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JANUARY, 1885.

BOOKS and NOTIONS
— ORGAN OF —
THE BOOK, STATIONERY & FANCY GOODS TRADES OF CANADA

ESTABLISHED 1840.

FANCY GOODS,

DOLLS, TOYS,

Druggists' and Tobacconists' Sundries, &c.

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Montreal and Toronto.

ROBR. SMITH, Supt.

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VALENTINES

FOR 1885.

THE TORONTO NEWS CO'Y.,

AGENTS FOR CANADA.

SMITH & FUDGER,



—SOLE WHOLESALE AGENTS FOR—

F. A. WHITNEY'S CELEBRATED BABY CARRIAGES,

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JOBBERERS IN FANCY GOODS,

Brushes, Combs, Perfumery, Satchels, Pocket Books, Pipes, Cutlery, Toys,
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INDIA RUBBER BALLS.—We show an entirely fresh stock of Grey and Coloured Balloons, A B C and other Fancy Balls. Solid Sponge Balls, Grey and Coloured. Lacrosse Balls, Tennis Balls. Prices Low. Quality guaranteed.

SPORTING GOODS.—Our Foot Balls and Boxing Gloves are made by standard London makers, and give universal satisfaction. In Base-Ball and Cricketing Requisites we have full lines; also, Lacrosse, in Boys', Youths' and Men's sizes. Fishing Tackle and Sporting Sundries.

GAMES AND TOYS.—Lawn Tennis in sets or parts. Field Croquet, Tops, Marbles, Skip Ropes, Wood and Wire Wheel Velocipedes, Wood and Wire Wheel Express Waggons and Barrows, Whitney's Baby Carriages.

Our Travellers will be on the road about January 15th.

SMITH & FUDGER,

48 AND 50 YONGE STREET, TORONTO.

BOOKS and NOTIONS

ORGAN OF THE BOOK, STATIONERY & FANCY GOODS TRADES OF CANADA

VOLUME I }
No. 6 }

TORONTO, JANUARY, 1885.

{ ANNUAL SUBSCRIPTION
FIFTY CENTS.

THOUGHTS ON CURRENT LITERATURE.

From a sermon delivered by the Bishop of Algoma at the Church of the Redeemer, Toronto, December 28, 1884.

"Influences are quietly, insidiously at work, which are undermining the edifice of life for a large proportion of the rising generation, and which for them, yea, for generations yet unborn, are destined to convert it into a melancholy, crumbling ruin. Witness, for example, the character of much of the reading furnished to the children of the present day, and devoured eagerly, while parents are ignorant or indifferent. Beginning even as early as the nursery period, the supply continues with increasing liberality through every succeeding stage, till the mind is absolutely drugged with poison, and wholly unfitted for any exercise, either healthful or useful. First, for the credulous baby period, stories of fairies and giants, whose impossible achievements stimulate to the highest pitch of unwholesome excitement; then later on, the child's paper or magazine with its tales of wonderful exploits, and unlikely experiences. Sometimes, when the book is furnished from a Sunday School library, interspersed with a few moral and religious reflections, so purely parenthetical that the reader can and does skip over them, without once losing the thread of the narrative. Then comes the "dime" novels with their highly seasoned stories of daring crime, and exciting, improbable adventure, till, at last, the mind having been thus thoroughly trained for it, the novel of the period is taken up, and mind, heart, imagination are all surrendered to its irresistible fascination. And what is the result of it all? Evil, and evil only. By every human law of the human conscience and the human intellect, the after effects of this deluge of unhealthful literature, is unmingled mischief. The innocent are slaughtered. Everything in them that would serve to keep them pure and innocent is affected injuriously, if not fatally. Reading like this stimulates a child's brain to a state of unnatural precocity—surrounds it with an atmosphere of unreality, in which facts seem fancies, and fancies assume the appearance of facts—teaches it to distrust and feel discontented with the common prosaic scenes and duties of every day life—encourages listless day dreaming and idle reverie—keeps the

nerves of the imagination perpetually on the stretch, till they have lost all their proper elasticity, and fall into a condition of actual mental disease, unfitting for any strong, concentrated effort, and leaving its victim at last an intellectual inanity—and lastly, while worst of all, it creates a violent and intense distaste for all sober, serious, religious thought, and for any reading, whether of the Bible or otherwise, which would rudely break in on its pleasant dreams, or suggest the memory of God or death, or the judgment or eternity.

Am I overstating the case? It would be impossible to exaggerate here. Statistics in such a case do not help us much, because the produced results are being wrought out very largely below the surface, but this I venture to assert, that were it in our power to trace out the secret causes of the tide of irreligion, dishonesty and crime that seems to be setting in amongst us, and of which our newspapers, it is to be feared, do not tell us the half, it would be found that among the most potent is the universal and increasing demand for an unhealthy, because sensational, current literature.

BOOKS AND BOOKSELLERS.—Booksellers have a perfect right to make the best capital they can out of new works. It has often mystified the public how a three-volume novel can pass through an extensive edition at 31s 6d., and be supposed to be a success, then, in six months afterwards, the whole three volumes will be condensed into one volume, and retailed at from 7s. 6d. to 10s. 6d. The fact is established that the libraries of England, which number 670, must all have a copy of a good work—that Mudie must have, perhaps, 300, but he subscribes at a limited price. It is perhaps, not generally known that any work of prominence, whether it be a novel, history, biography, or political, is first "subscribed," that is to say, the publisher sends round his book canvasser to the various purchasers to ask the booksellers how many copies they will take. He generally commences in Paternoster-row, and calls upon Longman's number one. Successful in the first instance, he makes sure of being fortunate afterwards, for there are no better judges of the value of a book than the head of the Longman firm. This forms a first edition, but seldom, if ever, does the three volume novel extend to a second edition.—*Exchange.*



RIGHT HON. JOHN BRIGHT.

ENGRAVING PROCESSES.

Of all the arts, probably, Engraving on Wood has made the most decided progress in the last decade. This has been very apparent to any one who has been at all a careful observer of *The Century* and *Harper's Monthly*, two American exponents of the wood engraver's art. The advance is still more clear and definite, because in this case is direct, when we compare *Picturesque America*, which when published represented Wood engraving in its best class, and *Picturesque Canada*, which is the work of the best engravers of the present day.

This progress has been in a measure forced. New processes had come in and were threatening the utter ruin of the Wood engraver's craft, and unless he could beat the new methods in quality, his occupation like Othello's was gone. Most of the processes which have come into competition with Wood engraving may be classed under the heading, Photo-Engraving. The first progress made in this direction was the discovery by Mungo Panton, in 1839, of the sensitiveness to light of a sheet of paper treated with bichromate of potash. In 1853 Fox Talbot discovered and utilized the insolubility of gelatine, exposed to light in the presence of bichromate. It is upon these facts that the Woodbury and other Photo-engraving processes are built. Each system has its special way of working, and its special material and proportions; but they are all founded upon the above basis. In the Woodbury process from which such excellent results have been obtained, the gelatine picture obtained by light, is placed in contact with a piece of soft metal, and subjected to heavy hydraulic pressure. This gives a picture in reversed relief and depression. It is filled with a solution of coloured gelatine in hot water; a piece of paper is placed on top and pressed down with a level lid, so as to squeeze out the superfluous gelatine. The paper is then lifted, bringing with it the coloured gelatine which forms the picture.

The leading processes outside of Photo-engraving are, the Kaolyne, the Wax and the Zinc.

A layer of specially prepared clay is spread upon a metal plate and while still in a plastic state the picture is cut out, either with a graver or other similar tool. This gives a matrix from which when hard and dry either an electrotype or stereotype may be obtained. This is the Kaolyne process.

The Wax process is somewhat similar and has been used to great advantage in Map Work, Rand, McNally & Co. of Chicago, doing all their Map engraving by this means. A copper plate after being chemically treated is coated with a wax composition which when slightly warm is readily cut away, where necessary

with a needle or other sharp instrument. An electrotype may be made from this matrix.

The Zinc process, is one of the oldest and cheapest systems for coarse engraving. Zinc plates are quite soft and readily eaten away by acids or cut with tools. The work may be either a transfer from lithographic stone, type or engraving or may be drawn on with ink made of proper materials. When the sulphuric acid is poured upon the plates it immediately attacks such portions as are not covered with work. After the face has been slightly eaten away by the acid the work is rolled up with a gummy ink which will, when the plate is heated fall over the sides of the work, which is by this time slightly raised. This will protect the sides and avoid the danger of eating away beneath by the acid when again applied. By repeating this operation several times the required depth will be obtained and the engraving be ready to print from. This process has the advantage of being very inexpensive, all the materials being common and cheap, but the work produced is necessarily coarse and crude.

Photo-engraving is now so perfected that almost any style of work can be reproduced, and almost any degree of fineness obtained. As shades are represented in all engraving and type work by lines or dots and cannot be by degrees of colour, as in nature, so Photo-engraving is limited to copying from drawings, engravings, &c., in which all the work is done in lines or dots, and scenery or other natural objects cannot be reproduced by this process any more than by old engraving methods without the intervention of the draftsman.

Work can be done by any of the processes here mentioned at less than one half the cost of good wood engraving, and in one-tenth the time which is very often an object. The cheaper illustrated papers all over the world have their engravings produced by "process" and even such high class periodicals as *Harper's Weekly* use "processes" for the production of fully one-half of their pictures. Whether wood engraving will be ultimately driven out of the field by these processes is still a disputed point; but to stand at all it must be first class.

The splendid picture of John Bright printed in this number of BOOKS AND NOTIONS, is a good example of first-class wood engraving of the present day, and is kindly lent to us by *The Century Co.*, and that booksellers may have an idea how expensive this class of work is, we may mention that the cost of engraving this one small cut was \$160. The engravings in *The Century* are almost all wood cuts, photo-engraving in that periodical being confined almost entirely to outline pictures and maps.

SIGNS OF THE TIMES.

Continued from November No.

Speaking of the stores (as the Canadian shops are called), I must notice the insufferable length to which smoking therein is carried. I had occasion to visit a tailor—found him with his pipe, to a bootmaker, ditto—to a fruiterer, the same, and so on, as I found was the case at butchers, bakers, grocers, confectioners, ironmongers, and indeed at almost every shop. It is not all—even those who can enjoy a cigar—who care about the heavy atmosphere of stale smoke, but these men have no scruples about it, as they do not put aside their pipe while attending to customers.

While wandering around, I met some lady friends who kindly undertook to pilot me through the halls dedicated to feminine embellishment, a business portion of the city's trade I was rather anxious to see. Well, said they, as we cannot visit all suppose we begin at the market and then plod westward. So said, so done. We entered a plain looking building, wherein we found piles of goods, and attentive shopmen, the upper floors being devoted to millinery &c. Here were a great number of girls well dressed, apparently happy, and as busy as bees. A little inquiry, informed me, that the proprietors are very desirous of making all feel at home and content, as they evidently were; the employers being well known and well served, could quickly secure extra help if press of business temporarily needed it.

Forward we went to a similar large establishment, but so far as I could judge with a less business, where the employes shewed clearly enough that their instructions were not to allow a person to leave the house without a purchase of some kind; the proffered attentions were, therefore, rather troublesome, and, my friends said, mostly failed in their object. We soon entered another establishment, of a more aristocratic character, where a large number of milliners and dress-makers are employed, and I was pleased to notice the marked attention shewn without undue solicitation to buy, which my fair friends assured me was a strong inducement to purchase there where the pressure was not so obtrusive, even if they did pay a little more for some goods. We called at several shops of less pretence, and met everywhere ready hands and smiling faces. At one mercer's shop of aldermanic proportions, I noted more placid looks and languid movements. On remarking this to my friends, they pointed to a placard on the wall "Open till ten o'clock" there is the cause, and this without another word fully explained it.

We turned on to another street, for time would not allow our ramble to be very much prolonged, and in shop after shop it was but a repetition. Active girls with merry faces, ever ready to shew customers prompt attention in an easy ladylike way, their manners being much superior to those filling similar positions in England. After inquiry fully satisfied me that these female assistants, are better educated and more obliging than any I had elsewhere met with. Many of them occupy good positions in the city musical societies and in church choirs, while some are very creditable artists and do a large amount of painting on Christmas cards, and others do a goodly share of fancy work; they are also from the best families, and of unquestioned respectability. It is pleasant to record that these relaxations are general-

ly encouraged by employers, who know they are much safer with such a class, instead of those who engage in the most frivolities, and spend their leisure time in an unsatisfactory manner. All, however, are not equally considerate nor so well served; we entered a large and very showy shop where there was a great many in attendance; while my friends were making a few trifling purchases, I looked on and noted. I could not avoid being surprised at the petulant toss-of-the-head-style shown to would-be buyers, but who were repulsed by the rudeness and inattention they met with. This is an old business said my friend, that advertised largely, and depended through such means on a country trade, but they have not very long been in this beautiful building, and are trying to catch a city business. You will notice there is a difference in the class and their manners, the proprietors too know this for they call their assistants shop-women; other houses use the term sales-ladies, a very proper distinction and one fully warranted by their demeanours.

After a lengthened walk I came to the conclusion that as a body, a more active, cheerful, good looking body of young ladies could never be found than is to be met with in the shops of Toronto. In the majority of cases, health and content seemed beaming on their faces, but—if I could make a distinction—it would be to say, that the greatest puffers had the inferior grade where all was good.

MALVERN.

GOOD GOODS.—The present season has proved to demonstration that the best articles are the most saleable, and the most profitable also. In almost all instances the London manufacturers have sold out the better class goods, whereas the cheap, duffing articles are a drug upon the market, and are now offered at any price, and, indeed, almost given away.

In many instances the demand has been greater than the supply, and very frequently the wholesale merchant has had to decline orders which poured in upon him after a particular stock had been exhausted.

"The Yule-Tide." Although a very large edition of this was published, every copy was sold more than a week ago.

The run has been great upon good fancy goods which make suitable presents at Christmas. It may be positively asserted that in no prior season have so many good fancy articles been sold as during the present season. The run has been especially on high-class albums, ladies' companions, work baskets, writing cases, and bags which combine the faculty of carrying everything in a small space, from the purse in a secure section, to the toilet necessaries for a lady, and even her working materials. Some of these are exceptionally useful, and will be appreciated at the festive season of the year.

Books of all kinds, where instruction and amusement are combined, have also sold well, and indeed we may affirm that Bibles, church services, and religious works, such as are sold by the Queen's printers, Eyre and Spottiswoode, have been well appreciated. There are, however, others in this field, and all record a ready sale.

It may be too late this year to offer advice, but provincial stationers in succeeding years may take example from the present, and order at a comparatively early period really "good goods." These will

sell during the whole year. They are suitable after Christmas is over for birthday presents, and even on some occasions bridal presents. Stationers who supply themselves with such goods considerably add to their trade, and the coming feature of the day is the *utilis et dulce*—giving a broad translation to this—“the useful and convenient.” It is not always necessary that these articles should be expensive, but they should be better than those of the past. Even the penny articles are made in a superior form to those manufactured in past periods, and of superior material. They are better in many ways, and have not the shoddy appearance which used to characterize the pennyworths of the past. The old lines will not do even in the most ancient shops now, where ancient individuals endeavour to tread in the paths of their forefathers. For trade to flourish in the provinces there must be an advancing spirit—an endeavour to keep pace with the age; a desire to please new customers, and a continuous supply of new stock.—*The British and Colonial Printer and Stationer.*

PAPERS OLD AND NEW.

The *American Bookseller* gives to its subscribers a very handsome Christmas number, in a tasteful cover.

Full descriptions of the various holiday books, embellished with specimens of the handsome engravings, makes a book of more than ordinary interest to the book seller and book reader.

The *Dominion Churchman*, Toronto, after ten years of vigorous life, enters on the eleventh with bright hopes and renewed energy.

The publisher of this well-edited journal is to be congratulated on having the best paying investment in Church papers in Toronto, as well as an organ of the Church that commands respect and esteem.

It is strange now that the Methodist body is united in publishing but one paper, *The Christian Guardian*; both the Presbyterians and Baptists have each a new organ.

Rev. S. A. Dyke is, we believe, the publisher of the *Freeman*, the Baptist paper; while the *Presbyterian Review*, published by a company, is edited by the late editor of *The Educational Monthly*, Mr. G. H. Robinson.

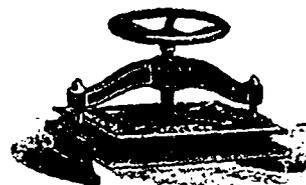
THE FIRST NUMBER of the *Educational Weekly* made its appearance on New Year's.

The paper is handsomely got up. As a specimen of *Grip's* typography it will favourably compare with the best.

CAPE TOWN, S. A.—The *South African Illustrated News*, so spiritedly conducted by Saul Solomon & Co., of Cape Town, has now passed its first half-year's stage of existence. The following editorial announces the fact: “The proprietors of the *South African Illustrated News*, whilst thanking the public for the very hearty sympathy and support accorded this venture, think the time has now arrived when they may call attention to the efforts they are making to give South Africa the advantage of possessing a first-class illustrated journal. Messrs. Saul Solomon & Co. have now added to their staff an artist of

European reputation, and whose illustrations in this issue will speak for themselves. The coloured litho of an incident in the Zulu campaign shows the class of work which will be given in this journal, if it is supported as the proprietors think it should be. All the material is now at hand in Cape Town, including skilful artists and the highest-class printing machinery, for the publication of an illustrated newspaper such as the other great colonies of the British Empire can boast of.” The journal, we may add, is remarkably well printed; quite superior in this respect to the generality of the colonial pictorials. The engravings are not mere litho transfers from old European woodcuts, but are process blocks, well produced, from artistic and spirited drawings. Periodically even-coloured supplements are given; in a number before us there is a specimen of chromo-lithography that would not disgrace the best European atelier.—*British and Colonial Printer and Stationer.*

Trade Notices.



DEALERS IN COPYING PRESSES should turn to the advertisement on front page, of Samuel C. Tatum & Co., of Cincinnati, O. Besides the style there shown, which is known as the *Tatum press*, they are now manufacturing the *Bartlett press*, under letters patent. The distinctive feature of the latter is that the lower plate is raised against the stationary upper plate. This admits of so much simpler construction, that it is a wonder presses were ever made any other way. Instead of the screw being attached to the upper plate, as in ordinary presses (where it is frequently a weak point of the press), in the *Bartlett* the end of the screw is tapered, and merely rests in a socket in the top-plate, but all the lifting is done by the side bolts.

This construction admits of perfect self-adjustment to uneven thicknesses in copying. The press can also, for the same strength, safely be made a little lighter than in ordinary style of presses, and in shipments at a distance this is a considerable advantage.

We visited Messrs. Tatum & Co.'s establishment during a recent trip to the “Queen City,” and were told that their copying press business, in spite of the dull times, had increased considerably this year as compared with any former period.

ONE OF THE NEATEST PEICES of lithographing in the shape of a New Years' card is that presented by the Toronto letter carriers on their usual round New Years' Day. Faithful, prompt and courteous in the discharge of their often disagreeable duty, we trust that they were well remembered by the merchants.

OUR FANCY GOODS DEALERS have been largely supplied this season by the Guelph manufacturer (W H Marcon) of Straw Baskets, Everlasting Bouquets, etc.

This is better than buying imported goods. Home made, with all the profits remaining in the country.

Books and Notions,

MONTHLY JOURNAL,

DEVOTED TO THE INTERESTS OF THE

Book, Stationery and Fancy Goods Trades

OF CANADA.

PUBLISHED THE FIFTEENTH OF EVERY MONTH

OFFICE:—

20 WELLINGTON ST. EAST, TORONTO.

ANNUAL SUBSCRIPTION 50 CENTS.

RATES OF ADVERTISING:—

| | 1 month | 12 months. |
|---------------|--------------|------------|
| 1 column..... | \$10 00..... | \$100 |
| do | 6 00..... | 60 |
| do | 3 50..... | 35 |
| do | 2 00..... | 20 |

All Letters and Communications intended for publication must be sent in not later than the 8th of each month.

Subscribers will oblige by informing us at once of any irregularities in delivery.

J. J. DYAS, Publisher.

A TRADE MEETING.—A meeting of representatives of the Trade in Ontario is, we understand, to be held in Toronto, on the 14th instant. Petitions to the Minister of Education, containing a protest against the small discount in school books, are being largely signed.

STRAWS.—One of the largest and best known publishers and booksellers in Canada, outside of Ontario, on seeing the petition, writes: "It seems to me the petition is well founded."

In the only contested School Trustees' election, in London, Ont., the motto of one candidate was: "Help to put down monopoly in school books, and do not pay double price for them." He won.

NO CONFIDENCE.—During the past month a meeting was held of those engaged in the wholesale trade in Books, Stationery and Fancy Goods in Toronto.

It was intended to come to some understanding as to shortening time, etc. But owing to want of confidence in each other no result followed. It certainly is just as well at any rate that they couldn't agree on reducing the cash discount. That would have been a mistake.

NO LONGER any need to take the far-off trips to the South African diamond fields to make a fortune; only get into School-book publishing in Ontario, and the diamonds will be found without the labour of digging.

THE NEW ONTARIO READERS.—With the introduction of the new readers is also introduced a new rule of discount to the trade that has called forth remonstrance from all sides. Of old there was a discount of 30 per cent., now only 20, and to the jobbing trade 15 per cent. extra, now only 5. Why?

The simple reason is this; on the intimation from the then Minister of Education three Toronto firms W. J. Gage & Co., The Canada Publishing Co., and James Campbell & Co.—the latter now represented by Copp, Clark & Co., as noticed in our last number, went to large expense in each preparing a series of readers. According to their statements not less than \$90,000 was expended by them in the experiment. Two series were accepted, and we believe the third received promise to that effect. A new Minister comes in, and he devises the plan of having prepared under his own supervision another series. The work has been done. The electrotype plates have in great part been prepared, and the two parts of the first book have been issued to the trade.

Now remember that there have been four different sets prepared and all the work has to be paid for. Who pays it? Is it the Government? Or, is it the publishers who, as a business venture, prepared the several readers? Not by any means. The innocent consumer and the middle-man pays all this enormous amount—for it is an enormous amount for such a result. The price of the readers is high. Experts in book publishing give testimony that the profits will be much in excess of what is reasonable, and this very large publishers' profit is to go to make up the loss on the old venture. Never before in the history of book-making was there any such well-contrived plan to recoup the loss on this, the biggest blunder of the blundering Education office.

This is the result of appointing a political Minister of Education, one who, though no doubt well versed in the requirements of teachers, has evidently no knowledge whatever of business matters, and has sanctioned a price and discount that is manifestly unjust.

The whole tale is not told yet—we wish it were. This agreement, giving the three publishers the sole right of publishing and the right to dictate terms to the trade, is not for a month or a year, but for ten long years! To contemplate what ten years of trade servitude is, look back ten years in your life, and then consider how helpless is your bondage as far as this one source of business income is concerned.

It will be said we are making too much of this matter. Not a bit of it.

Have your booksellers estimated what it takes to sell a book? Have you, in making up your expenses for the year, found out what percentage they have

been on the goods purchased? We have been at some pains to ascertain from men of experience what this rate is, and we find that it cannot be estimated at less than 20 per cent. One man doing a thriving business in a City west of Toronto—a careful, prudent man—says that 16 per cent. is all it costs him, but others are so high that 20 is the lowest figure we can safely state.

Now on every dollar's worth of books the dealer gets 20 cents. Take the 20 per cent. expenses on the nett purchase money and it makes 16 cents, which in the simplest sum of addition and subtraction, leaves you a profit of 4 cents, if you don't make any bad debts!

Is it any wonder the trade rebels against the monopoly?

THE THREE AUTOCRATS.—In another article we refer to the small discounts to the Retail Trade. What must we say to the munificent allowance of 5 % extra to the dealer who buys School Books to the value of \$1000 nett? Be it remarked that the Retailer who buys this amount is on the same terms as the Jobber, and for the first time the Wholesale Trade is quietly ignored. When it is understood that at least 2 % must be considered as an allowance for bad debts, the fortunate dealer has 3 % for selling, shipping and booking these goods. The departure from recognized business principles in this case is marked. It is alleged that it will cost the dealers nothing except the expense of boxing these goods—that travellers' and other necessary expenses will have to be paid anyway.

Is this the way these publishers conduct their business? Do they, for the great love they bear their opponents in trade, handle any line of goods on which there would be a positive loss?—for it costs a Wholesale House about 10 % to sell goods. This is not their mode of doing business.

It is nonsense to say they cannot give more discount. A distinct offer was made of 40 % to Jobbers before the combination was fully entered into. Besides, the Minister of Education does not say that the discounts named are the best they can do—he says these are the minimum.

The letter of a leading firm to the press, appearing elsewhere, shows clearly what can be done in the way of a cheaper book and a better discount.

THE NEW PORTFOLIO.—Thus does Oliver Wendell Holmes entitle the series of papers commenced in the January number of *The Atlantic Monthly*, couched in the delightful gossip style of *The Autocrat* mingled with the mellowness of advancing age and enlarged

culture. Advancing age—yes for is it not seven and twenty years since first *The Atlantic* (our knowledge of Holmes was contemporaneous with its first number) presented its claim for the consideration of the reading public.

That claim met with hearty response, and year by year, although the editorship has changed more than once, have the pages of the *Monthly* been replete with all that fascinates the intelligent reader.

Which department has been the most notable it would be difficult to say. Sometimes it is the Poetry that makes the chief claim—what a January number that was containing Longfellow's "The Leap of Roushan Beg," Whittier's "Seeking of the Waterfall," and "My Aviary," of Holmes; sometimes it is the vigorous well-informed essays on current topics. Of late date the Contributors' Club has a particular charm, while the short stories have been always the best—has there ever been a better than "Freedom Wheeler's Controversy with Providence?"

All through these years the literary excellence of nearly all the articles has been noted, and, as is characteristic of the writing of the true artist, the language has been that of gentlemen. Even at the heat of the Anti-Slavery contest, when bitterness naturally came to the fore, the writings of Sumner and others were, though severe, courteous and manly.

Why is it, however, that while treating of British and Canadian subjects *The Atlantic* which has been different from many United States journals—frank and honest—has let slip in its last December number an article on Canada that savours very much of busy-body meddlesomeness—an article where the writer admits at the outset that Canadians are satisfied and loyal yet endeavours to foster a sentiment of discontent in people who are happy and, notwithstanding the essayist's parade of figures, prosperous in a very high degree. The article was not worthy of the journal that has for its contributors the noblest of the writers of our great Southern Neighbour.

Another word of fault finding. Why does the editor, in this first number of the year, give us three stories—to be continued.

One seems to be necessary in every "well-regulated" magazine, two would be abundant, but why give us the harrowing suspense of three long waited for joints in three separate tales?

The New Year opens well; enough of a sprinkling of new names with the old to show that the pride of Boston Town still commands the talents of fresh and vigorous writers to enliven its pages, and to make sure that in the future, as in the past, the culture of the Massachusetts City will not be culture only, but the ability to express in well-chosen language the thoughts of educated minds.

THE NELSON TRANSFER.—We feel that, as far as the Book Trade of Canada is concerned, we are writing its history, and therefore, all the ins and outs of the School-book trouble should be recorded. One circumstance that has received a good deal of comment, is the approval by the Local Government of the transfer of Nelson's supposed interest to Copp, Clark & Co. This was done in haste. The creditors of James Campbell & Co. considered they had at least an interest in whatever assets the government recognised, yet before they could get an opinion as to their claim, while the trustee was still having prepared the matter to be placed before his legal adviser, the sale was made and approved of, although the Government had been notified that the estate claimed the third. We believe the Premier himself, took so much interest in the matter as to make it his personal act (as far as the power of the government went) to approve of the transfer.

The creditors are naturally indignant at the attempt to deprive them of their rights, and we can say almost to a certainty, that they will immediately prosecute the claim against the government for damages by the loss of a valuable asset.

Why have the Nelsons such power? And why was undue haste manifested in placing them in the rank of a privileged creditor? It certainly is hard to explain. The supposition of a portion of the Press that the Government has done it on account of the support of the paper mainly owned by the Nelsons can hardly be the reason. Time will probably tell.

A CONTRARY OPINION.—Just as we are going to press, a valued contributor of considerable experience in the book trade, writes us "My belief is that in the general interest of the trade, short discounts are better than long ones, with a limited discount like 20 per cent. The retail dealer is likely to get the whole benefit of it, and not have it fritted away by trade cutting."

As our aim in **BOOKS AND NOTIONS** is to give full candid opinion on both sides of the question, though, not in any way shirking a bold stand for what we consider right, we gladly insert this extract.

So much of this number is necessarily taken up with the school book question that other matters of importance are crowded out, we have even had to reduce our advertising columns.

MR. ALFRED SANDHAM, who has been Secretary of the Toronto Y. M. C. A., severed his connection with the Association at the end of December.

He leaves the position to take the management of the publication department of the Willard Tract Society.

Before leaving his late position, Mr. Sandham was presented with a well filled purse.

Book Notices.

THE NEW ONTARIO READERS—FIRST BOOK.—The second part has just been issued (price fifteen cents) by a combination of three publishers who have been favoured with the monopoly, and can therefore very naturally charge their price. These two parts are somewhat larger than the old first book, being made to correspond in superficialities with the more advanced books of the series; but do they contain a greater quantity of matter? We think not nearly so much. The paper and printing is certainly good, and the illustrations fairly so. There are eight cuts in outline, for copying on slate or blackboard, two full pages as drawing lessons, and thirty-eight cuts of every conceivable shape—scarcely two of the same size—some with a light border, some with a heavy border, and some without a border, leading to a suspicion that they are adapted from some other publications, and which are intended to illustrate the text. There is also a full page frontispiece, which, having nothing to do with the book, is put in as a pretty picture.

In speaking of the embellishments, we must notice the covers. The front has a lettering in Roman, Egyptian and fancy type, with a bit of arabesque bordering, heavy at the top and light at the bottom; all of which may be very ornamental and in very good taste, but the difficulty will lie in convincing the public that it is so. Are the departmental shields on the back and front badges of ownership or authority?

These two parts of one book have each a preface. We, in our simplicity, always understood the preface to be addressed to the reader; now fancy two pages of small print, dealing in all the technicalities of the language, being addressed to children just starting to learn their A B C! But this is not all, for the learned compiler has one page of "suggestions to the teacher," and further suggestions or directions are supplied by foot notes throughout.

The following occurs in the preface, presumably also as instructions to teachers (although in the pupil's book): "In phonic drill the teacher should constantly use the blackboard. Having, for instance, exemplified the use of the two initial or final consonants with a digram, he should write down other digrams, which the pupils should pronounce, and by prefixing or affixing, as the case may require, the sound of the two consonants to them, form new words. Facility on the part of his pupils in recognising and making use of the phonic powers of the letters is what the teacher should aim at. He should also be careful to see that the pupils understand the meaning of the words in the phonic lists. The meaning of the words can be readily imparted by judicious questioning, and by the illustration of their use in simple sentences.

"The remaining lessons after the 15th are devoted to the long sounds, the broad sounds, and the diphthongal sounds of the vowels. If we regard the short sounds as the normal sounds of the vowels, all these long, broad and diphthongal sounds have no normal representation, but are for the most part conventionally denoted by various letter combinations, and with more or less constancy. The more common and regular of these combinations form the basis of arrangement of these lessons."

All of which, being very clear, is doubtless well suited to the intelligence of third-class teachers who have charge of pupils in their first reading book.

The preface says: "The readings in poetry have not been inserted as forming part of the scheme of lessons." For what purpose, then, are near 500 lines of poetry (!) inserted, where the prose readings only number but few over 1,100 lines? Then, we may ask, if some authors' names are given, why not all? The answer obviously should be, because they have been taken from the American children's books. It is either of consequence the authors should be known, or it is not. If of no moment, why give any? But surely it must be of especial interest to children in their first book that they should know that one piece is "from the German," another from "Easy Steps for Little Feet," and another from "Posies for Children."

If there can be no positive objection to these "readings in poetry," so far as the lines themselves occur, we contend that they are for the most part not "readings" at all. They are chiefly nursery rhymes, from children's gift and Sunday-school books, so old, so hackneyed, and so well known, that the majority of children can repeat them in sing-song style without reference to the book, and every one knows how difficult it is to get a child to unlearn any familiar patter. Even these are not correct. In "Twinkle, twinkle little star," for instance,

"When the blazing sun is gone,
When he nothing shines upon,"

should be,

When the glorious sun is set,
When the grass with dew is wet.

or else we want further information as to the part of his course the sun has nothing to shine upon.

These rhymes occupy space that might have been much better filled, and warrant the belief that the compilation is such as a young teacher would probably pick from a heap of miscellaneous literature. What can be more out of place than to repeat in a new series of readings.

Mary had a little lamb,
With fleece as white as snow,
And everywhere that Mary went
This little lamb would go.

This is, so far, all right, but the continuation as heard frequently enough in the school play-ground, naturally suggests itself.

But when she took her little walk,
Dressed all so clean and neat,
Her lamb one naughty habit had,
It dirtied in the street.

This verse is, rightly enough, omitted, but the variorum edition would have been a change:

Mary had a little lamb,
With face as black as jet,
And every where that Mary went
She took her pretty pet.

Reading can never be taught by such worn-out jingles.

Again: the old, old story—"The milkmaid and her basket of eggs" might fairly be relegated to the child's story book, without loss to the schools of On-

tario. This fable, published by La Fontaine, in 1678, has already had a run of over two hundred years.

The evening hymn—"Jesus, gentle shepherd, hear me," beautiful in itself, has attained such a degree of popularity through the various Sabbath-schools where it has been taught, that it may, as a lesson, be said but not read; it is, therefore, useless for the proposed object of the book—to teach reading.

The word "Orthoepist," which occurs twice, pp. 57-84, may be yoked with "Digram," which occurs about twenty times, as to the information conveyed by it to the infants. The word "color," p. 63, is left without a remark as to whether it should be pronounced as "culler" (a selector of words), or as it is read in the word "Colorado."

On p. 8 we have a lesson about paying pew rent, which, considering the general pretty strong feeling on the point, had better have been omitted.

An article, on page 63, sufficiently shows the source from which the marvellous inspiration emanated, that imposes this paltry collection on the tax paying public. It is called "The Story of a Dime." Now, as the dime is not an English or a Canadian coin, and as all the facts the article contains might (with the most trifling variation), be said of any coin; it is clear that the United States gave us this piece of intelligence, perhaps it was done with a view to prepare the infant mind for annexation, by familiarizing it with the coins expected to be handled before long.

This idea is borne out when we notice the amusement (p. 31) of gathering "Clam shells on the lake shore."

We have also a gleam of a United States' park, for where else could we view such a scene, as that attempted to be depicted on p. 22. A bare-headed old harpist playing, a girl singing to the music, and a so-called Turk flinging his knives at a mark. In this article we are told "larks do not live in Canada."

In Dr. Ross' "Birds of Canada, there is an engraving of "The Shore-lark," "which arrives in Canada late in the fall; while on the wing it sings sweetly. It is one of our few winter birds; in March it leaves for the north to breed." Also, an engraving of "The Meadow Lark," "one of our most common and beautiful summer visitors. It arrives here about the 15th March, and leaves about the 1st November."

Dr. Mulvaney, in his "History of Toronto" speaking of its feathered inhabitants, says:—"Of the lark family, there are two which are constant denizens of our suburbs, the Shore lark and the Meadow lark. The latter is identical with the British song bird."

From these extracts it will be seen (what every intelligent farmer knows), that we have larks with us throughout the year, notwithstanding the new Reader to the contrary.

Great expectations having been aroused we have noticed these two parts particularly, because the best talent in the Province sent forth in books, as well got up as these new Readers, did not meet with the Minister's approval; instead thereof a manifestly inexperienced hand has been employed to make the hotch-potch, and he has made it. We feel certain that the experience and matured judgment of Dr. Hodgins, the Deputy Minister of Education has not been consulted respecting this twin monument of Canadian literature.

A CATALOGUE OF BOOKS (Houghton, Mifflin & Co., Boston), and such a Catalogue as but few houses could issue, brim full of the masterpieces from the pens of the most popular authors of the United States—Longfellow, Whittier, Emerson, Hawthorne, Lowell, Lucy Larcom, the Cary Sisters, and—well, stop—nearly all who have won fame in the world of letters, and have become, as it were, our other selves. The mere names and prices of the books is not all, for the portraits of the different authors are very finely engraved and are speaking likenesses.

With the Catalogue comes the beautiful Holmes & Emerson Calendars, works of Art, that will compare with the best—dont laugh at us for having tried to pick up that piece of evergreen jutting out of the left-hand side of the Emerson Calendar.

IN THE JANUARY CENTURY is an open letter from Noah Brooks, giving an account of the wonderful achievement of the San Francisco bookseller, H. H. Bancroft, in writing a complete History of the Pacific Coast States. Wonderful, in that from small beginnings, as a collector of books, he gathered together such a mass of information, manuscript and printed matter that it required a complete staff ten years to properly index it preparatory to his writing the history. Eighteen volumes are now published, leaving still material for many more.

L. R. O'BRIEN one of the few Canadian Artists who have made for themselves a name outside of the Dominion, has some fine illustrations of Cloverly, an English fishing village, in the Christmas number of *The Illustrated English Magazine*, a fine number throughout, a noticeable feature being several of Gainsborough's works excellently engraved.

THE WILLARD TRACT SOCIETY have just issued "The Christian Secret of a Happy Life," by H. W. S., and "Grace and Truth," by Rev W Mackay, M. A.

The first named has a very complimentary introduction by Rev. John Potts and Rev. H. M. Parsons, sufficient of itself to certify as to its worth. The latter bears this testimony, "I wish I could present a copy to every Minister of the Gospel, in the United States," D. L. Moody.

They also send us, the verbatim report of the Moody convention, which is given with a year's subscription to The Mission Union, at the low price of 50 cents.

BAEYHOOD.—This periodical enters upon a comparatively new field, and with appearances decidedly in its favour. Its columns are to be devoted exclusively to the Care of Infants and Young Children, and to the general interests of the Nursery, and will be under the charge of Leroy M. Vale, M.D., as Medical editor, and the universal favorite Marian Harland, as editor of the department relating to general nursery routine. The topics discussed in the first number, are "Baby at Home in Winter," "Adulteration of Milk," "Vaccination," "Increase and Preservation of Youthful Beauty," "Familiar Talks with Mothers," etc.

There should be an opening for a magazine of this class, especially when it is so attractively gotten up and so ably edited. The subscription price is \$1.50 a year, and it is published at 18 Spruce street, New York.

MACMILLAN & Co. have in press a little volume by Archbishop Trench, entitled "Brief Thoughts and Meditations on some passages in Holy Scripture," which will probably excite more than usual interest, in view of the author's retirement from the See of Dublin.

JAMES R. OSGOOD & Co. have published early this month, sumultaneously with its publication in England, Mr. Cross's biography of George Eliot. It was at first intended to issue it at Christmas, but the numerous corrections that have been made prevented this. The work comprises three volumes.

THE CANADIAN SCHOLAR'S HAND-BOOK of the International Lessons for 1885, by Rev. Edwin W. Price, D.D., Toronto,—James Bain & Son.

A neat and compendious manual, containing sufficient well-arranged material for the ordinary Sabbath-school scholar. The index is a specially good feature. It was a happy thought of the publishers to add the shorter Catechism.—*The Presbyterian Review*.

"Married Above Her," announced in December number as to be published by T. B. Peterson & Bro., has been issued, and contrary to what is very often the case is not only not disappointing, but is of that absorbing interest that holds the reader's attention from beginning to end without flagging.

The unknown authoress is to be complimented on this, we suppose, her first venture in the field of letters.

Correspondence.

To the Editor of the London Free Press.

"SIR,—With reference to your editorial of to-day calling attention to the school reader monopoly, we beg to state that we are quite ready to pay the Minister for a set of his plates whatever they fairly cost, and to give security to the amount of fifty thousand dollars that we will issue the series of 'New Readers' in every respect fully equal to the prescribed standard at one-third lower prices than those now advertised by the syndicate of publishers, and give to the trade a higher rate of discount than the one the Minister is said to have fixed (20 per cent).

"This is no new idea of ours, as we offered years since to produce the old series so that they could be sold to the public at one-half their then current prices, provided the Government own the copyright and made the publication free to all on equal terms and conditions, as may be seen by our communications in the *Toronto Globe* of 1st December, 1877, and January 17th, 1880. We then also said:—'Let them say what they please, it is still beyond all question, that wherever and whenever a monopoly is granted to any private party in an authorized school book, then in one way or another the public will suffer in competition being choked off and prices being unduly raised. This has been in the past; it is so now in Ontario, and it will continue to be so till such copyrights are held by the Minister whose sanction gives them value.'

"We ask nothing for ourselves alone, but ask open action by the Government on behalf not only of all engaged in the production of school books, but on

behalf of the parents of the 500,000 children who are victimized by this mode of indirect taxation.

"Toronto, Jan 7." "Yours, etc.,
"Wm. WARWICK & SON.

To the Editor of BOOKS AND NOTIONS,—

SIR,—I wish you and your readers a happy and prosperous New Year. Xmas, with its cares and anxieties, has come and gone. The book and fancy goods trade here found it better than expected. Xmas cards went off better than ever; annuals, such as *Sunday at Home*, *Chatterbox*, &c., had also a very good run; but, unfortunately, the Trade cut their own throats in selling *Boy's Own*, &c., at \$1.50 each. Where the profit comes in on cutting prices of standard goods I fail to see, as I believe we would have sold as many at the regular price. Expensive stocks of fancy goods did not take, as, on account of the hard times, there was very little to spend. In three establishments alone there were about 1,000 men thrown out of work a week before Xmas. I account for the bookstores doing better business than expected in this way, that when business is dull all around, people can make their stock of money go further in books, cards and small fancy goods, than in any other line.

Publishing business up here is slow. Wm. Bryce has published a very beautiful calendar for 1885. In the centre is a fine chromo of Mrs. Langtry. It was executed at the *Advertiser* office, and reflects great credit on that company.

The Trade here are agitated at present over the New Readers and the monopoly granted to the Toronto trio of publishers. When the present Minister of Education took hold of the office, great things were expected from him, but he seems to have done as bad as his predecessor. The retail prices quoted by the Royal and the Royal Canadian publishers, were better, both to the public and the trade, than the Ontario books are, and the monopoly was not greater then than now. Then, we had three publishers opposed. Now, we have three combined. The price of the First Books is considered too high for the amount they contain. Small children, in the past, have generally destroyed or lost their book before they are half through with it, and the larger size will be worse, entailing considerable cost for the little ones. Mr. Gage now has his books authorized in Quebec and Manitoba, and in Ontario for the next two years. Why does he not hand over the right to the Government in exchange for theirs. The opinion of every person acquainted with the matter is that the Government should have paid the three firms, who published books, the cost of compiling, and the cost of their plates, and then thrown the publishing open, as Messrs. Bryce & Warwick suggest. The trustees of London have decided to use the old one, as long as allowed, unless some modification is made in the prices and discounts, and the Trade are united in doing all they can to hinder their introduction at present prices. The impression here is that the Toronto men want all the trade direct, and that if this 20 per cent. is allowed to pass, that the rest of the text books will be reduced to the same discount by Messrs. Gage & Co. I will now leave this to abler hands than mine, as I hope to see something to the point in your magazine this month.

London, Jan. 6th, 1885.

LONDON.

STATIONERY AND FANCY GOODS.

Notwithstanding the unsettled state of affairs consequent on the numerous failures, the trade of Central Canada, we speak of Montreal and Toronto being the main sources of supply, has been on the whole of a satisfactory nature for the past year. While some houses complain of comparatively meagre sales, others by the increased volume of business made up fully the average. Collections in the Fall and Winter have been somewhat behind, some firms complaining of constant renewals, while others claim that in the most prosperous seasons they could not look for more money. There is one thing that speaks well for the country, namely, the increasing number that take advantage of the cash discount. One Toronto firm adopting the plan of selling at thirty days, 6 per cent.

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discount, has found it to work remarkably well, it being rarely the case that longer time is asked for. Remittances since the 1st of January have been improving with some.

Not many houses that we hear of bought as largely as in former years of Christmas Cards. The consequence is that some are sold out, not a card left. The stock of Christmas Cards, in Canada, held by both the wholesale and retail houses is light to what it was last year, especially of good ones.

It is the same of most holiday goods.

TORONTO.—The retail business in Toronto during the holidays was up to the average, not more so. Those, however, who specially catered for Christmas customers, provided good and useful novelties, did a very good trade. Books were bought pretty freely; and in good Christmas toys a larger business was done than ever before.

Business Changes.

Burns, J. A. London, Books and Stationery, Sheriff in possession.
 Buller, Alfred, Toronto, Books and Stationery, Sold out to R. G. Alexander.
 Brush, C. E. & Brother, Toronto, Fancy goods, Assigned.
 Brown, R. D. Norwich, Fancy Goods and Music, Failed and left.
 Brenner Brothers, Charlottetown, Stationery, Closed up.
 Devlin, J. W. Toronto, Books, Sold out to Alex. Brown.
 Dickenson & Cranston, Woodstock, Books and Stationery, Offering 66 cents on the dollar.
 Dominion Paper Co, Kingsey Falls, Paper Mills, Partially burned.
 Hall, M. H. Woodstock, Stationery, Partially burned.
 Imrie, John, Toronto, Printer, admitted D. L. Graham as partner, Style now Imrie & Graham.
 Lovelace, A. E. Essex Centre, Publisher, Stock advertised for sale under mortgage.
 McNeill, Duncan, Port Elgin, Books and Stationery, Removing to Paisley.
 McMoran, R. W. Paisley, Books and Stationery, Sold out to M. A. Clark.
 Mitchell, S. E. Pembroke, Books and Stationery, Compromised at 75c.
 Oppenheimer, S. Montreal, Books and Stationery, Assigned.
 Robinson, T. H. Orillia, Books and Fancy Goods, Assigned.
 Ray, C. W. & Bro. Hamilton, Books and Fancy Goods, Selling out.
 Scott, E. H. Moosejaw, Stationery and Drugs, Sheriff in possession.
 Stern, Samuel, Toronto, Wholesale Fancy Goods, Assigned.
 Wells, J. E. Moosejaw, Publisher, Sold out to J. H. Ross.
 Watson, Young & Co. London, Fancy Stationery, Assigned.
 Watson, W. T. Harriston, Books and Stationery, Estate for sale by Trustee.

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6. LOST FOR A WOMAN, By May Agnes Fleming. " 25 "
7. AN AMBITIOUS WOMAN, By Edgar Fawcett..... " 25 "
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10. THE ACTRESS' DAUGHTER, By May Agnes Fleming. " 25 "
11. PASSION AND PRIDE, By Eliza A. Dupuy..... " 25 "
12. THE EARL'S ATONEMENT, (In Press.) By Bertha M. Clay..... " 25 "
13. A YOUNG GIRL'S WOOING, By E. P. Roe..... " 25 "
14. '49, THE GOLD SEEKER OF THE SIERRAS By Joaquin Miller " 15 "
- New Selections For Autograph Albums,.... " 10 "
- Notes on Ingersoll, by Rev. L. A. Lambert. " 25 "

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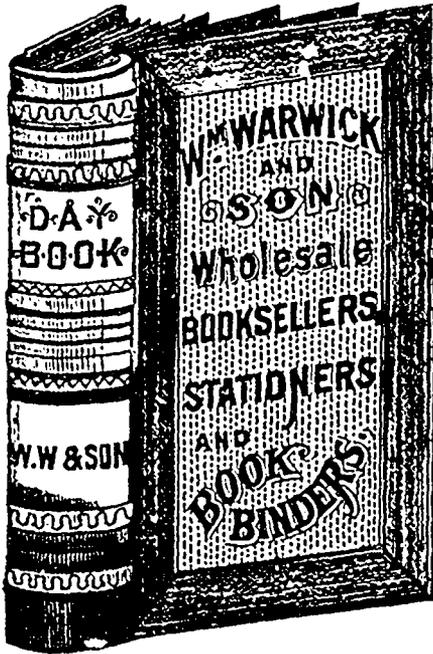
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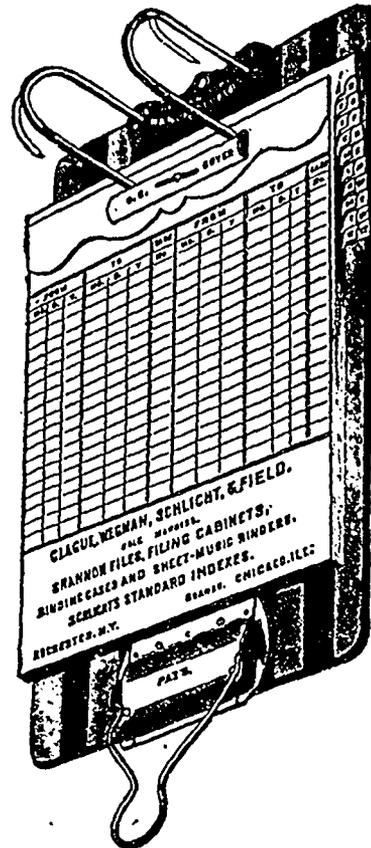
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