

the net amount of subscription, and were there no drawbacks it would certainly be wise.

Many, however, have learned to their cost that when once publishers—we refer more particularly to those in the United States—get hold of the names of customers they endeavour to obtain the renewals for themselves, and in other ways, through means of catalogues, &c., draw away trade from the retailer. The profits on a single year's subscription is not sufficient to repay the dealer for his trouble. The periodical business, at the best, is but a poorly paying branch of the business, and if every year he has to look up new subscribers it would be better to drop it, and pay more attention to a better paying department.

In Trade Notices we give some experiences that are worth reading.

In justice to one publisher at least—the Century Co.—honourable exception should be made. We have no doubt there are others, but they are only the exceptions.

But there is a still further and more cogent reason for not having periodicals sent by mail. It is this: Every time a person comes in for a magazine he will likely, if not in a great hurry, look round to see what is new, and very probably will buy a book or some new and taking fancy article for the adornment of his house. Let a subscriber get his magazine or paper by mail, or even delivered to him, and you may not get him inside your store during the twelve-month. The more you can come in close contact with your customer, the more likely to make extra sales.

The true lover of periodical reading will not object in the least to call monthly or weekly, as the case may be. It is a pleasure to some (like the cutting of leaves by a genuine book lover) to be on hand if they can to see the parcel open.

BOOKS OLD AND RARE.

England, and especially London, is the great emporium of old books and manuscripts. The national wealth represented by old books in public and private libraries must be something enormous. By far the larger proportion of valuable old literature has now found its final resting place on the shelves of the great public libraries, but of what has found its way into private shelves there is, from change of ownership and other causes, a sensible circulation. It has been estimated that once in six years almost every book, not finally shelved, passes through the hands of the old booksellers. This is what makes his trade, and a most important one it is. Were there no circulation of old books, there would be no old book trade. We

are pleased to see Toronto holding such a high position in this particular line of trade, for it is an indication both of wealth and of taste.

The old established house of Piddington, now R. W. Douglas & Co., began with few books and few buyers; it has grown with what it fed others on, and these have grown upon what they fed on.

For the last couple of years, in a small unpretending store on Yonge street, John Britnell has carried on the same business in connection with his larger London house. Those who know what an old country second-hand book store is, may see it in actual fact at Britnell's. One can almost imagine that he has gone back to the eighteenth century, and that these are the veritable volumes that may have been fingered by snuffy Jamie Boswell, or even by the old doctor himself. Speaking of Boswell, we saw his name on an old book at Britnell's the other day—which no doubt he owned. Here are two fine old copies of the "Breeches Bible," one of the date 1594, and the other 1609. Beside them a fine clean copy of "De Antiquo Jure Populi Romani" printed at Bologna in 1574. If the taste is for old political tracts, here we may unearth a specimen of the days of gunpowder plots and conspiracies. We notice a collection of "state tracts, being a collection of several treatises relating to the government. Privately printed in the reign of King Charles II." The great day of the pamphlet tract or essay was after the *Spectator* had set the form, with its Latin motto, as a sort of stamp of literary currency. Between the days of Addison and Junius, a whole strata awaits exploration. Tracts of a later date, reaching to the passing of the Reform Bill of 1830, may occasionally be seen, some interesting, others of no concern to any living mortal except an antiquary; but it is well that even an antiquary can now find something to his taste at times.

Owing to omission of the binder to put in samples of paper made by the Toronto Paper Co. in Toronto's list last month they are inserted this month.

THE latest contribution to the 'Sette of Odd Volumes,' is from the pen of Bro. Daniel W. Kettle, the Cosmographer, and is entitled 'Pens, Ink and Paper: a Discourse upon Caligraphy.' We have been instructed as well as amused by its perusal. The illustrations are well executed, and there is an interesting list of famous English penmen and their works at the end, which is of permanent value. A list of the oddments exhibited by Brother Kettle on the occasion of his delivering his 'Discourse,' completes the work which, printed by the Cosmographer himself, is a very pleasing specimen of typography.