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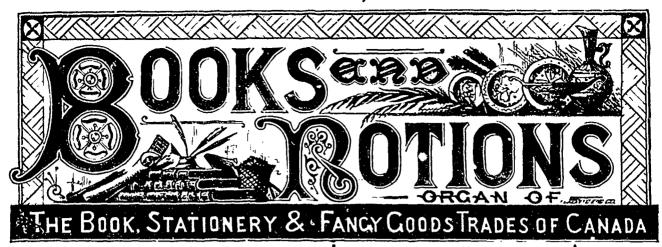
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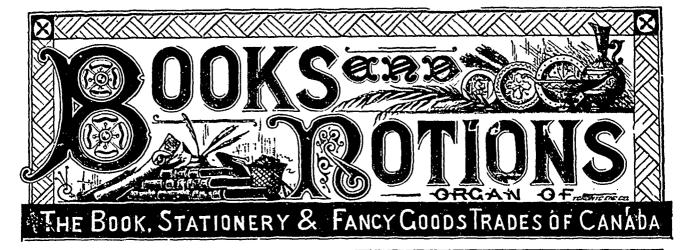
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VOLUME IL) No. 7.

FEBRUARY, 1886. TORONTO,

ANNUAL SUBSCRIPTION FIFTY CENTS.

BOOK NOTES.

In noticing "The Open Secret" last month, we omitted to state that it was published by The Willard Tract Depository, Toronto.

Selby & Co., Toronto, will publish sermons by Rev. Dr. Wild. The first volume will be ready in May.

THE Methodist Book and Publishing House, Toronto, issued last week :- "Life in a Parsonage," a religious novelette, by W. H. Withrow, D.D., F.R. S.C., 12mo., cloth; "Debate on Baptism," between Elder Harding and Rev. T. L. Wilkinson, 8vo., cloth; "The Final Outcome of Sin," a Homiletical Monograph, by Rev. A. Sutherland, D.D., paper cover; "The Second Advent of Christ," by the Rev. Magee Pratt, paper cover.

DEGRADED. - Hamilton Spectator Printing Company. This is an annonymous novelette, written, however, we understand, by a Hamilton lady, and dedicated to "all girls whose only inheritance is Adam's legacy—Work." The principal characters are Dr. Arlington, "a proud, happy-looking man" (well he might be); Chester Marsh, a sweet, graceful woman; two majestic old ladies, Dr. Arlington's mother and his aunt; and his sister. Out of these and their environment, the authoress has woven a very charming story, which she has told plainly and gracefully. The heroine, a school teacher out of employment, takes, against the wish of her aristocratic aunt, domestic service with Dr. Arlington; and the purport of the book is to show how by choosing healthtul work and doing her duty she is not degraded, and, moreover, receives the guerdon-but, stay, our readers, if they cannot guess, must find out what she receives from the book itself; it will repay a perusal. -The Week.

In the course of an amusing article on "The True Theory of the Preface," by Brander Matthews, the following advice is tendered (confidentially) to all makers of books :- "The only safe rule is resolutely to set forth the merits of the book in the preface, and ago very much as Charles Egbert Craddock, (Miss to be silent as to its faults. Do not apologise for Murfree) did Mr. Aldrich, the editor of The Atlantic.

anything. Confess nothing. If the book has an inevitable defect, boast of it. A man has the qualities of his faults, says the French maxim. In a preface a man must defiantly set up his faults as qualities. Of course, this needs to be done with the greatest skill; and it is seen in perfection only in the prefaces of those who have both taste and tact, and who combine a masculine vigour of handling with a feminine delicacy of touch. Anybody can write a book, as I have said already; but only a man singularly gifted by nature, and richly cultivated by art, can write a preface as it ought to be written."

Mr. WILLIAM SHARP will issue his "Sonnets of this Century," in Mr. Walter Scott's popular "Canterbury Poems," with an introductory essay by himself. When we add that he has received free permission to make his choice from Lord Tennyson, Mr. Swinburne, Mr. Matthew Arnold, and others, as also from the publishers of the works of Mrs. Browning, Mr. Charles Tennyson-Turner, and Mr. Rossetti, it will be seen that he enjoys advantages beyond previous labourers in the same field, and a most valuable and charming book may be expected.

Messes. Longmans have conferred a boon on the public, by the issue of Lord Beaconsfield's novels, in an eighteen-penny series, uniform with those of Mr. Whyte-Melville. Well got up and well printed, they are just the form in which we prefer to read such old favourites, and the popularity they attain will, we trust, lead to other issues in the same style.

Following out and improving on the suggestions of Mr. Zaehnsdorff, a collector has ordered a copy of Holbein's "Dance of Death," to be bound in human skin. That gentleman suggested that certain brilliant but immoral French erotica should be clothed in the gorgeous skins of Eastern venomous snakes. This was reasonable and suggestive enough, but the new departure seems in its sensuous realism, a gross offence on decency and good taste.

THE author of "Houp-la," "Bootle's Baby," and other popular military novels, published lately, surprised the English publishers of the books not long ago very much as Charles Eghert Craddock, (Miss

J. S. Winter, it turns out, is a woman. Her stories present a most spirited picture of life in the barracks and service, not only in England, but in the Colonies; certainly, the sex of the author would not be suspected from any of her books. "Bootle's Baby," one of the most successful of the stories, was repeatedly of-fered to the London publishers. When it finally did appear it became at once very popular.

LARGE SALES.—In a late interview, a member of the firm of Lee & Shepard said, " 'That Husband of simile. Mine'-170,000 copies. Perfectly enormous, and it all came about by an accident, too. We had the manuscript on hand for a long time, and had about decided to throw it away, when one day we determined to let it go, just as an experiment. The book went so fast-not a bit of advertising by us, eitherthat we had to run night and day for six days to supply the demand. Then we brought out 'That Wife | claim to have sold 500,000 copies of "The Bad Boy." These taken in connection with the reputed sale of Grant's Autobiography, noted last month, shows that some firms give small fortunes to both author and publisher.

A Bold Venture.—What gave me a real status : tian. among publishers was the proposal which I made, each is a figure followed by three characters, signifyand which was accepted by the late Lord Lytton, for the publication of his novels. I gave twenty thous- | Like the other Egyptian manuscripts, it is written on and pounds for the right to publish his books for ten | papyrus. It is written in columns, but is not in its years, a step I never regretted. Of course, the copyrights have fallen in now, but some figures which I will give you presently will show that I was right, and my friends wrong, who declared that such an offorget to tell you of "Uncle Tom's Cabin," which I was a good friend to me. There was no copyright, and other publishers had seized upon it. I turned out an edition which was a little better than the other, and, moreover, induced Lord Carlisle to write a preface, which gave it an air of distinction. We could not print it fast enough, so great was the demand; and I dare say we have printed as many as six hundred thousand copies of the seven or eight editions. The vogue for the book was quite amusing at the time-it was not a vogue, but a craze. I remember when all the people in a single compartment of a railway carriage would be reading it, and if the train stopped and they happened to look up, each one smiled confusedly, and let his eyes drop once more on the pages .- George Routledge in interview with Pall Mall Gazette reporter.

THE process of restoring a characteristic old wooden church at Hopperstad, in the Hardes district of Sogne, in Norway, has brought to light an interesting Norwegian medizival relic. In a closed niche a book, consisting of six wax tablets, was found, carefully enclosed in a casket of wood and leather. The tablets are of box-wood, covered with wax, each tablet having a thin border, so as to hinder the tablets from sticking together on closing the book; this precaution has helped to keep it in excellent preservation. contents are chiefly drawings, made by a fine style, representing scenes from village and rural life. the end there is a large catalogue in Latin of various

kinds of animals, with a translation into old Norwegian; and from this it has been conjectured that the greater portion of the book dutes from the close of the thirteenth century. But there are indications that part of the book is of earlier date. The tablets are fastened together at the back, and the cover is carved and inlaid with various pieces of differently The book has been placed in the coloured woods. Museum of Antiquities in the University of Christiania, and it is intended to publish it shortly in fac-

BOOK TRADE IN GERMANY.—The book trade of Germany differs from both that of England and that of France, not only in its extent, but also in its charactor; for while, with few exceptions, the books of this country appear in London, and while the majority of French books are issued in Paris, there is hardly a town of importance in Germany that does not contain several publishers. However, though Gerof Mine' as a companion piece, and it fell like lead, many has no centre of production, it has a centre of on the market." While he says Belford, Clarke & Co., distribution; and from Leipsic books of the weight of over seven thousand tons are sent out annually. -The Biblographer.

> An almanac 3,000 years old, found in Egypt, is in the British Museum. It is supposed to be the oldest in the world. It was found on the body of an Egyp-The days are written in red ink, and under ing the probable state of the weather for that day. integrity, having been evidently torn before its owner

Tiresias and other poems by Alfred Lord Tennyson, fer from a young publisher was suicidal. I must not | Macmillan & Co., was out in time for the English holiday trade. It is spoken of as very uneven, though some of the poems are equal to the best of his earlier works.

> It is stated that before long it is likely a life of the late President Garfield will be published, for which his widow will supply many letters and important events.

> MR. STORY'S FIAMMETTA.—The New York Com mercial Advertiser pronounces this a "very enchant ing little romance," and briefly thus describes it :-"The young artist, jaded with the toil and restraints of Rome, seeks repose and inspiration in the mountains amid song of birds and babble of brooks, and finds more than he seeks. The contact there with a fresh and beautiful nature, unversed in worldly wisdom, and its influence in drawing the best out of him, are portrayed with rare grace and charm. The choice and dainty language, the delicate sense of proportion, and Story's peculiar gift of beautifying the pleasures of sense combine to make this idyl a model of its kind.

> Agassiz's Life and Letters.—The Literary World, of London, says of this work :- "Having waited twelve years for an authentic and satisfactory biogra-phy of one of the greatest naturalists this or any other age has known, it is cause for great satisfaction that Mrs. Agassiz has produced a work which cannot fail to give satisfaction to most readers. . . . The

record of his life's passionate devotion to the interprotation of nature, as given in these two volumes, cannot fail to fire many minds with a desire to follow in his footsteps."

THE Church Review pronounces "The Prophet of the Great Smoky Mountains" "extremely interesting, notably well written, and admirable in concep-' and says of the characters, " their talk abounds with the sort of shrewd and caustic humour which George Eliot puts into the mouth of her lowly people in such abundance." The Pall Mall Gazette says :-"This book gives the author an indisputable place in the first rank of American novelists. heroine is a really exquisite creation, full of health, grace, and womanly loyalty."

By Frederick Along Alaska's Great River. It is probably true that the average Schwatka. American is less familiar with the geography of Alaska than with the boundaries of Afghanistan or the states of the Congo, though it is the one important possession of the United States not directly connected with its main territory. Lieut. Schwatka writes from a long Arctic experience, and as the hero of the longest raft-journey ever successfully accomplished. The Yukon stands seventh among the greatest rivers of the world; its total length is 2044 miles: it takes its water from an area of 200,000 square miles, and for 1000 miles it flows through a country which is very little known about, notwithstanding its many points of interest and its supposed commercial value. Lieut. Schwatka's expedition was undertaken in 1883 for the purpose of acquiring "such information of the country and its wild inhabitants as would be valuable to the military authorities of the future." As a map would be needful to illustrate such information, the party's efforts were rewarded with making the expedition successful, also geographically. Lest the Government should finally forbid the exploration of the Yukon, the party left San Francisco with scant preparations, and in the middle of the night, to avoid observation. The money at the disposal of the commander was not sufficient to properly equip the expedition, but even with this drawback the explorations were carried on vigorously, and little or nothing was left undone for lack of funds. The popular idea of Alaska, no doubt, pictures a country of ice and snow and perpetual winter, yet Lieut. Schwatka describes many points along the coast where the warm ocean currents, coming from the China seas, carry with them the tropical moisture to Alaska. journey was made under many trying difficulties, yet there are but a few stories of misadventure. head-waters of the Yukon on the Alaskan coast range of mountains, the party prepared a large raft of the most primitive sort; with this cumbersome float they sailed through nearly a hundred lakes, and shot many rapids, the entire river being traversed. It should not be understood that the author occupies all his pages with this raft journey. He finds time to view much of Alaska beside those parts through which the Yukon runs, and to see the inhabitants, whose life and habits he describes in an interesting way. The book is illustrated with many photo-engravings, taken we presume, from photographs. It is hardly necessary to say that it is a very welcome addition to geographical literature in a field so imperfectly known those retailers who show them to advantage.

from books. [New York: Cassell & Co. 8 vo.]-Erchange.

PAPER.

PROGRESS IN PAPER MAKING. - An experienced manufacturer, speaking at Saratoga Convention about the cheapness of paper, said that the increasing use of wood in place of rags had done more than the construction of mills or anything else to bring down prices. More and more wood gets into fine papers year by year, and only the very best and most expensive grades are apt to be free from it. Notwithstanding the growth and respectable proportions of the pulp business, experts declare that America is twenty-five years behind various European nations The soda process is the only in its development. one in practical use here for the production of chemical fibre, while all over Europe the "sulphite" process-employing sulphur and lime, which it is claimed is much better and cheaper—is in successful operation. After a careful examination of the practical workings of this system in England, Germany, Sweden, and Russia, a number of well-known American paper makers have become firmly convinced of its superiority, have secured a great many patents covering the machinery required and the var ous steps involved, and have organized a corporation called the American Sulphite Pulp Company. This company, as such, will not manufacture, though some of its members will do so. It will, instead, issue licences for the use of the processes and inventions which it controls. Several have already been granted, and works are now going up both in the United States and Canada. The Europeans profess to believe that the sulphite system will ultimately drive the others out of existence, and more than one paper maker is of the opinion that it will revolutionize the business, in that it renders possible the production of high grades of paper out of poplar, spruce, and even pine logs, without the use of any rags. If the great claims advanced for the new method are at all realized, permanent cheapness for news, book, and ordinary writing papers will be assured.

The Stationery Trades' Journal says of a new dance invitation note, which shows one of the prettiest designs ever offered in these goods, "the paper is princess size, with the corner of the first leaf cut off, and embossed in imitation of its being turned over, this mode of imitation being most natural—indeed, until actually handling the note, the deception is complete. On the turned corner in relief stamped are the figures of a boy and girl dancing. The delineation of the children is very good, the figures being perfect, whilst the relief stamping is without the slightest blemish. In several colours and bronzes, in neatlymade boxes, the envelopes also bring relief stamped, costing 8s. per dozon boxes. Also in boxes of cards and envelopes at same price. Amongst other designs of a like character, is one devoted to music parties or musical evenings, having the appropriate design of the God of Music; relief stamped on the turned corner. Put up in same style and at same prices. Now that the long evenings have arrived, these goods are such as can be stocked with safety, as the demand for them is pretty certain to be brisk, especially with

PAPER OF "YE OLDEN TIMES."—A correspondent of a contemporary says he found the paper of 1453 in perfect condition-strong, flexible, of a pearlywhite colour-but on looking through it he discerned a water mark, beautiful for its clearness and delicacy. The correspondent propounds the query:-Will a hand-made paper of to-day stand the test of an age of four hundred years as satisfactorily? Without any fear of successful contradiction, he answers himself in the negative, giving as his reason his lack of faith in the enduring quality of modern paper, and the employment by our manufacturers of more or less chloride of lime for bleaching purposes. He takes it for granted that the influence exercised by this chemical exists after the pulp is made into paper, no matter how thoroughly it is washed, causing our best paper to become hard and brittle, and lose its colour

with age. This correspondent belongs, says the Printer's Circular, to one of the classes whom Gilbert, in the "Mikado," puts on the public executioner's listthe men who praise every century but their own. We have examined old books, very few as ancient as 1453, but many of the sixteenth century, the paper of which, instead of being a "pearly white," was a dirty yellow; instead of being flexible, was brittle. Most of the books that have come to us ages before paper makers employed chloride of lime are discoloured, many being a saffron-yellow, and nearly all have the margins more or less disfigured by breakages due to brittleness. We believe that the good qualities of hand-made paper produced to-day, will endure as long, under the same favourable conditions, as that made in 1453. The correspondent fails to state how or where the few very old books that came under his close observation were kept during the four centuries since they were printed. Opulent book collectors will gladly pay a fancy price for gyincunabula, printed on flexible, pearly-white paper. Even the illuminated missals, carefully written on paper made a quarter of a century before 1453, are of a decidely yellow hue, and neither flexible nor strong. modern paper-maker has no need to fear the competition of bygone ages .- The British and Colonial

NEW USE FOR PAPER.—Another application of paper is to be noted, viz., its use as a substitute for wood in blocks or bars whenever a knife is employed in a mechanical cutter. It is found valuable in paper mills where an under cutter is used; also in the cutting of blocks of envelope work, one outlasting a dozen of the wooden blocks. In its manufacture, sheets of paper are compressed by enormous force into blocks or bars, harder than wood and far more! durable.

Printer and Stationer.

PAPERS OLD AND NEW.

The publication at Hagarsville, Ontario, of a fortinghtly paper in the interests of the Indian, and edited by Dr. Peter Jones, himself one of the aborigines, marks a new era in literature. Now that the Indians of Canada are admitted to a like right with their fellowmen to vote for our legislators, it is well that they should be educated, politically, to give an

franchise. The editor evidently understands this, for neither he nor his contributors aim at fine writing or learned disquisitions, but in clear, homely language seek to enlighten the least learned. We wish The Indian the success such a venture deserves.

Grip, in its new dress, presents a very pleasing appearance. Very much of an improvement, with its really artistic cover, and engravings showing to fine advantage on the superior paper now used. The illustrations seem to us better than formerly, more refined, as it were, while the smaller ones here and there are of real merit. Dosen't the bird, when looking at the different parties in politics, just sometimes peep over his shoulder instead of looking straight ahead?

OUR PICTORIAL JOURNALS, the Graphic and the Illustrated London News are splendid specimens of printing, but they are not equal, it must be admitted, to some continental ones, like the Stuttgart Ucher Land und Meer, which is done on a rotary. We have, positively, no rotary that would produce such work. Mr. Ingram, of the Illustrated London News, spent a vast deal of money in trying, along with his engineer, the late Mr. Brister, to make such a machine, but the effort was futile, and the cut forms are now entirely done on a machine with a flat bed. During the last few months, the printing of this journal, and of its great rival, has been enormously improved by the adoption of the American system of printing on dry paper without blankets, but the idea of doing it on a rotary seems to have been abandoned. The question may well be asked, why cannot English engineers produce something as good as what we can get from the Augsburg Engineering Works. — The Stationery Trades' Journal.

"Fishing," a 16pp. folio, on toned paper, and illustrated, will shortly be issued from the office of Land and Water. It will be published at one penny weekly, and, from time to time, chromo plates in colours will be presented to subscribers, the first series to embrace the fresh-water fish of Great Britain. There ought to be room for such a journal, and those who subscribe may feel satisfied that its pages will be filled by men competent to write upon the matters they treat.

THE most carefully edited journal is fallible. the Times office, it is said, proof readers are fined for every blunder that eludes them. On the New York Herald they have been suspended for weeks. In spite of this severe discipline, the Herald once made the astonishing announcement that "a long line of scorpions' feathers filed into the church," instead of "surpliced fathers." A reporter on that paper had occasion to quote a verse from a familiar hymn in which the word "herald" occurred. The proof-reader dutifully underscored the word, and the verse appeared. "Hark! The Herald angels sing." It was in the World's report of a political meeting that the word "shouts" was so ludicrously misprinted as to make the blunder famous. "The snouts of ten thousand Democrats rent the air," read the report. A few years ago the journalist, who is widely-known as "Gath," wrote a Fourth of July article. With fervid intelligent vote when called upon to exercise the leloquence he told how the effete monarchs of the old

world trembled in their boots when they read the immortal words penned by Thomas Jesserson. "Thrones reeled," wrote the impassioned Gath. Next morning he saw in type: "Thomas reeled." The story is told that Ernest Rénan once had occasion to telegraph across the British Channel the subject of a proposed lecture of his in Westminster Abbey. The subject as written by him was "The Influence of Rome on the Formation of Christianity." It was published in England as "The Influence of Rum on the Digestion of Humanity."

PERIODICALS.

The Book Buyer (Chas. Scribners' Sons, New York), a summary of American and foreign literature, in its new departure as an illustrated monthly is a marked success. The make-up of the journal has always pleased us, while its contents, particularly "English Notes," have been interesting and well written. It now gives us all these, with the addition of illustrations from some of the best current books, and this month an admirable portrait of the well known authoress, Frances Hodgson Burnett.

Messrs. Dean & Son continue to improve their children's paper called the Little Ones' Own Coloured Picture Paper. Part VIII. is enlarged in size, and 18 full of fascinating children's pictures, which are full of infantile fun and merriment, such as children will revel in. Certainly the publishers thoroughly understand the wants of children. We have heard it said that every picture, before being approved of, is placed before two or three intelligent children, and therefore it is not unreasonable to suppose that this crucial test will keep up the character of what may already be called a favourite children's paper. -Exchange.

We heartily endorse the commendation.

We are in receipt of the first bound volume of Our Mission, published by the Willard Tract Depository, an illustrated gospel paper that has met with a good degree of success.

THE "ASIATIC QUARTERLY REVIEW."-The first number has just been issued, by Mr. T. Fisher Unwin, of a periodical which will command attention, both on account of the distinguished names of its contributors, and the interest and importance of the subjects falling within its province. The Asiatic Quarterly has in view the higher mission, and is addressed to scholarly readers. It includes within its scope all subjects relative to the past and present of the Asiatic peoples, more especially those whose immediate future is bound up with our own. In the number just issued the following writers contribute: Sir Lepel Griffin, Sir George Birdwood, Col. Yule, Prof. Douglas, Prof. Vambery, the editor, Demetrius Boulger, Colonel Malleson, and J. George Scott. A biographical sketch of the late Lord Strathuairn, the Sir Hugh Rose of Crimean and Mutiny days, by Col. Sir Owen Burne, crowns the memory of a gallant soldier and most efficient officer. If subsequent numbers are on a level with the first, the Asiatic Quarterly Review bids fair to take a high and permanent position in periodical literature.—Abridged from The Bookseller.

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LIBERAL TERMS TO THE TRADE.

WILLIAM BRIGGS. Publisher.

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A NEW TEMPERANCE NOVEL.

BY JOSIAH ALLEN'S WIFE.

OF THRILLING INTEREST.

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"Josiah A"en's Wife" has always been a shrewd observer of human nature as it reveals itself in the round of homely, every-day life, and the keen sarcasm and adroit humour with which she lays bere its foibles, its weaknesses, and its grete-que out croppings, has barrely, if ever, been equalled. The strong feature of all Miss Holly's humour, is its moral 'one. The present werk will treat the "temperated sentiment" in a new phase—that of a semi-humorous novel.

Some Opinions of "Josiah Allen's Wife."

The Woman's Journal, Boston:—"The keen sarcasm, cheerful wit and cogent arguments of her books have convinced thousands of 'the folly of their ways;' for wit can pierce where grave counsel fails."

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The New Era, Lancaster, Pa.:—"Undoubtedly one of the truest humorists. Nothing short of a cast-iron man can resist the exquisite, droll and contagious mirth of her writings."

TRADE SUPPLIED.

Books and Actions,

A MONTHLY JOURNAL.

DEVOTED TO THE INTERESTS OF THE

Nook, Stationery and Janey Hoods Trades

OF CANADA.

PUBLISHED THE FIFTEENTH OF EVERY MONTH

OFFICE :--

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ANNUAL SUBSCRIPTION - - - 50 CENTS.

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All Letters and Communications intended for publication must be sent in not later than the 5th of each month.

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

J. J. DYAS, Publisher.

THE PROSPECTS.

Reports are conflicting as far as the look out for the spring trade is concerned.

While other sources of information than ours represent poor prospects, from what we have learned of our own line, we should judge there is no reason to be despondent.

There is one thing certain, that in Ontario, east and west, a better business was done in January than a year ago.

Collections have been good since the first of the year.

THE MARCH MEETING.—It has been decided by the Executive Committee of the Booksellers' and Stationers' Association of Ontario, to hold the next meeting at the Queen's Hotel, Toronto, on the 10th of March. It is to be hoped that there will be a full representative meeting.

A REASONABLE ARRANGEMENT.

Tenders for publishing the Fifth Reader were asked for lately by the Ontario Minister of Education. Several offers were handed in, that of the Rose Publishing Co. being accepted. The contract is only for one year; after that the right to publish to be open to any one who can furnish proper security for the due fulfilment of the requirements of the department. This is a point gained, and an important one as far as the wholesale trade is concerned, all of the large dealers being more or less publishers—in that it is not a close monopoly for five or ten years. The pressure brought to bear has thus resulted in good. But a more important concession to the trade is the fact that the discount given by the new publishers is five per cent. more than that allowed by the monopoly, the rate being 25 per cent., and this in the face of the fact that the contract is for only one year instead of five or ten, and that their proportionate profits are not more than those of the others.

The new publishers recognizing the fact that the bookseller requires 20 per cent. discount, simply to cover cost of selling, and admitting the claim of his right to make at least some profit, in tendering for the book made the proposition to give the larger amount. The concession now made, although apparently small, is of great importance. The recognition that what we have striven for as right, in a business point of view, is right, is a triumph that we did not so soon expect, and finding fault as we did, plainly and candidly, with the Minister, we give him the credit of being open to conviction and acknowledging the justice of our claim.

A year ago, by looking over our file as our readers can see for themselves, we wrote regarding the nonsuccess of the attempt to obtain better discount:

"'Tis true they were foiled in their effort to get better terms, but their action has called the attention of the public to the matter in such a way that never again will anyone, or any combination, dare to take such advantage."

In a short twelve months the correctness of our prediction is verified.

Complaint is made by some who would be fully competent to carry out the contract that they were not offered the opportunity to tender. An advertisement in Books and Notions would have left no room for complaint.

ON REMITTING DIRECT.

The temptation to save trouble and postage is a strong incentive to booksellers to send direct to publishers of periodicals the names of subscribers and 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 twelvementh. 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 unprotending 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 One can almost imagine that fact at Britnell's. 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 Speaking of Boswell, we the old doctor himself. 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

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 Euglish 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.

PERSONAL.

The officers of the Copp Clark Company (limited), Toronto, are: —W. W. Copp, Treasurer and president; H. J. Clark, vice-president; C. Fuller, manager of manufactory; A. W. Thomas, secretary; H. L. Thompson, manager of wholesale department.

Among the representatives of foreign houses whom we have had the pleasure of meeting the last month have been James McDonald, of John Walker & Co., London; Wm. MacPherson, of Wm. Collins, Sons & Co., also of London; and G. W. Setchell, with D. Lothrop & Co., Boston.

W. H. PARSONS Port Hope has removed to a new store, one of the finest in the town. He reports his January business the best he ever had.

Visitors in Toronto who reported themselves at our office: —F. J. Day, Guelph; Wm. Middleton, (John Henderson & Co.), Kingston; Geo. Stafford (Stafford & Wilcox), Whitby; and J. P. Rice, Brampton.

The present members of the firm of Selby & Co., Toronto, are Wm. Selby and Thos. B. Taylor; a change having been made in January.

W. Duncan, of Paris, who has been seriously ill for some time, is, we are sorry to say, though improving, not yet able to be at his place of business.

F. T. Butler, Warwick & Sons' Western Ontario traveller, is at present on the trip to Manitoba. One less for the time being to worry "the country bookseller" of Ontario.

Stayner has a new bookseller and stationer in F. H. Dinsmore, formerly with Taylor Bros., paper manufacturers.

A. McLachlin, St. Thomas, has moved into fine new premises, near the post office, and nearer the centre of business. A well fitted up store and worthy of the reputation of the Southern City and its long established bookseller.

H. GILLESPIE, Orangeville, has admitted a partner, the firm now being Gillespie & Whitby.

J. A. HART, who has been with his father, John Hart, of Perth, as an assistant, left a few days ago for British Columbia, to fill a lucrative position in J. B. Ferguson's book and stationery store, Victoria.

DIED.

TAYLOR.—At 93 St. Joseph street, Toronto, on Sunday, 4th inst., Charlotte Lee, beloved wife of Mr. W. D. Taylor, C. M. Taylor & Co., aged 33 years.

Lef. -At his uncle's (Dr. J. B. Hunter) residence, New York, January 20th, Frank, youngest son of Mr. Alex. G. Lee, C. M. Taylor & Co., of Toronto, aged 7 years.

Hildesheimer & Faulkner's

(LONDON, ENGLAND)

CHRISTMAS CARDS.

SEASON, 1886-7.

The above Cards received the

Gold Medal

(HIGHEST AWARD.)

At the Crystal Palace International and Universal Exhibition, London, England, and are admitted to be the finest line of Cards ever produced in England.

Samples are now in the hands of our Travellers and we respectfully ask dealers to defer ordering until they have seen this line. Dealers inform us that the H. & F. Cards were the most popular and best selling cards last year.

Respectfully,

The Toronto News Co.

Sole Agents for Canada, 42 YONGE STREET,

TORONTO.

TRADE NOTICES.

ONTARIO GOVERNMENT PRINTING CONTRACT. -The Grip Printing Co., finding that they had the contract for printing too low, surrendered it. Warwick & Sons have bought the necessary plant from the Company, and will complete the five years' contract, of which there are three years to run. This, with the Government bookbinding, the contract for which the firm has had for several years, will add largely to the volume of business done by this house. A, F. Rutter takes charge of the printing department, as well as attending to that of bookbinding, which he has looked after for a number of years.

Of catalogues, we are in receipt this month of a very handsome one from Hart & Co., Toronto, being a trade catalogue of letter files and office appliances; a clearing sale catalogue of books for sale at ye olde booke shoppe of David Boyle, on Yonge-street, opposite the street called Agnes, in the city of Toronto, one from B. J. F. Meehan, Bath, England, of rare, valuable and useful books, ancient and modern, and Henry Gay's (manuscript) January

The Anglo American Music Publishing Association desires us to call the attention of the trade to the fact that Franklin Square Library, No. 506, contains one of their Canadian copyrights, viz.: "The Mikado, or the Town of Titipu.

Selby & Co., agents for Spalding's base ball goods in Canada, are offering an ebony silver mounted bat for the championship of Eastern Ontario. They also offer one for Western Ontario. None but amateurs will be allowed to compete.

A NEW FIELD.—We had a call the other day from F. R. A. Lee, general agent for Stafford's ink, lately arrived from an experimental trip on the European Continent. He reports having first sold a leading house in Paris—a surprise to himself and his firm and afterwards in the principal cities of Germany, Austria and Belgium. Stafford's is so marked an improvement on the ink generally in use in those countries that large orders were placed. The Blue Black appears to be just what they want. His success has been such that he intends sailing from New York again in August for a more extended European tour. In the British Islands the ink sells readily; the monthly shipments being about 1,000 cases.

We note changes in Toronto since the 1st of January :- Samuel Evans, Church-street, has sold out to S. A. Crone, who will extend the business; Fred Cropper, late of Rose Publishing Company, succeeds John Henry, 26 Queen-street east.

The United States Supreme Court has it is not constitutional to tax commercial travellers, notwithstanding local or state laws to the contrary. The decision was rendered in January on an appeal of a case originally tried at Grand Rapids. Mich.

WE are informed, on good authority, that D. Appleton & Co. have done what might be considered a sharp trick regarding some of the subscribers to the 120 Wellington St. East, Toronto.

MEETING

-OF THE-

Booksellers and Stationers'

ASSOCIATION OF ONTARIO,

WILL BE HELD AT THE

QUEEN'S HOTEL, TORONTO,

--on--

Wednesday, March 10th, '86.

SESSIONS AT 2 AND 7.30 P.M.

A CORDIAL INVITATION IS EXTENDED TO ALL MEM BERS OF THE TRADE.

REDUCED RATES.

One Fare and a Third on all Railways.

Certificates will be sent to each Member of the Association outside of Toronto before March 1st.

Members will pay full fare from point of departure getting voucher for the same from the ticket agent,

On presentation of Certificate at Toronto station, signed by the Secretary, return ticket will be granted at one-third regular price.

Dealers, not members of the Association, can receive Certificates and all particulars by writing to the Secretary.

> H. PRED. SHARP, President. J. J. DYAS, Sec.-Treas.

Office of the Association,

Popular Science Monthly. It seems to every one of the list obtained by a leading Toronto house, they, not content with simply notifying them of the expiration of their subscription, sent each a bill for the present year, thus practically claiming them as subscribers direct to the publisher. The same house complains that a Philadelphian obtained, in some way, presumably from the publisher, W. Wood, his list of subscribers to the American Journal of Obstetrics. These two cases are even more glaring than any hither-to made known. It is singular that publishing houses should descend to so paltry a business as to try to deprive the agent of his rightful commission.

THE estate of W. T. Barker, drugs, books, &c. Toronto, has been sold to A. W. Hawley, of the same place, at 55 cents on the dollar. The purchaser will carry on the drug business in his old stand, and the book in that formerly occupied by Barker.

THE stock of Isaac Huber, Berlin, has been sold to Thos. Board of Windsor, at 70 cents on the dollar. The purchaser now carries on three stores—Hamilton, Windsor, and Berlin.

BIRTHDAY CARDS have now become a staple portion of every stationer's stock. The publishers of this line are constantly bringing out new designs to cater to the growing artistic taste. The leading firms are Raphael Tuck, Hildesheimer & Faulkner, L. Prang & Co., also Thos. Stevens. Enquiry shows that the class of birthday cards sold in Toronto varies with the locality. King street dealers sell a plain, bovelled card or a costly mounted one. Queen street people want fringed cards, whilst Yonge street stationers say their customers fancy the plush or satin mounts in boxes. Some stationers appear to have neither an adequate pride in their business nor a determined resolve to keep the bright side of matters uppermost. Frequently a dealer will declare, grumblingly, that Christmas cards, or some such holiday goods, are dying out, with little or no data for his assertion. Question him closely, and probably he hasn't three dollars worth of cards remaining after the Christmas trade is over. Let your customers do all the pessimestic talking. No florist proclaims from the house-tops that the custom of floral remembrances at funerals is languishing. The photographer desaits acknowledge that the people are tired of preserving their features in pictures. If there is a lull in trade, he introduces new processes of light, scenery, and materials. Why, then, should the stationer lose heart, and state that the Christmas trade is lessening? His own sales may fall away somewhat through neglect to buy goods that are in demand, through incivility, intense competition, or other troubles, but it does not follow that the aggregate sale of any article is de-TORONTO. creasing.

One year, not long ago, a Bowmanville bookseller took particular pains to add to his periodical lists, particularly Harper's Bazaar, and was enabled to send a list much in excess of what he had formerly had—it was a new experiment with him to remit direct. He was warned of the consequences, but heeded not, and the result was that his list dwindled down to less than former years.

STRANGE & CO.

Music Publishers and Printers TO THE TRADE.

120 KING STREET WEST, TORONTO.

Full Size Sheet Music & Music Books

Liberal Discount to the Trade.

gg Send for a Complete Catalogue of our Publications and Discount Slip to Dealers.

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We are appointed Wholesale Agents for the Sale in Canada of the

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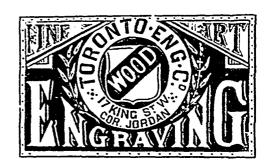
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Send in your orders at once to

R. W. DOUGLAS & Co.

Dealers in Rare Books.

250 YONGE STREET, TORONTO.
(Successors to A. Piddington.)





MISCELLANEOUS.

MATERIAL FOR WALL DECORATION.—A new material for the decoration of the interior walls and ceilings of buildings is made from "chemical wood fibro."

The sheet or roll of chemical wood fibre of the desired thickness is taken while wet or damp, and any desired raised design or pattern is produced in high relief by means of suitable embossing rolls or dies, after which it is allowed to dry, and may then be coloured or bronzed, if desired, or it may be coloured

in the pulp, if preferred.

The chemical fibre is especially adapted as a material for embossed wall-coverings, as its great elasticity permits it to be very deeply embossed without liability of breaking as it is stretched, thus enabling designs to be successfully produced in high relief with a smooth and unbroken surface, while after being stretched in the embossing process the strength and toughness of the fibres will cause the design to permanently retain its form and effectually resist any pressure to which it might be subjected in the operation of applying the material to a wall or ceiling, whereby the sharp and clearly-defined lines of a design in high relief are rendered permanent and preserved in their original perfect condition.

It is preferred to form each sheet or roll of the material of two thin sheets of the fibre united by an interposed layer of glue, size or other analogous adhesive substance, and to emboss the design on the sheet thus formed while the glue or adhesive substance is still damp. In this manner, when the glue becomes hardened in drying, great additional stiffness and strength are imparted to the projecting portions of the raised design, which will be found advantageous in many cases; and it will be seen that by introducing the glue or stiffening substance between the two sheets it is prevented from coming into contact with and clogging the embossing rolls or dies, as would be the case if it were applied as a coating to the outer surface of the material, while the raised figures are left clear and smooth, as desired.—The American Stationer.

TARRE CAN BE NO DOUBT that the bulk of trade for the year will be found to show a serious diminution, and the general election happening at what should be the busiest season, has not improved matters. One of the large forwarding agents recently mentioned to us that the gross tonnage of goods passed through his establishment was very much below the average, and the returns of the railway companies will doubtless show a similar reduction. We may hope that the new year will bring with it a returning tide of prosperity. The year has not been a very prosperous one for leather manufacturers. While the prices of the raw material, with the exception of skivers, remained stationary or even advanced for some descriptions, manufactured goods had to be sold at a decline to effect sales of importance. The fashion in fancy goods is still for plain work. As we predicted some months ago, polished moroccos have had a good run in light colours.—The Stationery Trades' Journal.

THE SECOND-HAND BOOK TRADE IN 1885.--The past year has been very bad for second-hand booksellers, due not so much to the falling-off in the de- 31 & 33 KING ST. WEST, TRONOTO.

BROWN BROS.,

STATIONERS, BOOKBINDERS,

Account Books, Leather Goods, Etc.

66 & 68 KING STEET EAST TORONTO.

ESTABLISHED 30 YEARS.

ACCOUNT BOOKS—Special attention given to this department. Large stock always on hand. Special Patterns (Ruled and Printed) made to order. Paper of the best quality used. Material for binding selected with greatest possible care. Most skilful workmen employed, ensuring the best workmanship, with great strength and durability, at satisfactory prices.

STATIONERY — A most complete assortment of MERCANTILE, GENERAL AND FANCY STATIONERY always on hand, selected from the first producers of the world, at lowest prices.

BOOKBINDING -IN EVERY STYLE OF THE ART, unsur passed for STYLE, DURABILITY and MODERATE CHARGES,

LEATHER GOODS-Ladies' Hand Bags, Bill Cases. Wallets, Pocket Books, Leather and Card Cases, Portfolios. Silver Medals at last Exhibitions for Leather and Plush Goods.

DIARIES-OFFICE AND POCKETS 22nd year of Publication-160 Varieties, all Styles and Prices.

BROWN BROS., MANUFACTURING STATIONERS, TORONTO,

HART & COMPANY

Stationers.

The "Duplex" File \$7.50 per doz., combined Postal Card and Letter File.

The "Peerless" Bill Holders \$4.80 per doz.

The Globe "Stop Clip" Note size \$6.00, Letter size \$7.20; Cap size, \$3.00.

Board Clips. Walnut, (the best and cheapest in the market) Note size, \$4.50; Letter, \$5.00; Cap, \$5.40.

The "Champion" Newspaper File (the latest improved newspaper file), various size, \$7.20 per doz.

The "Globe" Dictionary Holder \$7.50 each.

Congress Tie Document Envelopes; Crushed Document Envelopes; Open end Document Envelopes; Reversible Document Envelopes.

LIBERAL DISCOUNT TO THE TRADE.

Our new illustrated Trade List of Stationers' File Goods is just issued, and will be mailed to applicants.

HART & COMPANY, Stationers,

mand for books, as to the inability to supply. Though an enormons quantity of high-class literature has been sold in London, it has been for the most part bought by private individuals, and on commission by the trade, while the latter's purchases have been made at such figures as have seriously debarred them from remunerative returns. The number of sales in the provinces have been very small, notwithstanding that very few "private lots" have come into the market; indeed, so low an average has not been known for many years, and owing to the in. creased facilities for advertising, the members of the trade attending the sales have lately greatly increased, twenty to forty at good ones being by no means uncommon, and under these circumstances the competition may be imagined. The demand from America, owing to great depression in trade, has greatly fallen off-one firm, as a case in point, which in 1884 sent over £2,000 of books to the States, only doing £500 last year.—The British and Colonial Printer and Stationer.

There is a novelty in the shape of a mucilage pencil,—a mucilage fountain and brush combined. It consists of a metal tube for holding the mucilage; a sponge at one end for applying the gum, a rubber nipple at the other end, which serves to confine the mucilage and to force it through the sponge, and a metal cap to protect the sponge from air. Removing the rubber nipple, that end of the tube is open and is filled with mucilage from any ordinary bottle, after which the nipple is replaced and the pencil is ready for use. Should a greater quantity of nucilage be required than the sponge contains, compression on the nipple will force a liberal supply. It can be carried around in the pocket, and is a very convenient article.— The American Bookseller.

THADE IN ENGLAND .- A falling off of twenty-eight millions in the trade of this country for the first nine months of 1885, as compared with the same period of 1884, is something very serious, and cannot be passed over as a mere temporary misfortune. The Royal Commission of Trade may endeavour to find out the causes, and succeed; but it will be very difficult for its members to suggest an efficient remedy. We have probably not done all we should in the way of sending really excellent work abroad; but, inasmuch as other nations have imitated our water-marks and brands (and notably in the case of paper) this does not point to the fact that English goods are at a discount in foreign markets because of inferior quality. On the contrary, our exports of paper have well increased of late, but with falling prices. This shows an im, roving consumption, notwithstanding the intensity of the competition; and yet we do not appear to be able to make as good paper at the same price as the Germans for the best work, for most of our finest qualities are said to come thence—those for art work and colour printing .- The Stationer, Printer and Fancy Trades' Register.

THOSE who have not sent in their dollar for membership of the Association, and who wish to attend he March meeting, will please send to the Secretary the amount.

RARE & SECOND-HAND BOKS.

Lodge's Portraits of Illustrious Personages of Great Britain, with Biographical and Histortorical Memoirs of their lives and actions, two hundred and forty Portraits, beautifully engraved on steel. 8 vols. cloth. A nice clean copy \$8.50. Bohn's Illustrated Library, 1849.

Hone's (William), Table Book. Numerous Illustrations. Imperial, 8 vol. Cloth, \$2.00 Lon. 1827.

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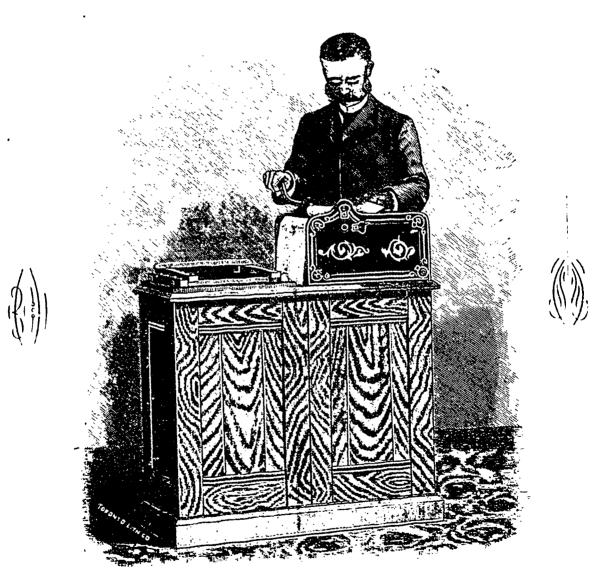
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