

paper and printing to be sold at simple manufacturer's profit, with which the author has no concern. Accustomed to buy stolen goods cheaply, the public can see no reason for the prices which must be charged for original American works.—*The American Bookseller.*

BOOK STORES AND THEIR CUSTOMERS.—The book-store should be the most agreeable of places. It should invite those thirsting for knowledge, and those whose appetite needs to be stimulated by a tempting display of books, to come in, and make themselves at home, and buy to the extent that they may please. A customer ought to feel that even if he buys nothing, the bookseller is glad to see him interested in books, and the bookseller ought to feel that every person who enters his store is a possible customer in the future, if not in the present. Books approach so closely to a luxury that the question whether or not a purchase shall be made is often a question whether or not a book-store is an inviting and agreeable place.

The first requisite of a good bookseller is, of course, knowledge of books—although one would not always think it, as one seeks in vain for commonplace information in some book-stores. One of the most objectionable points of the bazaar system has been that popular books has been sold like groceries, without any attempt to furnish to the book-buyer the information he may desire as to books that are not sold by the dozen or pound. It is true that the condition of the book-trade, the small proportionate income to be derived from the great deal of trouble that has to be taken, has not greatly encouraged, of late years, a full and accurate bibliographical knowledge, but that, nevertheless, is one of the requisites of success.

A still more important point is the bearing of employes toward the great public. We hear, again and again, of book-stores, where sour faces drive off intending buyers, or short words cut short any desire to buy. The book-seller who permits an employe to be otherwise than agreeable, even under trying circumstances, makes one of the cardinal mistakes of the retail trade. Attention is, above all, the virtue of the retail bookseller. The ideal of book-selling is not easily to be reached under present discouragements, but it does pay in dollars and cents to accept certain conditions of success, such as these we have named. In the face of all discouragements, a little more attention to these, and a multitude of other details that could be named, would do much to mitigate the evils of which the trade has so much to complain.—*Publishers' Weekly*

Book Notices.

ANNOUNCEMENT.—Houghton, Mifflin & Co. take pleasure in announcing that they have begun the publication of a series of books, to be known as THE RIVERSIDE ALDINE SERIES. The books printed by Aldus Manutius, at the close of the fifteenth and beginning of the sixteenth century, have ever since been regarded as models of elegance as regards the form of type and proportion of page. When Mr. Pickering, in the middle of this century, in company with Mr. Whittingham, of the Cluswick Press, produced books which are recognized as the most graceful examples

of English typographic art, he followed very closely the style formed by Aldus Manutius; he called himself *Aldi discipulus*, and adopted the symbol used by the Italian printer of an anchor entwined by a dolphin.

It is the aim of the Publishers of this American series to give the best which the printer's art in America can produce; and since they believe in following a style which was adopted when printing was most closely connected with the fine arts, and repeated by the most celebrated of English publishers and printers, rather than in attempting something which should affect novelty, they have ventured to give to the series a name which indicates that it is an American variation of the well-known English style.

In the selection of volumes for this series, Houghton, Mifflin & Co. have begun with representative works by those American authors who are at once of established reputation and in close relation with the readers of to-day. Where a work outruns the limits of a handy volume of clear, open page, it will be extended to two volumes rather than offend by being crowded into a single more solid one. The books will carry no ornament, but rely for their beauty upon proportions and excellence of material.

The first six numbers of the series will be as follows:—

1. MARJORIE DOW, and Other Stories. By Thomas Bailey Aldrich.
2. MY SUMMER IN A GARDEN. By Charles Dudley Warner.
3. FIRESIDE TRAVELS. By James Russell Lowell.
4. THE LUCK OF ROARING CAMP, and Other Stories. By Bret Harte.
5. VENETIAN LIFE. In two volumes. By William Dean Howells.
6. WAKE ROBIN. By John Burroughs.

Other volumes will be announced later.

The series will be plainly bound in smooth cloth, and sold at the uniform price of one dollar a volume. The Publishers hope by giving choice literature in comely form at a low price to meet with substantial recognition from the lovers of good books.

Among Canadians the authors named are well and favourably known, while the imprint of the Riverside Press is sufficient guarantee for the excellence of the work.

The announcements of the same publishers for March comprise, MY LADY POKAHONTAS, by John Esten Cooke, who now adds another to the many contributions he has already made to the history and literature of Virginia. Its subject and unique character are indicated in the full title. "My Lady Pokahontas, A True Relation of Virginia, writ by Anas Todkill, Puritan and Pilgrim." Its quaint style and peculiar narrative express much of fact in the romantic story of Pokahontas, dear to every Virginian heart.

PARADISE FOUND.—Wherein President Warren of Boston University, claims to have succeeded in solving the problem as to where the Garden of Eden was, namely, at the North Pole.

A CARPET KNIGHT, a new society novel, by the author of "Cupid and the Sphinx," and "Life of Chief Justice Marshall," by A. A. Magurder, for the series of American Statesmen.

MR. G. M. ROSE informs us that he has in preparation, a new volume entitled, "The Four Great Preachers."