

highly popular. The cover is itself a work of the highest decorative art, being drawn by R. Weir Crouch, formerly of Toronto, but now recognized as the first in his special line in New York. His design is printed in red and black, and the sheets are bound together with a tie of ribbon. The Art Calendar is a dainty piece of art and good printing.

MORANG'S FALL LIST.

Mr. George N. Morang has issued to the trade an attractive little pamphlet containing his fall announcement of new books. It has a neat cover with an autumnal design, and has a frontispiece of a fine half-tone of the Library of Parliament at Ottawa. The list is prefaced with some highly sensible remarks entitled "Bookselling Talk." In the course of these Mr. Morang says:

"With the advent of a healthier feeling in commercial circles and an undoubted improvement in the trade of the country, the bookselling interest should, this fall, feel the benefit of the wave of prosperity. The statistics of trade show that the prosperity is real. During the ensuing three months the day-books and journals of the booksellers should indicate it too, for there is no more sensitive thermometer of the state of things in general. Of course there is always something doing in the book business; there are some books that are necessities, and there are others that seem to be able to ride successfully over all obstacles, no matter what the times are. But there is no doubt that when things are dull, people will do without many books that they would otherwise buy. But there is nothing that they more surely return to when things improve. Consequently, the bookseller needs to put on his "considering cap" and settle what he is going to do for his customers when the influx of them begins. He will, of course, make due preparation of accessories. There are so many units, tens, hundreds, thousands, or millions of people in Canada who are possible book buyers, and they will buy the books they want at the stores best adapted to secure their trade. There are some book-lovers, no doubt, who would get their books though they had to traverse the arid Bad Lands, or to endure the inconvenience of dealing with a man who knew next to nothing of his proper business. But the great mass of buyers have to be angled for or netted, and it needs foresight and patient work to do it. When the shy fish comes along the bait must be ready; when the shoal goes by the net must be there."

Equally true are Mr. Morang's remarks on the "Status of the Bookseller." Commenting on this subject he says:

"In the old days there were trade-guilds to which none were admitted who were unable to show their fitness by passing some sort of an examination. The system that was in force in the middle age, and some centuries later, has now passed away, and the principle of the "survival of the fittest" has taken its place. Signs are not wanting that show that the status of the bookseller is being gradually elevated. That this should be so is not surprising; for the bookseller must add to his general intelligence and knowledge of human nature a vast amount of miscellaneous knowledge. In many cases he is, so to speak, the



A BOOK EXHIBIT.

The annexed illustration gives a fair idea of Mr. Morang's stand at the Toronto Exhibition, which was a salient point of interest to a large number of visitors. The *Toronto Globe* of Sept. 10 says of it: "The handsome exhibit in the Main Building of the Exhibition of the books published by the firm of George N. Morang has excited considerable admiration on the part of visitors during the past two weeks. It was a surprise to many that we have in our midst a publishing house capable of supplying the public with such a variety of excellent books, which for mechanical excellence and general style are equal to anything turned out by the publishing houses of the world, while their authorship includes the best writers of the day. Canada is no longer dependent upon "colonial editions," when

librarian of his district, and one of the main purveyors of intellectual food. That, of itself, would be sufficient in an intelligent age to raise him to a certain dignity. But in addition to this he has, to some extent at least, to keep abreast of the literature of the day and to know what is passing in the world of letters. Moreover, he must have a general acquaintance with the characteristics of standard works. If a man of science comes into his shop he must be able to talk to him, and he must also be prepared to recommend to the young lady customer the novel that is likely to suit her. He has to unite to these qualifications the ordinary business characteristics of tact, foresight and prudence. He must know how to manage his financial affairs, and to keep up a constant supervision of his stock. We are of opinion that this brief review of his personality shows that the bookseller must be a person of considerable ability."

With regard to juvenile books, Mr. Morang observes with some truth that "The army of book-buyers is recruited from the schools, and it is being recruited every year. Young readers are very observant. They are apt to know where the book was bought, and that very fact is a thing of immense

she has within her borders all the appliances for the production of such books as were exhibited on Mr. Morang's stand. This literary show created the greatest interest, and on the American day especially. Many were the expressions of surprise at the indication it furnished of the maturity and capacity of this country. The position of the publishing interest in a country affords a great criterion as to what may be called its adult state. From this point of view Mr. Morang's well-arranged stand was most significant. It showed that Canadians are capable of producing books for themselves, and thereby affording employment to thousands of persons in the printing, paper, bookbinding and allied trades. It was also satisfactory to see that the work in these departments is unexcelled. We can print books and bind them as well in Toronto as they can be printed and bound in London or New York."

interest to them. It creates a bond that will last through future years. Let the reader sort up the memories of his childhood and he will remember among other places the bookseller's where his first cherished volumes were purchased. It is of the greatest importance to remember these facts. They indicate a field of trade that every wise bookseller will work. For the child is the progenitor of the future adult, and not only this, but the child and the young person are admirable advertisers. It is of the greatest importance, therefore, to have a good line of juvenile books. That so many booksellers know this and take advantage of it is no reason at all why the fact should not be again mentioned. Too many tradesmen seem to go upon the idea that the world is made up of one or two classes of people only. If they realized the great diversity there is in our population they would often do a better business."

We are sure that this "Bookselling talk" will be taken in the spirit in which it is offered and that the trade generally will recognize that this enterprising and alert publisher is alive to the fact of the interdependence of interests, and takes large views of the possibilities of the bookselling trade in Canada. His fall list appears to