Moreover, the long-headed ones see a filling up of the neighbouring Republic, which means a forced emigration to Canada from all parts of the world, including the States themselves, within a very few years. He concluded by saying "Take this to heart and when you hear a man talking annexation pull him up short."

ADVERTISING AS IT IS.

A person who picks up any Canadian local weekly will find in it a variety of methods of advertising. The man who begins his advertisement with "The Great Railroad Strike is now over, but this has not prevented us getting in two more carloads of that sugar," has not ceased to exist. He still lives. He changes his advertisement regularly twice a year, once in the Christmas season and once during some other season when he seems to have a new idea. When he sits down to write an advertisement he must first have some words about something that is happening or has happened, but which has no connection with his trade. War is a favorite topic with him. He is in the same weary class as the man who is always "selling below cost," or "at slaughter prices." The firm that always claims to be "the cheapest house on earth" still survives. Such talk must cause a loss of confidence in traders among their customers. In a certain local weekly in Western Ontario may be seen an advertisement of a photographing firm, which was dissolved some five or six years ago, but the advertisement still remains like an Egyptian obelisk as a memento of the past. Truly the editor must not read his own paper. Editors who would allow such a state of affairs in their paper cannot realize the duty they owe to their readers and their advertisers to always have all their advertisements fresh and crisp. In the issue of an Ontario weekly, dated May

27, the most conspicuous advertisement on the local page was that of a grocer whose carelessness in changing his advertisement was well marked by his latest production bearing the date February 25th.

But these are only relics of the barbarous past. Advertising has been making real advancement in the points of variety and excellence. Display advertisements are still predominant, and much ingenuity and taste are displayed both by printers and advertisers. But another kind of advertising is rapidly winning its way into favor among merchants. This is an advertisement one column wide, one-third or one-half column in length, the body of which is set up in pica type, with an appropriate display heading and firm-name. The wording for such an advertisement is generally conversational in its character, that is, it talks to the reader in a straightforward, but often natty, conversational way. The dealer speaks through it directly and pointedly to his customers. Very little bombast, very few rash assertions, but sound common sense and solid phrases, which are the opposite of meaningless—these are its characteristics. This kind of advertising was made popular by the Wannamaker firm, and now the leading retail dealers in Toronto and other Canadian cities use it either exclusively or for the greater part of their newspaper advertising. It is slowly percolating to the rural dealers, and it would seem that this is to be the future advertisement. It appeals to a matter-of-fact people, to those people who read advertisements because they are accustomed to go there for information. A great many who adopt this method embellish their advertisements with small artistic cuts, which the saving in space enables them to use without any greater outlay than in using a larger display advertisement.

To write a suitable advertisement for this method requires a certain amount of care, thought and brains. A good plan for a retail dealer would be to have a scrap book, and from the leading dailies to clip the best advertisements each day and paste them into this book, not for imitation, though this would not be wrong in itself, but as models or ideals, and for the purpose of suggesting like or other ideas to the advertiser. Then when an advertisement is to be written in a hurry the book suggests ready-made ideas. Some of the men who write these advertisements for leading houses are men who have long studied advertising, and their writings are worthy of study and imitation. To advertise properly, a man must know his stock thoroughly, and he must be always ready to advertise some article particularly. Advertisements are often too general; they do not speak pointedly to the reader. A good advertisement must be brisk, conversational, thoughtful, pointed and particular.

COPYRIGHTS.

We would advise every reader of BOOKS AND NOTIONS to read carefully the list of copyrights published every month. Every dealer will find here the advance notice of every Canadian book and piece of music, and will often discover among the list of articles copyrighted something which he has been waiting for, and as the name of the publisher is given in every instance, he can at once know where it is best procurable.

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Beautifully printed in colors, with Descriptive Letterpress at foot. Price, on cloth and rollers, varnished, 3s. 6d. each, or £1, 19s for the Complete Set.

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(Established 1825)

Geographers to the Queen, Educational and General Publishers,

EDINA WORKS, EASTER ROAD, AND 16 SOUTH ST. ANDREW STREET, EDINBURGH,
5 WHITE HART STREET, WARWICK LANE, LONDON, E.C.

BROWN BROS.,

Importing and Manufacturing

STATIONERS

64-68 King St East, TORONTO.

Our stock in Every Department is Large and Exceedingly Well Assorted.

We have just opened out a very Large Stock of

NEW STATIONERY GOODS.

PAPER. Ledger, Linen, Writing Note, Printing Covers, Tissue; White, Colored and Crinkled Blotting Paper; Velvet, Crown, Reliance Pines, etc.

STATIONERY. - Every requisite of the Trade. Special new lines in Cash Boxes, Wax, Inkstands, Mucilage, Ink, Pencils, and all office supplies.

LEATHER GOODS. - This department is well worthy the notice of the Trade. The collection offered is more extensive than ever. Variety too large to enumerate.

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ARNOLD'S CELEBRATED INKS

THE CALIGRAPH WRITING MACHINE

We aim to have the most Modern and Complete Stationery House in the Dominion.

Established 1856.

Arnold's Inks.



Chemical Blue-Black WRITING FLUID.

Noted for its Fluidity and Permanency.

Blue-Black Copying Fluid

Will take 6 Good Copies.

Brilliant RED INK.

For samples and prices, apply to the Wholesale Agents,

BROWN BROS.,

64-68 King St. East,
TORONTO.

TRADE CHAT

R. Uglow, stationer, Ottawa, Ont., has sold out to C. H. Thorburn.

L. J. Kelly, stationer, Yarmouth, Nova Scotia, has been burnt out.

D. J. Jennings, St. John, N. B. has sold out his stock of Fancy Goods and Stationery.

H. B. McCartney, fancy goods dealer, Midland, Ont., has suffered considerable damage to his stock, by fire.

Mr. Solomon, of the Book-Room, goes to the Maratime Provinces this week. He will have an extensive trip.

Mr. Logie, of the Depository, has just returned from an extended trip in the East. He reports a very successful trade.

The Toronto local newsdealers are endeavoring to form a combine to raise the price of American Sunday papers to ten cents.

On Saturday next a liquidator is to be appointed by the court to wind up the Gurd-Brandon Woodenware Company of Toronto.

The net profits of the Methodist book and publishing house for the year just closed were \$22,000.

The wall paper manufacturers of the United States have formed a combine, with a capital of \$14,000,000. The head office will be in New York city.

Preparations are at Albern, B. C., advancing well towards the completion of the paper mill. It is expected to be at work by the 1st of July.

G. W. Dillingham, the New York publisher, is building a fine hotel at Lake Placid, in the Adirondacks, to be called the "Ruisseaumont." It will be opened July 1st, 1892.

Messrs. Bailey Bros., Vancouver, B. C., have secured a new store which they are fitting up in excellent style, and they intend to carry a larger stock of stationery than formerly.

There is much discussion in London, Ont. as to whether or not the Workingmen's Library and that of the Mechanic's Institute should be united and form one free library after the plan adopted in other larger cities. The ministers are trying to inform the people of the best means of obtaining suitable books for the library.

Philip Faughnan, a Crimean veteran, who has visited London at various times, for the purpose of selling books, died at the Market Hotel, Waterloo, the other night. His remains were shipped to Petrolia, Ont., where his family resides. Faughnan was present when Sebastopol was taken, and witnessed the gallant charge of the Light Brigade.

The C. P. R. have just issued a beautiful folio of photogravures of scenes along the Canadian Pacific Railway. This folio forms "A" of the Mountain Series and contains a dozen of these photogravures, which are ten inches wide and twelve inches long. It is a beautiful souvenir of the Rocky Mountains and the trade can procure copies from W. R. Callaway. The price is \$1.50, with a special discount to the trade.

The Glasgow Baile says:—"Notwithstanding the heavy tariffs of the United States, Glasgow publishers manage to procure orders from the land of McKinley. An enterprising firm have just been called upon to supply Bibles to the value of £20,000. Their daring representative in Canada makes

business raids into the States, and although fighting against fearful odds, return with spoils from Yankeeedom that perfectly satisfy his Glasgow principals."

MAGAZINES AND NOTES.

The Mid-Continent Magazine, published at Chicago, seems to be flourishing and contains some very interesting reading, which is by no means trashy.

In Outing for June the merits of "Nova Scotia as a Summer Resort" are pleasantly pointed out in an article which also carries a number of pretty views of attractive points in the land of Evangeline.

We should have mentioned before, the handsome spring number of Geyer's Stationer. The number was exceedingly tasty and the letter-press of excellent workmanship. This paper deserves success.

The June 1st issue of The Book and Newsdealer, of San Francisco, possesses a new cover design, being an artistic piece of workmanship, while the color-blending is indicative of high-class printers' art. It is a worthy trade paper.

Mr. Edward W. Bok the well known editor of The Ladies Home Journal will hereafter conduct a department in The Weekly Journalist, under the heading of The Gossip of a Literary Man. The Journalist is to be congratulated on having secured such an able contributor.

The Overland Monthly for June, contains a thrilling story of rescue entitled "Three Hours Late," which illustrates the effect of a sudden impulse derived from a thought. Among the other articles is very interesting and illustrated account of Track Athletics in California.

The bright and attractive fashion journal formerly known as Album des Modes and published by A. McDowell & Co., New York, has taken steps to increase its popularity by changing its name and appearing in a handsome new cover. It is now called Paris Album of Fashion, and all orders for Album des Modes should be filled with this journal. The price remains the same as formerly and it is fully returnable.

We have just received a copy of the Patti Waltz Tyrolienne composed by Charlie Baker. It is simple and remarkably pretty, can be played on Piano or Organ. The title page contains an elegant photo of "Adelina Patti" the world renowned songstress in Stage Costume. Price 40 cents per

copy. To readers of this paper a copy will be sent in receipt of 20 cents in Silver or Postage Stamps by addressing the publishers, Baker & Helmick, 265 Sixth Avenue, New York.

The complete novel in Lippincott's Magazine for June, "John Gray; a Kentucky Tale of the Olden Time," is by James Lane Allen, who gives his readers a tender historical picture of the region named, singularly apart from anything written against a Kentucky background heretofore, yet brimming with local knowledge, and rivalling in its exquisite sympathy and touch all that the author has before produced. The peaceful theme of the tale, under Mr. Allen's own marked originality of handling, only serves to enhance the interest of the story.

The June number of The Review of Reviews is exceedingly well illustrated, and apart from its fifty striking portraits of public personages of the day, it has some good pictures of another character. Most notable are the illustrations accompanying a short article on "The Home and Haunts of Shakespeare," giving a beautiful full-page view of Ann Hathaway's cottage, a fine picture of the church in which Shakespeare was buried, a full-page interior of the church, together with a picture of Shakespeare's house.

The Cassel Publishing Co. will publish at once a new book by Max O'Rell, which bears the startling title "English Pharisees, French Crocodiles, and other Anglo-French typical characters." Max O'Rell dedicates this new and lively volume "To Jonathan," to whom he says: "I have drawn a few sketches for you. Perhaps they will show you that people can be happy without rolling in wealth or living in a furnace." The book is about the same size as "Jonathan and His Continent," and is packed full of bright stories and witty epigrams.

In the June Arena the editor gives one of the most vivid pictures of the nineteenth century Inferno which ever appeared in a paper, entitled, "The Democracy of Darkness." He takes us through the under world and lets us behold glimpses of what he has witnessed in Boston. He next notices the problem in all our great cities, notably New York City, giving facts and figures of great value to social students. From this he discusses the cardinal causes which produce the democracy of darkness, and further advances a comprehensive plan for the amelioration of misery and an effective educational agitation.

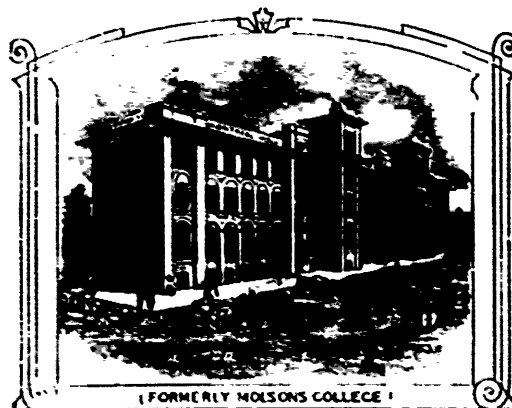
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Fancy papers
in great variety
for Box Makers
and Printers.
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Printing Inks,
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Makers will do well to get our prices
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BUNTIN, REID & CO.,

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TORONTO.

WHOLESALE ONLY.

NOW READY

SECOND CANADIAN COPYRIGHT
EDITION.

"Nada the Lily"

A Romance of Darkest Africa

-BY-

H. RIDER HAGGARD.

This is a story of entrancing
interest, by the most popular
living author, and is his latest
and best work.

The Canadian edition is finely
illustrated with TWENTY-
FIVE FULL PAGE ENGRA-
VINGS, and will be the book of
the year.

The cheapest American Edi-
tion of this Book will retail at
One Dollar.

RETAIL PRICE :

Paper, 60 cents.

Cloth, gilt, \$1.00

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40 cents

67 cents.

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The Montreal News Company,

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Novels.

We carry the largest and best assort-
ed Stock of Paper Covered Books in the
Dominion, at best prices.

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We will, again this year, offer our Toy
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Special Prices. New lines have com-
menced to come in.

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Books for Children, at 7¹/₂¢, 13¹/₂¢ and
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Price we defy competition. Ready
Sept. 1st. Samples can be seen now in
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We carry the best line of 12 mos. in the
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We supply all the annual vols. at very
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Correspondence Solicited.

**The Toronto
News Company,**
42 Yonge Street,
TORONTO.

P.S.--Favorite Song Folio No. 4
Now Ready.

W. DEAN HOWELLS.

As a novelist, essayist and critic, W. D. Howells occupies a high place in the ranks of literarians in America, and the *Cosmopolitan* will henceforth receive the benefit of his labors, which Harper's has long enjoyed. His eminence he has won by conscientious and hard work. There are many who criticize Mr. Howells and the eminence to which he has attained, but undoubtedly he has attained a high and influential and enviable position in the world of letters.

Mr. John Brisben Walker, the proprietor of the *Cosmopolitan*, is responsible for the

ENGLISH LETTER.

LONDON, May, 24th.

The first half of the month of May has found the English book trade very dull on account of depressing weather and foreign complications, but American buyers are now beginning to arrive and this stimulates trade.

In a lecture delivered by Mr. W. B. Blaikie to the Edinburgh branch of the British Typographical, on the subject of International Copyright, the lecturer noted that the Copyright Law passed in the United States Congress last July gave a blow to the British

printer's imprint undoubtedly of American typography, and even in his own office they had begun to print books from plates sent from America. Looked at in any way the prospect was rather dark. What, then, were they to do? It was no use looking to Government, either Whig or Tory. But they elected their own members of Parliament, and he would endeavour to make every member of Parliament undertake to insist on the same manufacturing clause that the Americans had passed, as a necessity for copyright for an American book until the Americans rescinded their clause.

The latest menu and guest cards issued by Mr. J. Taylor Foot are extremely beautiful, being exact copies of some of the best known orchids and other flowers, also more simple varieties such as lettuce, pea pod, wheat ear, and a host of others. These are excellent goods and the coloring is really artistic.

Messrs. Tuck & Sons have issued 100,000 copies of their fac-simile of the Queen's letter to the Nation. The work is highly artistic and original in every sense.

The latest pen manufactured by Macurin & Cameron of the Waverly Works Edinburgh is the Claymore pen, round at the point and said to be very lasting.

The attention of dealers is directed to the advertisement of C. M. Taylor & Co. in this issue. They have a number of lines which cannot be procured elsewhere, while their line of Japanese goods is varied and extensive.

Mr. B. Marcuse, of Montreal, has returned from Europe, and announces some new specialties for the trade. Mr. Marcuse deals very extensively in Japanese goods, comprising art, pottery, and porcelain, antimony curios, silk goods, fans, lanterns, and many other articles from these distant manufacturers. He is also carrying a very beautiful class of fancy goods, and maintain his reputation for carrying good lines of flat cards, folding cards, box novelties and booklets. In fact the varieties are numerous and choice, and well worthy of the attention of dealers.

Messrs. Gen. H. Evans & Co., 13 Wellington St. E., Toronto, have purchased the stock of Messrs. W. F. Tasker & Co., who were wholesale dealers in European and American fancy goods, novelties, etc. They handle a large line of specialties, being sole agents for Canada for The Art Lithographic Publishing Co., N.Y.; The Scientific Cutlery Co., Freemont, Ohio, and Meteorite Manufacturing Co., St. Etienne, France.

Roswell Smith, the late President of The Century Co., is the subject of a number of contributions to the *Junc Century*. There is a frontispiece portrait, a poem by Edmund Gosse, a biographical sketch by the Rev. Dr. Gladden, an editorial in "Topics of the Time," with brief statements of Mr. Smith's connection with the Tract Society, the Congregational Club, and Berea College, Kentucky. The leading illustrated article of this number is by Dr. Albert Shaw, whose timely and interesting papers in other numbers on modern municipal governments will be remembered. In this paper he describes the rise of a new metropolis—"Budapest." The paper is brightly and profusely illustrated by Joseph Pennell.



WILLIAM DEAN HOWELLS.

The new Editor of the *Cosmopolitan Magazine*.

leading position that magazine holds to-day with a bona fide circulation of 105,000. Edward Everett Hale is another leading writer in the *Cosmopolitan*. A trio of this worth cannot fail to extend the influence of the *Cosmopolitan Magazine*.

Isaac Greisman, an Austrian news-dealer and tobacconist at 182 1/2 Queen street west, Toronto, was fined \$3 and costs for exhibiting the *Police Gazette* in his window.

compositor by insisting that copyright should only be granted to books set from type in the United States. The question was how far this would hurt them. He had been told confidentially by a celebrated journalist that four of the largest London Publishers were already sending a considerable number of books to be printed in America, and he believed that the practice would grow. Lately he had seen many London books without



for 1892

Dear Sir,



We are discarding the "chestnuts" in plush goods, and such like, which have been offered for years back as **NOVELTIES** for the Christmas and Holiday Trade, and have substituted a most extensive and attractive line of our own selection and direct importation from Japan of.

Japanese Thin Porcelain Ware



IN Five o'Clock Tea Sets, Coffee Sets, China Tea Sets of 15, 27, 40 and 44 Pieces, After Dinner Teas, Vases, Fruit Plates, Cake Plates, Card Receivers, Tea and Coffee Cups and Saucers, artistically decorated in charming designs : : : : : : : : : : :

Also, Undecorated Porcelain Ware

Especially Adapted for Hand Painting and Decorating.

The Trade require something new that will command ready sale and remunerative profits. **THIS IS YOUR OPPORTUNITY!**

An entirely New Variety of
Polished Oak Goods

In Brush and Comb Cases, Jewel Cases, Shaving Cases, etc., etc.

We are also Sole Agents in Canada for HILDESHEIMER & FAULKNER'S celebrated Christmas and New Year Cards and Booklets.

E. P. DUTTON & CO'S magnificent range of Art Books, Booklets, Calendars, Illustrated Gift and Toy Books form a leading feature in our display.

Also, a large variety of : : :

Holiday Novelties

Soliciting the favor of your much esteemed orders when our traveller waits upon you, and assuring you at all times of our prompt attention to your commands.

We remain,

Yours truly,

C. M. Taylor & Co.

TORONTO, JUNE, 1892.

Prang's Holiday Publications.

SEASON 1892-1893.

Our Travellers are now on the road with a very full and elegant line of

Christmas and New Year Cards and Novelties.

Satin Art Prints and Calendars.

Fine Art Books and Booklets.

New Prang's Fine Art Pictures.

In Plain and Hand-decorated Mats.

The Last Rose of Summer.

A fading rose under cob-webs, showing a girl's face.

Wide Awake.

Child and Dog. By Ida Waugh.

Fast Asleep.

Child and Doll. By Ida Waugh.

Cluck! Cluck!

Hen and Chickens. By A. F. Tait.

Comrades.

Japanese dolls on the march.

Minstrels.

A panel of black Cats.

At the Party.

A panel of white Cats.

Little Sunbeam.

Child and Butterflies. By Ida Waugh.



THE INTERRUPTED PICNIC.

Anita.

Charming brunette Child and Roses.

Clara.

Charming blonde Child and Roses.

The Interrupted Picnic.

(see Illustration).

What is it?

Baby and Turtle. By Ida Waugh.

Strolling Musicians.

Musical tramps in a winter landscape.

Our Young Commodore.

(see Illustration).

Dotty Dimple.

(see Illustration).

Kay.

(St. Bernard Dog) Property of Mrs. Cleveland.

Prize Pussies—A Companion to the popular Prize Piggies.

NEW SHAPE BOOKLETS.

Ye Ballade of Old Nantucket. Illustrated in monochrome by F. Schuyler Mathews. In colored cover, in shape of Old Windmill at Nantucket, Mass.

The Cradle of Liberty. Illustrated in monochrome by F. Schuyler Mathews. Historic sketch of the Declaration of Independence and the tolling of the Old Liberty Bell. In colored cover, in shape of Independence Hall, Philadelphia.

Vesper Bells, Silver Chimes, Golden Bells, Three little booklets, illustrated in line work. In shape of Bells, suspended from Silk ribbon.

The same come also, all three tied together.



DOTTY DIMPLE



OUR YOUNG COMMODORE.

Catalogue and Price List sent on application.

L. PRANG & CO.,

Fine Art Publishers, Boston, Mass., U.S.A.

Fancy Goods

The fancy goods trade is fairly good, although not so active as some would seem to wish. The travellers are sending in orders which are very fair, but the import orders are not so bulky with most houses as they were last season.

The comic varieties of Christmas cards are more extensive than ever.

Electrical effects in flat Christmas cards are the great attraction this season.

Handsome black satin shopping bags or reticules, hand painted, and well finished, are finding a ready sale. Copp, Clark & Co. are handling them.

Dealers requiring fans should try the Hemming Bros. Co. They have a splendid assortment and claim to be making a specialty of fans from all countries.

The Methodist Book Room expect the sale of their art calendars to run over twenty thousand. They sell some very beautiful lines, and as a souvenir they are superior to almost anything else in point of price and usefulness.

Celluloid Novelties are going to be the rage this year. They deserve a degree of popularity, for they are decorative as well as useful. They are taking the place of the more expensive lines of Christmas cards which used to sell so largely.

Horn goods are also holding their own. Samples we have seen lately are better put together than last year's goods, and the polish is quite creditable. Comparing the horns in the rough with the polished ornaments one wonders how such an evolution can take place.

Fancy plush box cards for the Christmas season are still abundant, but their sale this year will not be very extensive, despite the strenuous efforts put forth by the manufacturers and wholesalers, to keep them in fashion. Many new varieties are seen, different novelties being introduced to help their attractiveness. The flat cards are having a greater sale and they seem likely to hold their old position in public favor.

It is not so many years ago that aluminum, a delicate white metal, the lightest known, was more expensive than sterling silver. This, and the fact that it couldn't be soldered, made it unsuitable for use in the fancy goods trade. It is now, however, found in much greater quantities than previously. In places where, a few decades ago, it was supposed not to exist, it is now almost picked up in the open without any labour at all. This has brought down the price until it is cheaper than almost any other metal. At the same time improved methods of working it have been invented, so that it can not only be soldered, but engraved, en-

amelled, embossed, and otherwise relieved with various ornamentations. The consequence is that it has come rapidly to the front in the manufacture of fancy goods, and at present it seems to be "all the go." Of a dull whitish grey, not unlike oxidized silver, it is the only metal which keeps its colour without any lacquer, and never tarnishes in any climate. To contrast with and relieve the dullness of the surface, the centre or corners are embellished with polished plated arabesques, &c., or a bright effect is produced by engraving, by gliding, by coloring, &c. Treated in this way, it makes the daintiest inks, ash trays, frames, vases, serviette rings, match, pin, trinket, and stamp boxes, baskets, and similar nicknacks imaginable. Light almost as a feather, yet unbreakable and untarnishable.

Silver photograph frames which represent a wreath of flowers tied with a bow of delicately colored ribbon are among the latest novelties.

Last year Copp, Clark & Co. placed a new line of handkerchief and glove sachets on the market. These were their own manufacture. This year they have improved these and introduced some new features and are now offering several very attractive lines which are meeting with the ready appreciation of the retail trade. They are mostly satin, hand-painted and perfumed, but their attractiveness is much strengthened by the variety of beautiful shapes introduced.

THE STATIONERY TRADE.

Messrs Brown Bros. have just received an extensive shipment of Faber's goods and Esterbrook's pens.

The E. B. Eddy Co. commence about the 6th of June to manufacture white tissues, and they will be placing them on the market at once.

Buntin, Gilles & Co., Hamilton, are advertising a nice line of foolscap for examination purposes, and some new goods, especially a new line of copying leads.

Papettes are holding a strong place in public favor, and the trade is reported to be fairly active. Messrs. Brown Bros. have just added several new and very attractive lines to their already varied stock.

Some very beautiful tablets have just been placed before the trade by Brown Bros. One especially, the Sandringham, in letter size of excellent paper with a good body, is a tablet which is exceedingly good value. They are also handling this paper in ordinary note size, along with two other new lines, the Satin in plain and ruled and the Buckingham. The latter is a new style, with what is called a kid finish, and makes a very attractive paper.

Most of the jobbers in Toronto have bought heavily in toilet papers from The E. B. Eddy Co. Their main lines are the Diamond, 2000 sheets to the roll, which is a good seller to hotels; the Standard, perforated, 1000 sheets to the roll, and Imperial and Royal in packages. Since the Eddy Co. have embarked in the manufacture of toilet papers they have built up quite an extensive trade. They are also supplying the large paper jobbers in Toronto and elsewhere with manilla wrapping, bag manilla, tissue manilla and brown wrapping paper.

SKYTOGEN

Skytozen is the name of a paper substitute for calico and leathering in bookbinding and fancy goods. The surface is soft and leather like to the touch, does not scratch so easily as leather and is not so easily soiled as calico. It does not break in folding nor does it retain any wrinkles after being crumpled. It is especially suitable for colored printing and embossing. Skytozen is manufactured in sheets and on account of its many good qualities will no doubt be a favorite article for bookbinders. M. M. Vardon 67 Yonge St. is agent for the manufacturer.

AMONG THE WHOLESALERS.

Hickson, Duncan & Co. are closed for a few days for the purpose of stock-taking.

H. A. Nelsor & Sons are about the first of the wholesale houses to receive their full assortments and are opening hundreds of cases daily, all containing fresh and beautiful goods.

The Riverside Literary Series, (17 cents each), English Classic Series, (15 cents each), and Modern Classics are three lines of books which every dealer should see. They are sold in Canada by Copp, Clark & Co.

The Willard Tract Depository are doing a large trade in toy books and also in a new line of Christmas text cards, called the Keswick Series. This series comprises about a dozen different packets and makes an extremely taking line of cards. The designs and texts are very appropriate.

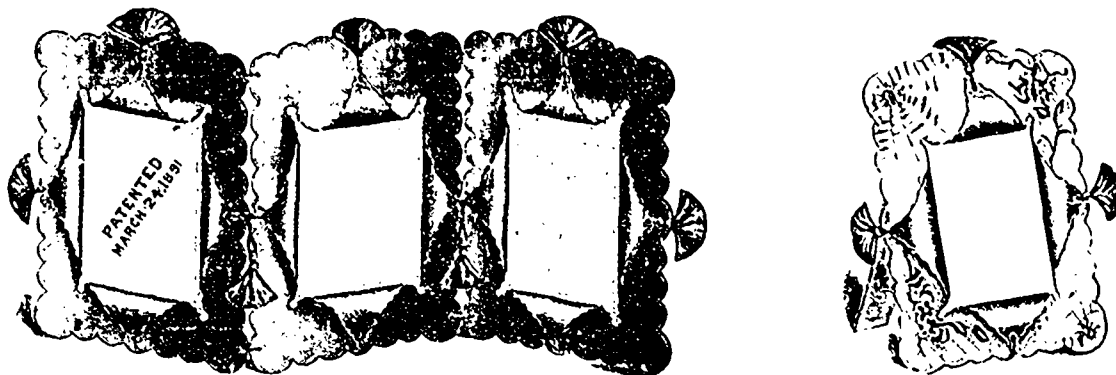
With sixty different styles of binding, letter-press, and finish, in Presbyterian Hymnals, the Methodist Book Room are doing a huge trade. They have given close attention to developing this part of their trade. They have also made some very heavy sales of Christmas cards and booklets, mainly to jobbers.

Shape toy-books are found in endless variety this year and forming an exceedingly desirable change from the old-fashioned style. Dutton's are handled by C. M. Taylor & Co., and are very cleverly designed and as usual show extreme carefulness and considerable display of art in their make up. Messrs. Taylor & Co. show also a nice line of art booklets with sepia drawings and ornamented celluloid covers.

Nada, the Lily, Haggard's new book, has been having a splendid sale, and the Toronto News Co. are exceedingly pleased at being fortunate enough to secure the Canadian copyright edition. Its great sale shows that a good paper edition of a work at a high price will not deter people from buying if the book is worthy. W. Clarke Russell's book, Alone on a Wide, Wide Sea, is also selling very well.

Copp, Clark & Co. are handling several new books which the trade will find profitable. Rudyard Kipling's new volume of poems, entitled *Barrack room Ballads*; *The White Company*, by Coyle; *The Scapegoat*, by Hall Caine; and *The Escapes of Cassanova and Latude from prison*. In MacMillan's 75 cent cloth novels: *Helen Treveryan*, *The Story of Dick*; *The Three Fates* (Marion Crawford), and *Nevermore* are the latest issues. Copp, Clark & Co. are also selling a number of new R. T. S. Juveniles and several new publications from the Scribner's.

BEWARE OF FRAUDS.



As advertised in the last issue of *BOOKS AND NOTIONS* we have the sole right in Canada to manufacture photo frames of Celluloid or other material, having openings similar to the accompanying diagram. It is our object to keep up the standard of our goods by using only the best materials and carefully guarding the workmanship.

There are other houses fraudulently offering for sale cheap imitations of these goods and we would warn the trade against buying from them, as even our friendship would not allow us to interfere between the patentee and the purchaser, as the patentee is bound by his agreement with us to bring an action against any one offering such goods for sale whether wholesale or retail.

THE HEMMING BROS. CO., LTD.,
76 YORK STREET, TORONTO.

B. MARCUSE, MONTREAL

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Chromos Chromos

Special Offer:

In Lots of 100 Assorted:

Chromos, size 12x16 \$ 5 per 100
 " " 15x20 " " "
 " " 20x25 " " "

Landscapes, Figures, Fruit, and Game Pieces, Animals, Comical and Religious Subjects.

Imitation Steel Engravings \$2x2 \$5 per 100

Illuminated Mottos, Bible Texts, Studio, Scrap Pictures, Gold Paper, Lace Paper, etc. etc.

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Chromos Chromos

Horrock's & Co'y

VANCOUVER, B.C.

Direct Importers of Every Description of

JAPANESE GOODS.

Wholesale Lowest Cash Prices.

Write us for anything in these lines that you want.

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 Cords, Laces, Fringes, Tassels, Sponges, etc., etc.

Native Indian Goods and Carous, Lake Superior Amethysts and Agates, etc., etc. Mosses, Snow-hoes, etc., etc.

114 BAY STREET. TORONTO.

NERLICH & CO.,

TELEPHONE No. 2207.

—IMPORTERS OF—

Fancy Goods, Toys, French China, Glassware, Smokers' Sundries,
 Cigars, Tobaccos, &c.

35 Front St. West, - - TORONTO.

ALEX. PIRIE & SONS, Ltd., ABERDEEN, SCOTLAND,

—MANUFACTURERS OF—

Papers, Envelopes, Cards, Gummed and Enamel Box Papers.



FINE PAPERS & SPECIALTY:



To be had of all Wholesale Stationers. Ask for these goods.

NEW 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 7th of each month to ensure insertion in the current month's issue.

Messrs. Copp, Clark & Co., the Methodist Book Room and Williamson & Co. are handling Parkman's new work.

LOVE KNOWS NO LAW, by Leon De Tinseau. Translated by Camden Curwen, 1 vol. 12mo. Paper, 25 cents.

INSPECTOR HENDERSON, THE CENTRAL OFFICE DEFECTIVE, by Harris J. Hancock, is a rather lively and exciting story of the adventures of a detective. J. S. Ogilvie, New York.

JOHN REMINGTON, MARTYR, is the title of Pansy's latest book. The Methodist Book Room have the Canadian copyright and publish it in a two shilling edition, strongly and beautifully bound.

The first edition of W. Clark Russell's latest book, ALONE ON A WIDE, WIDE SEA, was taken up within a week. The publishers, John A. Taylor & Co., have gone to press with a second edition.

EVOLUTION AND COMMON SENSE AS CRITICISM, are two lectures by John Dymond, of Warrington, Eng., and published in paper, by Williamson & Co., Toronto. They are well worth reading.

WILLIAM LLOYD GARRISON, by Goldwin Smith is still being favorably commented upon by the public and Williamson & Co. the publishers have reason to be pleased with the success of this book of which they have the Canadian copyright.

ALL FOR JACK, by Jules Claretie. In the heroic self-sacrifice of the poor unlettered proletarian, Noel Rambert, for his son, there is conveyed a moral which is alike touching and true. Its nobility is affecting and beneficial. Rand, McNally & Co. Price 50 cents.

THE McDERMOT? a story of Ireland in the 18th century, by Jonathan Periam. This exquisite and genial story of Irish life is quite interesting in its plot, which ends with a double marriage and general happiness. Chicago and New York, Rand, McNally & Co. Price 25 cents.

A French story of great beauty, written with surprising strength and life, deeply interesting throughout presenting imaginative pictures in which the breadth and vigor of treatment are harmoniously blended with exquisite delicacy of detail. This is No. 1, in Worthington & Co's new "Fair Library."

POLITICS AMONG THE ANIMALS is the name of a crisp little book, published by A. J. Philpott & Co., 54 Pearl St., Boston, Mass. It is a satire upon the politics of to-day, and it is so bright and readable from beginning to end, that to take it up means to finish it.

The Animals that are most prominent in the Election are the Tiger and the Lion and the Elephant, and these one almost immediately picks out as Mr. Harrison, Mr. Blaine and Mr. Cleveland. Price 25 cents.

AURETTE'S HUSBAND, by Henry Greville, is No. 47 in the Library of Choice Fiction, published by Laird & Lee, Chicago. It is a beautiful work and handsomely illustrated. It is a pleasure to pick up a paper-bound book of this sort and notice its elegant letter-press and the substantial paper used. Printers too often forget these points. The name of the author speaks for the excellence of the book.

RAND McNALLY & Co. have published a series of maps of importance to Canadians. It comprises, Ontario, Quebec, Maritime Provinces, Manitoba and British Columbia. Besides containing good and reliable maps, they show in detail the whole railroad system and also the express system on each road. The population and various other information of value to shippers is given concerning each place, and these maps must be valuable aids to all kinds of travellers and business men. Bound in linen, 25 cents each.

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The following interesting particulars are communicated by Mr J. C. Wilson, of Messrs J. C. Wilson & Co., Montreal, to the U. S. paper maker. The pulp and paper makers of Canada have asked the Government to impose an export duty on pulp wood. The lumberman of Canada hearing of this, went to Ottawa in considerable numbers and opposed this proposition for trade reasons. I am inclined to think that the Government will not impose the duty, as the lumber interest is greater than the pulp wood interest in the eyes of the Government. The paper trade in Canada is good but prices are very low, lower, in fact, than they have been in any year in my recollection. In the way of sulphite we have the Riordan Paper Company, the Toronto Paper Company, the Eddy Company and the Maritime Paper Company, all making this product. Three of these concerns are now offering pulp on the market and are selling it outside of their own wants at prices ranging from 2 1/2 to 3 cents, according to quality. The quality is not altogether uniform and cannot be depended on, and it is evident that Canadian makers, as well as those in the States, have yet something to learn about the bisulphite process. Mr. William Angus is making soda fibre, and it can be depended on for quality being uniform. In ground wood we have the Laurentide Company, whose mills eclipse all other mills in Canada. This company makes such fine pulp and at such a price that the small mills are not in the race with buyers of prime ground wood. There have been some new paper mills erected in Canada, the product being news and two or three grades of manillas. Where the market is to come from to satisfy not only the Eddy Company and another new mill which has just started its machine, the Royal Pulp and Paper Company, is more than we paper makers can understand. The market grows only slowly, and the results of last year were disappointing to the Canadian people. We cannot see how the market for paper can be much larger than it has been for the past four or five years. We have to depend entirely upon our own market, and we cannot export a pound of paper. There has been an effort in that direction, but it is evidently not successful. We cannot send paper to the United States market, as prices are low enough now. News is selling with us in small quantities at 3 1/2 cents, in quantities that U. S. mills would not think much of, and in

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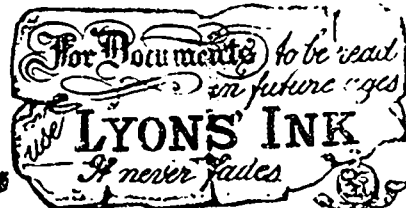
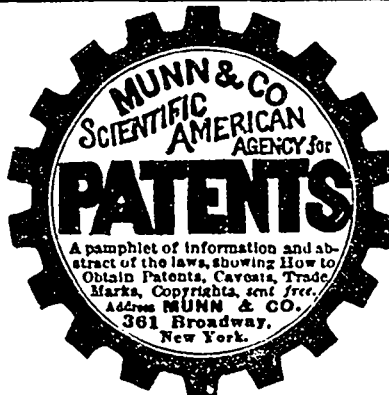


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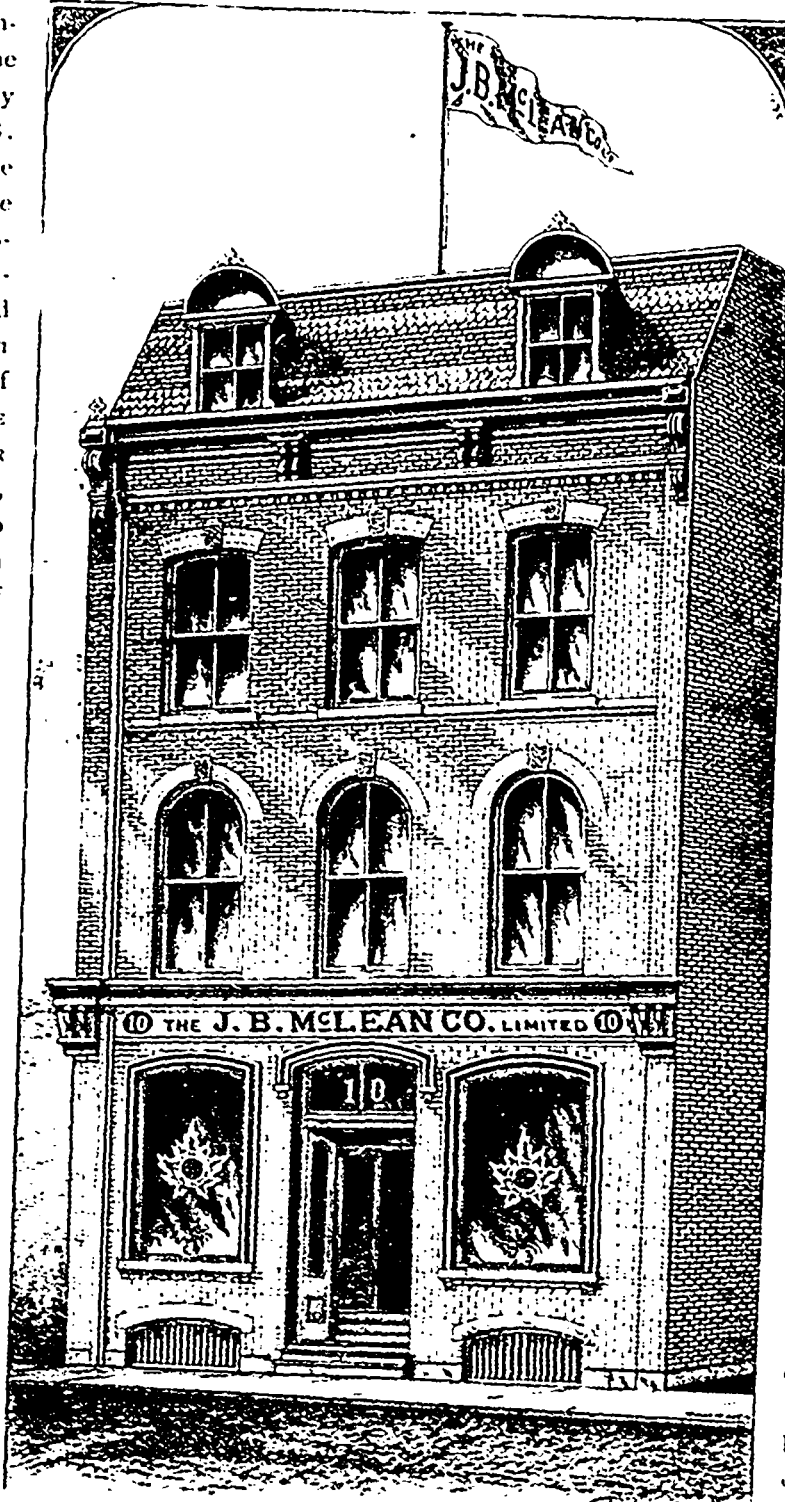
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the affairs of men which taken at the
"flood leads on to fortune." *Shakespeare*

The acknowledged wisdom of the great masters finds verification in the origin and success of The J. B. McLean Publishing Co. (Ltd.), of Toronto. Two country merchants one day in the month of August, 1887, were discussing in a Front Street wholesale grocery, the very unsatisfactory and inadequate market reports then furnished by the daily papers, particularly of items relating to groceries. Mr. J. B. McLean, then Commercial Editor of "The Mail," happening to enter the warehouse more fully in his presence, was discussed the matter and the idea of a journal devoted exclusively to the interests of the Grocery and kindred trades immediately suggested itself to him. With him to think was to act. Within two months of the date of discussion the first number of THE CANADIAN GROCER AND GENERAL STOREKEEPER made its appearance as a monthly periodical, and the 10,000 copies every retail grocer and the Dominion show that the new concern to give the date of discussion made its appearance as a proper vehicle for able trade information and the 10,000 copies every retail grocer and the Dominion show that the new concern to give the date of discussion must be confessed that the accompanying the anything but encouraging subscriber being the re-labor. Nothing daunted having set himself a pluck and persistence and feeling sanguine of himself more firmly to issues consisted of 10,000 cast over the whole a little better success, encouraging. It might time the staff consisted who occupied the multi- proprietor, editor, advertiser, office boy, and a veritable Journalistic distinguished Celestial's office where this new honors issued occupied 9 x 12 room at No. 5 November and December issues had made their appearance it was felt that a monthly paper was of very little benefit to the trade and a weekly issue was decided on, the first of which appeared on January 6th, 1888, since which time it has regularly made its appearance, brighter, newer, more interesting and artistic than ever, and it is safe to say that no periodical on this



Content has made and is improving the standard of excellence set itself by its ambitious and enterprising management. About this time new blood was infused into the concern by the entrance of Hugh C. McLean, a brother of the inceptor, a practical printer with some years experience as a business manager in this country and in New York, Boston and other American cities. A joint stock company was formed under the style of The J. B. McLean Publishing Co. (Ltd.), with large additional capital and with Mr. J. B. McLean as President and Mr. Hugh C. McLean as Sec. Treas. and Manager, enabled the concern to increase their staff of writers, canvassers &c. and open branch offices. The ideal set themselves by the brothers was to take the lead with their publications, to conduct their business on honest business principles, to give their clients the utmost value, to gain the confidence of the trade, to live up fearlessly to their convictions and to be independent of any clique, house, association or other guild, and to allow no one to dictate the policy of their papers, to give subscribers and advertisers adequate value and impartial attention, and to resort to no schemes or use undue influences to secure advertising patronage. It was their intention to be in business for a life time and not for a day, and the confidence of the trade was desired as a permanency. To this end efforts were put forth which resulted in increased advertising patronage and large additions to the subscription list. Canvassers were sent through the whole Dominion, and thousands of dollars spent in giving the merchants of Canada a reliable guide to business and its requirements. Although their advertising rates were higher than other papers, and it was an uphill struggle against low rates and so-called trade or private papers, the new and excellently carried out ideas of advertising implanted into the firm by Mr. Hugh C. McLean, who made that department a special study, looking after all advertisers' the desired aim being to make how large or small, profitable, advertisements, at last received of the proper appreciation of these advertisements of the largest and best work after work in the They felt that cheap advertising every true business man must elusion. Another point in their if a subscriber wants his paper occurs, his wish is promptly compliance have always been one point with pride to the fact that lost a mail in over four years, to the country merchant, who cum any less through the market Grocer stands at the head of the most trustworthy guide for in Canada, and if the progress- able growth, the merchants of Canada may well congratulate themselves on having such a reliable finger-post to point them aright through the devious ways of Trade. So much for THE CANADIAN GROCER.



MR. J. B. McLEAN
President

interests as if they were his own, the advertiser's space, no matter ultimately a continuation of all recognizance, and as an evidence ideas one need but glance at the shrewdest business men that ap- columns of their publications, did not pay the advertisers, and recognize the wisdom of this com- mander of doing business is that stopped, which by the way seldom plied with. Promptness and of their main attributes, and they THE CANADIAN GROCER has never This fact is commendable in itself oftentimes is at considerable pen- news. To-day THE CANADIAN trade journals, acknowledged as Grocers and General Storekeepers of the paper keeps up its remark-

In 1888 the Company purchased "BOOKS AND NOTIONS," the official organ of the Canadian Book, Stationery, Fancy Goods, Music and Wall Paper trades. Owing to the ill-health of the former owner of the paper it had been allowed to run down to almost a mere pamphlet, but the new proprietors infused into their acquisition the same push, energy and merit as was given THE GROCER and to-day it is a credit to themselves, an ornament to journalism and a satisfactory index for its patrons. :- :- :-

As a great many of the subscribers to THE CANADIAN GROCER were general dealers, and as such handlers of hardware and dry goods, and frequent representations were made to the management for information regarding these two important branches of commerce, it was decided to accede to the demands of their patrons. The courage of such a step is apparent when one reflects upon the comparatively few exclusive dealers in hardware and dry goods in Canada and that their next venture "THE HARDWARE AND METAL MERCHANT" at once met with appreciation and success is another evidence of the foresight and business tact and ability displayed by this young firm. The first number appeared as a monthly in February 1889, this was its only appearance as such as on March 20th, following, it came out as a weekly and is so continued. :- :- :-

These additional publications necessarily involved an increased staff and more commodious premises, as the small office on Jordan Street had become too crowded, consequently new and larger quarters were engaged at 6 Wellington Street West. The Hegira took place in April, 1889. Success seemed to follow them into their new home and the demands from their subscribers for information on dry goods and kindred subjects continuing to be made on them they decided once more to satisfy the requirements of another section of their clientage and on January 1st, 1891, the first copy of THE CANADIAN DRY GOODS REVIEW made its first bow. This journal, a model of typographic art, is the organ of the dry goods, hats, caps and furs, millinery and clothing trades, and the instantaneous approval and flattering reception it received confirmed the publishers in their belief that such an organ would serve a useful purpose. ❖ ❖ ❖

One might presume that the goal of their ambition had been reached when the entire general trade of Canada was supplied by them with their trade papers, but their fame as successful publishers had become so widely recognized and the merit of their work acknowledged by even the most reluctant and carping critics that they were recently urged by resolution of the Canadian Press Association and by members of the Toronto Employing Printer's Association to publish a journal in the interests of the printers and publishers of Canada. The first number of this latest deserving venture, THE CANADIAN PRINTER AND PUBLISHER, made its appearance in the early part of May of this year. ❖ ❖ ❖

The new publication, the acme of printers' art, issues from their new quarters at 10 Front St. East, next door to the Board of Trade, right in the centre of the city and of trade.

It was found that the Street West was too limited for growing business, and a glance at offices will convey a fair idea of

A few words retrospect- in a room 9x12 with a staff of and commodious, well-equipped staff. Besides this large home London, England, in New York vassers are constantly on the road, D'or to Victoria, B.C., while in special correspondents keep their tending the efforts of these young of the truth of Emerson's words of strength in politics, in war, in management of human affairs," and push that has placed this firm the controllers of one of the largest ing houses on the American con-



MR. HUGH C. McLEAN
MANAGER

accommodation at 6 Wellington their requirements and constantly the cut of their new premises and the concern.

ively. Starting in October, 1887, one, now in May, 1892, the large establishment with their very large staff they have branch offices in and in Montreal, Que., their can- covering the Dominion from Bras' the principal Canadian cities their patrons posted. The success at- men is remarkable and an evidence that "Concentration is the secret TRADE, in short, in all the It is concentration of ideas, efforts in the race of trade journalism and and most influential trade publish- ment. It is their confidence in

themselves and the worthiness of their intentions and high goals that has made them so successful. "Self trust," says Emerson, "is the first secret of success," and self-trust is the motto of the J. B. McLean Co. After reading the above, one not conversant with the amount of work and detail involved in issuing one journal, let alone five, might think that it was simply luck that placed them where they now are, and that the trades in Canada had been clamoring for years for these journals, and that as soon as issued a rush was made both by advertisers and subscribers to help the journal along. Far from it, the exact opposite was what occurred. They were not wanted, particularly by probable advertisers. Not only did thousands of dollars go out before a single dollar returned to the pockets of the publishers, but obstacles and disappointments that would have driven other men to utter despair had to be overcome. They had absolute faith in themselves and in the ultimate success of their enterprise as a beacon light which burned brighter and brighter as each fresh obstacle and each fresh disappointment was sur- mounted and they kept pressing onward with redoubled courage to the goal of success. Without having passed through it no one can conceive of the immense labor and worry involved in starting a journal, outside altogether of the financial aspect of the question. They have toiled unceasingly and spent their money freely in popularizing their journals, confident in a rich and bountiful return and in a brilliant and successful future.

WHY IT PAYS TO ADVERTISE IN TRADE JOURNALS

"Successful men are always safe Guides"

There is not a man in the manufacturing or wholesale business to day, of any experience, who will deny that advertising pays. We all agree on that point; except perhaps those who go on the principle that because they are an old house that everybody when they read their firm name knows all about them. When, in fact, there are lots of people who never heard about them or what they make and have to sell. Take the leading hardware, grocery, dry goods and printing trade papers

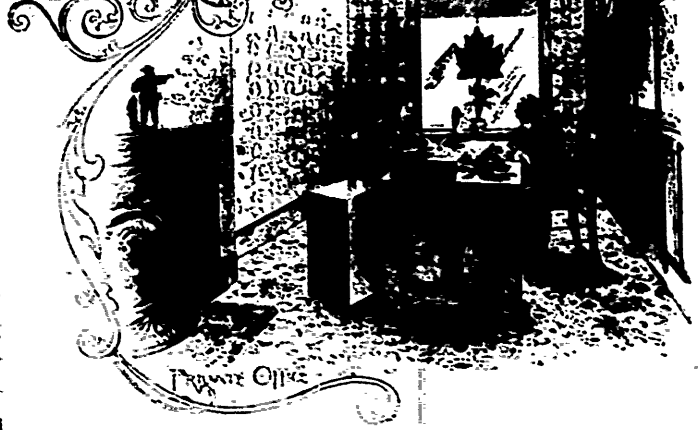
of the world, and in their pages will be found the advertisements of millionaire concerns. Who thinks that these advertisers want to "create a demand" for their products? The question is "how and where to advertise?" There is no doubt about it that the trade journal is the only true medium, because every reader is a probable buyer and you can talk direct with the trade. There is no lost circulation, every copy issued carries its message

direct to those who buy your goods; with daily and general commercial papers not



one-quarter of their circulation is useful to you, the other three-quarters reach a class who are not at all interested in your goods. Another point is that the thousands who subscribe for their trade papers look there and there only for announcements of new goods, changes in prices and other matters relating to their-trade.

The trouble with a great many advertisers in trade journals is that they expect too much from that source. They expect the advertisement to do more work than their best travellers, whose expenses are as much in one week as the yearly cost of the advertisement. As a rule no attention is given to the advertisement except perhaps a change of wording once in six months. Imagine the big (?) orders your travellers would receive if they simply handed their card to a customer and said they would sit down and wait for an order. This is how the advertisement in the trade paper is treated. Why not change your advertisement every week or month? Speak to your customers through it the same as your traveller would talk to them, and you will soon discover that the trade paper is THE ONLY medium. The publisher of the best journal in existence can only sell you space and guarantee circulation among your probable buyers. He cannot guarantee that the advertisement will pay you. That rests with yourself. You must use the space to your best advantage and last but not least do not give your travellers all the credit for the year's business. Another mistake advertisers make is that they look too much for cheap advertising. When you are sick do you look around for the cheapest doctor? Or if you want to engage a lawyer do you look for the low priced and most obscure? Certainly not. The best evidence of the value of a paper as an advertising medium is its ability to secure and hold the best paying class of advertisements. Take a look through any of the Trade Journals published by the J. B. McLean Co. and see the class of advertisements that appear week after week and year after year. It is not what you pay for an advertisement, but what it pays you.



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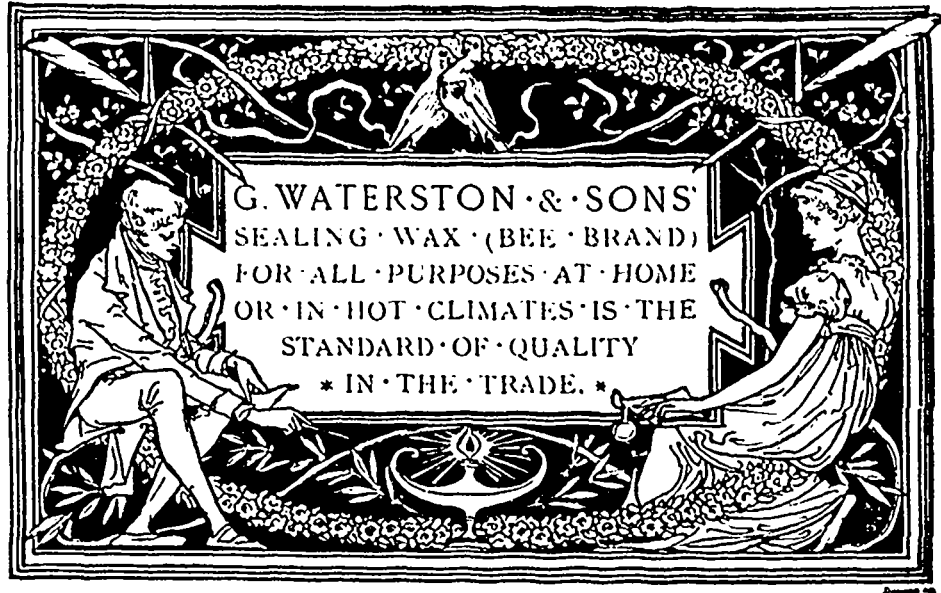
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