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AUGUST, 1886.

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"A Canadian Edition of Life and Reign of Queen Victoria has just appeared, published by S. R. Briggs, of the Toronto Willard Tract Depository. This is a jubilee volume got up in a most attractive style, with ninety illustrations of the Royal Family, castes, and incidents of importance in Her Majesty's Reign, while the story of her life is told in a way to please and gratify the general reader."—*The Globe.*

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THE FANCY GOODS TRADE.

(SMITH & FUDGER.)

The large shipments of new fall goods being opened up daily at the warehouse of Messrs. Smith & Fudger, reveal the fact that the utmost care has been exercised in their selection. Quite a number of novelties have been secured, almost every department exhibiting some new feature; notable among these may be mentioned the introduction of "Japanese" leathers in Glove and Handkerchief Cases, Toilet Cases, Whist Cases, &c. The curious designs and colourings of the "square" and "round" styles of this leather form attractive binding to the dainty fittings and satin linings.

While mentioning novelties in leather, there are several shades of "long grain calf" we noticed in Ladies' Satchels and Necessaries, Photo. Cases and Photo Albums.

Buyers of Photo. Albums will be surprised to find a still further reduction in prices this season. Last year Messrs. S. & F. introduced the goods of a new maker, had several styles exclusively their own, and all at such low figures, that their stock and repeats were sold clean out. We predict similar success for the line this year; it will be "hard to beat."

There are some elegant designs in Evening Fans, Paris and Vienna patterns. Their Austrian rivals seem to be giving the French manufacturers all they can do to retain their lead in this article. Gauze and Satin combinations, decorations chiefly painted, a tendency to darker tints are the features this season. There are one or two quite new things in Feather Fans, also in Mourning Fans—"spangled."

Among more staple lines Messrs. S. & F. are pushing the well-known brand of Hair Brushes stamped "John Gosnell & Co." There are many customers' especially English people, who know the value of a "Genuine London made Brush, all pure bristle," and who will take no other than a Gosnell Brush. In bone goods by the same maker they put a tooth brush and pot of tooth paste in a teles-

cope box, very compact and convenient. This line cannot fail to secure a large sale.

Sheffield manufacturers must be in low water, when they turn out elegant pearl handled two-blade pen knives to retail at a quarter dollar in this country. We had seen German carded goods at this price before, but not "Sheffield blades." The drop in all kinds of pocket knives ought to make quite a spurt in this trade.

Musical instruments of the smaller kind, Mouth Organs (now made with rubber mouth-pieces), Concertinas, Violins and Accordeons, occupy a large space in the stock of Smith & Fudger.

The leading Accordeon this year is the "miniature." There's nothing particularly small about them; they are named "miniature" in contrast to the unwieldy bulk of the older style, and are about one-third smaller, without suffering any diminution in strength or sweetness of tone.

After a glance at the variety of Bisque and China figures, cups and saucers, &c., we come to Toys,—before passing cups and saucers their children's tea sets are worthy of special notice. Some cunning little golden tea sets in circular boxes are a marvel of cheapness and beauty. Although American Toys are demanding a large share of attention in this country, we are yet indebted to Germany for most of these "necessities of the nursery." Smith & Fudger have specially selected and packed for Canadian Trade, an assorted case of Toys; this will give a good saleable variety to dealers not wishing to carry a large stock, it consists of 72 articles to retail at five cents (12 different kinds), 60 articles to retail at ten cents (18 different kinds), six articles to retail at twenty cents and twenty-four articles to retail at a quarter dollar (18 different kinds), in all 162 pieces. Care has been taken to have no perishable toys, and to avoid the worthless foreign games usually mixed in with case lots, and while prominence has been given to well-known toys, such as guns, horse and waggon, surprise boxes, jacks, arks, boats, &c., there have been included all the NEW inventions of merit, coming within the range of the prices mentioned. Dealers may with confidence order this assortment. Merchants taking advantage of cheap summer trips to Toronto, or September Exhibition excursions, will do well to inspect this stock.

Books and Notions.

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VOL. III. AUGUST, 1886. No. 1.

RATES OF ADVERTISING:—

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

J. J. DYAS, *Publisher.*

THE PAST AND THE PRESENT.

THE old-fashioned bookseller is a difficult man to find. He is, much to our regret, out of date. Here and there we discover one gifted with all the lore of well-nigh forgotten days of yore, and capable of instructing the buyer (for that was his mission) in his purchases, and particularly giving advice to the young as to what was the best mental food. Nothing will tend more to still decrease the proportion of well-read booksellers, than the great flood of cheap publications that flood the market. A cheap, poorly-got-up book is not a book in the sense that was ever understood by the generation passing away. It was not only the literary merits of the work—and these were dwelt upon with emphasis—the binding, the stamped cover, the wide margin, if there would be, and the uncut edges would come in for their share of criticism. It was a pleasure to loiter in the shop and talk books with the intelligent dealer, and when you had paid your dollar, or two dollars, you felt that you had more than the simple volume in your hands; you had a fund of knowledge that was an intellectual profit.

And now who wants to “talk shop” over a twenty-five cent book—the volume is stuffed into one’s pocket, the money paid, and in perhaps less than five minutes from the time of entering the purchaser passes out—hardly a word exchanged.

But cheap books have come to stay, at least for the present, and we must do what we can to get an intelligent idea of the great quantity.

We copy elsewhere accounts of interviews with New York publishers of experience. It will be seen that they widely differ as to what the future will be, and as to what at the present time is the influence on the reading public.

There is no doubt a good, life-energizing book is healthful mental food, and the cheaper (within reason) that it is published the wider must be its influence, reaching many a hamlet where reading has been almost unknown.

BOOKS, CUT OR UNCUT.

SOME years ago a comparatively large buyer of books gave orders to his bookseller that every book and magazine must be cut before being delivered. This man certainly did not take the pleasure in a book, as a book, that he should. He was wanting in at least one fine sense of appreciation of literature.

Why, to buy an uncut book and have the pleasure of cutting the leaves section by section, is a charm that no one who has not tried it can appreciate.

We picked up to-day, at Britnell’s, a choice copy, only a little shop-worn, of John Hill Burton’s *Book Hunter*. We are almost glad that our forgetful friend, to whom we lent our former copy, neglected to return it, so that we may have the pleasure, later in the evening, of peeping into it by cutting by degrees the thick, creamy leaves of our new purchase.

Periodicals are of the same nature.

Take *The Atlantic*, for instance. What charm there is, having picked up the newest number, in getting comfortably into your easy chair, paper cutter in hand, What a musical rhythmic sound the thin blade of ivory makes as it opens to your eyes the prized contents.

You probably pass without stopping only to note the name of the first article—likely a part of a continued story. If it is James’s *Princess of Casamissima*, you pass it for all time, wondering the editor was so gullible as to agree to spoil the pages with such a tale. But the next is probably a *short poem*, and you read it, it is sure to be at least fairly good, and then proceed. Soon you come across the ever green Holmes, in his delightfully quaint, personal narrative, a portion of his queer theory stories, or, mayhap, a charming bit of poetry. But we must go on. The Contributors’ Club comes last, generally a feast of good things, and you peep into it for a moment before settling to read in good earnest from your scholarly old friend.

Try our prescription once, and if you do not repeat the dose (the good doctor we have written of would approve of it) we are very much mistaken.

Having the views now expressed, to be consistent, we intend to try the experiment, at least, of sending out BOOKS and NOTIONS untrimmed. The margin will be wider, which will add much to the appearance, and will give an opportunity to test the plan recommended.

MODESTY PERSONIFIED!

OUR esteemed contemporary, *Geyer's Stationer*, thinks there is a dash of "Yankee enterprise" in the project of the C. P. Railway to put on a special train for the benefit of commercial travellers.

"Yankee enterprise!" We are sick of this constant boast and brag. There is always a hollowness about the self-glorification of being ahead of any one else. "Yankee enterprise!" Go to the ant, thou sluggard, and learn that Canadian enterprise is at least on a par with that of any other country. While in Canada we are putting into tangible shape the project of a cable across the broad Pacific, you are dreaming that in the next generation you will consider the matter, hoping that when your grandchildren come to the front you will have a similar line. A country that has given to the world a Cunard, an Allan, and a Stephen has no reason to be patronizingly told that she follows in the footsteps of another. Look at home and see in Lovell, Worthington and Belford men who have made the native publishers look to their laurels. We like you, Brother Jonathan, we admire your liberal laws—no more liberal, though, than our own—we admire your pluck and courage; but we do not like your everlasting talk of the great big I—particularly emphasized and epitomized in assuming to call that piece of our northern continent between Mexico and Canada as though it were the whole of the western world, America. Is there no one in all the land of genius enough to invent a name that will be comprehensive without being pretentious?

WHAT is the meaning of the comment on our insurance note of last month? *Geyer* says "This speaks rather badly for the insurance companies and paper mills of Canada." What! Does it speak badly for the insurance companies that they will not accept extra hazardous risks? The shareholders do not say so.

THE change introduced this month in the make-up of the journal, by placing the editorials on the first page of reading matter, will, we think, meet with the approval of our readers. While we change our form it is needless to say we do not change our policy, in this third year of our existence. As it has been in the past, so the future will be.

We have on hand three complete sets of BOOKS AND NOTIONS. Those desiring to preserve a history of our trade should have a copy.

TRADE is as quiet as usual at this time of the year and money is difficult to collect. All the loose change, particularly in the large towns, goes for holidaying, and nick-nacks, still less books and music will not be bought till cooler weather comes.

BOOK NOTES.

S. R. BRIGGS, Toronto, has issued his list of Gift Books of the season, comprising among others, "Fulness of Joy," a book of poems, by Francis Ridley Havergal; or, "In Thy Presence is Fulness of Joy." Illuminated in the finest style of chromo-lithography, printed in thirteen colours and gold, \$2.50. "Coming to the King," hymns by Francis Ridley Havergal and others. Illuminated in chromo-lithography and gold. This is a perfect gem \$1.25. "The Life Manifested," the new "Mildmay" Book. An ornamental gift book, illuminated by A. Schlienz. Flowers on pale blue ground, together with twenty-eight illuminated pages, selections from the poems of Mrs. Pennefather, F. R. Havergal, E. S. Elliott, C. Noel and Mrs. Beven, 90 cents. "Silver Streams," by Francis Ridley Havergal. This book contains an illuminated text and a poem for every morning in the month, 35 cents. "Sunshine for Life's Pathway." A monthly text book containing selected verses and scripture texts for each day, 35 cents. "Palms of Victory," floral illuminated, 35 cents. "The Beauty of the King" series, illustrated with four varieties of flowers and containing scripture texts for one month.

They also publish "Queen Victoria," by T. Frederick Ball, a work that has had great success in England and is already selling largely on the Canadian market, 1,500 volumes having been already ordered, \$1.00.

THE ROSE PUBLISHING Co., Toronto, issue "Dolly," a racy story of Canadian life, by E. E. Sheppard, originally appearing in *The News*. The author has the knack of telling a tale and telling it well. A little overdone perhaps in uncouth dialect, but withal a very readable book. Published at 50 cents.

They also give us in the Rose Library form a new novel by Mrs. Mary Jane Holmes, entitled "Tracy Park," 25 cents.

The same house has just completed "The High School Reader," authorized by the Department of Education, at 60 cents. This will be a memorable book in the history of the trade in being the one that was, through the fair dealing of the publishers, the first Ontario Reader sold to the retailers at a proper price. The book is a creditable production, printed in clear legible type (bought expressly for this work), and in general make up commendable. This is of course one of the series authorized by the Minister of Education, and will be required to be used in the schools.

WARRICK & SONS have published, price 25 cents, an unannotated edition of the English Literature prescribed for 1887, for University Matriculations, and Second and Third Class Teacher's Examinations, namely: "Thompson's Seasons" and "Southey's Life of Nelson," in one book. It is a neat volume of 161 pages, paper cover, crown octavo, heavy calendered paper, with blank pages at the end and ample margin for student's own notes. The publishers have met the general demand made by leading educationists for a book of this nature, by issuing in cheap form an edition without notes. It has been found that the notes usually given are of little or no benefit at the examinations, and teachers can prepare students much more effectively when the text-books are not encumbered with such padding.

The text of "Thomson's Seasons" is reproduced from the most authentic edition and the form given by the author in his latest revision is preserved. An arranged list of the collateral historical events in the time of Nelson is given in a "Chronological Table," which will be found valuable, and a summary of the "Life of Nelson" enables the student to commence intelligently the study of the three last chapters of Southey's book, which forms the portion prescribed for study.

"Physical culture," by E. B. Houghton, late teacher of drill, calisthenics and gymnastics in Chatham High School, is a handsomely gotten up volume published by the same firm. It is suitable for both boys and girls and comprises Drill, Calisthenics and Gymnastics appropriate for each. The book is authorized by the Minister of Education. Crown octavo, bound in cloth, 280 pages, and printed on toned paper, price 50 cents.

They have in press Baldwin's Art of School Management, New edition specially revised for Canadian teachers, by R. Dawson, B.A., Head Master of Weston High School.

ROWSELL & HUTCHINSON, Toronto, publish a supplement to the Canadian Franchise Act, containing the Amending Act of 1886, with explanatory notes by Thomas Hodgins, Q.C.

PRINCIPAL AUSTIN, Alma College, has written, William Briggs, Toronto, publisher, a work entitled "The Gospel to the Poor" versus "Pew Rents," special discounts and terms are offered. The greatest help a minister can have is a church free to all.

THE High School Algebra, published by William Briggs, is now ready. It is an entirely new book, prepared by two successful mathematical masters of Collegiate Institutes of two of our principal cities in Canada, and as a certificate of good material used in the manufacture, they announce that the paper is from the mills of the Toronto Paper Co.

HOUGHTON, MIFFLIN & Co's bulletin for August, treats mainly of books for seaside and country, a good miscellany from the pens of popular writers. These Boston publishers seem to have the faculty of enlisting in their services the most famous of the New England writers, who treat of healthful out-door life—the shady woods, the breezy uplands, the pebbly shore. If you want a work on birds or flowers, you may make sure that the book will bear the imprint of the Riverside Press.

AMONG the new books from the press of J. B. Lippincott Co. (Philadelphia) are "La Plata Countries of South America," E. J. M. Clemens, with maps, \$1.50. "The book is interesting, to the point, and gives a capital idea of these South American republics."—*New York Times*.

Handy editions of Thackeray's works, to be completed in 26 volumes, half-cloth 50 cents, half-morocco \$1.00. It is claimed that "it is without doubt one of the best and cheapest editions of Thackeray that has been put upon the market." "Mary Woolstonecraft Shelley," by Helen Moore, \$1.25. "A Fallen Idol," by F. Austey, No. 46, Lippincott's series of select novels at 25 cents. "In a Grass Country," a story of love and sport, by Mrs. H. Lovett Cameron and "Count Royal," a story of cross currents by S. Baring-Gould, and a "Mental Struggle," by the "Duchess," are three others of their 25 cent editions. A poetess (new to us) Mrs. S. L. Oberholtzer is much commended by critics. "Daisies," in verse, is her latest work, published by this house. From among their books in press we cull: "Manual of North American Birds." For the naturalist and sportsman. Containing concise descriptions of every species of bird known in North America, and illustrated by 425 outline cuts of the generic characters. By Robert Ridgway, Curator Department of Birds, U. S. National Museum, 12mo. "Three Thousand Miles through Brazil," by James W. Wells, M. Inst. C.E., F.R.G.S. 2 vols. Profusely illustrated. 8vo. Extra cloth. \$8. Ready in September. "A Signal Success," the work and travels of Mrs. Martha J. Coston. An autobiography.

CONSPICUOUS among the publications of White, Stokes & Allen, New York, is the "Flower-Songs Series," by Susie Barstow Skelding. It comprises fourteen volumes, each book in a protector, prices ranging from 75 cents to \$1.50 each, according to style. A description of No. 11 will give a fair idea of the set. "Songs of the Roses." Colored designs of Jacqueminot roses, moss roses, pale yellow roses, and wild roses; poems by prominent authors, including one in *fac-simile* of M.S. by T. B. Aldrich. Cover (sateen and gilt-edged styles) in blended gold and silver bronzes, with exquisite design of pale pink roses.

The "Birds-Song Series" is another attractive one of three volumes, in various styles and bindings. They also publish in their "series of poetical works in dainty bindings," such works as "Owen Meredith's Lucille," "Locker's London Lyrics," etc. Their notable sketches by American artists contains some very fine specimens of art, produced as such works should be produced, with great care. They are also issued in an expensive style as "Artists' Proof Editions."

J. S. OGILVIE & Co., New York, one of the largest, if not the largest, publishers of cheap books, is just now giving particular attention to the Canadian trade. The books they publish are not only cheap, but on the whole good, certainly good value for the price. Take the "Eureka collection of Recitations and Readings," compiled by Mr. Diehl. No. 7 is now before us, and we question if a better selling book at 10 cents is produced. Their "Popular Reading," a monthly issue at 30 cents, 32 is the last

number out, containing poems and stories by Mary Cecil Hay, Oscar Wilde, etc., gives a great deal for the money. As cheap books are the order of the day, their books are well made and well printed—the 25 cent series included—a selection from their issues should be part of every dealer's stock.

PERIODICALS.

MR. CHARLES SCRIBNER has announced that it is the purpose of his firm, within a short time to begin the publication of a new illustrated monthly magazine. It will be known as *Scribner's Magazine*, though it is in no sense a revival of the old *Scribner's Monthly*, which was replaced by *The Century*. The date for the appearance of the first number has not yet been decided upon. It is not unlikely, however, that the first number will appear late this year or early in 1887, under the editorship of Mr. E. L. Burlingame. —*American Bookseller*.

Those who know the *Book Buyer*, published by this house, will have some idea of the excellence that must appertain to an illustrated magazine emanating from Chas. Scribner's Sons.

The *American Booksellers' Educational* number is very complete, and contains an exhaustive list of United States educational works.

Whatever the management of *The Bookseller* does it believes in doing well.

Grip, since the first of January, a ten cent paper, has gone back to the old price, five cents.

Departed this life, June, 1886, *Bell's Life*; aged 64 years. Mourned by many sorrowing old sports.

TRADE NOTICES.

BROWN BROTHERS' EXHIBIT.—The exhibition of Messrs. Brown Brothers, manufacturing stationers, Toronto, Canada, deserves special attention. Unfortunately the case specially made and sent out by the firm did not reach South Kensington in sufficient time to receive the goods when they arrived, and they were placed in one of the cases already in the Canadian Court. Mr. R. Brown, visiting the Exhibition a few days ago, had their exhibit entirely rearranged and altered, and now it forms a display that reflects the greatest credit on the Exhibition, Toronto, and the Dominion. So far as we know it is the only exhibit of the kind from Canada, and for beauty, style, variety, and thoroughly good work, it is not excelled by any of the kind in the Exhibition. It comprises sample work in the several compartments of their business. In the way of account books, all varieties of binding are exemplified, including notably some elegant ledgers, specially got up for the principal banks of the Dominion. All sizes and descriptions are represented, from the banker's imperial to the small vest pocket memo. But amongst the best which Messrs. Brown Brothers have turned out are those in full Russia, etc. In the American style of letter-press binding there is likewise an extremely

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TORONTO.

good display, and much admiration has been expressed at the elegant full morocco copy of Pictur-
esque Canada, in two volumes. Another depart-
ment in which Messrs. Brown Brothers figure to
great advantage is that of leather and plush goods,
including ladies' hand bags, satchels, portfolios, wal-
lets, purses, music-rolls, letter and card cases. These
are finished in excellent taste, many of them being
embellished with very pretty hand paintings. The
firm also show an extensive line of office and pocket
diaries, of which they have been publishers in To-
ronto for the past quarter of a century. Visitors to
the Exhibition should not fail to see the fine exhibit,
which will well repay careful attention.—*The Globe*
Exhibition Edition.

We had recently the pleasure of having a look
through the samples of John Walker & Co., of Lon-
don, for this season's trade, and though we do not like
to particularly single out any one firm more than
another, we cannot but compliment their representa-
tive partner, James Macdonald, not only on the taste-
ful arrangement and tidy appearance of the samples,
but on the judicious selection of goods suitable for
this market. By long experience they seem to know
exactly the range of goods suitable for the Canadian
trade. While they have some very high-class goods,
and some low-priced lines, the greater part is com-
posed of a medium grade of articles that yield the
trade a fair profit, and always retain their value. A
few special things we noted as very good and saleable
lines. The Canvas Note Paper, with its novel sur-
face, in various sizes; the Imperial Kent Linen;
the Ivory Vellum Wove series of papers; the Patent
Combination Teachers' Bible; the Miniature Golden
Floral Series.

STILL THEY COME.—D. W. Glass, of Baltimore,
Md., G. Brett, of McMillan & Co., New York, J. W.
George, representing Chas. Goodall & Sons, of Lon-
don, and E. C. Schoonmaker, with the Albany Im-
bossing Co., were among the foreigners who paid To-
ronto a business visit during the past month. Our
Montreal correspondent, in speaking of the newly-
found importance of Canada as a market to be cultiva-
ted by English houses, might have added that our
cousins over the way are finding out that the
United States is not the only country in North
America. More travellers from the leading cities
have been to Canada during this summer than
ever before. Their presence in Toronto brought
a large number of the trade to come and see what
was to be seen in the way of new things. They
were gratified to a considerable extent, and bought
freely. Among those whom we came across, some on
other business, were S. E. Mitchell, Pembroke; H.
Fred. Sharp, St. Mary's; E. A. Taylor, London;
D. W. Bixby, St. Catharines; J. K. Cranston,
Galt; C. Dickson, Clinton; F. Metcalf, Blythe;
and from the western slope, J. B. Ferguson, general
manager of the British Columbia Printing and Sta-
tionery Co.

Stafford & Willcox, Whitby, have dissolved part-
nership, R. S. Cormack having bought out H. W.
Willcox. The firm now trades under the name of
Stafford & Cormack.

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"BOOKS AND NOTIONS,

TORONTO.

An unfounded rumour of the failure of C. W. Papat, Seaforth, was current in business circles. We are happy to say that there was no foundation for the report.

The action of the Ontario Association in calling the attention of the Minister of Customs to the receiving through the mails, duty free, of a number of single books, has borne good fruit. Even books sent for press notices have to pay. An entirely new feature.

The second meeting of the Huron District Association is to be held at Stratford on Tuesday, the 17th inst.

The Toronto Association will probably meet on Monday, the 23rd inst., though during the hot weather it is not comfortable to be shut up in the evening, even for an hour or two. If no notice is sent out by the secretary, the next meeting will be on the third Monday in September, and monthly thereafter.

The trade should keep in mind that owing to the intense rivalry of the publishers of board toy books, prices are materially reduced. Such is the reduction that what was the purchasing price last year would yield at present prices a fair profit.

The Copp Clark Co. hand us a copy of their Dominion Diary for 1887. The blotter every second leaf makes it perfect as an office accessory.

Rutherford Bros, Oweu Sound, have dissolved partnership, J. H. Rutherford retiring. The business will be carried on by Peter Rutherford.

Particular attention is called to the advertisement of Williamson & Co., in the present number, regarding a copyright book, "Chavasso's Advice to a Wife." They announce their intention of insisting on their rights.

A lady traveller has appeared, representing an Edinburgh house. She is a winsome Scottish lassie, wi' a glint o' sunshine in her twa bonnie een, that canna be resisted by mortal man.—*English Exchange.*

A dealer in the Huron district has found out how to do an average business in the months of July and August. He makes a specialty of fancy goods at a good discount. He marks them down, advertises them, talks fancy goods all the time, and footing up his sales on the 31st, finds that the volume of business is large. He claims it does not interfere with Christmas sales in the same line.

The same man, he is up there at "the cross-roads," believes in sharp collections. Bills rendered the first of every month. Customers expect it and act accordingly. Once a working man owed him between three and four dollars for a couple of years. Didn't pay and didn't buy anything. Finally the dealer managed to collect the amount, and regularly afterwards this same man bought regularly. When a man owes anything he passes by on the other side.

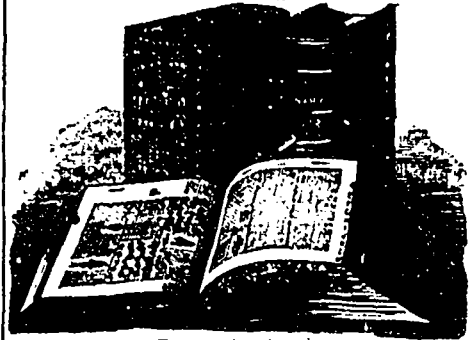
TORONTO IMPROVEMENTS.—Hart & Company are making several important changes in their premises, that will make them much more convenient to handle their increasing trade. They have secured control of the entire large building, where they have been located for so many years, and the

THE LONDON TIMES OF ENGLAND, says: It is the best Dictionary of the Language.

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It is a monumental work, a noble tribute to our grand old mother-tongue.—*Canadian Educational Monthly, Toronto.*

No family of children ought to be brought up without having access to this grand volume. It is an ever-present and reliable School-master to the whole family."

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additional space and changes in progress well bring their various departments more under control than formerly. In the rear end of the building they have put up a stairway that connects the basement first and second floors. By removing some partitions, they make a fine entry and shipping room in the rear. The basement where they keep their stock of flat paper has been much improved and rearranged. The second floor will be devoted to their miscellaneous stock of file goods and jobbing stationery. The upper stories are used for their reserve stock and workshops. An elevator is also to be put in. When all changes are finished, they will have a every complete establishment.

The Methodist Book and Publishing House, desiring to keep pace with the march of progress in Toronto, has made extensive improvements in its warerooms. In addition to putting in two fine plate glass windows, the inner part of the store has been thoroughly renovated, new paper and fresh paint giving a bright attractive appearance.

Warwick & Sons have burnished up the front of their warehouse, and enlivened the former comparative dulness by new and attractive signs. The sign on the office window is notable in reading—"Ontario Government Printers. Office of *Ontario Gazette*."

Joseph Fletcher, the Yonge street news dealer, has made improvements that add much to the appearance of his store. Always a neat and attractive place of business, the addition of plate-glass windows, new gas fixtures, papering, painting, etc., make the old establishment quite spruce. It is a favourite half-way house for the wayfarer coming down town, and when waited on by Mrs. Fletcher, to whom we give credit for the apple-pie order of everything, it is no wonder that that business is increasing.

CHEAP BOOKS.

George Munro, speaking on the question, recently said: "We are not the originators of the scheme of publishing paper-bound novels. It was started by the Lake-Side Publishing Company of Chicago. We bought them out and began at once issuing the Sea-Side Library."

"Have you found it profitable?" was asked.

"There is really no money in printing this class of work for a publisher who goes into it exclusively," Mr. Munro said. "We depend altogether on our periodicals. These books merely keep our name before the public and serve to advertise other publications. We sell more standard books than of any other kind. The best English reprints take the lead in every case."

"Would an international copyright affect your publications?"

"Not at all."

"Do you think publishers have overdone the matter of cheap publishing?" Mr. Munro was asked.

"I think a good many of them will be compelled to give it up when they become convinced there is no money in it," was the reply.

"The publication of cheap books," said James Harper, "has cultivated a taste for reading among

The Gospel to the Poor vs. Pew Rents.

—BY—

Principal Austin, M. A., B. D., of Alma Ladies College, St. Thomas.

Introduction by Bishop Carman, and papers on the Pew System by Newman Hall, LL. B., and others.

An earnest plea for equality in the House of God. *Canada Presbyterian*.

The well written pages contain irrefutable evidence that rentals exacted for pews keep the struggling poor from church. *Buffalo News*.

This work is a striking evidence to the growth of the principles that have been so long and so ably advocated by the "Open Church Association," of England. Its arguments are presented in a clear and convincing manner, and we hope will be widely accepted and adopted. *Church Guardian*.

It is a work of general interest, and every one should buy it and read it. That it will set the churches that rent pews to considering, there is no doubt. *St. Thomas Journal*.

A vigorous arraignment of the Pew Renting System as being contrary to the genius of the Gospel. *Christian Guardian*.

This is an impassioned plea for free sittings in our churches. *Canadian Baptist*.

A severe indictment against the system of rented pews. *Methodist Magazine*.

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the masses. I cannot see that it has materially affected the trade in cloth-bound novels. A great many more people read to-day in America than ever before. When a man of moderate means starts on a railroad journey he buys a twenty or twenty-five-cent book to read on the way. If he had to pay a dollar for a novel ten chances to one he would content himself with a newspaper."

In regard to the reprints of classics and standard novels, Mr. Harper continued, "People who want them must want them in a good binding for their libraries. The other class of people who buy the cheaper form of literature could not afford to get it in any other shape, and they thus make the acquaintance of a number of celebrated writers that they would otherwise be ignorant of.

"Do you think the publication of cheap literature will increase?" Mr. Harper was asked.

"No," he replied, "I think it is now at its height. Twenty or twenty-five years ago there was just the same rage for cheap books. Every publisher, almost went into the business of issuing paper bound volumes but it was not long before the more expensive books came again into favour. Our business in cloth-bound novels has decreased since publishers have taken up cheap works, if at all, because it is almost impossible under the existing circumstances to sell a reprint of an English novel for a dollar or a dollar and a half. People have come to the conclusion that if they wait a few weeks after its publication abroad they can get it here for 20 or 25 cents."

Charles Scribner, of the firm of Charles Scribner's Sons, being questioned on the subject, said that he thought that the publication of cheap books has been decidedly overdone.

"Then you do not think that these low-priced books have an influence to raise the tastes of the people, and stimulate the desire for good reading?" Mr. Scribner was asked.

"Decidedly not. If all the cheap books were of a wholesome and improving character, such would undoubtedly be the case. But they are not. As proof of this the publication of the classics at low cost has not injured the sale of the expensive editions to any extent that I can see. Even a mechanic, if he buys a volume of standard literature, wants it durably bound. Books are great luxuries to a poor man, and when he buys one it is not to gratify the fancy of the moment, but to keep after he has read it for his children."

"We have lately issued paper-bound works," said Oliver Bunce, of Appleton's, "but it is more with a view to advertising other works on our catalogue and to keep our name before the public than for anything else. The profit is insignificant even if a large number are sold, but as nearly all the other publishers are doing it we wish to conform with the spirit of the times."

"Have you found the sale of the cheap editions affect the higher priced volumes?" Mr. Bunce was asked.

"Not to any noticeable extent," he replied. "In March we sold more encyclopedias than we did in any previous March since the work was published, and the sale of other standard works has been uniformly large."

"Do you think the sale of cloth-bound novels has fallen off since publishers have gone so extensively into the cheap editions?"

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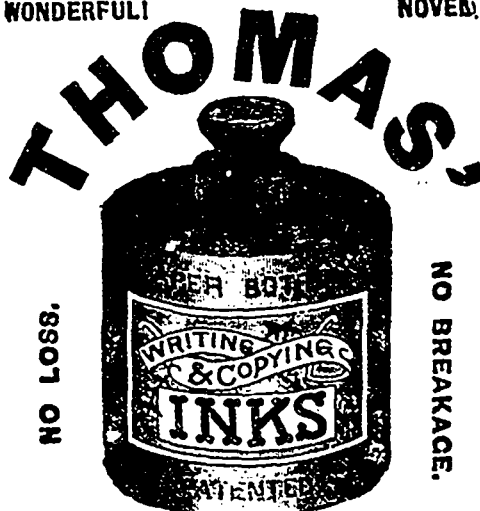
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NOVEL



PAPER BOTTLES.

The Standard Inks of America. **HIGHEST AWARDS** received at World's Exposition, 1886.

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In Sprinkling Top PAPER BOTTLES. Always ready for immediate use. No breakage, no loss, quality absolutely pure; contains no acid or other ingredient to injure the clothes. Best in the world.

L. H. THOMAS CO., CHICAGO, NEW YORK and WINDSOR, ONT.

"Only in the case of novels by writers of small reputation. Nothing of that kind could effect the sale of a work by a celebrated author. He has his own circle of readers, and they buy his book even if it does cost more than a reprint."

Questioned about the educating tendencies of low-priced editions of the classics and books of travel and science, Mr. Bunce replied that he heartily indorsed the publication of good books, but the number is so out-weighed by the mass of rubbish that is issued that the good is counterbalanced by that which is not so elevating in tone. Cheap forms of standard publications, he thinks, have had their day.

John W. Lovell, who is the most extensive publisher of literature of the better sort, said: "The demand for cheap novels is on the increase, and will undoubtedly continue so for many years. I wish the *Newsdealer* to say to its readers that Lovell's Library is not issued for the purpose of advertising other publications, but for the purpose of supplying the masses with the best literary matter obtainable, and placed in their hands at a price mutually satisfactory to them and us. The demand for cheap books is not declining.—*Abridged from the New York Newsdealer and Stationer.*

NOVELTIES.

Much ingenuity is shown in the construction of some of the musical novelties of the day. First, there is a series of cages, the ordinary size used for a canary, in each of which there are apparently two or more birds. Upon touching a handle in the bottom of the cage the birds whistle and sing, move their tails, and appear as natural as they can be under the circumstances.

Then there is an octagonal cigar stand. You touch a button on the top of the stand, and each of the six sides whirls about and presents to your gaze a quantity of cigars, there being holders for three cigars on each panel. Just as this transformation scene takes place the music starts up from the interior of the stand.

Then the beer mug. A space, equal to that occupied by the froth on a Coney Island glass of beer, is reserved at the bottom of the mug, and in it is a small music box, and as one lifts the mug to drink the "band begins to play."

Then, again, there are other kinds of mugs thus equipped, the music beginning as soon as the article is moved.

An odd and novel postage-stamp tray or ash receiver is made of *papier-mache*. On the inside of the bowl is pasted a collection of foreign postage stamps, which are covered and held in place by a concave glass. The effect is very attractive.

An odd "odour" is shown. It is in the shape and of the size of a rose in bloom, a small cut-glass bottle with gold cover being set in the centre of the flower. This "wrinkle" is very cute and taking.—*Trade Lounger in American Stationer.*

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26 & 28 COLBORNE ST.,

Toronto.

MISCELLANEOUS.

From a letter of "Civis" in *The Bookseller* (London) protesting the proposed destruction of the tree in Stationers' Hall, we extract the following:

This tree is probably as old as Stationers' Hall itself, and is historically valuable. It is one of three such trees only now remaining in the city. Its kindly shade has refreshed generation after generation of toiling booksellers. Collectors hurrying to and fro for their lives slacken their pace thankfully as they pass under its grateful shadow; dirty, homeless children sit down on the kerbstone and look up through its branches, as if they felt "here at least is a quiet world with less of hardness in it than the one a few yards on the other side of the houses." The sparrows roost in it in the summer, and hold noisy parliament among its mellowing leaves in the autumn afternoons when the red sun shines with difficulty on them from the smoky west. Was it not the uplook at this steadfast tree that comforted Mr. Henry Frowde when tormented with the worries of the birth of the "Revised Bible," and cheered him in carrying through the publication of that great work, profitable alike for this world and that which is to come? Do not its spring returning leaves move to benevolence the hearts of the great firm living almost within reach of its venerable trunk, so that the diffident assistant asking for a holiday at the genial opening season, gets it without difficulty or murmur? Have not the packing-case maker round the corner, and his father before him, been inspired in their work of useful construction by its presence?

No doubt many of our readers will share in the desire to preserve the memorable tree.

LEADERS.

In these days of eager competition for business, it has become almost a rule for every wholesale house to have a "leader." In all cases, the leader is an article in wide demand, and one with the prices and qualities of which the buyer is familiar. As the grocer "runs" sugar for his leader, and the dry-goods dealer domestics for his—so the stationer selects some particular brand of lead pencil, steel pen ink, or some other well-known article. The expectation naturally is that the buyer will infer from the cheapness of the leader that all the stock in the same establishment is sold at rates equally advantageous to him, and when he is new in the field, he is easily caught by the device, and continues to be caught until experience, that expensive schoolmaster, teaches him better.

There is, however, another point worthy of observation. Where a house is competing closely with half a dozen or more in the same trade, the force of circumstances makes it necessary to run half a dozen leaders and sometimes more. Now the jobber, if he would live and thrive, must make a reasonable percentage on his goods, and if he sacrifices his profits on half a dozen of the most saleable goods, he must restore the average by increasing the price of the rest of his stock. This conclusion is irresistible, for if he does not, the chances of failure are imminent, and though he may prove for a short while a blessing to

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his customers, his creditors will look upon him in quite a different light when settling day comes.

We doubt whether the "leader" system works a benefit to any one. We are of opinion that the buyer is best served by studying closely his special wants, acquainting himself as thoroughly as he can with the value of all his goods, and buying of a house that always charges a profit but never demands an unreasonable one. We do not say that bargains are to be rejected when known to be such, but we do think it better that the customer should not be tempted to purchase one article unreasonably cheap, since it is extremely likely that the gain so made will be more than lost on the balance of his purchases.—*American News Company's Trade Bulletin.*

—oo—
MUDIE'S LIBRARY.

The whole arrangements for carrying on the work of the library are admirable. They are divided into three heads or departments—Country, Book Society, and Town. The two former are supplied by rail or carriage; in the latter subscribers exchange personally. Most people living in London at a distance from Mudie's join the Book Society branch, when their books are exchanged for them once a week by a cart, which calls before their doors, they sending a list a few hours beforehand to the library to say what they want. The exchange hall is a handsome dome, lined with books. Here ply the busy assistants who furnish customers, and the rapidity with which they do this is amazing. In a few minutes the desired book is in your hands, speaking eloquently for the order and system that pervade the whole concern. . .

It would seem the number of books issued and re-issued during the week exceeds a hundred thousand. Each subscriber has a card devoted to him, on which are entered the books he has read. These, when full are put away into an iron safe, where, doubtless, no one ever disturbs them. An interested record they will prove some day of a nation's reading.

Subscriptions vary from £1 ls. to £500. The latter sum is chiefly paid by public institutions which draw their supplies from Mudie's; but many families take large subscriptions for themselves and their servants. An idea of the amount of reading that may be had for £200 a year is shown by one public office in London that takes for this some 20,000 volumes. About 1,000 boxes and parcels per week are sent to country and colonial subscribers in India, Australia, and the Cape, and the packing and expediting of these is no trifle. Each box is arranged to hold from ten to 100 books. . .

Whether it is well or ill for literature that one firm should absorb so much of the "circulating library" business in the kingdom; whether it is well or ill for literature that these librarians, who must be governed to some extent by commercial considerations, should decide on what shall or shall not be read by thousands of persons; whether public, author, and publisher lose or gain by the system—is a very open question. Only one thing is quite certain: thousands of men and women are supplied with books by Mudie, and authors must count with him. Some readers, it is said, devour for their annual guinea works to the value of £200 to £500. Therefore, whether for good or evil, Mudie is a power in the land.—*Leisure Hour.*

31 FRONT ST. WEST,

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PRICES LOW.

GOODS ALL NEW.

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tember, do not fail to call and
see the assortment and compare
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PEN WORKS—BIRMINGHAM, ENGLAND.

These Pens have a national reputation for uniform excellence comprising the essential qualities of ELASTICITY, DURABILITY and EVENNESS OF POINT. They are unsurpassed for correspondence and business purposes. A sample card of the Special numbers, 4 PENS, will be sent for trial on application to

BUNTIN, BOYD & CO., MONTREAL.

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THE LARGEST MAP EVER MADE.

The great map of the world in Hemispheres, constructed and presented to the Colonial and Indian Exhibition by Messrs. W. & A. K. Johnston, of Edinburgh & London, is probably the largest map ever produced. The diameter of each hemisphere is over twenty-one feet; the two united measure in length nearly forty-two feet; the superficial area being over seven hundred square feet. The canvas on which it is painted was made expressly for it by a Kirkcaldy firm; it was made in one piece, but was found too large for convenient handling, and so was cut into four pieces, joining at the Equator. By this means several assistants were enabled to proceed with the work at the same time, eight weeks being occupied in its construction.

JAPANESE COPYING PAPERS.

These papers, which have now been before the trade for some time, have taken a very strong hold on the public fancy, as they do the work required of them remarkably well. They are very strong, and take very sharp impressions, the ink not running as in ordinary tissue paper. They are hand-made from pure fibre, and air dried, and are uniform in quality. As they are quite free from chemicals, they are also particularly suitable for the wrapping of fine steel goods or other articles liable to rust or tarnish. Made in several sizes and qualities.—*The Stationery Trade's Journal.*

The "flexible cover" of modern times is not a new contrivance. The MS. book that was the immediate successor of the Roman "Tablets" doubtless had some sort of a flexible cover so that it might be conveniently rolled up and carried about, or thrust under a pillow or into a pocket. The velvet and silken covers of the middle ages lent themselves admirably to such MS. books as religious teachers and scholars would naturally like to use as *rade-mecums*, but when leather came into fashion the Germans invented a flexible binding that was, no doubt, very similar to our modern style. They called it *cuir bouilli*, which term would lead one to infer that it was a species of thin and finely-dressed leather, in which the book was incased, no boards being made use of.—*American Bookmaker.*

CORRESPONDENCE.

MONTREAL, August 5, 1886.

DEAR MR. EDITOR,—No changes of any importance have taken place since my last letter. We have been favoured with somewhat more than usual summer travel; but the trade complain generally that

the visit of the wealthy tourist, or more correctly speaking, the money spending tourist, is a thing of the past, although we have numerous sight-seers, yet they come, go, and leave no trace behind as far as the bookseller's bank balance is concerned.

Much to be regretted as this fact is, it is not caused by any lack of push or courtesy on the part of the trade, but simply means that travel has drifted into other channels, the wealthier classes electing to undergo the agonies of a sea voyage in preference to enjoying the natural beauties of their own continent.

Our "Paternoster Row," St. James street, is at present undergoing repairs of drainage, and the pile of mud and clay on one side, and the perfect tunnel of mammoth waterpipes on the other, neither add to the beauty of the street nor to the good humour of our leading booksellers and fancy goods men.

The prospects of the school book season are reassuring, as no deterring influence has yet appeared to prevent the schools from opening promptly, and with full rolls, as they failed to do last year.

The presence amongst us a few days ago of the representative of Messrs. Goodall & Sons, London, leads one to note the importance Canadian trade is assuming in the eyes of the Mother Country. Although the faces of some of the English travellers are very familiar to the trade, yet it is only within the past few years that the publishers and stationers of England have placed themselves in direct personal contact with the Canadian market, as a result our retailers must reap many advantages, both in variety of goods and prices.

We note the announcement of a new wholesale fancy goods firm, Messrs. Gilman Bros., St. Peter street, who have brought both capital and experience into their new enterprise. The trade wish them success.

The country having been thoroughly drummed by the host of energetic travellers of the different jobbing houses, the retailers will soon begin to realize that in their generosity they have bought heavily, and will pull themselves together for a mighty struggle with the fall and Xmas trade, and from present indications this part of the Dominion will have no reason to complain.

UNIT.

SAINT JOHN, N.B., July 27, 1886.

DEAR SIR,—We are truly sorry and beg to apologize for delay in replying to your query concerning state of trade, etc.

Owing to the general depression in the chief industries of the Maritime Provinces, dealers throughout the country districts are buying cautiously. As a rule they have been carrying heavier stocks than they could profitably handle. Thus we are disposed to think that with really careful dealers decreased demand has been the rule and remains so.

Very truly yours, BOOKS.

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