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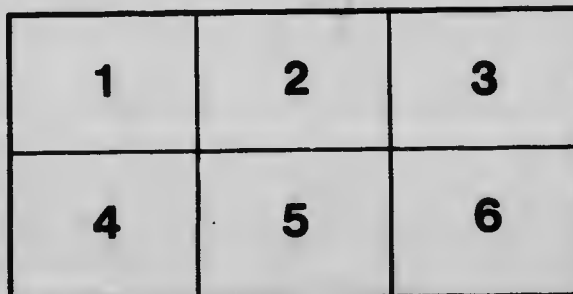
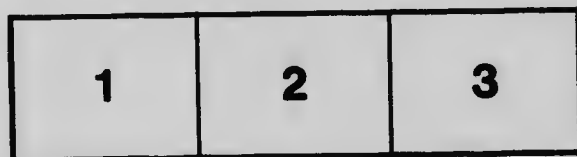
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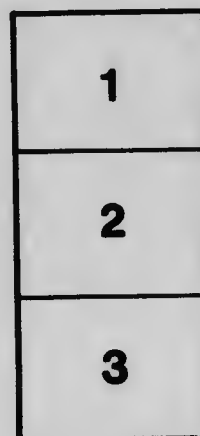
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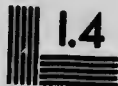
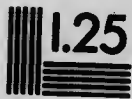
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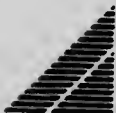
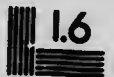
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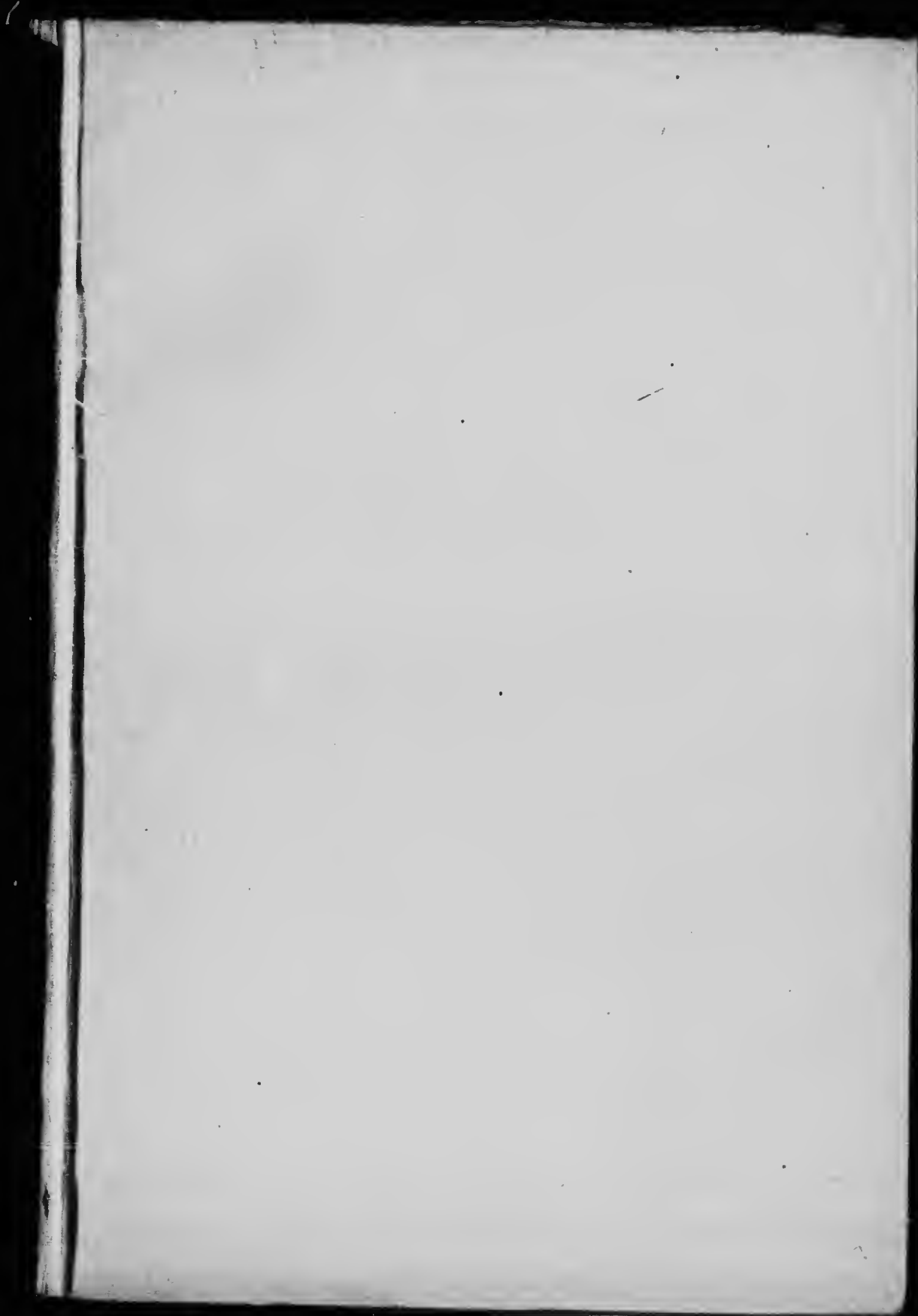
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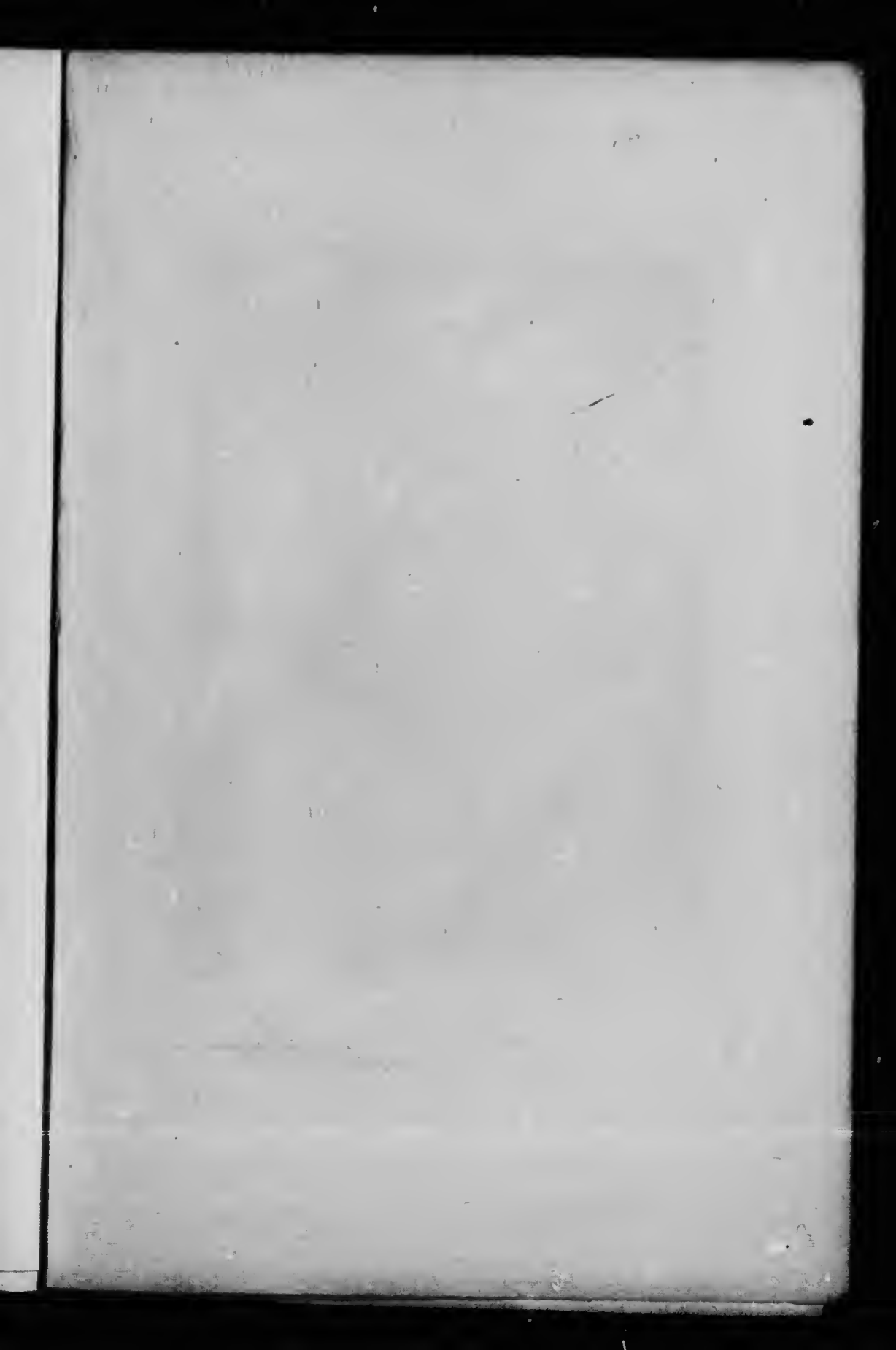




**THE FASCINATION
OF BOOKS**

*"How calm and quiet a delight
Is it, alone,
To read, and meditate, and write,
By none offended, and offending none."*

CHARLES COTTON (1630-87)





J. Shaylor

THE
FASCINATION OF BOOKS
WITH OTHER PAPERS ON
BOOKS & BOOKSELLING
BY JOSEPH SHAYLOR

TORONTO
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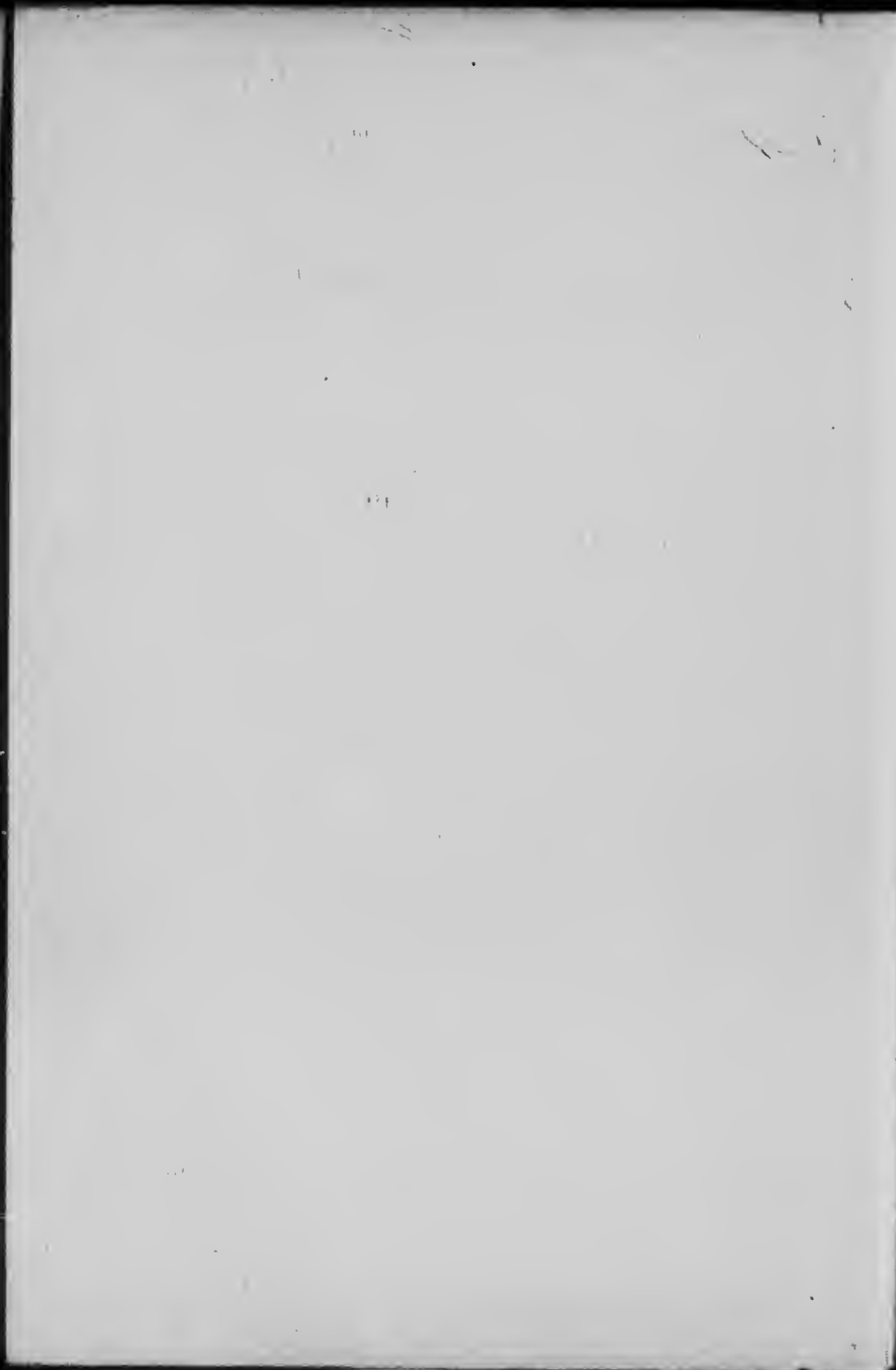
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**DEDICATED
TO
MY FRIENDS THE BOOKSELLERS
IN TOWN AND COUNTRY**



INTRODUCTION

AMONG the several influences that have led to the publication of this volume the chief is my strong hope that it will be of value and pleasant interest to those who are concerned with the practice or history of Bookselling. If a few of the collected articles repeat themselves in some minor particulars or are somewhat out of date, I may plead that while many customs of our trade are old and traditional, yet they are continually being repeated, and also that the general subject is one about which those who take pleasure in it are never tired of hearing.

The following pages may not accord with all the canons of literary style, but they have at least been written from a life-long knowledge and love of the Bookselling Trade.

Some of the articles have brought me many pleasant letters and experiences. I will mention two incidents connected with my article "On the Selling of Books," which was written in 1895. I sent it to the Editor of the *Nineteenth Century* and after several weeks I received a letter from Mr. (afterwards Sir James) Knowles, which contained the following paragraph :

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“The fact is I was and am rather wishful to have a few words of chat about it with yourself before publishing it. I find it full of interest, but I want to suggest one or two things which in my opinion might still add to its value, but I cannot well do this without an interview. Could you possibly run down here some morning and give me ten minutes of your time, it would be very kind of you and this house is within one minute’s walk of the St. James’ Park Underground Railway Station.”

This invitation I gladly accepted. Mr. Knowles received me graciously and invited me to sit in the chair, which he said had frequently been occupied by Mr. Gladstone, Cardinal Manning, Professor Huxley, and many other of the great men who were his friends, and contributors to *The Nineteenth Century*. I must admit that my vanity was flattered and I felt proud in sitting in such a distinguished chair. The ten minutes suggested by the Editor grew to over an hour and appeared to me not more than five minutes. Mr. Knowles charmed me with the brilliance of his talk and the many interesting particulars he gave me of the great men with whom he had been thrown in contact.

At last he came to my article, which he had put into type and which he laid upon the table.

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I looked at it in dismay, for it was pencil-marked top, bottom and round every page. He took it up saying "There, you see I have read your article with some results"; then he commenced a kindly criticism of omissions and commissions, and eventually said: "Now what I want you to do is to take the article back and rewrite many parts of it so that it can be read by those who do not know so much about the subject as you do." This of course, I did, and it appeared in an early number of *The Nineteenth Century*.

The other incident connected with the article was this: I was called, a few years after it had appeared, as a witness in a case in which an Author brought an action against a Publisher because he thought he had not interested himself sufficiently in selling his book and therefore the sales were not as great as he had anticipated. The Author had Mr. Marshall Hall, K.C., as his Counsel, and when I entered the witness box I noticed he had a copy of *The Nineteenth Century* before him, which sent an uncertain thrill through me. The first question he asked me was, "Are you the writer of this article"? holding the Magazine up and pointing to it. To its authorship of course I confessed; before going further

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he said : " Well, allow me to tell you I think it is a most interesting article."

Of course I was gratified by the compliment. The Publisher obtained the verdict, but I cannot say that my article had anything to do with the result.

It gives me great pleasure to acknowledge my indebtedness to the Proprietors and Editors of the following Journals for allowing me to use the various articles : *The Nineteenth Century*, *The Cornhill Magazine*, *The Fortnightly Review*, *The Publishers' Circular*, *Chambers' Journal*, and The Proprietors of the *Encyclopaedia Britannica*.

I am also indebted to Mr. George Haven Putnam's most interesting and informing work, " Books and their Makers in the Middle Ages," for many valuable facts.

Should there be other sources from which I have collected any of my papers or the information they contain, I must ask the indulgence of their Editors with the hope that they will accept this tribute as an acknowledgement of my obligations.

JOSEPH SHAYLOR

GLOUCESTER HOUSE
HOLDEN ROAD
WOODSIDE PARK, N.

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THE FASCINATION OF BOOKS

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CALLOUS and indifferent to all human emotions must be the nature of those who do not feel a thrill of fascination, when, with gentle reverence, they take up some choice edition of one of our old classics made venerable by time or circumstance, or some new issue of an old favourite made doubly precious through its reproduction in a style worthy of the accumulated improvements achieved by the arts and handicrafts of the makers of beautiful books.

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When the mind is weary with the toil and care of a busy life and thought comes only by exertion, it is then a real pleasure to peruse some volume made precious either by the influence it has had upon our conduct and life, or by the characteristics with which the volume is associated. It is then that our whole being is stirred and thought awakens thought while the echoes of an intellectual past come with a welcome contrast to the restlessness of a strenuous present; the senses are again quickened and imagination makes real a world peopled with characters grown familiar by association.

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This fascination must have a congenial soil for its growth and is frequently germinated and developed by early and sometimes unexpected influences, being stimulated and increased by education and advancing years.

Watch the fascination produced upon the child of tender years by its Rag books or its Sleeping Beauty literature, how restful it will remain while for the hundredth time some well-worn story is re-read to it which has probably had the same influence on many preceding generations.

The ages of this book fascination are not seven but are multifarious, and as the child with its receptive faculties develops into the intelligent youth and comes to maturity and old age, so this fascination and love of books takes hold of all that is best in life, moulding and fashioning it. By their help and influence the individual acquires resources and pleasures which nothing else can give, they also assist in enabling the mind to assume command over the body so that thought and consideration will take precedence of action.

There is a fascination called forth by books, which, as a business, may be classed as useful and profitable. This is exemplified in book

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collecting, a hobby which to be properly carried out requires considerable knowledge and judgment. To many booklovers this would appear as the only occupation worthy of consideration, but by those who have not come under its fascinating spell it is looked upon as a species of madness, which can only be tolerated because of its harmlessness.

A really sane book-collector keeps his passion within bounds and centres his energies upon the first editions of such authors as strike his fancy. There is, however, a more intense collector known as the book maniac, who plies his occupation in season and out of season, and to whom no privation or trouble is worth consideration so that this passion for collecting can be gratified. When this fascination has taken hold of the collector every scrap of printed matter by a particular author is sought after with an avidity worthy of a better cause, small pamphlets thought fit only to be re-pulped or to kindle fires are considered to be worth more than their weight in gold; one instance may be given, that of "Omar Khayyam," the first edition of which, once sold for one penny, is now worth some £20; not only is it the first editions, but every scrap of an article ever written, every letter and

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in fact every item associated with an author is collected with an enthusiasm bordering upon worship. . . . However stoically one might view this feeling there are few who do not experience a thrill of fascination in looking upon the first edition of Shakespeare's plays, or any other great masterpiece. Take as an illustration the first folio of Shakespeare's works, originally issued at about £1; it is now valued at something between one thousand and three thousand pounds according to its condition, and every copy is known, registered and criticised, and all variations in the text are familiar to most students of the Immortal Bard. The separate plays in quarto are, in proportion, of greater value than the complete works and are occasionally unearthed from the most unlikely quarters.

At an auction dated April 1680 a copy of Shakespeare's Plays, folio, 1630, sold for 14*s.*, and fourteen Comedies and Tragedies by Fletcher, Shakespeare and others sold for 3*s.* 10*d.*; how much such lots would fetch now it would be unwise to state, but it is certain that there was not at this period the same fascination about these precious rarities as there is now.

Fascination, coupled with a devout mind,

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must have been the governing factor which incited General Gordon to carry to Khartoum, with other books, a copy of Kempis's "Imitation of Christ"; Plutarch's "Lives" was a favourite companion of Napoleon; Carlyle's "Sartor Resartus" was with H. M. Stanley during his travels in Africa, and Thomas Carlyle is reported to have read nothing for three months but Captain Marryat's novels as a relief from the loss he had sustained through the destruction, by J. S. Mill's careless maid-servant, of the manuscript of the first volume of his French Revolution.

It was more than a feeling of fascination which must have glowed through every fibre of the individual who, on entering a labourer's cottage in the west of England, found a copy of the first edition of Goldsmith's "Vicar of Wakefield" placed under the broken leg of the kitchen table to keep it steady.

Many of our classics besides that masterpiece in biography, Pepys' "Diary," have been discovered under the dust of ages, in some obscure and unfrequented garret.

George Augustus Sala tells an amusing story of a bookseller who was fascinated with his own stock of books. A certain customer entered

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his shop and inquired for a particular book from his catalogue; the bookseller ascended a ladder and took a small volume from the shelves, which, until then, he had overlooked and was ignorant of its contents; he became fascinated by the volume and refused to sell it to the customer, saying that no consideration of vile dross would induce him to part with this rare volume, and with little ceremony ordered the would-be customer out of his shop.

It was Richard Heber who used to say that every collector should have three copies of a book, one to lend, one for his own use and reference, and one as a show copy on his shelves; this theory he apparently thoroughly carried out, for after his death his library of 147,000 volumes realised £57,000, the sale extending over several years; the catalogue consisting of six thick octavo volumes.

A story is told of a clergyman who noticed a number of choice editions, some black letter, at the shop of a bookseller who was a Jew, and as he could not examine them on Saturday, the Jewish Sabbath, he arranged to look them over at eight o'clock on Sunday morning and remain there until church time; the various treasures, however, so fascinated the clergyman that time

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for him ceased to be; and he was at last aroused by the Jew being called to his dinner. Looking at his watch he found it was one o'clock, and hurrying away he found the congregation had dispersed, after the beadle had returned from inquiring for him at the vicarage and all endeavours to find him had proved fruitless; it was therefore concluded that some accident must have befallen him.

There is a passion for books, which, as before mentioned, borders on a mild form of insanity, and is as far as the east is from the west from an intellectual love of books. Sometimes this fascination prompts the bibliomaniac to steal or do any act of violence so as to obtain some rare and scarce volume.

It is told of one Don Vincent, a friar who established himself as a dealer in the bookselling quarter of Barcelona, that on his own confession he was arraigned for the murder of customers who had bought from him rare and precious editions which he thus recovered, and on more than one occasion he "set fire to the house of a rival, so that in the confusion he could secure some unique rarity of which he could not otherwise have been possessed."

A well-known bibliomaniac once paid a fabu-

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lous price for a scarce volume; some one ventured the remark that he supposed he had bought it with the intention of re-printing it. "Heaven forbid," he exclaimed, "if I were to, it would no longer be scarce and would therefore be valueless; besides," he added, "I doubt if the volume is worth re-printing."

Perhaps the most flagrant example of this madness is exemplified in the case of a wealthy English collector who prided himself upon the possession of the only known copy of a rare book. Hearing that a collector in Paris had also a copy he crossed the channel to satisfy his curiosity, and on going to his rival's house he found the information true; after much bargaining he obtained the precious volume for nearly £1000, and with a smile of satisfaction he thrust it into the fire exclaiming: "Now I am possessed of the only known copy and the book is unique in its rarity."

What a delightful fascination there was in that almost romantic incident in connection with the purchase by Charles Lamb, when living with his sister Mary in Islington, of a folio edition of Beaumont and Fletcher's Plays, of which he gives the following account.

"Do you remember how we eyed it for weeks

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before we could make up our minds to the purchase and had not come to a determination till it was near ten o'clock of the Saturday night, when you set off from Islington, fearing you should be too late—and when the old bookseller with some grumbling opened his shop, and by the twinkling taper (for he was setting bedwards) lighted out the relic from his dusty treasures—and when you lugged it home wishing it were twice as cumbersome—and when you presented it to me—and when we were exploring the perfectness of it (collating you called it)—and while I was repairing some of the loose leaves with paste, which your impatience would not suffer to be left till daybreak—was there no pleasure in being a poor man?"

An indescribable fascination must be experienced, in viewing only that greatest of the world's Encyclopædias, the "Tangyn," a Buddhistic work preserved in many cloisters in India. The work consists of two hundred and twenty-five volumes, each volume being two feet high and six inches thick, weighing twelve pounds, rather a heavy work even for a Buddhist priest.

What a thrill of fascination would spread through the civilised world, especially among

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the disciples of Bacon, if by accident there were discovered in some old building, say in Stratford-on-Avon, manuscript copies of some of Shakespeare's plays in the Bard's own handwriting ; or if from some obscure corner of the world there were to turn up a few of the sixty-three tragedies of Æschylus which are supposed once to have existed, or the ninety-four lost books of "Livy's History," the eighty-eight plays of Euripides or the ninety-nine dramas of Sophocles, all known to have been written, but supposed to have perished either by the destroying hand of time or some equally destructive force.

In the ancient times of the Greeks and Romans men expended a fortune on a single manuscript ; it is stated that some of the early Christians would go into bondage to procure a copy of the Gospels, and St. Jerome in the fifth century stated that he brought ruin upon himself by purchasing the works of Origen.

Cities both in England and on the Continent are frequently considered rich through the value placed upon the manuscripts their great libraries possess. It is the rarity of these precious documents that produces the fascination and makes necessary the care with which they are preserved ;

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if it had not been for the wanton destruction of such relics in the past, how much more we should know of the manners and customs of the ancients.

Think of the destruction of the millions of manuscripts consumed in the four thousand fires which heated the baths at Alexandria, often attributed to the Calipha Omar; whether the wisdom which was then lost has materially affected the progress of civilisation, it is quite impossible to say. What intense fascination would be shown if the picture writings of Mexico, which were destroyed by enthusiastic but misguided missionaries, could be restored to us, but the missionaries hoped by this destruction effectually to wipe out the supposed superstition and ignorance of that country.

The same misguided enthusiasm was also shown by the fanatics who destroyed the sacred writings of the Egyptians, the Phœnicians, and also of the Jews and early Christians.

What a pitiable fascination must have swayed these ignorant peoples who thought by such destruction to blot out for ever the precious thoughts and aspirations which were contained in many of these old writings, but after all it is the true which is immortal, not the false.

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In the past ages there must have been a great fascination in the beautifully executed and artistically produced manuscript, but with the introduction of printing, from the days of Gutenberg and Caxton downwards, the printed book has fascinated every succeeding generation; in some ages it has been hoped to destroy the influence of books by burning them, occasionally under the authority of those in high places, who, even with their limited knowledge, should have realised the impossibility of the destruction they hoped to accomplish.

Fortunately freedom of the Press has helped to give freedom to the people, and although the fascination of books does not always mean culture in those who yield to it, yet it is by books that progress in nations has been made possible, and it is by the same means that individuals as well as nations will be raised to higher and nobler ends.

BOOKSELLERS AND BOOKSELLING

IN a speech made some years ago Mr. Augustine Birrell stated, "That there were, he believed, twenty-one million books in the public libraries of Europe—not counting sermons—but with them all there was not to be found a history of the bookselling trade." This fact appears somewhat extraordinary when we reflect upon the great part the sellers of manuscripts and books have played in the progress of nations. The various fragments of their story that have been published will some day, I hope, be woven together into one continuous history. Should this be done, I venture to predict that it will be found full of interest and instruction; and should this article contribute in any way to that end, it will not have been written in vain. During recent years several works have appeared dealing with this subject; among them are volumes by Mr. H. Curwen, Mr. F. A. Mumby, and Mr. G. H. Putnam. Much learning and research has been displayed by Mr. Putnam in his "Books and their Makers in the Middle Ages." This work is of great value to the student,

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and has an historic as well as a literary interest ; it shows how, before the invention of printing, manuscripts were produced by copyists. Sometimes the copyists were slaves, but the greater number of these manuscripts were produced in monasteries by the monks, and not unfrequently by the nuns, many of whom wrote in most beautiful and legible characters. It is also stated that in two cities, Paris and Orleans, ten thousand scribes or copyists gained their living by their pens. These volumes also trace the rise and progress of book-making down to the close of the seventeenth century. It is, however, about that period that bookselling as we now know it may be said to have had its commencement ; from the beginning of the eighteenth century downwards, booksellers did much to create and foster a literature of which Englishmen must ever be proud.

Previous to the seventeenth century the book trade had been carried on by the stationers, who sold the materials by which manuscripts and books were produced, their trade afterwards becoming centred in the bookseller ; the old name is, however, maintained in the Stationers' Hall of to-day. It may be of interest to take a glance at some of the men who in former days

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carried on the trade of bookselling, and also at a few of the curious customs and trade arrangements which prevailed, some of which have become obsolete, while others have been modified by time and circumstance. Many of these old booksellers were big-brained giants, and were generally regarded as the masters and employers of the author. Readers of Boswell's "Life of Dr. Johnson" will remember that, in the heyday of his literary fame, the great man speaks of being employed by the booksellers of London. The names of several are familiar to the present generation; some were philanthropists, such as Thomas Guy, bookseller of Lombard Street and founder of Guy's Hospital. It was through his action in printing and selling Bibles that a healthy rivalry between the Universities of Oxford and Cambridge sprang up, leading to the circulation of the Scriptures among the common people, a privilege which till then had been confined to the clergy and the moneyed classes.

Another well-remembered name is that of Samuel Richardson, bookseller and author, to whom Dr. Johnson, being under arrest for a debt of £5 18s., wrote an affecting letter, entreating assistance. It is recorded that his

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"Pamela" when first published caused great excitement, and was even recommended from the pulpit, one enthusiast going so far as to say that if all but a limited number of books were to be burned, "Pamela," next to the Bible, ought to be preserved. The following anecdote respecting this book is related by Sir John Herschel :

"At a time when reading was a rare accomplishment with the agricultural population, on one occasion the inhabitants of a hamlet were gathered round the village forge listening to the blacksmith's reading of the story. As the narrative proceeded, they became more and more excited, and at last, when the climax was reached and the hero and heroine were married, to live long and happily ever afterwards, their enthusiasm reached such a pitch that they rushed off to the church and set the bells ringing, to celebrate the event."

William Taylor, who carried on his business in Paternoster Row, was celebrated as the original publisher of "Robinson Crusoe." This book, after having been offered to the principal London publishers and declined, was purchased by him, and proved a good speculation, four editions having been issued in as many months. From the date of its publication to the present

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time, "Robinson Crusoe" has held its position as one of the most popular works in the English language. Edward Cave is well known as the originator of the *Gentleman's Magazine*, which was established in 1731. Andrew Millar was the bookseller principally concerned in the publication of Johnson's celebrated dictionary, which took eight years to complete. On the return of the messenger from delivering the last sheet of the work Dr. Johnson inquired of him what Millar had said. "Sir," replied the man, "he said, 'Thank God I have done with him.'" "I am glad," remarked the doctor, "that he thanks God for anything."

Johnson, who with Garrick had walked from Lichfield to London, where he arrived footsore and hungry, found his first employer in the person of Thomas Osborne, of Gray's Inn Gate, with whom, however, he did not long remain; for the man's overbearing temper so offended his susceptibilities that on one occasion, in a moment of passion, the Doctor knocked his employer down with a folio, exclaiming, "Lie there, thou lump of lead." Subsequently, in speaking of the incident to Boswell, he said, "Sir, he was impertinent to me, and I beat him."

Another celebrity was the "honest book-

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seller," John Dunton, described by the elder D'Israeli as a "crack-brained, scribbling bookseller." He was the author of "The Life and Errors of John Dunton, late Citizen of London, Written by himself in Solitude, together with the Lives and Characters of a Thousand Persons now living in London." The work caused considerable excitement and scandal, and has been described as the "maddest of all mad books." Dunton was a man of considerable ability and versatility, but eccentric and uncertain; he made many friends and some enemies. His funeral sermon was preached by the celebrated Bishop Atterbury, and in it occurs the following eloquent and impressive passage :

"I need not say how perfect a master he was of all the business of that useful profession wherein he had engaged himself. Nor could the event well be otherwise, for his natural abilities were very good and his industry exceeding great. Besides, he had one peculiar felicity, that he was entirely contented and pleased with his lot, loving his employment for its own sake, not but that the powers of his mind were equal to much greater tasks. But his own inclinations were rather to confine himself to his own business and be serviceable to religion and learning."

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Jacob Tonson, the friend of Dryden and the publisher of his works, was another noteworthy bookseller. He popularised Milton's works, and was among the first to introduce Shakespeare to a larger reading public. It was in association with many of the celebrities of his day that he founded the Kit-Cat Club. Among those who attended its weekly meetings were Congreve, Dryden, Addison, Steele, and other well-known contemporary men of letters. The portraits of the members were painted by Kneller, and are still extant, forming a gallery of the "counterfeit presentments" of upwards of forty notable men, many of whom have indelibly imprinted their names on the pages of the literature of this country.

Perhaps the best remembered of all these old booksellers is James Lackington, of Finsbury Square, who realised a large fortune, principally by the sale of what are known in the trade as "remainders." When a book has ceased to be in demand the balance or "remainder" of the edition is sold at a much lower price than that at which it was originally offered.

The method by which the trade of those times was carried on, judged by the present systems, appears strange and crude. The issue

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and sale of books being always in the same hands or under the same management, it was quite impossible for any extensive system of discount or underselling to exist. Great license, however, appears to have been taken by these publisher-booksellers in the preparation and publishing of many of the works then issued.

Prior to the licensing of booksellers and the passing of the Copyright Act in 1710, the trade exercised a free hand in both advertising and publishing books. It was no uncommon practice for a bookseller to employ some poor scribbler to make a selection of poems, labelling the volume so formed with the name of some celebrated author of the day, and thus foisting upon an untutored public, as genuine, works that were spurious and inferior.

Richard Savage the poet was employed among others by Edmund Curll, and he gives the following account of what was required of him : "Sometimes I was Mr. John Gay, at others Burnet or Addison ; I abridged histories and travels, translated from the French what they never wrote, and was expert in finding out new titles for old books. When a notorious thief was hanged, I was the Plutarch to preserve his memory, and mine the account of his last will and testament."

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The reprinting in its entirety of any successful work without the sanction of either author or publisher was a common practice. Booksellers openly sold these unauthorised editions, and the rightful owner of the works, whose property was thus unblushingly appropriated, had no redress. Fictitious title-pages were not infrequently introduced by the booksellers, and were not confined to any particular class of literature, being employed alike for fiction, poetry, and even biography, often causing great scandal and annoyance. Roger North thus summarises these literary pirates in his "Life of the Right Hon. Francis North": "It is wretched to consider what pickpocket work, with the help of the press, these demi-booksellers make; they crack their brains to find out selling subjects, and keep hirelings in garrets at hard meat to write and correct by the groat, and so puff up an octavo to a sufficient size."

About this time the conflict between the printers and the stationers had practically ceased, and the bookseller, having asserted his position, became in reality master of every branch of the book trade. During this period it was the fashion for every gentleman of position to form a library; and the bookseller was thus brought

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into contact with the leaders of thought and other men of note, and was deemed, and indeed was, a factor of some importance in the State, his shop frequently being the resort of men who had made their mark, not only in the world of rank and fashion, but also in that of art and letters.

A curious custom prevailed in the trade, one which to a very limited extent still exists. It consisted in the division of the expense of publishing a book among a number of booksellers, who were styled partners. These met from time to time to decide upon a new book or a new edition, the number to be printed, and to divide profits. This custom led to the partition into numerous shares of works which were selling freely, a single book sometimes being divided into 100, 150, and even 200 lots. We have evidence of this practice in a catalogue of an auction sale of copyright works that took place in 1805, when the undermentioned portions of books were sold. As will be seen, these portions varied from a 16th to a 160th of a book. The catalogue contained nearly 1000 entries, from which the following have been selected at random :

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	£	s.	d.
One 64th Ainsworth's "National Dictionary"			
sold for	6	8	6
One 24th Lord Bolingbroke's "Works"	2	0	0
One 48th Buchan's "Domestic Medicine"	40	0	0
One 54th Buffon's "Quadrupeds," 9 vols.	2	0	0
One 26th Fielding's "Tom Jones"	8	0	0
One 16th Gregory's "Father's Legacy"	3	0	0
One 160th Dr. Johnson's "Dictionary," 8vo	5	0	0
One 100th " " " " 4to	17	15	0
One 100th " " " " "Lives of Poets"	11	0	0

At the sale of Mrs. Mary Richardson's stock and copyrights in 1766 the following prices were realised :

	£	s.	Whole	£	s.
One 40th Johnson's "Dictionary," 2 vols. 8vo	27	0	—	10	80
One 36th Milton's "Paradise Lost"	25	0	—	9	00
One 64th Pope's "Iliad and Odyssey"	17	0	—	10	80
One 24th "Clarissa"	25	0	—	6	00
One 16th "Pamela"	18	0	—	2	88
One 24th "Grandison"	20	0	—	4	80
One 32nd Hervey's "Meditations"	32	0	—	10	24
One 16th "Peregrine Pickle"	12	0	—	1	92
One 16th "Roderick Random"	13	13	—	2	18
One 32nd <i>Rambler</i>	21	0	—	6	72
One 80th <i>Tatler</i>	5	5	—	4	20

The Tonsons appear to have been the owners of the whole of many valuable copyrights, but at the sale these were divided into fractions to suit purchasers. Thus Addison's "Miscellanies and Travels" was offered in twentieths, and

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fetches on the average £14. per share. Other notable lots were as follows:

	£	s.	d.	Whole
One 8th Congreve's "Works"	25	0-	200	0
One 20th Croxall's "Æsop"	15	0-	300	0
One 8th Dryden's "Fables"	6	6-	50	8
One 12th Dryden's "Plays"	8	10-	102	0
One 10th Gay's "Fables"	21	10-	215	0
One 40th Glass's "Cookery"	16	10-	600	0
One 20th Milton's "Paradise Lost"	46	0-	920	0
One 20th Milton's "Paradise Regained"	13	10-	270	0
One 8th Spenser's "Faerie Queen"	9	15-	76	0

At the final meeting a few years since of the remaining partners in the quarto edition of "Cruden's Concordance" there were left about fifteen only of the original shareholders, the majority having disposed of their interest in the work by the sale or re-sale of the original shares or portion of shares. The work thus became vested in a few publishers, and the difficulty in apportioning this property among the remaining partners will be seen by the following selection from the list of shares and fractions of shares:

$$\begin{array}{r}
 \frac{3}{52} \quad \frac{21\frac{1}{2}}{1500} \quad \frac{1}{18} \quad \frac{7}{60} \quad \frac{338 \frac{527}{936}}{1000}
 \end{array}$$

In addition to the auction sales there were others which were termed "trade sales," when a bookseller or publisher invited a "limited

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number of booksellers of London and Westminster" to dine in company. This custom, which dates from the days of "Good Queen Bess," is still to some extent in force. These dinners were frequently the occasion of much boisterous merriment and jovial good-fellowship, and occasionally gave rise to events not exclusively connected with the book trade. Up to about 1750, dinner was always on the table "Exactly at One of the Clock." After that date the time was altered to two o'clock, and later still the dinner was sometimes omitted, and the following notice appears on the catalogue of Mr. John Clarke, "leaving off Trade," in 1762: "Coffee and Tea will be ready at 4 o'clock and the Sale begin as soon as St. Paul's Clock Strikes 5." Later still the time was altered to "Tea and Coffee at 5 and the Sale at 6, as soon as St. Paul's Clock Strikes." On one occasion "There will be a Glass of Good Wine and a Handsome Supper." At Mr. T. Osborne's sale, on February 9, 1743, "At 11 of the Clock in the Forenoon, Dinner will be on the Table exactly at one of the Clock," consisting of "Turkies and Chines, Hams and Chickens, Apple Pies, &c., and a Glass of Very Good Wine." The invitations issued during

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the early part of the last century were usually printed on the catalogue and worded as follows: "Beginning at nine in the morning, when the whole company will be entertained with a breakfast, at noon with a good dinner and a glass of wine, then proceed with the sale, to finish the same evening." Sometimes the sales commenced at a later hour, but, whatever the time of sale, the invitation invariably contained the intimation that "a glass of good wine would be provided."

From that period until about forty years since the majority of publishers had their "trade sale" frequently, vying with each other both in the luxury of the dinner as well as in the influence and importance of the invited guests. This opportunity was taken of introducing to the booksellers the author whose works they were selling. By these means an additional interest was given to books either already published or announced for publication. The altered conditions of trade, however, have materially changed these arrangements, and now that the sale dinner has disappeared, the opportunities for social intercourse, or for discussion of questions affecting the bookselling trade, are few, publishers knowing little of the men

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who distribute to the public the books they produce.

Booksellers, like most other traders, had their signs, which included many quaint and characteristic devices. The following, selected from some hundreds, will show the variety and quaintness of these signs: "The Naked Boy," "The Dial and Bible," "The Looking Glass," "Our Lady of Pity," "The Dolphin" (it was under this sign that Buckley published the earlier volumes of the *Spectator*), "The Lamb and Inkbottle," "Sugar Loaf," "Resurrection" (this would form a good sign for the publishers of the cheap reprints of the present day), "Green Dragon," "The Black Swan" and "The Ship" (this was the sign of William Taylor, the predecessor of the house of Longman and Co., and has so remained for a period of a hundred and seventy years).

About seventy years ago, in the early days of the popularity of the now extinct three-volume novel, a curious arrangement in the distribution of this class of literature was in force. The publishers only issued their novels in "quires"; that is, in sheets unbound. These were sold to the "Novel" distributor, who bound them and re-sold them to the various libraries. Upon

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the announcement by Messrs. Colburn, the predecessors of Messrs. Hurst and Blackett, or some other "Novel" publisher, of a work of fiction by some fashionable author of that period, notice was given that it would be ready at twelve o'clock upon a certain day. Punctually at that hour the sheets which had been previously ordered were handed to the "Novel" dealers who were in waiting for them. Then commenced the race for the libraries, as it was a recognised arrangement that whoever arrived first with the books ready bound should supply the librarian with the copies he required. Some of these distributing agents prepared the covers for binding beforehand, thus forestalling most of the other competitors. The binding, however, was very different from the artistic productions of to-day, consisting only of grey paper boards with a white label, on which the title was printed, pasted on the back.

This trade arrangement came to an end when in 1842 the late Mr. C. E. Mudie started his now famous library. He adopted the business-like practice of himself buying the novels he used in sheets, and binding them up to suit his requirements. The publishers themselves, however, commenced soon afterwards the present

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system of issuing all their novels bound mostly in cloth.

From a study of the origin and growth of many of the older publishers of to-day, it would appear that they mostly commenced business as booksellers, becoming in time partners in the books they sold, as previously described. They, however, eventually confined themselves entirely to publishing, and left the distribution of the works produced to the bookseller.

The founder of the house of Longman served seven years apprenticeship to a bookseller in Lombard Street, and was managing partner to a number of the trade books jointly issued during his time. The originator of the firm of John Murray was, at first, a bookseller in Fleet Street. W. Blackwood started "as a seller of new books and publications," having previously served as an apprentice and afterwards as an assistant to Bell and Bradfute, booksellers, of Edinburgh. Bentley, Chambers, with others were all originally booksellers only. The production and the distribution of books having become two separate trades was undoubtedly the commencement of many disputes which still exist between the author and the publisher, as well as of that between the latter and the

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bookseller. The rivalry between publishers is now so keen that terms which once appeared almost fabulous are frequently offered to a popular author for a new work. Some of our living novelists make incomes that, compared with those enjoyed by Johnson, Goldsmith, and others of their time, are princely; while some booksellers strive to push sales by dint of lowering prices and conceding liberal discounts, and have by these means brought the retail trade to an unsatisfactory condition. Many would probably prefer a return to the old order of trade, but it is now too late.

The successful author, without doubt, considers the arrangements of to-day the best for him, which, thanks to competition among publishers and the supervision of his interests by the Authors' Society, have placed him in such an exceedingly satisfactory position. This is not so with the bookseller, who has had in the past no one to regulate or order his trade, and who has been too ready to throw away his legitimate profit.

The history of underselling and the discount system will form an important chapter in the history of modern bookselling, should it ever be written. Although underselling has always

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to a limited extent existed, it has never been so acute as it is to-day—and *cui bono*?

In the year 1852 a Booksellers' Association was started, with the avowed object of keeping up prices. For this purpose the booksellers instituted what was termed the "ticket system." By this arrangement no publisher or middleman was allowed to supply books to any bookseller who could not show his ticket of membership to this association. This arrangement was resented by many of the leading authors of that day, foremost among them being Charles Dickens, Thomas Carlyle, Dean Merivale, and Sir G. C. Lewis. The authors maintained that the booksellers who sold their books the cheapest deserved the greatest encouragement. On the other hand, the booksellers contended that it was perfectly legitimate for them to form a ring for the protection of their own interests.

A war of interests was thus provoked, and eventually Lord Campbell, Grote the historian, and Dean Milman were appointed in 1852 arbitrators to adjudicate between the interested parties. After hearing arguments from both sides Lord Campbell delivered a long and interesting judgment, from which the following

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is an extract. Criticising the regulations by which the booksellers attempted to enforce their prices upon the public, he said that it appeared

“to be indefensible and contrary to the freedom which ought to prevail in commercial transactions. Although the owner of property may put what price he pleased upon it when selling it, the condition that the purchaser, after the property has been transferred to him and he has paid the purchase-money, shall not re-sell it under a certain price, derogates from the right of ownership, which, as purchaser, he has acquired.”

This judgment entirely broke down the idea booksellers had formed of creating a monopoly in the sale of books. One fact may be mentioned which shows how this ticket system operated upon publishers. A case is known where a publisher closed his account with a bookseller who refused to be bound by this regulation. Some months afterwards he found that a smaller bookseller had increased his account to an amount exceeding £600, and had passed on the books he obtained from the publisher to the bookseller whose account had been closed. The smaller bookseller shortly

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afterwards stopped payment, the publisher losing the whole of the before-mentioned sum. Had the publisher trusted the original bookseller, he would have been paid for the whole of the books supplied.

From that time may be dated the disastrous system of discounts, which has produced so much havoc among booksellers ; and while expressing great sympathy with the booksellers, one's fears are that they were themselves largely responsible by their want of union for the unsatisfactory condition of the trade. Competition during the last quarter of a century has existed in all trades ; yet in most there has been some central body which has to a certain extent regulated the down grade in profits. In the bookselling trade there has been established "The Associated Booksellers of Great Britain," and competition and ruinous prices have been to some extent checked. Another point in this argument is that the bookseller had expected returns greater than his business would warrant. Books are a luxury, and it is not always consistent for a bookseller, especially in a country town, to expect to obtain a livelihood solely by their sale. Except in some of our large towns bookselling was formerly considered an auxiliary

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rather than an entirely separate trade ; but with the spread of education, an increasing love of reading, and an improved ratio of profit, a bookseller's shop, solely for the sale of books, will, we may hope, exist in every town in England.

It is generally recognised that primarily two classes are interested in books—the author, who has a brain teeming with knowledge and ideas ; and the reading public, who are anxious to obtain the product of this knowledge. Who shall in the future be the medium connecting these two interests remains to be seen. Whether the publisher will become again a bookseller, to distribute to the public the works he produces, or will use other means than the bookseller to reach the public, is at present a problem. Whether or no the booksellers by their organisation can work in harmony both among themselves and with the publishers it is difficult to say. It seems, however, quite impossible, with the daily increasing output of books and the numerous additions made during recent years to the list of publishers, that any organisation can displace the intelligent bookseller.

If the booksellers use every legitimate means of making themselves individually and collec-

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tively felt, they can leave their continuance in the hands of a public which has in the past always recognised their existence as a factor in the evolution towards a higher civilisation, and now regards them as an important adjunct to its still further development.

THE CHRISTMAS BOOK

It savours almost of profanity to speak of fashion in connection with literature, but undoubtedly it is to the ebb and flow in taste, on the part of our literary, artistic, and fashionable circles, that we must attribute many of the changes which have taken place in the character and style of what is known as Christmas literature. Books for special seasons have long been in vogue. At various times attempts have been made to establish an Easter season for special books, but they have always ended in failure. On the other hand, Christmas books are still a growing institution, and one always welcomed by old and young. Indeed, but for the turnover which they represent, much of the trade of the bookseller would cease. Authors and artists, to whom Christmas publications are a source of considerable occupation and profit, would also suffer.

In tracing fashions in Christmas books one finds it difficult to decide with any certainty how any particular style or development has come about. The explanation frequently lies in the energy, the forethought, and the enter-

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prise of some publisher, who, watching the public taste, has, with an originality born of genius, produced something that fascinates the literary and artistic temperament of readers. Or it may be that some artist or engraver has been anxious to see his work issued in a style original and unique. Or a verse-maker may have wished his rhymes placed in an artistic setting. This was largely the case with the old Annuals. But perhaps the main key to fashions in Christmas literature is that the public has appreciated some particular kind of book or style of production, and has thus established a fashion which gets copied and recopied until some other caprice takes hold of the public taste.

During the early part of the last century, Christmas books, as we now know them, did not exist. There were, of course, a number of books published suitable for Christmas presents, but they were of a general, solid, or technical character, and not special Christmas books. In looking through the book catalogues of the first twenty years of the nineteenth century, one cannot help remarking upon the few volumes published entirely for the Christmas season. It is also impossible not to be surprised at the

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small number of books issued for the entertainment of women and children.

There were the well-produced short poem or masterpiece; the series of "Elegant Extracts" in prose and verse; the beauties of Sterne, Shakespeare, Johnson, and other classical writers. Percy's "Reliques of Poetry," Thomson's "Seasons," as well as selections from the poets fashionable at this period, were among the books most in demand. Of illustrated books for presents there were the quarto editions of Scott's "Lady of the Lake," "Marmion," and "The Lay of the Last Minstrel," with plates by Westall—these were very popular; so also were Bloomfield's "Farmer's Boy," Goldsmith's "Vicar of Wakefield," with copper-plates, and Somerville's "The Chase," illustrated by Bewick, which found favour among those who appreciated a combination of literature and art.

The books for children were extremely few, beyond such classics as "Robinson Crusoe," "Paul and Virginia," "Gulliver's Travels," "Don Quixote," and books of the "Mother Goose" character. There were also such publications as Gregory's "Father's Legacy," the "Death of Abel," Aikin's "Poetry for Children," Lord Chesterfield's "Letters," and Mrs.

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Chapone's "Letters on the Improvement of the Mind." All of these had large sales, and formed an important part of the bookseller's Christmas supply of books.

Between 1820 and 1830 there came into existence a series of Annuals which caused quite a revolution in the sale of books for Christmas. As far as we have been able to gather, the first Annual of importance was published in the year 1823. It was entitled *Forget-me-Not*, and among its contributors were James Montgomery, Mrs. Hemans, and Miss Mitford. It was a great success, for it had at one time a circulation of about 18,000 copies, but it was discontinued in 1848. *Friendship's Offering* was commenced in 1824. This notable Annual was originally issued by Lupton Relfe, but subsequently passed into the hands of Messrs. Smith, Elder and Co., and under the superintendence of T. K. Hervey obtained a large circulation. The writers in *Friendship's Offering* were the most distinguished of their day. They included Mrs. Opie, Southey, Coleridge, Tom Hood and the "Ettrick Shepherd," and also beginners like Tennyson and Ruskin. The Honble. Mrs. Norton, Miss Mitford, and Miss Strickland were regular contributors. To

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the volume for 1833 Macaulay contributed his "Ballad of the Armada." When the series was at its zenith of popularity some eight to ten thousand copies of each volume were sold at Christmas. It had, for an Annual, a long existence, coming to an end in 1844. *The Graces*, edited by the Rev. George Croly, author of the once famous romance "Salathiel, or the Undying," made its appearance in 1824, and brief life was its portion. *The Amulet* was started in 1827, under the editorship of Mr. S. C. Hall: it lasted only until 1835. This Annual addressed itself more to the religious classes, and among the writers in its pages were Mrs. Hemans, L. E. Landon, and James Montgomery. One of its issues contained an engraving by Le Keux from Martin's Crucifixion; an engraving which cost one hundred and eighty guineas to produce.

The rise of the Annuals appears to have diffused a fashion for artistic and elegant pursuits, and helped to evolve a taste for literature and the fine arts. They were the principal publications of the year, and much time and consideration were given to their production. Many of the leading authors, artists, and engravers were engaged in their preparation. Mr.

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S. C. Hall, in an early number of the *Art Journal*, thus summarises the results of the sale of the Annuals for 1829. The total proceeds for that year were £90,000, divided in the following manner :

Authors and editors	£ 6,000
Painters for pictures, &c.	3,000
Engravers	12,000
Copperplate printers	5,000
Letterpress printers	5,000
Paper manufacturers	6,000
Bookbinders	9,000
Silk manufacturers, &c.	500
Advertisements	2,000
Incidental expenses	1,500
Publishers' profits	10,000
Retail booksellers' profits	30,000
	<hr/>
	£90,000

These Annuals were contributed to by nearly every popular poet of that period, some writing anonymously. W. M. Praed received fifty guineas for a poem, and from a hundred and fifty to two hundred guineas was often paid to artists for some of the illustrations. The *Athenæum* of the time says of these Annuals : "On the wings of these painted humming-birds the fame of the poet and the painter was wafted faster and farther than it could have been through the ordinary channels of publication,

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and the public will find in their pages a body of more beautiful poetry of the fugitive class than in any other original English publication."

About 1825 there appeared an able and enterprising competitor for the Christmas market, namely, Charles Heath with his "Keepsake," his "Book of Beauty," edited by Lady Blessington, and his "Pictorial Annual." His masterly engravings in the various Annuals had induced him to attempt work on a larger and more important scale. "The Keepsake" was edited by William Harrison Ainsworth, and was published by Hurst and Chance. In 1828 the volume cost one thousand guineas to produce, and upwards of twelve thousand copies were disposed of in a few weeks. That number was more than doubled in subsequent issues, thus showing to what a wide-spread popularity this class of literature had attained. The issue for 1829 cost, for its literary contents only, the great sum of two thousand pounds, five hundred pounds being paid to Sir Walter Scott for two of his most feeble prose sketches. None of the great literary writers of the day could refuse the enormous sums paid for very ordinary productions. And yet the literary portion was subordinate to fine artistic designs by such

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well-known men as Kenny Meadows, Sir Thomas Lawrence, Turner, Stothard, Leslie, Smirke, Stanfield, and Flaxman. "The Keepsake" had an interesting career of twenty-eight years, being edited at various times by the Honble. Mrs. Norton, Lady Stuart Wortley, and Lady Blessington. The last number was issued in 1856.

Charles Heath appears to have established several other Annuals, such as the "Picturesque Annual," in a guinea volume which contained engravings from the best landscape painters of the day, including Clarkson Stanfield, George Cattermole, and Thomas Creswick. It was followed by "Turner's Annual Tours," and his "Rivers of France," which began in 1834. These volumes had descriptive letterpress by Leitch Ritchie and others. Mr. Heath was indefatigable in his desire to produce the highest class of art with good accompanying letterpress.

In 1838 he began "The Book of Beauty," which was edited by Lady Blessington, and of which successive volumes were issued by Messrs. Longman and Co. The powerful influence of Lady Blessington brought her into contact with most of the leading spirits in literature, and she utilised it for "The Book of Beauty," enlisting

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such writers as Disraeli, Landor, Bulwer-Lytton, and Monckton Milnes, while her artists included Edwin Landseer, Leslie, Chalon, and Hayter. "The Children of the Nobility" was another Annual started by Mr. Heath, but it only lasted one year, being followed by "The Shakespeare Gallery," which shared a like fate. In 1848 Mr. Heath, a man of remarkable parts who left his impression on the history of the Christmas book, died insolvent.

Among other ventures of this sort was the "Literary Souvenir," first published in 1825 by Messrs. Hurst, Robinson and Co., and afterwards by Messrs. Longman and Co. It attained a great success under the editorship of Mr. Alaric Watts, being famous alike for its literary contributions and the beauty of its line engravings. These were by such engravers as Charles Heath, W. and E. Finden, Goodall and others, from paintings by Leslie, Chantrey, Lawrence, Pickersgill, and David Roberts. Large sums were paid to these various artists, and many of the contributions were really beautiful specimens of art. The publication was abandoned in 1834.

In the following year Mr. Watts commenced a more important series of artistic works, in

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guinea Christmas volumes, under the title "The Cabinet of Modern Art." This publication consisted of illustrations of larger pictures, and gave more of them, but it only lasted three years. About this time there was issued another guinea Christmas Annual entitled the "Anniversary"; it was projected by a leading bookseller, John Sharpe, and edited by Allan Cunningham. Sharpe was well known for his beautifully embellished editions of the poets, which sold for 10s. 6d. each, but these as Christmas books had been largely superseded by the Annuals. Unfortunately his new venture was a complete failure, and brought ruin to a clever and much respected bookseller.

Mr. W. Marshall, whose name was until recently kept familiar by his "Pocket Book," commenced in 1828 the issue of "The Gem," under the genial editorship of Tom Hood, whose marvellous poem "The Dream of Eugene Aram" appeared in its pages. Charles Lamb and Hartley Coleridge were also among the contributors. This publication was discontinued at the end of the fourth year, but the first issue only was under the editorship of Tom Hood.

In 1829 another bookseller, Pickering, of

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Piccadilly, commenced the issue of the "Bijou," with Sir Harris Nicolas as literary adviser. The artistic department was under the control of Sir Thomas Lawrence, but, failing to keep up to its proposed standard, the Annual came to an early end. Other Annuals of the date were "The Winter Wreath," "The Oriental Annual," "The Historical Annual," "The Drawing Room Scrap Book," the "Talisman, or Bouquet of Literature," the "Fine Arts," edited by Alaric Watts, and "The Christmas Box," edited by Crofton Croker. Most of these Annuals were issued at prices varying from 12s. to two guineas, and were the books generally given as Christmas presents. To their existence may be attributed many of the beautiful lyrics written by the singers of that period.

The Annual of which copies are now perhaps of the greatest value, and which, from many points of view, was the most popular of its kind, was "Tom Hood's Comic Annual." Commencing in 1830, it continued its versatile career for nine years, when it had to be abandoned on account of the ill-health of its editor, who, not being content with writing its literary contents, also illustrated it by many productions

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from his own characteristic pencil. His mirth and conviviality, his humour and versatility, were such that any person of ordinary taste and education could readily understand and appreciate them. Charles Lamb, in one of his letters to Bernard Barton, says of Hood's Annuals :

“What a fertile genius is Hood. He has fifty strings in hand—farces to supply the Adelphi for the season, a comedy for one of the great theatres . . . and a meditated Comic Annual for next year, to be nearly done by himself. Wordsworth, I see, has a good many pieces announced in one of 'em, not our “Gem.” W. Scott has distributed himself like a prime haunch among 'em.”

No great development immediately followed this “Annual” outburst of literary and artistic enthusiasm, but it had undoubtedly established with the public a taste for books well produced and tastefully illustrated, which they looked for at the Christmas season, and these the publishers did their best to supply. Each year saw the production of some famous literary gem, to the printing, binding, and illustration of which great care had been given. Christmas after Christmas there were issued such well-

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known works, all well illustrated and produced in excellent style, as Byron's "Childe Harold," Lockhart's "Ancient Spanish Ballads," James's "Æsop's Fables," illustrated by Tenniel; Moore's "Lalla Rookh," Quarles's "Emblems," Bunyan's "Pilgrim's Progress," illustrated by C. H. Bennett; and Murray's beautifully illuminated edition of the Book of Common Prayer. These titles only indicate the character of the books issued for the Christmas season. They showed no new departure in their style of production, but in themselves they were tasteful and creditable to their various publishers.

Mention should here be made of the Christmas issues by Charles Dickens, and of the great interest created by their publication. Lord Jeffrey thus wrote of their wonderful influence: "They fostered more kindly feelings and prompted more acts of beneficence than can be traced to all the pulpits and confessionals in Christendon."

The first of these was "The Christmas Carol," issued a few days before Christmas 1843, at the price of 5s. The book met with an immediate and prodigious success, the edition of 6000 copies being sold on the day of publica-

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tion, though, to the disappointment of Dickens, it yielded a profit of £250 only. The general interest evoked was, however, so great that the work continued to sell during the following year, and by the end of 1844, 15,000 copies had been sold, yielding a profit to Dickens of £726.

On November 3, 1844, Dickens wrote in his diary : "Half-past two, afternoon ; thank God I have finished 'The Chimes.'" This was his second Christmas book, and was more warmly received than "The Carol."

A sale twice as large as that of the previous issues fell to the lot of "The Cricket on the Hearth," which was the third in the series. "The Battle of Life" was the last Christmas volume published by Dickens, as it was found impossible to maintain the high standard that the first volumes had reached, and as the books were rather expensive the issue in the particular style was discontinued. In 1850 Dickens commenced a series of Christmas issues in connection with *Household Words*, which included "The Seven Poor Travellers" and "The Holly Tree Inn," and some years afterwards he started a series of Christmas numbers in connection with *All the Year Round*. In this series was

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"Doctor Marigold's Prescriptions," of which within a week 250,000 copies were sold. "Mrs. Lirriper's Lodgings" and "No Thoroughfare" were also very popular. They all found a welcome among Dickens's many admirers, and at Christmastide they carried a brightness and joy into thousands of homes, which it is to be feared the present generation, with its many advantages, scarcely understands.

In writing of Dickens the name of Thackeray naturally presents itself, and undoubtedly the success of Dickens's Christmas books prompted Thackeray also to issue volumes for the festive season. Quite in contrast was "Mrs. Perkins's Ball," the first of Thackeray's Christmas books, published in 1847, the year of "Vanity Fair." Thackeray's book was illustrated by the author, while Dickens's "Christmas Carol" was illustrated by John Leech. "Mrs. Perkins's Ball" was announced as "containing twenty-three gorgeous plates of beauty, rank and fashion, and seventy or eighty selected portraits of the friends of Mrs. Perkins." The publication was a big success, and created much interest through its quaint humour and satire. It was followed in 1848 by "Our Street," and by "Doctor Birch" in 1849, and "Rebecca and Rowena"

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and "The Kickleburys on the Rhine" in 1851, the latter being advertised by Messrs. Smith, Elder and Co. "to be ready on December 16, for the annual edification of Christmas parties." It was to be had with coloured illustrations at 7s. 6d. or plain 5s. These Christmas volumes of Dickens and Thackeray passed in meteoric fashion through the years in which those geniuses did their best work, but, unlike meteors, they have left an indelible impression, and will continue to be read by many succeeding generations.

In 1848 a new coloured process was inaugurated by W. Day and Son, lithographers to Queen Victoria, and the first volume printed in this style was "Flowers and their Kindred Thoughts," by Owen Jones. After it came "Fruits from the Garden and Field" and "Winged Thoughts," also by Owen Jones: these were extensively sold. Other books in this coloured process were Audsley's "Hand Book of Christian Symbolism," Warner's "Promises of Jesus Christ," Byron's "The Prisoner of Chillon," illuminated by W. and G. Audsley; "The History of Joseph and his Brethren," illustrated by Owen Jones and Henry Warren; "The Penitential Psalms," illuminated by H. Noel Humphreys; Roberts's "Sketches

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in the Holy Land, Egypt, &c.," with two hundred and fifty tinted lithographs, in three volumes; "Curry and Rice," by Captain J. B. Atkinson; "A Welcome to H.R.H. Princess Alexandra," by Alfred Tennyson, illuminated by Owen Jones; "Good Night and Good Morning," by R. Monckton Milnes, engraved and illuminated by Walter Severn. Messrs. Day and Son produced in some twenty years nearly four hundred different books in their tinted and coloured styles, many of them being of a very costly character; that on the International Exhibition of 1862 cost £30,000 for its production.

About this period there were produced by E. Moxon and Co. the various books of Tennyson's "Idylls of the King," with beautiful illustrations by Gustave Doré. "Elaine" was the first issued, in editions at one, three, and five guineas; then came "Enid," "Guinevere" and "Vivien," which were the books most looked for in each year of their issue. During the 'sixties a great boom was experienced in the issue of smaller Annuals, but they were quite different in character from those previously noted. Still they should be mentioned as showing a style which in some particulars has

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happily ceased to exist. The impetus was given by the publication of Beeton's Annual, "The Coming K—," which reflected very injudiciously upon the characters of those in high places. That Annual had a very large sale, and went quickly out of print ; copies fetched large sums when found.

Amongst other Annuals of a cheap character issued during this period were Miss Braddon's "Mistletoe Bough," "Once a Week," and "The Piccadilly Annual," in which some of Swinburne's poems appeared. For the juveniles "Peter Parley's Annual" had a long and continuous sale, and was the most popular of all Annuals of this class. Mr. Andrew Lang's series of fairy tales which were begun in 1889, the first being "The Blue Fairy Book," have had a long and successful career, and have given new life to many an almost forgotten story. Routledge's "Boy's and Girl's Annual," and "Aunt Judy's Christmas Volumes" also catered for the young, and created a taste for good juvenile literature which is well continued at the present day.

A passing reference must be made to volumes produced by such original artists as Randolph Caldecott, Walter Crane, Alice Havers, and Kate Greenaway, whose delightful book,

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"Under the Window," published in 1879, with illustrations well produced and with artistic merit, initiated a real departure in books for the young. They have found many imitators, and now no Christmas would be complete without these attractive and pleasing productions. There was also at the same time a revival of some of our grandfathers' juvenile books by those well-known authors, Mary Howitt, Fraser Tytler, Jane and Ann Taylor, Mrs. Sherwood, Harriet Martineau—books with a studied tone of moral rectitude. When artistically illustrated they are always welcomed by a large section of young readers.

A hasty survey of the last twenty years shows the continued decline of the Christmas book as it was known in the early and middle portions of the last century. The large flat Christmas book had, from the 'seventies, a very flickering existence. Although many of our gems in both poetry and prose were reproduced with original illustrations in them, yet their popularity waned almost to extinction, mainly, it was stated, because drawing-rooms ceased to contain tables capable of holding such tomes, and, as a result, there was no place for them.

There were however issued for the Christmas

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season several important monographs in the English Historical Series; works of great literary merit and artistic beauty, the most popular being those on Mary Stuart by Sir John Skelton, on Queen Elizabeth by the late Bishop Creighton, and on Queen Victoria by Sir Richard Holmes. These works were all illustrated with pictures selected from various historical galleries; features which formed not only a gallery of illustrations of great painters, but an interpretation of the times during which the different sovereigns reigned. These were essentially Christmas books, as were also an important series of lives of painters issued towards the close of the nineteenth century. Many of our English painters were represented in this issue, among them being Sir Thomas Lawrence, Turner, Hogarth, Gainsborough, Romney, and Constable. Although many of these books were used for Christmas, yet for their literary thoroughness they should find a place in every library of importance. With these artistic volumes there has also come the perfecting of the process in printing known as the three-colour process. Many beautiful specimens of artistic work have been reproduced from paintings by Mr. Mortimer Menpes, Mrs. Allingham, and

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others; works with illustrations from this process and that of photogravure are the principal illustrated Christmas books now being issued.

It is quite a question whether the taste of the public had not for some time been changing, and whether the age was not ripe for Christmas books of a more decided literary character. There had been steadily developing a desire for works of a lasting nature, and the times were propitious for the issue in a collected and dainty form of such standard authors as Scott, Dickens, Thackeray, the Brontës, Mrs. Gaskell, and other well-known writers. An increasing love for fiction stimulated the reissue of works by these authors. Sets of such books were being produced in a handy form, well printed and illustrated and suitable for binding in various styles. These make suitable Christmas presents, especially for the woman book-lover.

The immense output of works of travel and sport, as well as those in general literature, affords suitable Christmas presents for people wishing for reading of a more solid character, especially as greater attention has been given by our publishers to the artistic side of their volumes. The present is a continuation of these recent times, and with it there exists an

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almost insatiable love of novelty and originality. The publisher, or author, who can originate some new way of producing that which is old but worth preserving, or who can give us what is entirely original either in form or illustration, will always find a public to whom he can appeal with confidence and success.

BOOKSELLING AND SOME OF ITS HUMOURS

IN order fully to appreciate the humorous side of a trade or profession it is desirable to look at its surroundings and to know the demands made upon those of whom it is composed. The business of the bookseller in either the new or second-hand trade has many advantages and many attractions, for it is chiefly owing to the bookselling trade that much that is beneficial in both thought and action has been preserved and given to the world. It is not too much to claim that a large portion of the literature of the past has been kept in the fertilising grooves of usefulness by the intelligent and industrious bookseller.

The technical knowledge required by the second-hand bookseller is prodigious. Many are the details to be learned before a complete grasp of the trade has been obtained. Besides the uninteresting catalogue of titles, it is necessary for him to know what makes a book valuable. This is sometimes the author, sometimes the publisher, the printer, the binder, or the illustrator, a particular edition, a misprint,

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a limited edition; these, with many other technicalities, frequently help in causing a book to be prized. Humour would hardly be expected from men of this class, yet much has been said and done by them to show that many have a genuine appreciation of the lighter side of life.

In the new bookselling trade less technical knowledge is necessary than in the old, but general information is indispensable which should in its details be almost encyclopædic; a quick aptitude to retain this information is most important, or little progress can be made in this business.

There is a great fascination in being associated with new books, for with them one is abreast of the time and with those who for good or ill are assisting to shape and mould the opinions of the future. It is for the new bookseller to know the latest phase or craze in the taste of the public, to be able to exercise a sound judgment as to what is likely to be required by his customers; to cater for the manias of collectors, be it first editions, Japan, India or large paper, as well as the many other demands of a fastidious public.

Much that is humorous is frequently the result of carelessness, accident, or ignorance, especially the last, and on this account should

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not be overlooked, as it is quite open to question whether much that is best in humour does not arise from one of these causes. Humour that is studied or strained is seldom so effective as that which is spontaneous.

The following specimens of humour are without classification, and readers must decide for themselves to which class they belong, collected as they have been at random from many hundreds of a similar character. A scholar and a gentleman entering a bookseller's shop inquired for a translation of "Omar Khayyam." "No," said the bookseller promptly, "there is no such book. Homer wrote the 'Iliad' and the 'Odyssey'—both of which I have in stock—but he did not write the book you are inquiring for." The bookseller evidently had not heard of the now popular Persian poet. Another recently had an important inquiry for a book, the only clue to which that could be given was that it had a Hermit Crab on the cover. The intelligent bookseller had no difficulty in recognising that Drummond's "Natural Law" was the book required; on the other hand, little intelligence was shown by the bookseller who instructed his collector to try the *Journal of Horticulture* office for a copy of "Wilberforce

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on the Incarnation," he evidently thinking that the Incarnation was a variety of the carnation! An inquiry was once made of an assistant for a certain book bound in russia, when answer was given that he did not think it could be done in Russia, but he thought he could get it done in Rome. During a recent brilliant summer wasps were very plentiful. A bookseller having to obtain on three separate occasions a copy of the "Wasps" of Aristophanes, ventured the opinion that he believed the copies were required for some experts who were inquiring into the cause of the plague. Sometimes a bookseller gets what the Americans would term a tall order, such as a book containing a "List of Persons Committed for Crime," with a reference to the religious denomination to which they belong. Raphael's Almanack without the "Epidemics" would be very acceptable—it was without the "Ephemeris" that it was required. "Songs of a Jew" for "Songs of Adieu" might be overlooked in the hurry of taking an order, but no excuse is possible in the inquiry for "Galloping Midwives," or some such title. Every bookseller must be conversant with Galabin's "Treatise on Midwifery." "Moses Hart's Twelve Masses, probably a Jewish book," was

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not bad for Mozart's "Twelfth Mass," but it is unpardonable. A "French Vocal Bradshaw" would be an interesting travelling companion, but the level appears rather low when it is found that Bradshaw's "French Vocabulary" is required. "The Treatment and Civilisation of Savages," by Corfield, would appear interesting to the anthropologist, but very different was the book required, "The Treatment and Utilisation of Sewage," by Professor Corfield.

A mind conversant with the titles of books is all that is necessary to translate what works were required when the following were asked for: "Earnest Small Travellers," and "Alice the Mysterious," by Bulwer, explained themselves. Homer's "The Ills he had," and Cæsar's "Salvation Wars," were only Homer's "Iliad" and Cæsar's "Helvetian Wars" slightly altered. "Curiosities of a Woman Hater" was only "Curiosities of Nomenclature." "Little Monster," by J. M. Barrie, the author of "Widow's Thumbs," sounds peculiar. It appears rather disloyal to ask for "The Queen's Beer," but it was "Her Majesty's Bear" that was wanted. Hall's "Bear Track Hunting," for Hall's "Bric-à-Brac Hunter"; "All the Nights" (Hall and Knight's) "Algebra" and

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"Sun and Shines" (Sonnenschein's) "Arithmetic" show gross ignorance of educational literature. "Many Sins of Judge Hawkins" ("Reminiscences of Judge Hawkins"), "Hard Draughts by Corelli" ("Ardath"), "Pharoah's Life of Christ" for Dean Farrar's, "Aching of Two Faces" for "A King with Two Faces" are a few specimens of inquiries for books which must be the result of gross carelessness or ignorance.

Ignorance, on the part of readers is also accountable for the frequent inquiries made for books supposed to have been written by certain characters in fiction, such as "The Idols of the Market Place," by Squire Wendover, mentioned in "Robert Elsmere," "Sweet Bells Jangled," quoted by Anstey in "The Giant's Robe," "The Pilgrim's Scrip," by Richard Feverel, from George Meredith's "Ordeal of Richard Feverel," and many times has the "Electric Creed" by Marie Corelli, mentioned in "The Romance of Two Worlds," been asked for.

It is still a standing joke how, during the excitement following the fight between Heenan and Sayers, a bookseller ordered a number of copies of "The Mill on the Floss," thinking it was an account of *the mill* that took place at Farnborough. A lady with more jealousy than

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humour in her composition noticed one morning amongst her husband's correspondence a postcard bearing the following memorandum: " 'A Superfluous Woman' is now in, please call at your very earliest." Thinking she had a rival, she started off to the place indicated, only to find that the novel bearing that title had been reserved by the librarian in answer to her husband's inquiries. It is said that some years ago a Harrow boy, who had begun to collect moths, saw a book in a shop window entitled "Advice to Young Mothers," and bought it on the spot!

A lady asked a London bookseller if he had in stock the sequel to "A Fallen Angel," by one of them—she believed there was such a book, but did not know the exact title; had he, she suggested, "The Eloping Angels" that she could see, as perhaps that might be the book she was looking for. "No," replied the bookseller, he had not; and unwittingly, and without sufficient reflection, he ventured the remark that he had in stock the "Heavenly Twins," perhaps that would be the sequel. The recoil can be better imagined than expressed.

An inquiry was once made for the price of Cambridge Examination Papers, and if it would

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be cheaper by taking a quire. "Add four thick Ladies, and take four thin ones off," so ran a written order by a bookseller. This of course only referred to the *Lady* newspaper, which issues a thick ordinary weekly edition, and a thin edition for posting abroad.

Who has not enjoyed a hearty laugh at the many odd titles and the curious manner in which they get mixed up in the catalogues of both new and second-hand books? The following are a few which, I think, have a distinctly humorous side.

"King Solomon's Mines," by Rider Haggard, has been catalogued among books on Old Testament history; whilst "Moths," by Ouida, figured as a book on entomology.

The following appeared recently, and will illustrate in what queer company words similarly spelt, but having a different meaning, may be placed :

Lead Poisoning.
— Kindly Light.
— Metallurgy.

Here are a few unintelligible titles which have been taken from *bonâ fide* orders :

"The History of the Uninhabited Islands of the Pacific, by One of the Natives."

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"Hints on Swimming on Land, by One who has Tried It."

I remember hearing how an inquiry from Mr. Gladstone for a history of Corfu—the island in which he was at that time interested, and upon which he desired information—resulted in his having sent to him Doran's "History of Court Fools"; evidently either the pronunciation of the title or the receiver of the order was at fault. The same would also apply to Kipling's "Tea-Pot Metal Ditties" for "Departmental Ditties"; "Dan Leno's Hymn Book," for "Dan Leno, Hys Booke."

Here, again, is a curious mixture: Goldsmith's "She Swoops to Conquer," "The Social Evolution of Kidds." "St. Paul's Epistles to the Gospels" sounds somewhat strange, as also does Church's "Guide to the Lavatory" (which should have read "Laboratory Guide") and "Young Woman's Guide to Immorality," by J. Angell James. "Prometheus Unbound" is an old joke; but I think the answer once given to an inquiry as to whether Ruff's "Guide" was in stock, that they only kept Baedeker's and Murray's, is quite original. It was a bookseller full of humour who wrote the following reply to a clergyman who sent

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to him for a copy of a volume entitled "New and Contrite Hearts": "We regret to be unable to supply any 'New and Contrite Hearts,' as we are out of stock ourselves, and there are none to be obtained in the town."

A lady once ordered a copy of Wilberforce's "Eucharistica," and upon finding from the title-page that the author was designated "Samuel Oxon" returned the book with the message that "she did not want it by Samuel Oxon but by Bishop Wilberforce." I was recently shown a letter received from abroad by a London bookseller, and evidently written by a foreigner, which although not intended to be humorous is so, and also borders closely upon the absurd. It was as follows:

To Mr. Thomas A. Kempis, London.

DEAR SIR,—I find that you are the editor of a little book called the "Emitations of Christ," will you be so kind to write me by return mail your prices, so I will know how much money to send and buy one. I do think it is one of the sweetest books I ever read,

Yours all for Christ,

Mr. Thomas A. Kempis,
New Editor of "Emitations of Christ,"
London.

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Some years ago I was associated with others in an examination of booksellers' assistants, and some of the answers then given were regrettable but funny. Thus, to a request to name a leading theological book, "Brown's Forty-nine Articles" was given. It was also stated that Lever wrote "Pamela," Herbert Spencer "The Faerie Queene," that "Bacon's Essays" were by an American, and that the principal work of Shakespeare was "Venus and Adonis." Thomas à Kempis was stated to be the author of "The Christian Year," and the principal work of Cowper was "We are Seven," Thackeray being credited with "Paul and Virginia."

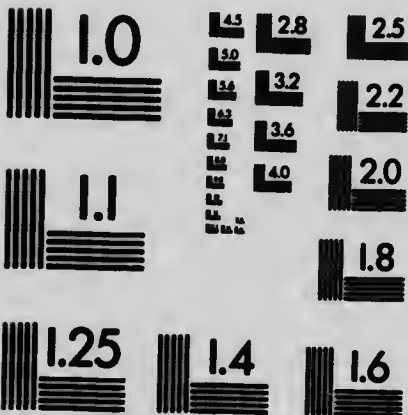
What may be termed the humour of titles is frequent. All too vivid were the imaginations which begat "The Life and Adventures of Adam's Grandfather," "The History of the World before the Creation," or "A Prayer and Hymn-book Mixed."

The blundered or misunderstood title furnishes much quiet humour. Somebody recently ordered John Oliver Hobbes' novel "The Vineyard" as "Vineyard Hobbies." A very practical person wanted the "arithmetic" instead of the "authentic" edition of "The Uncommercial Traveller." "Off His Chest"



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was rather a free rendering for "Morphy's Chess."

To seek Darwin's "Descent of Man" as Darwin's "Indecent Man" was libellous, and to order his "Origin of Species" as "Origin of Speeches" was to be on quite the wrong scent. It was not in Scotland that a bookseller was asked for "The Stickit Minister" as "The Stuck-Up Minister." A misprint may have caused a book "Mind in the Lower Animals" to become "Wind in the Lower Animals." Finally, the "Autocrat of the Breakfast Table" has been saluted as the "Autograph" on it.

Douglas Jerrold once said that there were two kinds of readers, "those who carefully go through a book, and those who as carefully let a book go through them." So it is frequently with those who order or take orders for books; the titles go through them, and from want of thought or knowledge they make blunders which are sometimes humorous, but sometimes absurd and ridiculous.

EARLY VICTORIAN BOOK-SELLING

BOOKSELLING can scarcely be termed one of the fine arts, nor yet one of the professions, although in the past, to a certain degree, it approached that dignity, for it then did more than many of the recognised learned societies in disseminating a knowledge of literature.

The bookseller of to-day may not be so well informed in the technicalities of his trade as were his forefathers, but his knowledge is more general and his sympathies with our social life greater. Formerly the thoroughly qualified bookseller was known as a bibliomaniac. With a skull-cap and an unkempt appearance, he gave up his life to the trade he loved, always living over his shop, and rarely leaving it even for a holiday. There were then, however, few inducements to take him out of his business, and the pleasure trips which have to-day done so much to revolutionise the daily round of business life were practically unknown.

In a review like the present it is difficult and perhaps unsafe to draw comparisons between the men and the trade of the nineteenth

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century and those of to-day. There can, however, be no question that there are among us a large number of intelligent booksellers and also as many good books published now as at the commencement of this era, and without doubt there are many thousand more books which have only an ephemeral existence. Although there has been an immense increase in the issue and sale of books during this period, it is not at all commensurate with the increase in the population of this country. There is, therefore, still a great future for the bookselling trade.

It will be interesting to glance at some of the most important books which have been issued, or from a bookseller's point of view have been popular during this period; many will in all probability be almost forgotten, others have become quite obsolete. A long catalogue might be made of school books which have come and gone during this period. This class of book frequently formed the regular stock of a small country bookseller, in which, together with a few fortune-telling books, letter-writers, domestic medicine guides and ready reckoners, Joyce's "Scientific Dialogues," Soyer's and other Cookeries, "Hawker's Portions," Bunyan's

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"Pilgrim's Progress," "Robinson Crusoe," "Uncle Tom's Cabin," "Bogatzky's Golden Treasury," and a few volumes of poetry, little else was required except in the neighbourhood of a cultured or fashionable public who thought it the right thing to buy books with some literary pretensions. Before passing to the books of the Victorian Era which still possess vitality, mention might be made of a few out of many which formerly sold well, but which are now seldom inquired after, or have been entirely superseded, such as Peter Parley's numerous works, Mrs. Sherwood's, Miss Martineau's, Mrs. Cameron's, Mrs. Hofland, and Mary Howitt's Juveniles, John Stuart Mill's works, Hugh Miller's various works, Wilson's Tales, Helps's "Friends in Council," "Trap to Catch a Sunbeam" series, with a few religious books such as Law's "Serious Call" and Doddridge's "Rise and Progress of Religion in the Soul." Coming to works that still sell and were published during the period under review, we find that in 1837 "Pickwick," which had been issued in monthly parts, was completed, Carlyle's "French Revolution" first published, and Lockhart's "Life of Scott" was also issued. The next year was rendered famous by the

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publication of Lyell's "Elements of Geology," Carlyle's "Sartor Resartus," and Dickens's "Oliver Twist." The following year saw the issue of Darwin's "Voyage of the 'Beagle,'" Dickens's "Nicholas Nickleby," and Bailey's "Festus."

In 1841 Carlyle published his "Hero Worship" and Isaac Disraeli his "Amenities of Literature," whilst the following year must be noted for its poetry, Tennyson having published his "Poems, Chiefly Lyrical," and Macaulay his "Lays of Ancient Rome." 1843 saw the issue of Ruskin's "Modern Painters" and Dickens's "Christmas Carol." "The Vestiges of the Natural History of Creation" was issued in 1844, the mystery which shrouded its authorship having only been recently removed. This year also records the appearance of Stanley's "Life of Arnold," Kinglake's "Eothen," and Dickens's "Martin Chuzzlewit"; between this year and 1850 there were issued Carlyle's "Oliver Cromwell," Grote's "History of Greece," Brontë's "Jane Eyre," Hood's "Poems," Macaulay's "England," vols. 1 and 2, Dickens's "Dombey and Son," Mrs. Gaskell's "Mary Barton," Thackeray's "Vanity Fair" and "Pendennis," Kingsley's "Alton

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Locke," Dickens's "David Copperfield," and Mrs. and Robert Browning's "Poems" were collected. The period which included the Great Exhibition of 1851 up to 1860 witnessed the production of many important works; among the principal of these, as far as to-day is concerned, were Ruskin's "Stones of Venice," "Enquire Within" (of which over one million copies have been sold), De Quincey's "Collected Works," Bulwer's "My Novel," Yonge's "Heir of Redclyffe," Patmore's "Angel in the House," Froude's "History of England," Livingstone's "Travels," George Eliot's "Scenes from Clerical Life" and "Adam Bede," Reade's "It is Never Too Late to Mend," Mrs. Craik's "John Halifax," "Tom Brown's Schooldays," Carlyle's "Frederick the Great," Darwin's "Origin of Species"—the latter, marking an epoch, came like a bombshell into the midst of a tradition-worshipping public, and encountered an opposition which took many years to exhaust itself; Meredith's "Ordeal of Richard Feverel," FitzGerald's translation of "Omar Khayyam," "Essays and Reviews," and Collins's "Woman in White" belong also to the period in question. Passing rapidly over the next ten years we find Palgrave's "Golden Treasury" Smiles's "Lives

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of the Engineers," Herbert Spencer's "First Principles," Colenso's "Pentateuch," Mrs. Henry Wood's "East Lynne," which is now in its four hundred and thirtieth thousand—of Mrs. Wood's novels in thirty-six volumes over two millions have been sold—Miss Braddon's "Lady Audley's Secret," Lyell's "Antiquity of Man," Huxley's "Man's Place in Nature," Kinglake's "Crimea," George Eliot's "Romola," Smith's "Dictionary of the Bible," Newman's "Apologia," Tennyson's "Enoch Arden," Swinburne's "Atalanta," "Ecce Homo," Lecky's "History of Rationalism," Lubbock's "Prehistoric Times," "Alice in Wonderland," "The Queen's Journal in the Highlands," Browning's "Ring and the Book," Morris's "Earthly Paradise," Blackmore's "Lorna Doone," Darwin's "Descent of Man," William Black's "Daughter of Heth," Besant and Rice's "Ready-Money Mortiboy," Stanley's "How I found Livingstone," Arnold's "Literature and Dogma," George Eliot's "Middlemarch," Pater's "Studies in the Renaissance," Farrar's lives of Christ and St. Paul, Green's "Short History of the English People," "The Greville Memoirs," Hardy's "Far from the Madding Crowd," George Eliot's "Daniel Deronda,"

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McCarthy's "History of Our Own Times," Arnold's "Light of Asia." Since this period many important works have been issued, but they do not require recapitulating.

Many of the booksellers, like the books they sold, have come and gone, their names lingering only in the memories of the older members of the trade. Bookselling as a separate trade was at this time almost entirely severed from that of publishing, although, then as now, the better booksellers speculated to a limited extent in publishing.

In looking through a list of the members of the trade one cannot but be interested, for to most booksellers the past possesses a great fascination. Without wishing to be wearisome we will here record a few of the names of firms who were formerly pillars in the trade, such as Harvey and Darton, celebrated for their *Juvenile Literature*, Lumley, John Chapman, Lilly, J. Richardson, Pickering of Piccadilly, from whose shop the "Bridgewater Treatises" were issued, Weale of Holborn, Bent the publisher of the "London Catalogue of Books," C. H. Law, Newman, Cadell, Booker, Duncan, Boone, Booth, Baynes, Fellowes, Valpy, Capes, Orr, Bosworth and Harrison, Aylott, and Saunders

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and Otley. The above are only a sample out of many that might be mentioned who passed away during the Victorian era.

In their relations with the booksellers the publishers had their trade sale dinners, which like many old customs have given place to the new order of things. These dinners, although dating back to the time of Queen Elizabeth, attained their meridian and commenced to decline during the present era. Fifty years ago every publisher of any note had his trade sale dinner, and an interesting gathering it was. One of the principal book auctioneers presided over the business and offered the books at special prices to the booksellers of London and Westminster, greatly to the advantage of the purchaser. For nearly one hundred and ninety years these sale dinners were held almost exclusively at five houses, which as time went on succeeded each other in favour, the Albion in Aldersgate Street being the last. One curious feature in these sales was that the form of the catalogue should remain unchanged, it being principally in post folio size, and printed on yellow wove paper.

In looking over a collection of these catalogues issued during the early forties it is

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exceptionally interesting to notice the class of works which the booksellers were then buying. First amongst these catalogues comes that of Charles Knight, 22 Ludgate Hill, stating that "Dinner will be on the table at two o'clock to a minute," and in which we find that Brougham's works were largely taken up, also Youatt's "The Dog," and other works issued by the Society for the Diffusion of Useful Knowledge. The "Industrial Library," "Pictorial Shakespere," "Weekly Volumes," "Penny Cyclopædia," "Penny Magazine," "History of England," and Martineau's "Playfellow," all found large purchasers. In Longmans', Acton's "Cookery," Thirlwall's "History of Greece," Miss Sewell's "Amy Herbert," Butler's, Goldsmith's, Mrs. Marcet's, Riddle's, and Valpy's school books, Maunder's "Treasuries," and Lardner's "Cyclopædias," were the principal works, nearly all having now dropped out of circulation.

We come next to the amalgamated sale which included Grant and Griffith, Orr and Co., Seeley, and Smith, Elder and Co. in one catalogue. Here Bickersteth's religious works, Charlotte Elizabeth's Stories, Jowett's "Christian Visitor," Orr's Cabinet Editions, Charles

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Darwin's "Coral Reefs," and Grant and Griffith's juvenile publications find most favour. Harvey and Darton and Stevens and Norton also had a joint sale. At Murray's, Campbell's "Lives of the Chancellors," Byron's works, volumes of the "Home and Colonial Library," the "Fairy Ring" with illustrations by R. Doyle, Markham's Histories, "New System of Domestic Cookery" by a Lady, Smith's "Dictionary of Greek and Roman Antiquities," and Wordsworth's "Latin Grammar" appear to have been most in demand. William Tegg also had a sale in which Anthon's classical books, "Child's Own Book," Family Library in eighty volumes, Mary Howitt's Tales, Meadows Dictionaries, and Peter Parley's works appear most to have interested the company. Others had a different character of sale, viz. that of remainders only, and also a combination of new books, shares in copyrights, and remainders. Of the former, H. G. Bohn's sale was by far the most important, his catalogue, consisting of quires, boards, or bound stock, fills twenty closely printed folio sheets, many of the books offered being very valuable, whilst of the latter the most interesting is that of Dolman, Houlston and Stoneman, Rickerby, Routledge, Virtue,

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and Washbourne in one catalogue. At this sale besides new books and remainders the following portions of books were offered for sale: Ainsworth's "Dictionary" one one-hundredth, "Annual Register" one two-hundred and eighty-sixth, Boyer's "French Dictionary" thirty books in three thousand, Debrett's "Peerage" one sixty-fourth, "Horace, Delph." sixteen books in five hundred, Ingham's "Nature and Art" two-fifteenths.

This list is only a sample of the character of these sales, which were held twice a year, and helps to illustrate some of the curious customs then in vogue. The trade books, like the trade sales, with few exceptions, have now practically ceased. Before passing to a criticism of the present position of bookselling, reference might be made to a few events which from a bookseller's point of view have been of great importance and have also greatly interested the public. Foremost among them was the publication of the Revised Version of the Scriptures, the New Testament being issued in 1881 and the Old in 1885. Perhaps no more interesting event than this issue will take place during the life of the present generation; the account of its production, the secret manner in which it

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was printed, and the bulk of paper required, forms most interesting and instructive reading. Dr. Murray's important "Dictionary of the English Language" was commenced in 1879, and the first volume of Smith, Elder and Co.'s great enterprise, "The Dictionary of National Biography," was issued in 1885. Few who were interested in the events and watched them carefully will ever forget the publication of "Macaulay's History of England," "Livingstone's Travels" and Stanley's "Finding of Livingstone." The production of one popular work might be included here; it was, perhaps, from a bookseller's point of view the most popular—it was that of Mrs. Stowe's "Uncle Tom's Cabin." This book was published in America on March 20, 1852, and in April a copy was brought to this country. It was submitted to several publishers and declined, but was eventually brought out by Clarke and Co. Seven thousand was the number printed of a first edition, but in the following July it sold at the rate of one thousand a week. As to the total sales the late Mr. Sampson Low reported :

"From April to December, 1852, twelve different editions (not re-issues) were published, and within the twelve months of its first

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appearance eighteen different London publishing houses were engaged in supplying the great demand that had set in, the total number of editions being forty, varying from fine illustrated editions at 15s., 10s., and 7s. 6d. to the cheap popular editions of 1s. 9d. and 6d. After carefully analysing these editions and weighing probabilities with ascertained facts, I am able pretty confidently to say that the aggregate number of copies circulated in Great Britain and the colonies exceeds one-and-a-half millions."

It is also most gratifying to record that Shakespeare, Scott's novels, and Johnson's *Life* by Boswell have during this period increased rather than diminished in public estimation. Queen Victoria's reign will also be celebrated for the enormous number of volumes by minor poets and the extinction of the three-volume novel. The Copyright Act, determining forty-two years at least as the period for which, as Carlyle expresses it, "the pirates might be prohibited from stealing," was passed in 1842, and Ewart's Free Libraries Act in 1850.

As the Elizabethan is known to posterity as the Age of the Drama, so the Victorian will be known for its fiction and for the books which have changed the whole current of religious

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thought, and have produced an extended freedom in the views and opinions of the clergy as well as in those of the laity. Probably no fact is more thoroughly demonstrated than this, which is undoubtedly due to the scientific spirit which has been infused into Victorian literature, and has pushed out many of the old traditional opinions. There are two books which have done much to mould this spirit, Darwin's "Origin of Species" and the "Vestiges of the Natural History of Creation." These two books have led to the study of nature from a new standpoint, and have worked a silent revolution. This spirit has been carried on by men such as Huxley, Tyndall, and Herbert Spencer; and it is marvellous how public opinion has changed towards these men, notably Darwin, whose name was at one time synonymous with atheist. But he lived it all down, and was buried and had a sermon preached to his memory in Westminster Abbey. Who can forget the outcry against "Essays and Reviews," yet its principal essayist became Archbishop of Canterbury. The publication of "Tract 90," "Colenso on the Pentateuch," and Newman's "Apologia," convulsed the religious world, but they did much to clear the air and to

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inaugurate an era in which human reason should have its consideration as well as the supernatural. In fiction the advance has been most marked, from the novels of Jane Austen, Mrs. Gore, Lady Morgan, Mrs. Trollope, and others in the early days of this era, to the times of George Eliot, Meredith, Hardy, with many others, who not only show the world to their readers, but take them into it and display to them its motives and its actions. This is not the place to forecast the relative position the authors of to-day will take when the history of the era is written, but one thing is certain, that no age or country has shown so much vitality in this direction as our own: and, broadly speaking, the influence which fiction has exerted has been for good.

SOME OLD LIBRARIES

IN looking through the titles of the books constituting the various Libraries issued during the early Victorian period, it is interesting to note how many of the books, more especially in fiction, continue to hold their position among the non-copyright works of the present day. In enumerating the following, it is intended only to represent the variety and extent of many of the libraries or series, and the titles mentioned are also only intended to indicate some of the leading books which were contained in them. Then, as now, fiction appeared to be mostly in vogue. We will, therefore, treat of the "Parlour," "Run and Read," and "Railway" Libraries, which had not only the largest sale, but contained the greatest number of separate and popular works. The "Parlour Library," originally issued by Simms and McIntyre in 1847 and afterwards published by Hodgson at one shilling per volume, or double volume at one shilling and sixpence, contained over three hundred novels by such well-known authors as G. P. R. James, W. Carleton, Mary Howitt, Gerald Griffin, Mrs. S. C. Hall, Grattan, the

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Banim Brothers, Hon. Mrs. Norton, Miss Austen, J. Fenimore Cooper, and A. Dumas. Besides the works of these authors, the following had an immense sale: "Emilia Wyndham," "Margaret Catchpole," "Sidonia the Sorceress," "Zenobia," "Game of Life," "Reminiscences of a Monthly Nurse," "Dark Lady of Doona," "Margaret Maitland," "Brambletye House," and "Inheritance." Collectively, G. P. R. James's novels had the largest demand, and it appears somewhat strange that no publisher has undertaken the issue of a complete series of his historical novels. Many years ago a syndicate made this attempt, in medium 8vo. form, at eight shillings per volume, but, if memory serves, it was never completed. The "Railway Library" was issued by Routledge, and numbered about one thousand three hundred volumes, some being by the previously mentioned authors. It also included among its contributors Miss Macintosh, Gleig, Mrs. Crowe, James Grant, Mrs. Grey, Nathaniel Hawthorne, Miss Porter, Lord Lytton, Harrison Ainsworth, Mrs. Gore; while such well-known works, some anonymous, as "Whitefriars," "Whitehall," "Jasper Lyle," "Cinq Mars," "Martin Beck," "Scottish Cavalier,"

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"Soldier of Fortune," "Compulsory Marriage," and "Henpecked Husband" fully maintained its popularity. The "Run and Read" Library, issued by Burton, of Ipswich, in about one hundred volumes, contained many non-copyright works, and catered for a public which cared little for the strong novel of romance and reality, but preferred its fiction flavoured with a tincture of religion. Many of its leading writers were ladies, and some of their books were exceedingly popular. Foremost among them were Miss Agnes Strickland, Mrs. Webb, Mrs. Sherwood, Miss Wetherell, and Miss Sinclair. Of the libraries published during this period, "Bentley's Standard Novels and Romances," issued between the years 1834-1854, in one hundred and twenty-seven volumes, contained mostly works of high literary merit. Although many non-copyright works were included, yet the character of them and the illustrious names of the authors stand out as almost unparalleled in the history of libraries. To mention only a few : Theodore Hook, James Morier, J. C. Grattan, W. H. Maxwell, Miss Ferrier, Leigh Hunt, "Monk" Lewis, Mrs. Trollope, S. Lover, W. Godwin, Captain Chamier, T. L. Peacock, Albert Smith, W. Beckford,

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Mrs. Inchbald, and Miss Mitford, all in their day in the front rank of their profession. These volumes were originally issued at 6*s.* each, but were afterwards re-issued at 3*s.* 6*d.* and 2*s.* 6*d.* per volume. The cost of producing this series necessitated an outlay of nearly £100,000. Many persons are under the impression that the now popular six-shilling novel is the product of the present day; but cheap books, like literature, are not the product of any particular age. Bentleys also published the "Parlour Book Case," in which appeared "Theodore Hook's Life," by Barham; Doran's "Table Traits"; Mrs. Trollope's "Domestic Manners of America," which much offended our Transatlantic cousins; Smith's "Streets of London," a most interesting book; and "Salad for the Solitary." A "Railway Library" was issued by the same firm, and contained such books as "The Comic English Grammar," "Broad Grins from China," "Notes on Noses," Albert Smith's "Comic Tales and Sketches," Ned Myor's "Lord and Lady Harcourt," and "The Rubber of Life."

It may be interesting to notice, in passing, a few of the numerous libraries which, although principally devoted to fiction, contained a number

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of works of general importance, some of which had large sales. Many of these libraries were very extensive, Routledge's Cheap Series, for example, amounting to nearly three hundred separate works. In the "Naval and Military Library" there were novels by J. Neale, Waters, and Capt. Armstrong, all stories of the sea. "Cooke's Illustrated Family Novelist" was another popular series, "Caleb Stukely," "Alain Family," and "Blanche the Huguenot" being among the most successful. The "Library of Original Romances," in fifteen volumes, contained the following now little-known works: "Ghost Hunter," by Banim; "Schinderhannes the Robber," "The Khan's Tale," "Dark Lady of Doona," and "The Jesuit." "Blackwood's Standard Novels" were representative of the Scotch school of fiction, and contained volumes by Galt, Lockhart, Michael Scott, James Hook, and others. "Chapman and Hall's Monthly Series" was a more ambitious issue, each volume selling for 9s. Many of the works which appeared therein were of great literary value, although probably they are barely known to a large majority of the readers of to-day; such works, for instance, as "The Life of Robespierre," by G. H. Lewes, "Falcon Family," "Bachelor of

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the Albany," Mrs. Hall's "Whiteboy," and Mrs. Wilkin's "Slave Son." Several volumes by John Morley, together with Kingsley's "Alton Locke" and Mrs. Gaskell's "Mary Barton," also appeared in this library. "Readings for Travellers" were also issued by the same firm, and contained volumes by Carlyle; also a "Standard Edition of Popular Authors," of which Ainsworth's "Constable of the Tower," Gaskell's "North and South," "Houdin's Memoirs," Jeaffreson's "Olive Blake's Good Work," and Sala's "Gaslight and Daylight" proved the most popular. They also issued a "Library of Travel," which, however, was not particularly successful. On the other hand, their "Select Library of Fiction," in about six hundred volumes, was a distinct success, and numbered among its contributors some of the leading novelists of the day. It was purchased some years ago by Messrs. Ward and Lock, who still continue to print some few of the volumes in their old-fashioned boards as first issued. Messrs. Chapman and Hall were also the publishers of the "Foreign Library," some fifty in number, and mainly in 5s. volumes, consisting principally of translations from French and German authors, but few of them are now to

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be obtained except through the second-hand bookseller. Messrs. Ingram and Cook issued a series entitled "London City Tales," the various districts being illustrated by such works as "Osbert of Aldgate," "Bride of Bucklersbury," "Whittington and the Knight," &c. They also issued the "National Illustrated Library" in some forty volumes, amongst which Mackay's "Popular Delusions," Russell's "Boyhood of Extraordinary Men," "Book of English Song," and Mitchell's "Orbs of Heaven," commanded large sales. Their most popular library, however, was the "Universal Library," in 1s. and 1s. 6d. volumes, some of them selling by their thousands. The volumes were of a very miscellaneous character, a few of the principal being Stephen's "Travels in Egypt and the Holy Land," "Vicar of Wakefield" and "Picciola," Anson's "Voyage Round the World," "Peter Wilkins," "Cellini's Life," and Michelet's "Life of Luther."

In the "Popular Library of Modern Authors," published by Whittaker and Co., there were issued many important works, notable among them being Browning's "History of the Huguenots," Hunt's "One Hundred Romances from Real Life," Thiers's "History of the

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Consulate and Empire," Ranke's "History of the Popes," and Michelet's "Priests, Women, and Families." In "Smith's Standard Library" there appeared many reprints of American books by Bryant, Emerson, and Sidgwick. It also included many of the old English Classics. Of a similar character was the "Standard American Library," issued by John Chapman. "Whittingham's Pocket Novelists" was a very popular series, each volume, in 32mo. size, including a beautiful frontispiece and, as the advertisement stated, "delivered in boards." Besides containing volumes by such well-known authors as Miss Burney, Mrs. Inchbald, Smollett, Fielding, and Mackenzie, it contained many less-known works, such as Mrs. Smith's "The Old Manor House," Dr. Moore's "Zeluco," "The Mysteries of Udolpho," &c. In an old series entitled "The Phoenix Library," published by Gilpin, the Quaker M. P. and bookseller, there appeared More's "Utopia," "Fable of the Bees," and Morgan's "Colloquies on Religion." Vizetelly's "Readable Books" contained many interesting volumes, such as Curtis's "Nile Notes," Headley's "Old Guard," "Reveries of a Bachelor," and "Cavaliers of England." The Libraries containing works of a more solid

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character were also very extensive. Foremost among these was the "Family Library," issued originally by John Murray, in about eighty volumes, at 5s. each, but afterwards reduced to 3s. 6d., and published by W. Tegg. In this library there were the popular lives of "Buonaparte," "Alexander the Great," "Columbus," "Nelson" by Southey, "Newton," "Peter the Great," "Washington," "Marlborough," "Mahomet," "Richard Cœur de Lion," and "Banditti and Robbers," whilst in general literature some of the volumes having immense sales were Scott's "Demonology and Witchcraft," "Mutiny of the 'Bounty,'" Irving's "Sketch Book," Croker's "Fairy Legends," Knickerbocker's "New York," "History of the Bastille," and "Mutiny at the Nore." Longman's "Travellers' Library" was an especially successful series, and numbered amongst its authors Macaulay, Laing, Kinglake, Pfeiffer, Mrs. Jameson, G. R. Gleig, McCulloch, Forster, Baines, and Wilberforce. There were also two libraries issued by John Murray, some of the volumes having extensive sales. These were the "Home and Colonial Library" and "Readings for the Rail." The former consisted chiefly of works on travel and biography, of which the

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following were among the most successful: Borrow's "Bible in Spain" and other works, Heber's "Indian Journals," Irby's "Egypt," Drinkwater's "Siege of Gibraltar," Gleig's "Life of Clive," Darwin's "Researches," Ford's "Spain," Head's "Stokers and Pokers," Melville's "Typee" and "Omoo," and St. John's "Wild Sports," whilst the latter library, in sewed volumes, treated upon social and political subjects as well as those of general interest. A very entertaining series was the "Cabinet and Student's Library of Celebrated and Useful Tracts," which included reprints from Sir J. Mackintosh, Edmund Burke, Dr. Channing, Mrs. Child, Professor Tholuck, Sir Joshua Reynolds, and the Hon. J. Story. Another valuable issue was the "Library of Old Authors," which included many old and valuable reprints of early poetical and other works.

Besides these general libraries there were also those which contained books of a more technical character. In the world of classics Walker's was perhaps the most popular; it contained eighty volumes 24mo., and although most of the foreign classics appeared therein, it also included many English, such as "Blair's Essays,"

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Falconer's "Shipwreck," "Goldsmith's Essays," "Hudibras," "Tom Jones," and "Old English Baron." Suttaby and Dove's Classics were the same size, and contained a similar selection of volumes. The only material difference in Tilt's "Miniature Classics" was that the size was somewhat smaller, whilst Sharpe's "British Classics" were noted for the beauty of the illustrations, which were entirely from plates designed by Westall. Science was also largely represented in this mode of publishing. Space will only allow me to give the titles of a few of these libraries: "Encyclopædia Metropolitana," "Griffin's Scientific Miscellany," "The Library of Illustrated Scientific Works," "Orr's Circle of the Sciences," Highley's "Library of Science and Art," Galbraith and Haughton's "Manuals of Science," "Library of Health," "Ethnographic Library," and "Weale's Series," this last through being brought up to date still finds a favour in the world of technics.

Those libraries bearing upon religious subjects were very numerous, many volumes in Collins's "Cheap Series" being exceedingly popular. Of a more technical character was the "English Catholic Library," the "Library of the Fathers," and a small library issued by John Bohn, entitled

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"Monkish Historians of Great Britain." Many of Bishop Oxenden's works were issued in Hatchard's "Cottage Library." The juveniles were not forgotten in Darton's "Holiday Library," "Comic Nursery Library," "Green's Juveniles," "The Favourite Library," "Cruikshank's Fairy Library," Burns's "Cabinet Library for Youth," and in the "Fire-
Library." In special subjects there were Bogue's "European Library," Wiley and Putnam's "American Library," "Edinburgh Cabinet Library," "English Women's Library," and Constable's "Miscellany of Foreign Literature." There were also smaller ones, such as "The Book Case," "Library for the Times," "Small Books on Great Subjects," Tinsley's "Comic Library," Bosworth's "Library for the People," and "Industrial Library." Many interesting details might also be given of the various libraries issued by H. G. Bohn, John Chapman, Charles Knight, John Cassell, W. and R. Chambers, as well as of the Tract Society's monthly volumes, but space forbids. There are various reasons why books should be issued in series or libraries, the most forcible being that many readers are fond of a row of books of a uniform size and appearance, but, as books

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are now more esteemed for their interior than their exterior, this uniformity is not of such importance. If, however, it is considered advisable to issue books in the series or library form, it is most desirable that it should not consist of too many volumes. This of course could not apply to the works of any particular author issued in a uniform style. History is continually repeating itself, and it is possible that this old style of issuing books may again become popular with the book-buying public.

THE REVOLUTION IN EDUCATIONAL LITERATURE

THE revolution which has taken place during the past forty years in the English system of education has caused a like revolution in the character and arrangement of the books in use at the various schools. It appears like ancient history to speak now of the numerous catechisms, stepping stones, spelling-books, &c., which at the early part of that period formed the rudimentary portion of general teaching. We have travelled a long distance from the time when almost all subjects were taught by questions and answers, which in most cases were no sooner learned than forgotten. To-day all that can be known of a subject is either taught or explained, and the answer has to be formulated from the child's own reflective capacity.

The first aim of all teaching should be the quickening of the child's intelligence, and, in proportion as education helps or hinders the action of the child's mind in its independent thought, so is the system advantageous or otherwise. This being so, we are led to the conclusion that our present system, which presents

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to the child's mind objects and facts as they exist, is far preferable to the old system of question and answer. However, the past must not be despised, as many in the present generation owe their early teaching to the old system, having been thoroughly drilled in what it was then considered necessary for them to learn. From this training they have developed an education which, if not theoretical, is any way very practical.

The old school-book times in Paternoster Row have greatly changed, but they can never be forgotten by those who have passed through them. Then, in some of the wholesale houses customers stood at the counters three deep, and would patiently wait hours for some of these now much despised school books and the old grey, pink, and yellow catechisms. For fear that they should be forgotten, perhaps my readers would like to know the names of a few of the series then selling by their thousands. First among them was Whittaker's "Pinnock's Catechisms," embracing some sixty or seventy different subjects. This series was closely followed by "The Stepping Stones to Knowledge." Pinnock's "First Steps" had an enormous sale, so also had Gleig's first books,

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Oliver and Boyd's, Giles's, Irving's, Wilson's, Blair's, Brewer's, Adair's, and Groombridge's "Elementary Catechisms." Those were the days when boys and girls learned their arithmetical and other tables far better than they do now. This might be fairly expected from the numbers then sold, which reached millions. Here are a few of their compilers' names or titles: Butler's, Birkin's, Guy's, Keble's, Wightman's, Bysh's, Brewer's, Bell's, Richardson's, *The Eclipse*, *The Magnum Bonum*, *The Excelsior*, *The Premier*.

Spelling-books were also in great demand; among the most prominent were Mavor, Eves, Butter, Pike, Guy, Markham, Vyse, Sullivan, Routledge's, and *The Illustrated*, but probably the most popular of all educational works were books of universal knowledge. These contained information upon almost every subject under the sun; they were, however, in questions and answers. "The Child's Guide to Knowledge," of which over sixty editions have been sold, has perhaps lasted the longest, while Brewer's "Guide to Science," Butler's "Useful Knowledge," with many others, were formerly in general use.

There were also whole series of books on all sorts of educational subjects, such as Guy's,

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Keble's, of Margate, Winks and Son's, of Leicester, Chambers', Ince and Gilbert's, Galbraith and Haughton's, Edinburgh Sessional, Scott's "First Books of Science," Constable's Educational Series, Darton's "School Library," Gordon's "School and Home Series," and Irish National Books. There should be also included here the many series of helps to the classics and to foreign languages, such as Giles's "Cribs," Hamiltonian, De Porquet's, Eton School Books, Lock's System, Ahn's, Edwards's, De Fivas's, Cambridge Greek and Latin Texts, Oxford Pocket Texts, with many others.

It would be quite impossible in a short space to deal fully with the large and miscellaneous output of school books, but a sufficient indication will be given of their extent if a selection is made from those in use in the "three R's," which were formerly considered all that was necessary for a child to learn. It would be useless to give a complete list, but the following is fairly representative of Reading: "Step by Step" Reading Lessons, Routledge's Boys' and Girls', Stevens and Hole's, Sunday School Union Class Books, Turner's Lessons, Young's "Excelsior," "The Young Reader," National Society's series of Lessons, Murray's English Reader, Morrell's

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"Consecutive Narrative" series, McCulloch's Course, J. S. Laurie's Standard, Isbister's "First Steps," Irish National Society's, Christian Knowledge Society's series; "Cobwebs to catch Flies," Constable's "Reading a Pleasure, not a Task," Darnell's "Short Road to Reading," Gardner and Sharpe's and Grayston and Birkby's Home Lesson Books, "Crusts in Soak," "Adult's Help." In Writing—the style of which has now so greatly changed—every educational publisher had a series of Copy-books: Chambers's, Heywood's, Waverley, Dean's, Darnell's, Edwards's, Swan's, Scott's, McLeod's, Foster's, and Farnell's were most in use.

Whether or not Arithmetic, my third classification, is taught to the same extent as formerly it is difficult to say, but it is a fact that there are fewer treatises in the market now than during the early part of the period in question. The day of the great "Colenso" has gone for ever. The sale of this book was once prodigious; at the present time it is rarely asked for, and with many others is now almost extinct. Amongst those formerly in general use were Walkingame's "Tutor's Assistant," Scott's "First Lessons," Barnard Smith's, Stewart's Practical, Thrower's Questions, Trotter's Junior

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and Advanced, Harris's "Graduated Exercises," Hopkins's Pupils and Teachers', Hutton's, Irish Society's, McLeod's, Melrose's "Concise System," Oram's, Cayzer's Tests, Combes and Hine's, Currie's "First Steps," Grant's Young Children's, Gregg's Young Ladies', Guy's, Bidlake's, and Bonnycastle's. These make a formidable array of titles.

It is only necessary to look through an educational catalogue to see how completely these old educational books, with many of their publishers, have passed away. In many departments this is through masters, heads of colleges, and others engaged in teaching either editing or writing the books they think most desirable for use in their sphere of teaching. What changes have recently been brought about in teaching Physiography, and how geographical discoveries and land hunger have revolutionised our Atlases! Many of the old ones, such as Arrowsmith's, Blair's, Butler's, Ewing's, Russell's, Hughes's, Betts's, Crutchley's, and Reynolds's, have entirely fallen out of circulation.

Lists similar to those already given could be compiled on many other subjects, such as Physics, English and other Histories, Grammars, Geographies, Classics, Conversation, Composition,

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Bible Knowledge, Mathematics, and Metaphysics, but no useful purpose would be served in so doing. It is, however, a great fascination to those who have handled over and over again the majority of these books to look upon their titles as old familiar friends. There is one element in our educational literature which is rather surprising—it is that no great inroad has been made into this department by any of the numerous American educational books. We know that America justly prides herself upon her educational systems, but, with all the Americanising of our institutions, as far as their books are concerned we have up to the present kept them out from general adoption. On the other hand, educational works from the Continent, such as the Otto and other series of Grammars, are largely used in English schools. There is still much to be done in this country before a complete system of education is attained, and never will the word *final* be written to any series of school books.

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It is very generally understood, even by those connected with the bookselling trade, that the bookseller came into existence soon after printing was introduced into this country. Those who are of this opinion know little of the ancient and honourable calling of the bookseller or of the great traditions with which this trade is associated.

Although during the past ages there have been changes both in the production of books and in the manner in which they have been sold, yet the trade in its general utility and purpose remains to-day in much the same position as it did in the times of the ancient Greeks and Romans.

According to the most learned and reliable Egyptian authorities, "The Book of the Dead" enjoys the distinction of being the first literary production in regard to which there is any evidence of there being a supply and demand. The priests and the undertakers of Ancient Egypt were respectively the first publishers and booksellers, this strange combination being

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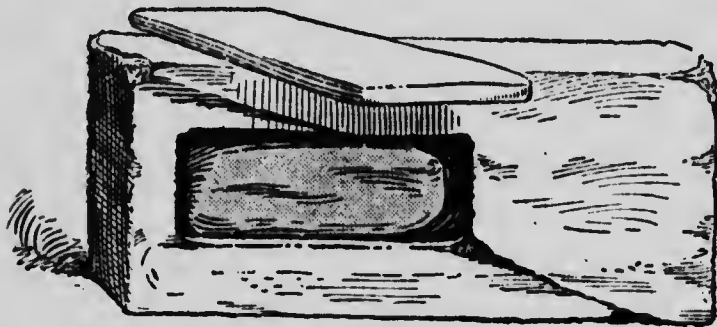
apparently contemporary with the building of the great Pyramids of Egypt.

These books or records in which there was a recognised traffic, were as before mentioned entitled "The Book of the Dead" and the Litanies of Ra, on account of their origin and association, consisting as they did of invocations, psalms and prayers, with a spiritual guide to the life hereafter and the texts which the departed must quote in order to escape the torments and punishment of the lower world. They had also in them what may be termed the central idea of a religion, such as the following: "The things alone are divine which abide unceasingly, or which occur in accordance with undeviating rule." The title of the first chapter in "The Book of the Dead" is called "Words which bring about Resurrection and Glory."

This work in MS. included an account of the character and virtues of the departed, copies were bought by mourners and friends of the family, one copy being always placed in the tomb of the deceased, to guide the pilgrim soul to the world whither he was journeying. Many of these records were of a most elaborate and costly character, and varied according to the wealth and importance of the departed; they

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were written on papyrus and bound in stained sheepskin. An original copy of one of these wonderful productions is now in the British Museum.



The Book of the Dead

Passing on to other ancient nations such as Assyria and Babylon we find those marvellous works in clay and brick, termed the Chaldean tablets. Although even such of these records as were not letters or other private documents can scarcely be classed among the traditions of bookselling, yet without doubt many of these baked clay tablets were limited editions. Those which were not inscribed by hand with a kind of stylus are stated to be made from impressions on the soft clay by engraved blocks. They were undoubtedly bought and sold, and contain the earliest specimens of known literature. The

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method of preparing these records was painstaking and slow, thereby adding to their durability, and notwithstanding the devastations which have passed over these ancient kingdoms, there has been preserved on these tablets, for the students of to-day, more Assyrian and Babylonian literature than of any national literature which came into existence prior to the invention of printing.

These ancient Babylonians were a highly cultured people, and the inhabitants of England to-day would probably feel more at home with them than with the inhabitants of Europe during the dark Middle Ages. The peoples of this nation were excellent artists, engravers and modellers, and their literary and scientific works were of a very high order. Their records as preserved in cakes of clay or bricks are made in different sizes according to the subjects with which they dealt, many of them being in picture writing peculiar to the period. On these tablets are records of buying and selling houses, lending money, marriage and inheritance and other social and national questions. The marvel is deepened when we reflect that these records range from the beginning of known history to about 4000 B.C. In the

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Oriental Department of the British Museum there are deposited tens of thousands of these clay tablets, representing the literature, laws and customs of these wonderful peoples of the Mesopotamian Valley. We can scarcely comprehend to what a lofty religious plane these ancients had attained, but the following transcription from some of the tablets will show that they were the source of much that appears in the writings of the Hebrew seers and prophets.

The following beautiful translation might be taken from the English version of the Psalms :

“Father, long-suffering and full of forgiveness,
whose hand upholds the life of all
mankind.

In heaven who is supreme? Thou alone art
supreme.

In earth who is supreme? Thou alone art
supreme.

As for Thee, Thy Will is made known in
heaven and the angels bow down their
faces.

As for Thee, Thy Will is declared on earth
and the green herbs grow.

As for Thee, who can explain Thy Will, who
can rival it.”

With this extract from ancient literature

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we will pass on to comparatively speaking more modern times.

For an account of the earliest organised system of bookselling, we must turn to the annals of Ancient Greece, where we find that about 500 B.C. booksellers appear to have come into existence. Evidently there was, prior to this time, a considerable amount of commercial interest in the literature of the period, but we have no record of bookselling having until then become a separate trade. The first account of the booksellers of whom we have any record comes to us in the pages of Diogenes' Laertius, who speaks of skilled scribes who make trustworthy transcripts of the philosophical works of Zeno the Stoic. Diogenes also recounts the adventures of Zeno, who was shipwrecked while on a voyage to Athens. After losing the whole of the cargo he was cast a poverty stricken stranger in that city, and after wandering hither and thither he strolled into the market-place at Athens. Here Zeno passed a bookseller's shop and heard a bookseller, standing outside, as was the custom, reading the following words of counsel from the Memoirs of Xenophon : "Cultivate a cheerful endurance of trouble and an earnest striving after know-

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ledge, for these are the conditions of a useful and happy life." Zeno inquired where he could find the teachers from whom he could learn such wise philosophy. He was informed by the bookseller, with the result that Zeno became a disciple and the whole course of his life and opinions was influenced and strengthened by the philosophers with whom he came in contact.

The Greeks were not entirely the writers or makers of the books they sold, many of them coming from Egypt. These were written on leaves of the papyrus, the plant from which these leaves were taken growing extensively in that country; a prepared sheet or leaf of papyrus at that period cost about the equivalent in our money of one shilling. Before the introduction of papyrus as a writing material, dressed skins and other substances were employed, thin rolled sheets of lead being used for public documents, while waxed tablets, slabs of wood, and the bark of trees were requisitioned for other records.

The papyri were produced somewhat in the form of a modern map on rollers, some being from twenty to forty yards long. They were kept in jars which held from six to twelve rolls

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each; the oldest extant specimens of this writing material date from about 3500 B.C.

Most of these books or literary records were brought from Alexandria, then the great book producing centre of the world. Here also was established the first university on a state foundation where literary and scientific work was carried on, the principal library in that city containing from 400,000 to 500,000 volumes. It was here that the Greek version of the Old Testament, known as the Septuagint, was translated and completed. So great at this period was the literary activity of Alexandria that the export of papyrus was prohibited by the Emperor, and not only the publishers and booksellers but the authors secured returns from the profits of book producing.

To return to bookselling in Athens. Here we find that the earliest booksellers were the scribes, who copied and sold the parchment or papyrus scrolls which constituted some portion of their stock. By degrees a staff of copyists was introduced, many of them being slaves, by which means stock was increased and a much greater business developed. Booksellers had their stalls in the market place, and their "Paternoster Row" where books were made

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and sold. They also had their patrons, such as Alexander the Great, who gave frequent commissions for the purchase of books. There were then, as now, the carefully prepared text and carefully made copies of classical works, and also those which were inaccurately copied and faulty. In order to enable a number of copyists to work together from one trustworthy text, the original manuscript was often read aloud, the work of the scribes being thus done by ear. This probably accounts for numerous errors and inaccuracies which crept into the text of many of our classics. So clever, however, were some of these copyists that it is recorded on the authority of Pliny that a miniature manuscript copy was made of Homer's "Iliad" so small that it could be contained in a nutshell. There were, at that period, as there are to-day, booksellers who were conversant with their trade, and those who were only dealers in books. Lucian thus contemptuously speaks of the latter: "Look at these so-called booksellers, these pedlars; they are people of no scholarly attainments or personal cultivation, they have no literary judgment and no knowledge how to distinguish the good and valuable from the bad and worthless."

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Bookselling and collecting also became a fashionable recreation in the City of the Seven Hills. The earlier Roman publishers, like the Ancient Greeks, obtained many of the books they sold from Alexandria, as here manufacturing establishments existed and the texts for copying were considered more accurate and complete. In Rome, as in Athens, the men who first interested themselves in publishing undertakings were men who combined literary tastes with sufficient means to pay for the preparation of editions. Their aim, a noble one, was the service of literature and the state. The most prominent among the publishers of Rome was Titus Pomponius Atticus, who organised a vast book manufactory about 65 B.C., and whose texts were renowned for their accuracy. He belonged to a noble and ancient family, and enjoyed the friendship of Cicero, Cæsar, and Pompey. He was a good man of business, and was described by Cicero as the prince of publishers. Atticus possessed many slaves whom he employed as copyists, and died immensely rich, but this was probably due to his inherited wealth and his occupation as a banker, which he carried on in addition to his publishing business, for then as now few men made fortunes

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out of bookselling. Another important firm of publishers were the Sosii Brothers, whose editions of books were much valued for their neatness, beauty and finish. It was of this firm that Horace wrote the following delightful epistle, which he addressed to his book :

"You appear, O book, to look wistfully to the end that you may be set out for sale neatly polished by the pumice-stone of the Sosii. Away with you whither you are solicitous of going, there will be no return for you when once you are sent out. When thumbed by the hands of the vulgar you begin to grow dirty, either you shall in silence feed the grovelling book worms, or you shall make your escape to Utica or shall be sent bound to Ilerda."

Pumice-stone was used for polishing the parchment so that it could better take the ink ; it is referred to by Catullus, who in dedicating a collection of his works to Cornelius Nepos thus wrote :

"My little volume is complete
Fresh pumice-polished and as neat
As book need wish to be."

The Roman libraries and bookshops were the resort of the fashionable as well as the learned society of this period. At these shops

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literary and critical friends met and discussed each new book as it appeared from the copyist. These shops were located in the most frequented places. The titles of new and standard books were exhibited outside the shops as an advertisement. Announcements of works in preparation were made in the same way. The outside box from which cheap books might be collected was also a feature in trade. Many of these old-time customs have their counterpart in the publishing and bookselling of to-day. We read of Cicero desiring to pay for a copy of one of his books which he wished sent to a friend so that it should not be entered on the register of complimentary copies, and also giving instructions as to the "remainder" of a particular book consisting of a considerable number of copies of which he wished to dispose at a cheap rate.

We are told that the most frequent fate of unsuccessful poetry was to be used for the wrapping up of fish and other goods, while large supplies of surplus stock found their way from the booksellers to the fires of public baths, a very right way of disposing of them and a method which modern publishers might often adopt with advantage. Other ancient customs have still their modern significance, such as

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buying all rights in a MS. A royalty system also existed and authors were frequently paid in part for their labours by receiving copies of their published book, although by many it was considered degrading to ask for payment for literary work, a form of pride which is not common to-day. As no copyright law was then in existence, books were copied and re-copied immediately upon publication. We read that Martial being in immediate want of money hastily concluded his second book of Epigrams, which was ready for sale within an hour after the publisher had received the completion of the MS. The leading publishers in Rome during the early part of the second century organised themselves into an association for the better protection of their interest in literary property, and each member of this association bound himself not to interfere with the undertakings of his fellow-members. Surely we have much still to learn from these ancients.

For the first few centuries of the Christian era Rome still held the foremost place in the distribution of literature, this being probably due to the fact that the Roman copyists were drawn from a scholarly section of the community. Great attention was given to the

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purity of the text and the style in which a work was produced. Editions of a work then usually consisted of five hundred copies, but in some cases a thousand were produced. If a literary offence was supposed to have been committed, neither the publisher nor bookseller was at this time entirely free from rigorous persecution, for we find that measures were adopted to discourage the sale of the works of Hermogenes of Tarsus by crucifying the publisher and also all the booksellers who had copies of his works in stock, a severe but exemplary penalty. From this period literature owes its preservation and growth to the increasing power of Christianity and the intervention of the Christian monks, who, without realizing the results of their action, had taken possession of many ancient parchments and used the backs of them for their own records without destroying the original writing, thus preserving for us the text of many of the ancient classics. The monasteries also furnished at this time most of the MSS. placed upon the market, and the transcripts made in these buildings gave at a later period the text for the printing in Germany and Italy of the first editions of Cicero, Virgil and other classical writers.

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During the early and middle ages the book-selling trade varied little in its composition and details; it grew and prospered, now in one country, then in another. Before the invention of printing much attention was given and many concessions made to those who produced and sold books in MS., which shows how opinions had changed since the early Roman days. In 1369 Charles V. of France declared that all dealers and makers of books required for the use of scholars should be exempt from taxes; it would be most satisfactory if this were so now.

It was at the Universities of Oxford and Cambridge that the Stationarii, who were appointed by the Chancellor or Vice-Chancellor, began their work of making books for the English market. They usually had their shops in or near the porch of some cathedral or church. The term Stationarii was applied to the keepers of shops where all material for making MS. books could be obtained, and this title has been maintained in the name Stationers' Hall in London, which building had its origin in 1403. In Stationers' Hall a trade guild was organised in that year, nearly sixty years before the introduction of printing into England, and

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the privilege to write and sell all sorts of MS. books was secured by the guild from the Lord Mayor and Aldermen of London, the trade in MSS. being carried on in Paternoster Row and round St. Paul's Cathedral—the former afterwards became the centre of the trade in printed books.

The earliest recorded MS. dealers in England were Richard Lynn, at Oxford in 1358, and one who termed himself Johannes Librarius, at Lincoln in 1359. London was represented by Thomas Vycey, who was a Stationarius in 1433. A few years later one Piers Bauduyn, a dealer in manuscripts and a bookbinder, is reported to have had the following transaction with Edward IV.: "Paid binding, gilding and dressing a copy of Titus Livius 20 shillings, for binding, gilding and dressing a copy of the Holy Trinity 16 shillings, for binding, gilding and dressing a work entitled 'The Bible' 16 shillings." So runs the entry in the household accounts of this monarch.

With the introduction of the printing press a great and important change came over the business of the bookseller, and although the altered conditions in book-producing did not at once place him in so favourable a position

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as he previously enjoyed, yet by degrees he asserted his power, and as printer-bookseller and then as publisher-bookseller, he not only occupied an important position in the state, but became the principal factor in making and distributing books. There has been much discussion as to which country produced the earliest printing from movable types; the credit must undoubtedly be given to Germany, where Gutenberg of Mayence in 1450, after ten years of thought and research, produced his great invention which revolutionised the world. The movement first spread through Germany, then to Italy, France and on to England, where in 1474 William Caxton produced his first book printed from movable type.

It should, however, be understood that printing presses and the multiplication of impressions from solid blocks had been in existence in China for centuries, and in Holland for some fifty years before the typographical invention of Gutenberg. The first work printed from movable type was the great and justly famous Latin version of the Bible produced 1454-56. This book is known as the Mazarin Bible and many experts maintain that it is not only the first book produced, but also

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the most perfect specimen of typography ever issued from the printing press. A copy has been sold recently to a well-known bookseller for over £5000. The printer-booksellers soon commenced distributing their productions and organising their trade, and as early as 1470 there was apparently a well-developed scheme of bookselling in many parts of Germany. At the head of a bookseller's catalogue at this time appears the following: "Those who wish to possess any of these books have only to address themselves to the sign of——" This blank was left so that any retail bookseller might fill in his own sign and name, a procedure quite in accord with the usages of to-day.

It is only possible to mention in passing the great Italian printer-bookseller, Aldus Manutius, who established his press in Venice in 1493 to carry out, as he expressed his purpose, "the rescue from oblivion of the works of the classic writers, the monuments of human intellect." This he did most thoroughly in the great Aldine editions of the classics. The productions of this press are among the most valuable and choicest specimens in typography. Venice for a lengthy period maintained a high position as a centre of printer-publishers. In 1732 there

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existed "The Venetian Guild of Printers and Booksellers," which had a membership of between three hundred and four hundred persons. In 1767 this guild had become so important that those wishing to become booksellers had to undergo a system of examination, of which the following are some of the questions requiring answers :

- Name the principal Saints and Fathers both Latin and Greek.
" " " expositors of Holy Writ.
" " " writers in Ecclesiastical History.
" " " ancient writers on Philosophy and History.

Also the principal poets, tragic as well as comic, in Greek and Latin Literature.

Name the principal writers on the Fine Arts : Painting, Sculpture and Architecture, Civil and Military.

Name the principal writers on Natural History and Botany.

Further, all candidates were required to have a knowledge of Latin and French, and the examiners were instructed to test the candidates as to their practical knowledge of the methods of the booksellers' business.

If even a very moderate portion of this test

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was applied now there would possibly be a great dearth of booksellers' assistants.

It may perhaps be interesting to record here for comparison some of the questions put at an examination for booksellers' assistants held a few years ago, which was organised by the Association of London Booksellers, and at which I had the pleasure of being one of the examiners :

Give the authors, titles and publishers of twelve leading works in Theology and Science.

Give the titles of twelve books which may be considered English Classics.

Give the names of twelve living and twelve dead poets.

Mention the names of twelve leading authors of France.

Mention twenty well-known American authors.

Give the authors, titles, prices, and publishers of twelve Histories of England or periods of English History, and give their leading tendencies.

These questions are many grades below those of the old Venetian booksellers of 1767.

Among other great Continental printer-publishers were the famous families of Estiennes in France and the Elzevirs of Leyden and Amsterdam.

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It is, however, with the introducer of printing from movable type in our own country, from a bookselling point of view, that we are most interested. The first book issued by William Caxton, in 1474, was "The History of Troye," which he himself translated; this book, however, was printed at Bruges. The first book printed by Caxton in England was "The Sayings of the Philosophers," in 1477. From his press some ninety-eight separate works were produced, including the first edition of "Chaucer's Canterbury Tales." It is conjectured that during Caxton's sojourn in Cologne and other Continental towns he was brought into contact with the inventors of printing from movable type, and being a man of literary sympathies and with an observant mind, he brought back with him to England the impressions he had received, and with that genius which takes advantage of opportunities he put his knowledge into practice, and thus began in this country a revolution which will have its effect as long as the world shall last.

William Caxton's successor was Wynkyn de Worde, who largely improved upon Caxton's printing methods, and after his death Pynson continued the issue of works from the Caxton

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Press. The second printing establishment in England was the Oxford Press, and the third was at the Abbey of St. Albans. At the latter press was produced that rare English classic known as the "Book of St. Albans," which was the first printed book on Field Sports and Heraldry; it treated of hunting, hawking and other kindred matters, and was printed by the schoolmaster printer of St. Albans. An imperfect copy was recently offered for eight hundred pounds, but the most perfect copy known is one that was rescued from destruction when turned out with other supposed rubbish from an old Lincolnshire house. It was begged by the gardener, and then sold by his widow for nine pence to a pedler, and afterwards sold for seventy pounds to Thomas Granville, who presented it to the British Museum, where it is preserved as a treasured piece of literature.

The first Bible published in England, but not printed here, was that known as Coverdale's. For his part in this translation Tyndale was imprisoned and afterwards burned, and it was mainly owing to Henry the VIII.'s love of marrying, and thus severing his subjection to Rome, that the liberty of printing and publish-

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ing the English versions of the Scriptures became possible. The granting of a charter to the Stationers' Company in 1556 may be considered the beginning of a regulated trade in books. To them was granted the power to search out, seize and destroy any books printed in contravention of their monopoly, or against the faith and sound Catholic doctrine of Holy Mother Church; they were empowered to take away and burn whatever they thought was contrary to statute, they had the exclusive right to print and sell commentaries, psalters, primers, almanacs, books of physics, and books tending to the same purpose. To-day a tree in the yard at the back of Stationers' Hall, stands upon the spot where these so-called heretical books were burned.

In 1518 a book was first published with *cum privilegio* printed upon it. In 1663 a Licensing Act was passed which gave power to the Lord Chamberlain to permit publication, but registration of issue had to be made at Stationers' Hall. The various rights and privileges held by the Stationers' Company were, however, gradually withdrawn, and all that was eventually left to them was Carey's "Latin Gradus," various Almanacs of which they have now transferred

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the publishing rights, and the control of registration for copyright purposes, which the new copyright bill transfers to another authority.

Gradually and mainly through the increase of separate printing establishments the power of the printer-bookseller declined, and for a time the bookseller employed the printer to produce such works as he considered desirable. This eventually led to the development of the publisher-bookseller, of whom more hereafter.

During the sixteenth century, we learn, "that the booksellers being grown, the greater and wealthier number have now many of the best copies and keep no printing house," thus forecasting what took place during the nineteenth century when publishing became an entirely separate trade from that of bookselling. Among these sixteenth century printer-booksellers were such men as John Day, who issued A.B.C.'s, also Sermons and Bibles, at the sign of the Resurrection—his motto was "Arise for it is Day"—and Richard Tottell, with the sign of Hand and Star. Tottell was Master of the Stationers' Company in 1578, and published among other books one which is still enquired for, "A Hundred Good Points of Husbandrie." The seventeenth century was not only the most

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glorious of all the centuries of English literature, but was the period during which the bookseller, having become the master of the printer, maintained with a ripe intelligence all that was best in the ages which had gone before. He also fostered and helped on the great revival in literature, and the drama which is to-day the pride of every Englishman. Much of this was due to the booksellers, and although some of them treated their authors in anything but a liberal spirit, yet they were able to recognise talent, which they used principally for the benefit of themselves and indirectly for posterity.

Among them were J. Harrison of the White Greyhound, who published some of Shakespeare's earlier plays; Nathaniel Butler of the Pied Bull, who published the first issue of *King Lear*; Isaac Jaggard and Edward Blount, the publishers of the first folio edition of Shakespeare and also of some of Marlowe's works; Andrew Maunsell of the sign of The Parrot, who was the compiler of the first catalogue of English printed books; Hanna Barrett and John Whittaker, who published Bacon's *Essays* at the sign of the King's Head; Richard Royston of the Angel, who published Charles I.'s "*Eikon Basilike*"; Richard Marriot, the publisher of

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Walton's "Compleat Angler" and Butler's "Hudibras"; Samuel Simmons, the publisher of Milton's "Paradise Lost"; and Nathaniel Ponder of the sign of The Peacock, who published John Bunyan's "Pilgrim's Progress." These booksellers were all celebrated through the authors for whom they published.

During this period Little Britain was the centre of the bookselling trade, which had then its Saturday market day, when not only members of the nobility and men of letters but persons of all classes repaired thither in the hope of finding some bargain from the recent purchases of the booksellers, which had been placed upon their stalls or in the shops.

Although the seventeenth century booksellers had among them many men of great influence, yet there were others whose reputation was of a questionable character. There being no Copyright Act until 1710, some of these bookselling-publishers issued books in any manner in which they thought fit, sometimes placing the name of some celebrated author, such as Chaucer or Spenser, upon the title page of a work by another author, or reprinting any popular work without reference either to the rightful publisher or the author. Some writers

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of this period describe the booksellers as "lazier, indolent, and unscrupulous." It is recorded by Barnaby Rich (1610) that "One of the diseases of this age is the multiplicity of books; they doth so overcharge the world that it is not able to digest the abundance of idle matter that is every day hatched and brought into the world." This is also the opinion of many upon the multitude of books issued at the present time.

Among the publisher-booksellers of the early years of the eighteenth century was Bernard Lintot, whose sign was the Cross Keys; he was a man with a considerable amount of worldly wisdom, and among those for whom he published was Alexander Pope, whose translations of Homer's "Iliad" and "Odyssey" proved great successes. Edmund Curll was a bookseller whose name was continually before the public for some indiscreet action; he was put in the pillory at Charing Cross for issuing immodest books, and for publishing an imperfect edition of a Latin Discourse by the Captain of Westminster School he was tossed in a blanket by the boys in Dean's Yard and then kicked from the place. Curll appears to have been as unscrupulous as he was notorious; he

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lost his ears for publishing the "Nun in her Smock," and was always in trouble either with the authorities or his fellow booksellers. Like many country booksellers of the present day these old traders "sold pills and powders for physical purposes as well as food and medicine for mental."

Most of the booksellers of his period were more or less associated with Dr. Johnson in his various literary employments. Among them was Edward Cave, the founder in 1731 of *The Gentleman's Magazine*, one of the features of which was the publication of the debates in the House of Commons, noted down in some corner by stealth and written up from the notes and from memory in some neighbouring tavern, as no reporters were then allowed in the gallery. It will be remembered that Johnson's great memory served him well while occupied in this work. Robert Dodsley issued many of the great lexicographer's works and a collection of plays by old authors was also associated with this publisher's name. He it was who proposed to Dr. Johnson that he should write a dictionary of the English language, for which the doctor was paid £1575.

Andrew Millar of the Buchanan's Head

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published Thomson's "Travellers" and Fielding's works, paying £700 for "Tom Jones," and £1000 for "Amelia." It is supposed that it was of Andrew Millar in particular that Dr. Johnson was thinking when he said "A bookseller who got a large fortune by trade was so habitually and equally drunk that his most intimate friends never perceived that he was more sober at one time than another."

Thomas Cadell, during the latter part of the eighteenth century, occupied a foremost position among publisher-booksellers, issuing the works of Gibbon, Adam Smith, Blackstone and Robertson. With the booksellers of this century was associated the combination or joint issuing of trade books which was such a distinguished feature of that and a subsequent period.

As the publishing bookseller with his catalogue of miscellaneous books gradually died out he was replaced by the publisher who produced on his own responsibility such books as he thought desirable. This change took place towards the middle of the nineteenth century, with the result that the publisher confined his attention to issuing books which the bookseller sold for him.

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The divorce of the producer from the seller of books was the result of the keen business enterprise developed by the founders of several of the great publishing houses and by their successors. An increase of wealth coupled with business tact and energy enabled the partners in such houses as Longman's, Murray's, Blackwood's, Black's, Rivington's and others to associate themselves more closely with the authors for whom they published so that the art of publishing has been elevated almost to a profession. This, with the general fascination of producing literature, created the change which, for better or worse, still dominates the producing and selling of books. Up to the times of the severance of the publishing from the bookselling trade it was quite impossible to treat the bookseller apart from the publisher, but from that period the distribution of books to the public has been left largely in the hands of the retail bookseller.

Through the bookseller becoming a free agent, and having no trade association to regulate prices or discounts, there sprang up during the latter portion of the last century a considerable amount of unhealthy competition, much of which was unfair and detrimental to the

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general trade of bookselling, and discounts which began with ten per cent. gradually increased to twenty-five per cent., with the result that the decline in the status and trade of the bookseller became a question of serious importance.

After many ineffectual attempts to organise some uniformity in the trade, the publishers came to the rescue of the bookseller by inaugurating on January 1, 1900, the issue of books under what is known as the net system, at the same time they adopted strict regulations compelling the bookseller not to sell a net book for less than its published price.

This general adoption of the net system has been most helpful to the bookseller, and it is hoped that with such other reforms and arrangements as may at times be necessary and are now possible through the formation of a publishers' and a booksellers' association, the trade of the bookseller in both town and country may be restored to its rightful dignity and importance.

In this review of the origin and development of the bookseller, I have only briefly touched upon the bookseller of to-day. He is still making his own history, and the position he will

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fill can only be known when the chronicles of the evolution of education and the great social events which are taking place in our midst are written. That the bookseller is not now as important a factor in the distribution of books as he was in the past is evident from a comparison of the past and present methods of trade, but his educational influence should I think be greater than it is.

I should like however to point out a few changes which, I think, have had a considerable influence upon our trade, and I must say that these changes have not been either for its intellectual advancement or its business development.

First there is the question of apprenticeship, from the partial discontinuence of which most trades have suffered, ours especially, for I consider this to be one of the most important parts of the business training of the young.

I served with many boys of my day an apprenticeship of seven years and I do not consider a day of it was mis-spent; it taught me what little I know of method, discipline and general knowledge of the bookselling trade, and I know I have reason to be thankful for this business training.

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Competition too is much keener than it was forty or fifty years ago, this has had much to do with the altered conditions in trade, notwithstanding the regulations adopted by the publishers' and booksellers' associations, and I must say that competition to-day is not carried on upon such legitimate lines as it was many years ago.

We have not only the competition between booksellers themselves, but publishers are, in some cases, trying to get direct to the public either by canvassing or by the issue of books direct to subscribers.

We have also now the competition of drapers, general dealers, associations, educational authorities and the general vendor of anything that can be called a book, but I think most important of all is the decrease in the number of booksellers who take a thorough and competent interest in the books they sell. I know the multiplicity of books and their cheapness makes such an interest difficult to maintain, but I am convinced that if it were more general we should not hear so much of the decay of the bookseller.

Formerly the country bookseller's shop was the centre for all general information, but his position to-day in this particular is far less

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important. For this I have advanced a few reasons. That there are still many able and intelligent men in the trade is undoubted, but with the majority it is the question whether they are not swayed more by financial questions than by an intelligent knowledge of their business. When these two qualifications are combined you have, I think, in the bookseller a man who is an honour and credit both to his calling and to his country.

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Few questions have given rise to more speculation than those connected with the distributing and selling of books. They are frequently enigmas even to those who are behind the scenes, and are conversant with the methods by which the enormous output of books reaches the reading public.

To authors, publishers, and booksellers the subject is one of vast importance. Could a definite solution be arrived at much heart-burning (especially on the part of young authors) would be obviated.

In discussing this question, all reference to the literary quality of books is purposely omitted. A timely work on a subject of passing importance will frequently sell, be the book good or bad. It is, therefore, of books as articles of commerce, and of the best means of attracting public attention to them, that this paper will treat.

Before entering upon the details of the problem, it will be of interest to glance at the means by which books, when they are issued by

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the publishers, find their way to the shop of the retail bookseller. It is generally assumed that the booksellers obtain the whole of their supply of books direct from the publisher. Such is not, however, the case; for by the multiplying of new books and the continued additions made to the list of publishers it would be almost impossible for a retail bookseller to keep in stock all the books issued even by one publisher.

He has, therefore, to rely upon the wholesale bookseller, who acts as chief distributing agent for the publisher. This arrangement, it may be said, has been found indispensable by the retail bookseller and of great utility to the publisher. It is from the wholesale establishment that the former obtains his daily supplies, and here, also, he directs most of his enquiries for information. The knowledge available at these establishments is encyclopædic, as indeed it must needs be, since it is expected to embrace the titles, prices, &c., of all books that have been published, as well as of those announced for publication.

The extent of the wholesale trade may be judged from the statement that the principal distributing house has over a million books always in stock. On a busy day few sights are more interesting than the counters of such an

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establishment. Here congregate in noisy haste the messengers from the various retail houses ("collectors" they are called), who are seeking for books which are "not in stock" with the shopkeepers.

The books required are usually issued by different publishers, and no matter what the size or cost of the book may be it can generally be obtained at one of these great emporiums of literature.

Many and varied are the enquiries made by the "collectors," and when it is stated that, in addition to the trade at the counter, one thousand five hundred letters were received at one of these establishments from country customers in one day, resulting in the despatch of seven hundred or eight hundred parcels, it will be readily understood that the labour involved in grappling with the details of the work must be prodigious.

As to modes of business, each new book when ready for publication is brought to these establishments for "subscription"—that is, to ascertain how many copies will be bought. The sale of a book is often greatly influenced by the number purchased at this time. During the busy autumn season over one hundred new

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books are sometimes submitted for "subscription" in one day.

In the distribution of books to the public the most important medium is undoubtedly the intelligent bookseller. We use the term "intelligent bookseller" advisedly, because there are now many calling themselves booksellers who are not rightly so named. To the latter one saleable article stands upon the same footing as another, for in handling a book he looks upon it simply as an article of commerce upon which he can get his share of profit. On the other hand, the intelligent bookseller can always make himself felt as an important factor in the sale of books, if he stocks them carefully and takes every opportunity of pointing out their various merits to his customers. In this way he can do more to promote sales than any number of advertisements, be the mediums ever so carefully and judiciously selected. Indeed, many instances could be cited in which a bookseller has himself disposed of a large portion of an edition solely by this system of introduction. He may also do much by the careful distribution of prospectuses among his bookbuying *clientèle*. Consider also what a useful advertising medium is the counter of the intelligent bookseller's shop.

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The majority of his customers, belonging as they do to the cultured and well-to-do class, will naturally examine any book which appears unique or striking in its authorship or its appearance. Interest is thus aroused and conversation promoted; the book is mentioned to friends and talked about at the dinner table or in the smoking-room; a demand is by these means created, the result of which it is difficult to estimate.

Many articles have been written and much correspondence has from time to time appeared in literary journals upon the decay of bookselling, but it is in booksellers themselves rather than in bookselling that this decay is most noticeable. Probably one reason for this is the want of interest shown by the leaders of the trade, especially in London, to the various organisations which would materially affect the education and improvement of its younger members. The fact of apprenticeship being somewhat out of date has also, without doubt, lessened the business capabilities and literary knowledge of the assistant. Perhaps some day a leader may come forward who will attempt the reorganisation of the trade institutions, and establish an educational or technical guild for the encourage-

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mea. of knowledge in the bookseller of the future.

There never was a period when so many books were published as the present. The annual return issued by the *Publishers' Circular* shows a continual yearly increase in both new books and new editions. This activity should make the trade of the bookseller more important, and should lead to corresponding increase in his business; but, unfortunately, there have sprung up during the last few years many additional channels of distribution, such as the Stores, &c., which, from the bookseller's point of view, are not satisfactory.

Advertising is, next to the bookseller, the most important factor in the sale of books. In England publishers spend larger sums in advertising than in any other country in the world, some indeed spending thousands of pounds annually in trying to make their books sell. Many devices are resorted to, and great ingenuity is displayed in the attempt to find out the best channels for advertising class or technical books in order that the public for which a particular work is intended may be reached.

Much has yet to be done before the present system of advertising can be said to bring an

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adequate return. Most publishers have certain fixed mediums, but it is open to question if proper care and thought are always given in making the selection.

A case came under my notice not long since, in which an author spent over £200 in advertising his book, but even this did not result in the sale of a *single copy*. On the other hand, only £10 was expended on a popular 3s. 6d. book upon publication, and within twelve months nearly eighty thousand copies were disposed of. This would seem to show that no amount of advertising will make a bad book popular beyond the author's circle of friends and admirers, while a good book will make its way with little advertising, without friends, and often in the face of adverse criticisms.

Authors themselves frequently show great originality in attracting public attention. Sometimes it is by a speech, sometimes through a clerical friend in the pulpit, a member of Parliament in the House, or by correspondence in the Press. These methods, and others not less ingenious, are resorted to in order to keep their name and that of their book before the public. Of course, where an author already possesses considerable social or political influence the

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matter is upon quite a different footing. The "new author" (to use the cant phrase) appears to have instituted better methods of making himself known. He usually belongs to a clique of men who write of each other in the Press, and talk of each other at their clubs and in drawing-rooms: in season or out of season matters not so that they are talked about. Cases could be mentioned in which an author has ordered copies of his recently published book from several booksellers, stating that he would call for them in a few days. This he failed to do, and the booksellers have been obliged to place the copies in their stock. It is hardly necessary to add that this system of increasing sales can only be practised once during the author's lifetime.

The commercial traveller is an important factor in the publisher's machinery, and is, if an intelligent man, of great importance in promoting the sale of books. By becoming acquainted with the works he is selling, he is enabled to influence a bookseller in stocking a book, and thus initiate what has already been referred to as of great importance to the vitality of a book.

It occasionally happens that publishers themselves are to blame for the inability of the book-

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seller to dispose of the copies of a work which he has purchased from them, in consequence of the former over-estimating the value or importance of the book. In the majority of instances the publisher relies upon the opinion of his "reader," and although in most cases this opinion is a correct one, yet it may be that the "reader" has no sympathy with the subject under consideration, or an insufficient knowledge of the requirements of the public, and thus his opinion is practically worthless. Many MSS. have been refused on these grounds, which have afterwards been published with marked success. The case of a very popular work on the subject of science and religion occurs to me as I write. It was rejected by one publisher on the ground of its unscientific character (such was his "reader's" report), but being read by another in sympathy with its subject it was immediately accepted, and a great success was secured.

The bookseller is frequently heard to complain that so many books are issued without any apparent *raison d'être*. This is, of course, quite a publisher's question, and with the great activity shown by the writers of the day it must indeed be difficult to discriminate. Take the public expression of opinion of two representa-

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tive publishers, Sir Frederick Macmillan and Mr. Andrew Chatto. The former, at a public dinner, stated that his firm only accepted twenty-two out of three hundred and fifteen MSS. submitted to them in one year, and the latter in a Press interview asserted that his firm retained on an average about thirteen out of five hundred. If the bookseller could in all cases rely upon each book being carefully and judiciously selected by the publisher, much of the dead stock which is the bane of bookselling would disappear. Pot-boilers will always be produced, but if they could be dealt with as such, and not as serious literary efforts, it would be better for all concerned.

There is a practice of modern growth (probably imported from America) which must not be overlooked here. A publisher who is on the eve of issuing some book, which he thinks will be of general interest, sends out to the writers of paragraphs in the columns of literary gossip in the various papers scraps of information respecting the work and details of the author's personality. The appearance of such information, given at intervals, whets the appetite of the public and is frequently of great value in creating a demand for the book.

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“Log-rolling” has sometimes a considerable effect on sales, but the paragraphs employed for this purpose must be very carefully written and judiciously distributed. The system is by no means to be commended.

Reviews of books in the various journals have now less influence than formerly on sales, and are frequently of interest to the author only. A few years ago a favourable review in the *Times* or the *Spectator* was certain to send a book through at least one edition. It has been suggested that, in order to obtain a perfectly independent criticism, every editor or reviewer should purchase the book to be noticed. This arrangement might possibly result in a more healthy and impartial review, but it is doubtful if it would be as satisfactory to the author who is anxious for an opinion upon his work. The present system of sending out so plentifully presentation copies of books is certainly open to abuse, as they are frequently disposed of by the reviewer, and so interfere with the legitimate sales.

Two cases might be mentioned, in passing, in which the Press has played an important part in the fortunes of books. During the Franco-German war a little *brochure* was issued, entitled

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"The Fight at Dame Europa's School." This was declined by many London publishers, and finally issued in the country, a very small edition only being printed. A notice of it appeared in the *Times*, and such was the demand created thereby that about 400,000 copies were eventually sold. The other case was that of "Called Back," by Hugh Conway. This work was brought out in the country as an annual. It was noticed in a society journal, and so flattering was the review that the author's reputation was at once established. Between 300,000 and 400,000 copies were finally disposed of.

Occasionally one of our leading statesmen mentions a book to illustrate a point in a speech. This is certain to cause inquiries to be made for the work. Unfortunately these instances are less frequent than in former years. If men like John Bright, Lord Beaconsfield or Mr. Gladstone, in the heyday of their popularity, quoted from a particular publication, the result was to influence considerably the fortunes of the book. Many will remember the latter's criticism of "Robert Elsmere" in *The Nineteenth Century Review*, which did so much towards making the success of this book.

Fashion and fads are answerable for the sale

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of much of the fiction of to-day, when so many political and social questions are freely ventilated in the novel. From the days of Richardson to those of Thackeray the novel was the vehicle through which polite society was discussed, the facts and lessons of history were reviewed or enforced, and social chit-chat of all kinds chronicled. Now we have novels in which are to be found discussions upon philosophy, religion, Home Rule, the eternal "woman" problem, and every other question that agitates the public mind. Be it society, moral or immoral, or the latest theories or discoveries in science, medicine, or surgery, each is manipulated with a freedom that would have made our forefathers blush for shame.

Though no rule can be laid down that will entirely regulate the sale of books, yet I have no hesitation in stating that a certain sale can always be relied on for a book that really has value in it. To obtain this let it be one into which the author has put his best thoughts from a realistic or ideal standpoint; let it be carefully written and rewritten, so that its merit may come up to the standard of literary culture; then let it be well printed and attractively bound, and issued by a publisher who has a

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reputation to maintain. The publisher will see that the distributing agencies before mentioned work it well with the booksellers, and will advertise it judiciously, and if possible get it talked about. By these means if a large sale is not secured there will, at least, be one satisfactory alike to author, publisher, and bookseller.

One word upon the future of bookselling. There are in our midst a large number of pessimists, who, because in many instances they do not adapt themselves to the altered conditions of the trade, or feel themselves capable of grappling with the present enormous output of books, think that the end of our modern bookseller is within measurable distance. But I maintain that the existence of the bookseller is a necessity, and it will always be so. By the spread of education the bookseller becomes part of the nation's educational machinery. Further, it is his trade, in connection with that of the publisher, which by the issue and sale of books, more especially those dealing with technical and educational subjects, makes all professions and most trades possible, and as it has been in the past so in the future, the bookseller's shop should be a centre of influence and intelligence.

I am fully convinced that the bookseller who

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has a well-informed mind and one always capable of development, who takes an interest in his trade because he loves books, and who has business capabilities worthy of his trade, is bound to make more than a bare living. He will not now, probably, leave a fortune behind him, but he will have the satisfaction of being associated with the greatest minds of his age, as well as with that distinguishing characteristic of a nation's intelligence, its literature. Booksellers may console themselves by being classed with those who follow literature as a profession, and of whom Froude has said, "It happens to be the only occupation in which wages are not given in proportion to the goodness of the work done."

NINETEENTH CENTURY BOOK DISTRIBUTING

THERE are probably few businesses more complex in their arrangements or more diffuse in their details than that of the making and distribution of books, and also the various trade divisions into which this industry is divided, but the most complex of all, and that which has seen least change, is that of the wholesale distributing agent. It is by the latter's business methods and arrangements that the publisher is assisted in distributing the works he produces to the retail booksellers in both town and country. From the end of the eighteenth and far into the nineteenth century the distributing agent carried on, in conjunction with collecting and despatching country orders, a business similar to that of most publishers of that period, that of general book dealers. Few publishers then confined themselves solely to supplying the books they published, or those of which, in association with other publishers they were part proprietors.

It was about the middle of the nineteenth century when publishing became a separate and

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distinct trade from that of bookselling. Up to that time each publisher issued, generally twice during the year, a catalogue of a more or less miscellaneous character, containing books in which he was directly interested as well as those he had bought from his fellow publishers, offering them in small quantities to his customers in the wholesale trade and to a limited number of retail booksellers. The large majority of the books then published were issued under what is known as the partnership or trade book system, issues being divided and sub-divided into numerous shares for the convenience of the London and in some cases the country bookseller as well as the publisher bookseller. The wholesale distributing agent, although distinct in the greater part of his business arrangements, was, however, an important factor in these publishing methods. In this attempt to chronicle the history and progress of the most important wholesale house now existing, and of its kind probably the largest in the world, some of the arrangements connected with the bookselling trade of a past generation will be discussed, and it is hoped that it may be found to be a small contribution to the history of bookselling. The

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house a portion of whose history is here given and which is still universally known as Simpkin, Marshall and Co., was founded by two young men to whom in 1813, through ill-health, Benjamin Crosby made over the London portion of his business, the country connection being taken by Baldwin and Cradock.

Benjamin Crosby was a man of considerable energy and force of character; he was the son of a Yorkshire farmer and sought to make a name and a fortune for himself in London. He was apprenticed to a bookseller named James Nunn, of Great Queen Street, and at the expiration of his term of service obtained a situation in the house of George Robinson and Co., the head of this firm having gained his knowledge of bookselling under John Rivington, who was then known as "The King of Booksellers." It was here that Benjamin Crosby obtained his knowledge of the wholesale bookselling trade, this firm being at the time the largest wholesale agents in London. George Robinson and Co. started business in 1764, and besides doing a large trade in miscellaneous books published such well-known works as Russell's "History of Ancient and Modern Europe," Bruce's "Travels in Africa," Mrs.

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Radcliffe's "Mysteries of Udolpho," "Modern Universal History" in sixty volumes, and "Hogarth's Works." After a few years' experience in this establishment, Benjamin Crosby, either in the last years of the eighteenth or the first of the nineteenth century, succeeded to the business, in Stationers' Hall Court, of Mr. Stalker, who must have been a man of some standing in the trade as his name appears among the forty-two Associated Publishers who in 1790 issued the second edition of Dr. Johnson's "Lives of the Poets."

Benjamin Crosby not only developed and extended the business of distributing books until it became an important part of the bookselling trade, but he founded what has for nearly a century been one of the essential elements in the distribution of books to the country retail bookseller, that of soliciting general orders, he going journeys while his son Richard remained in London and superintended the execution of the orders sent by his father.

Among the catalogues of this period still in the possession of Simpkin, Marshall, Hamilton Kent and Co., Ltd., there are some of special interest upon this point. On one sent by Richard Crosby from London to his father,

POEMS

ORIGINAL AND TRANSLATED

BY

GEORGE GORDON, LORD BYRON;

Met' ap' ma mel' ams metu ti vixen.
HOMER. *Iliad*, 10.

He whistled as he went for want of thought.
DRYDEN.

SECOND EDITION.

Dewar:

Printed and sold by S. and J. RIDGE;

SOLD ALSO BY B. CROSBY AND CO. STATIONER'S COURT;
LONGMAN, HURST, REES, AND ORNE, PATERNOSTER-
ROW; F. & C. RIVINGTON, ST. PAUL'S CHURCH-
YARD; AND J. MANNAN, IN THE
POULTRY, LONDON.

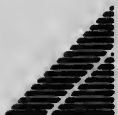
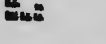
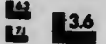
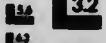
1808.

*Facsimile of Title-page to Second Edition published in
London by B. Crosby and Co.*



MICROCOPY RESOLUTION TEST CHART

(ANSI and ISO TEST CHART No. 2)



APPLIED IMAGE Inc

1653 East Main Street
Rochester, New York 14609 USA
(716) 482 - 0300 - Phone
(716) 288 - 5989 - Fax

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who was then calling upon country booksellers, there is written a note dated December 14, 1812, in which Richard draws his father's attention to several lots to be offered for sale in a catalogue sent in; he also states the various sums of money received since he last communicated with his father. This note, which was signed "Your dutiful son," was forwarded on the catalogue, to the care of a bookseller at Halifax, Yorkshire, and as it was before the days of penny postage it is marked "Single sheet 1 oz.: 3s. 8d. to pay." What a contrast between the postage then and now! Some of the items for sale in this catalogue may be of interest.

Sixty Harleian Miscellany, 9 vols. 4to.

Forty Somers' (Lord) Tracts, by Walter Scott, 8 vols. roy. 8vo.

It also included several shares in editions of books as issued through the trade book system before mentioned. Here are a few of the lots offered:

"Biographical Dictionary," one one hundred and twenty-eighth share.

Burton's "Anatomy of Melancholy," ten books in 1000.

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"Clarissa Harlowe," one forty-eighth.
Debrett's Peerage, thirty-one books in 2000.
Hume's England, nine books in 2250.

As history often repeats itself, the regulations governing the issue of trade books are here given :

At a meeting of the Principal Shareholders of Books, held at the Chapter Coffee-house, on Tuesday, July 22, 1828, called by the Committee to whom it was referred to consider of certain Regulations proper to be adopted, and referred to as the general practice, in the management and printing of trade books. It was resolved as follows :

- I. That of each book one of the shareholders shall be appointed manager, or continue so to be—such appointment being revocable at the pleasure of the other partners ; and it is understood and acknowledged that the purchase from the managing partner of the last share of any book does not, in itself, give to the purchaser the right of management ; and whenever the manager of any trade book shall publish any other work of a like nature the management of the trade book ought to be reconsidered by the partners thereof.
- II. That it is the duty of the manager to call a meeting of the other shareholders for putting any work to press ; to which meeting he shall come prepared with samples of paper, &c., and with such documents as may be necessary (as correspondence with editors, &c.), to be submitted to the approval of the shareholders present—unless the work shall have been given out by the committee appointed December 13, 1826, or any other committee for similar purposes.

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III. That on the division of a book all payments to the author or editor, for drawings, engravings, copperplate printing, advertising, and other small incidents, shall be paid for by the shareholders in cash, unless otherwise determined at the giving out or division of the book.

IV. That any partner who does not take up his share in any one edition, after having had due notice in writing subsequent to the division of the book, forfeits all right of taking up the share in all future editions of the same work.

V. Whereas certain trade shares belong to booksellers residing in the country, and as some persons so situated have hesitated to settle for their shares in the manner adopted by the London partners, whereby inconvenience has been sustained by the managing partner, any person declining to settle prior to the delivery of the share, or to pay the expenses attendant on the transmission of the books, shall lose all claim to that and all future editions.

VI. That partners absent from meetings are answerable for the acts of those who do attend.

VII. That partners resident in the country are bound by the acts of the London partners.

VIII. That the summons convening a meeting of partners in any book ought to have the name of the summoner affixed.

IX. That as it has been the custom of the trade to arrange the names of partners in the title-page in their order of seniority, this custom ought never to be infringed, except in particular cases, in which the assent of the partners at large to a deviation therefrom has been expressed or understood.

X. That a sketch of the advertising account, Dr. and Cr., be affixed to the paper and print account of every

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new edition of a book, and that the managing partner do produce the full particulars, if called upon so to do.

XI. That in case of the death, bankruptcy, or insolvency of any person having the management of any trade book, it is requisite that meetings should be called of the partners of the several books under such management by their executors, assignees, or trustees; or, in case of their neglect, by the keeper of the Coffee-house book, or any shareholder, within four months of such event.

XII. That in order that neither the manager, nor any other individual partner, may be responsible for the share belonging to any partner who may eventually fail to pay for the same, it is expedient that an arrangement to the following effect be entered into with the Stationer and Printer of such trade books as are not published on joint stock account :

1. That no partner be answerable to Stationer or Printer for more than the amount of his individual share of the paper and print.
2. That at the giving out and at the division of each book, a list of the names of the respective partners for the time being be handed to both Stationer and Printer, in order that each of them may have an opportunity of declaring whether he object to receive the notes of any individual in payment of his share.
3. That each shareholder draw his notes to the amount, or nearly so, of his proportion of the entire charge of Printer and Stationer respectively; that to the Stationer at so many months as may remain unexpired of the regular twelve months' credit, or if there be not six months unexpired

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then at six months with interest for the difference ; and that to the Printer at six months, or such longer term as may be agreed on at the time of giving out the book.

4. That when the share shall be so small as that either the Stationer's or Printer's portion shall not amount to Fifteen Pounds, the two shall be put together, and made payable in such manner as the Printer and Stationer shall agree on.
5. That in case the Stationer or Printer, or either of them, should object to take the notes of any partner, or not be satisfied with the payment such partner may propose, or in case he should not take up his share within two months after the division of the book, the copies belonging to such share, and the right to take up future editions, shall be deemed the property of the Stationer and Printer, and may be sold to indemnify themselves for their claim on such share, they paying the extra cost of the share beyond their own charges, unless the manager or any other partner shall be willing to pay the entire cost of the same, as stated in the impression account.
6. That the Printer shall guarantee the safety of the paper from fire or otherwise until two calendar months after the division of the book.
7. That it is the duty of the managing partner to settle with the Printer and Stationer within three months of the division of a book.

XIII. It is the opinion of this meeting that it would be a beneficial arrangement if, at the division of every trade book, a price to be denominated a partner's price be fixed,

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at which any partner may obtain from the other partners a number of such books at all times; and that partners refusing to deliver copies at such price should be considered as having none remaining.

From the year 1704 can be traced the old-fashioned trade sale catalogue which has always been the medium of offering books to the trade at special prices and which usually included an invitation to dinner. These are now discontinued, and the trade dinner has ceased to exist. These catalogues were all of the same pattern, being printed on demy folio with broad margins for notes and annotations. They were usually addressed to "A Select Number of Booksellers of London and Westminster," and on some appeared the menu for the occasion.

The first of these catalogues upon which the name of Crosby and Co. appears is dated Tuesday, May 4, 1802, being the sale of the stock of Earl and Hemmett by order of the assignees, at which Crosby and Co. appears to have been considerable purchasers. Another on July 15, 1802, contained a portion of the stock of a Mr. Chapman of Fleet Street, who was retiring from business. The invitation to this sale was printed at the end of the catalogue and in the following terms:

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“Mr. Chapman’s compliments to B. and R. Crosby and requests the favour of their company at the Globe Tavern on the day of sale. Dinner will be on table at two o’clock to a minute.” It also stated that for payment “notes were to be dated August 15, 1802, and that any imperfections were to be demanded within fourteen days after delivery.” Crosby also purchased largely from R. Baldwin, Longman and Co., with many others in 1804. In 1805 he issued a sale catalogue on his own behalf; it is dated May 1, and was stated to contain “New Publications, also the best London editions of old standard books.” The catalogue was a very full and extensive one, comprising the titles of over 1200 works of a miscellaneous character, beside 280 novels, many of them being in three, four, and five volumes, 100 different plays, 260 pamphlets and 110 children’s books. Few of these books outlived their generation. Among the novels were the following :

- “Maids as they are not,” 4 vols.
- “Fool of Quality,” 5 vols.
- “Devil on Crutches in England.”
- “Tales of the Castle,” 5 vols.

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"A Simple Story," by Mrs. Inchbald, 5 vols.

"Fashionable Infidelity."

These titles point to the fact that human nature was much the same then as now. Among the juvenile literature were the following:

"Pretty Pilgrim," "Juvenile Reduplication" (whatever that may mean) "Death of Abel," "Friends, or Virtue and Vice Contrasted." Plays at this and a subsequent period appear to have had a large sale and formed an important item in the stock of a bookseller.

The custom of having a London agent for books issued or printed in the country is a very ancient one. As will be seen by the reproduced title page of the second edition (1808) of Byron's poems, Benjamin Crosby was the London Agent for S. and J. Ridge of Newark and was the London medium through which Lord Byron first published his poems; it will be seen also that, later on, the firm of Simpkin and Marshall acted in the same manner for the poems written by Alfred Tennyson and his brother Charles. This volume was issued under the title "Poems by two Brothers,"

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published in 1827 by J. and H. Jackson, Louth, W. Simpkin and R. Marshall, London.

The firm continued to develop and to be known as Crosby and Co., Richard Crosby having become a partner in 1812.

In 1811 Mark Lockwood, who was then fourteen years of age, the son of a farmer and grazier in a village near Leeds, came to London and entered the employ of his uncle, Benjamin Crosby. In 1820 he married his cousin Sara, only daughter of Benjamin Crosby, and in 1836 was admitted a partner in the firm of Simpkin and Marshall, in which position he remained until his death in 1857. In 1813 Benjamin Crosby was prostrated by an attack of paralysis, which compelled him to relinquish his business, and, as before mentioned, the town portion was taken over by W. Simpkin and R. Marshall and the country portion by Baldwin and Cradock. Benjamin Crosby retired to Louth, Lincolnshire, where he died in the following year at the age of forty-six.

Mr. Crosby Lockwood, one of Mark Lockwood's sons, was for a time with his father in the firm of Simpkin, Marshall and Co., but left after his father's death and commenced business as a scientific and technical publisher. This

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business is still carried on under the name of Crosby Lockwood and Co.

The firm of Baldwin and Cradock, which took over the country portion of the business of Crosby and Co., was originally established by Robert Baldwin, who was a nephew of Richard Baldwin, a bookseller in St. Paul's Churchyard. He was formerly in partnership in Bridge Street, Blackfriars, with his wife's brother, but this partnership was dissolved in 1810, and Robert Baldwin established himself in Paternoster Row, where he was afterwards joined by Cradock and Joy.

When Benjamin Crosby retired from business in 1813 Baldwin and Cradock purchased a considerable portion of his stock, and thereby greatly increased their publishing and distributing business. They became the publishers for the Society for the Diffusion of Useful Knowledge, and in 1820 they established in opposition to *Blackwood's Magazine* a periodical entitled *The London Magazine*, to which Charles Lamb, Horace Smith and other popular writers contributed. Through an unfortunate criticism in this periodical upon Lockhart's "Peter's Letters to his Kinsfolk," a duel was fought between the editor, John Scott, and T. Christie,

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a friend of the aggrieved author; this ended fatally to Mr. Scott, and the magazine was immediately afterwards transferred to Messrs. Taylor and Hessey.

Robert Baldwin was a man of considerable knowledge and talent; he was a liveryman of the Stationers' Company for fifty-eight years, and was for twenty years one of their stock keepers, in which capacity he superintended the issue of the various almanacs published by the Company. He was also for many years an active member of the Court of Stationers. It was to the firm of Baldwin, Cradock and Joy that Mr. G. Routledge came in 1833 as a youth fresh from his apprenticeship, and there he obtained much of the knowledge which served him in such good stead in founding the well-known house of George Routledge and Sons.

Notwithstanding the apparent prosperity of the firm of Baldwin, Cradock and Joy, they became insolvent, and in 1837 the business was taken over by Simpkin, Marshall and Co., the transfer of the stock taking place during three days and nights, so that no stoppage in supply or inconvenience was experienced by any of the country customers of the old firm. Previous to suspending payment, Baldwin, Cradock and

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Joy gave to Simpkin, Marshall and Co. several promissory notes, the result of which will be seen by the following financial arrangement and its sequel :

PATERNOSTER ROW,

April 25, 1837.

Messrs. Simpkin, Marshall and Co., having this day agreed to discount Sixteen of our Notes of hand amounting together to Two Thousand Pounds and drawn as follows, viz. : four notes of One Hundred and fifty pounds each at 6, 7, 8 and 9 months after date ; eight notes of one hundred pounds each at 10, 11, 12, 13, 14, 15, 16 and 17 months after date ; and four other notes of one hundred and fifty pounds each at 18, 19, 20 and 21 months after date and severally being dated April 15, 1837 : We do hereby pledge to them the following copyrights and shares of copyrights as a security for the due payment of the notes above mentioned and we do hereby agree that they shall retain the same in trust until the aforesaid notes are duly paid ; and shall be at liberty to sell any of the said copyrights or shares of copyrights which may be requisite to replace the amount of any Note or Notes which may be dishonoured and not paid before the immediately succeeding Note becomes due—it being understood that the trade share copyrights shall be the first offered to sale.

ROBERT BALDWIN.

CHARLES CRADOCK.

Copyrights.

Guy's Elements of Ancient History	} The Whole.
" " Modern History	
" " the History of	
England, Scotland and Ireland.	

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Trade Shares of Copyrights.

Alderson's Exercises	Three forty-eighths.
Ainsworth's Dictionary 8vo.	200 books in 10,000.
Bingley's Useful Knowledge	Four thirty-seconds.
Blair's School Dictionary	Two twenty-fourths.
Boyer's Deletanville's Dictionary	200 in 4000.
Bonnycastle's Measurer and Key	Four sixty-fourths.
Bonnycastle's Arithmetic and Key	Three sixty-fourths.
Bonnycastle's Algebra and Key	Five sixty-fourths.
Cooper's England	One-eighth.
The Cowslip	One-fourth.
The Daisy	One-fourth.
Cruden's Concordance	100 in 3000.
Cecil's Works and Remains	Four twentieths.
Cooper's Surgical Dictionary	Two one hundred and twenty-eighths.
Debrett's Peerage and Baronetage	One-eighth.
Domm's Catalogue of Plants	Six sixty-fourths.
Des Carnere's French Phrases	Two thirty-seconds.
Ellis's Exercises and Key	Five sixty-fourths.
Entick's Latin Dictionary	Four ninety-sixths.
Enfield's Speaker and Exercises	Four sixty-fourths.
Geography and History	Two sixty-fourths.
Goodacre's Arithmetic and Key	Six thirty-seconds.
Hooper's Medical Dictionary	One twenty-fourth.

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Hutton's Arithmetic and Key	Six sixty-fourths.
" Mathematics	One thirty-second.
Hoppus's Measurer	200 books in 3000.
Jenks's Devotions	Two thirty-seconds.
Kelly's Book-keeping	Ten twentieths.
Keith's Arithmetic and Key	Two sixty-fourths.
Howard's Latin Vocabulary	One-sixteenth.
Neumann & Barette's Dic- tionary	Two sixtieths.
Nelson's Festivals	100 in 3000.
New Manual of Devotions	Two thirty-seconds.
New Whole Duty of Man	Four eightieths.
Nugent's French Dictionary	Two ninety-sixths.
New Week's Preparation	Three sixtieths.
Paley's Works	Four sixty-fourths.
Perrin's Fables	One thirty-second.
Russell's Modern Europe	Four one hundred and twenty-eighths.
Sandford and Merton	Five thirty-seconds.
Simson's Euclid	One sixty-fourth.
Thomas's Practice of Physic	Four one hundred and twenty-eighths.
Virgil Delph	Two fiftieths and one sixtieth.
Wanostrocht's French Grammar	Two fifty-eighths.
Wanostrocht's Receuil	Two thirty-seconds.
Watts's Scripture History	Two thirty-seconds.
Walker's Dictionary (both editions)	250 in 5000.
Walkingham's Arithmetic and Key	Two eightieths.

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PATERNOSTER ROW,

September 14, 1838.

Whereas none of the Notes of hand recited in the annexed Agreement have been paid, and whereas Messrs. Simpkin, Marshall and Co. have consented to take the copyrights and shares of copyrights within recited in full discharge of the said Notes which are this day returned instead of settling the same and proving for whatever deficiency might result from such sale, we the undersigned Trustees of the Estate of Messrs. Baldwin and Cradock do hereby assign and make over to them the said Simpkin, Marshall and Co. all the said copyrights and shares excepting the following, viz. :

One-eighth of Debrett's Peerage and Baronetage.

One sixty-fourth of Bonnycastle's Arithmetic and Key.

Three one hundred and twenty-eighths of Paley's Works.
Such Shares not belonging to the said Estate at the time of its suspension of payment.

JOHN SALT	} Trustees of the Estate of Messrs. Baldwin & Cradock.
H. POWNEY	
LEOPOLD SMITH	

The following interesting agreement shows the composition of the firm of Simpkin, Marshall and Co., and it also shows the value placed upon Schrevelius' Greek Lexicon :

THIS INDENTURE made the Fifth day of March in the Year of our Lord One thousand eight hundred and thirty nine BETWEEN ABRAHAM JOHN VALPY of No. 7 Sussex Place, Regent's Park, in the county of Middlesex Printer of the one part and Richard Marshall the Elder,

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Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger of Stationers' Hall Court in the City of London Booksellers and publishers and Co-partners of the other part. Whereas by an Agreement bearing date the Eighteenth day of December One thousand eight hundred and twenty-four made between the said Abraham John Valpy of the one part and Richard Baldwin, Charles Cradock and William Joy Booksellers and Co-partners of the other part respecting the publication of the Translation of Schrevelius' Greek and Latin Lexicon it was agreed between the parties thereto that the Expenses of paper printing and Editing (for which latter Item the sum of Five hundred pounds for the first Edition and One hundred pounds for all subsequent Editions was to be Charged) of the first Edition should be borne in equal shares by the said parties That the publication and Sale of the said Work should be Committed to the said Messieurs Baldwin Cradock and Joy That an account and Sale should be made up on the first day of July in each Year and after deducting the Commission, advertising and other Incidental Expenses one moiety should be paid to the said Abraham John Valpy and the other moiety retained by the said Messieurs Baldwin Cradock and Joy and that after the Expenses should have been repaid by the produce of the Sale and the Commission deducted the profit should be divided as therein and herein aforesaid and that the Copyright should be the property of the said two parties in Equal moieties but that if at any time the said Messieurs Baldwin, Cradock and Joy should object to the Printing of a New Edition for twelve months after the preceding Edition should have been sold the Agreement now in recital should cease and the whole copyright should be the property of the said Abraham John Valpy And Whereas the

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said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger have Contracted and Agreed with the said Abraham John Valpy for the absolute purchase of his said moiety or half part of the Copyright of the said Work at or for the price or sum of Two hundred and fifty pounds and also for the purchase of the said Abraham John Valpy's Interest in the further sum of One hundred pounds to be paid for Editing each subsequent Edition of the said Work for the further sum of Fifty pounds Now this Indenture Witnesseth that in pursuance of the said Agreement and in consideration of the Sums of Two hundred and fifty pounds and Fifty pounds of lawful money of Great Britain and Ireland to the said Abraham John Valpy in hand well and truly paid by the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger at or immediately before the Sealing and delivery of these presents the receipt whereof the said Abraham John Valpy doth hereby acknowledge and of and from the same and every part thereof doth acquit Release and for ever discharge the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger, their and each of their Executors and Administrators He the said Abraham John Valpy hath bargained sold Assigned transferred and set over and by these presents doth bargain sell Assign transfer and set over unto the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger their Executors Administrators and Assigns All that Undivided Moiety or Equal half part of him the said Abraham John Valpy of and in the Copyright of the said Book or Work Entitled Schrevelius' Greek Lexicon

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as aforesaid or by whatever Title or name the same is or shall be known or distinguished and the full benefit profit and advantage thereof and of and in the said Agreement together with the full benefit thereof and all The estate right Title Interest term and terms of Years property possession benefit advantage claim and demand whatsoever at Law or in Equity as well present as future and as well vested as contingent or otherwise howsoever of him the said Abraham John Valpy of into or out of the said Moiety or half part of and in the Copyright of the said Book or Work and premises hereby Assigned or Intended so to be and every part thereof To have and to hold receive take and enjoy the said Moiety or half part hereby Assigned or otherwise assured of and in the said Copyright of the said Book or Work Agreement and premises with the appurtenances unto the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger their Executors Administrators and Assigns for their own proper use and benefit henceforth absolutely for and during all such terms and Interest and in such Ample and beneficial manner to all intents and purposes as the said Abraham John Valpy or his Executors Administrators or Assigns might or could have held used or Enjoyed the same if these presents had not been made And executed with full power and authority for the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger and the Survivors and Survivor of them and the Executors and Administrators of such Survivor and their and his Assigns as the Attorney or Attornies of the said Abraham John Valpy his Executors and Administrators and his or their name or names or otherwise to ask sue for Demand recover and Receive the full

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benefit to which the said Abraham John Valpy as if these presents had not been made would or might have become Entitled to in the said Agreement or to any Sum or Sums of money payable under or by virtue of the same And the said Abraham John Valpy for himself and for his heirs Executors and administrators Doth Cover and promise and Agree to and with the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger their Executors Administrators and Assigns by these presents in manner following that is to say that notwithstanding any act Deed matter or thing whatsoever had made done Committed permitted or suffered to the contrary by him the said Abraham John Valpy he the said Abraham John Valpy now hath in himself good right full power and lawful and absolute authority by these presents to bargain sell assign transfer or otherwise assure the said Moiety of the Copyright of the said Book or Work and premises hereby Assigned or otherwise Assured or Intended so to be and every part thereof with the Appurtenances unto the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and Joseph Miles the Younger, their Executors Administrators and Assigns according to the true Intent and meaning of these presents And the said Abraham John Valpy shall not nor will at any time make print or publish or cause to be made printed or published the said Work hereinbefore assigned or any part thereof or any work in a nature similar thereto or be in any way concerned with any persons or person in the making printing or publishing thereof And further that they the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger and the Survivors and Survivor

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of them and the Executors or Administrators of such Survivor and their and his Assigns shall or lawfully may have hold receive and enjoy the said Moiety or half part hereby assigned or otherwise Assured of and in the said Copyright work and premises as and for their own absolute use and benefit without any manner of hindrance disturbance blame or demand whatsoever from or by the said Abraham John Valpy his Executors or Administrators or any person or persons claiming from through under or in trust for him or them And that free and Clear or by and at the Expense of the said Abraham John Valpy his Executors and Administrators clearly and absolutely Idemnified of from and against all Claims Charges and Incumbrances made done suffered or committed by the said Abraham John Valpy his Executors or Administrators or any person or persons claiming from through under or in trust for him or them not exceeding in the whole the sum of Three hundred pounds And Moreover that he the said Abraham John Valpy his Executors and Administrators and all persons claiming from to under or in trust for him or them shall and will at the Costs and Expense of the said Richard Marshall the Elder, Mark Lockwood, John Miles, Richard Marshall the Younger and John Miles the Younger, their Executors Administrators or Assigns or some or one of them may do Execute and perfect all such further Assurances that may be necessary for the further better more perfectly or satisfactorily Assigning and Assuring the said Moiety or half part of and in the said Copyright Work and premises and in such manner and form as they the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger or the Survivor or Survivors of them or the Executors or Administrators of such Survivor or their or

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his Assigns or any or either of their Counsel in the Law shall advise and require In Witness whereof the parties to these presents have hereunto set their hands and Seals the day and Year first above written.

A. J. VALFY

Signed Sealed and Delivered (being first duly stamped) in the presence of—the insertion in the seventh line from the end of this Assignment having first been made.

J. B. BIRKETT

3, Cloak Lane

Received the day and Year first within written the two several Sums of Two hundred and fifty pounds and Fifty pounds making together the sum of Three hundred pounds being the consideration money within Expressed to be paid to me.

} £300

A. J. VALFY

Witness : J. B. BIRKETT.

It would be convenient to mention here some of the ways and usages connected with book distributing at this period of the nineteenth century, for although the bookselling trade may be termed a very conservative one, yet viewing it from its present-day conditions, we may congratulate ourselves that many of these old customs have given way to others which

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are more in harmony with progress and the comfort and happiness of those employed.

It was no uncommon thing in those days for an assistant not to go home for three days or nights, sleeping on or under the counter so as to be ready to despatch the early parcels. I have myself been told by those who have had such experiences that during the winter months in these so-called good old times a man never saw his children except on Sunday, and the younger ones scarcely knew their own father. To obviate this oppression a circular was sent out on December 8, 1823, by the leading publishers and distributing agents, inviting the members of the trade to a meeting "to consider the best means of enabling the wholesale booksellers to execute their monthly orders especially during the last days of the month and to facilitate the packing of parcels which they now have to do late at night. This was most desirable, so as to overcome the hitherto unavoidable practice of sending out their porters with parcels on Sunday morning. This is especially so when Sunday happened to be either the first or last day of the month."

Various alterations in times for receiving orders for early execution were from time to

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time decided upon, which to an extent relieved the difficulty. In January 1827 another circular was sent out to the country trade asking them to send in their orders earlier, "as in consequence of the very increased number of periodicals it was impossible to send off their parcels in proper time," and this led to a considerable improvement in the trade. The forerunner of the present enormous forwarding houses, such as Suttons, Fosters, and others, was established in November 1839 under the title "The Booksellers' Small Parcel Depôt" at 13, Paternoster Row, with W. H. Hayden, Music Publisher, as manager. This agency was established to help forward the increased facility given by the Act reducing the rate of postage on letters, which it was anticipated would induce the book, music, and printsellers throughout the kingdom to communicate more frequently with London and so be enabled through this agency to have small parcels not exceeding 14 lbs. packed together and regularly forwarded. To what prodigious proportions have these small beginnings now grown!

It is however in the progress of the firm of W. Simpkin and R. Marshall that our interests are principally centred. William Simpkin it

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is understood was a hatter, carrying on business in the Blackfriars Road, who apparently had money to invest and associated himself with Richard Marshall, an assistant at 4, Stationers' Hall Court, in taking over the town bookselling business upon the retirement of Benjamin Crosby. The new firm evidently carried on a steady but quiet business, apparently being under the financial and practical control of Mr. John Miles senior, of whom Mr. Thomas Hamilton of Hamilton, Adams and Co. said that "he never knew a man of straighter probity, or one who more thoroughly detested untruthfulness or dishonesty or anything mean or shabby." It is evident that Mr. Miles was associated in the business of Benjamin Crosby before its transfer to Simpkin and Marshall, as on a trade sale catalogue, dated October 8, 1812, sent by Richard Crosby to his father, who was travelling in the country, the following remarks appear :

"Mr. Miles gave me some explanation respecting the copies (of books) which he thinks you ought to be in possession of. It is too much to put into the catalogue itself; you will have my letter before your instructions are sent off and I must be prepared in case the copies are sold the first day."

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To this Benjamin Crosby writes in reply underneath. After giving instructions as to the purchase of certain books he goes on to say, "Hope all is well, respects to Mr. Miles; you are wished to do all you can for him, but must mind and do justice to self." This catalogue was sent to the care of Mr. Noble, Bookseller, Boston.

Upon another catalogue dated April 6, 1812, comprising the sale of the quire stock of Vernor, Hood and Sharp (Hood was the father of Tom Hood the poet), he writes instructing his son Richard to attend the dinner and to "sit near Mr. Miles, who will give you advice; he may feel somewhat interested and you may depend upon his opinion."

It was evident therefore that both in the business of Benjamin Crosby and in that of W. Simpkin and R. Marshall Mr. Miles had considerable financial interest. When starting his London career Mr. Miles stayed for a considerable time with his uncle, Joseph Johnson, a publisher in St. Paul's Churchyard, the friend of and publisher for Dr. Priestley, Dr. Erasmus Darwin, Mrs. Barbauld, Miss Edgeworth and the poet Cowper. Mr. Johnson was imprisoned in the King's Bench for selling the political

Poems, by two
Brothers.

—
"hæc res rarissima esse videtur." Mart.
—

London.
Printed for W. Simpkin & R. Marshall,
Stationers' Hall Court,
Aust. J. and J. Jackson, Lomb. St.
MDCCLXXVII

Copy of MS. of Title to C. and A. Tennyson's "Poems by Two Brothers,"
published by W. Simpkin and R. Marshall

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works of Gilbert Wakefield ; he appears, however, to have had a very good time, as he was enabled to rent the marshal's house and gave frequent dinners to a large circle of distinguished and literary friends.

It is understood that upon the death of Joseph Johnson, who had left Mr. Miles his executor, Mr. Miles wished to purchase his business, but as an executor he was unable to do so ; his interest was therefore centred in the firm of W. Simpkin and R. Marshall, and on October 22, 1828, he placed his second son and namesake as an assistant at Stationers' Hall Court.

Mr. Miles senior died on December 6, 1856. Mr. John Miles the second was born in New Bridge Street, Blackfriars, on March 6, 1813, part of his education being entrusted to the celebrated French grammarian Dr. Wanostrocht. After passing through the various departments he became a partner in 1836 with his uncle, Mr. Joseph Miles and, as before mentioned, Mr. Mark Lockwood.

It was soon found that finance was Mr. John Miles' strong point ; he therefore undertook and retained the control of the finances during his forty-eight years' partnership in the firm. Mr.

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Miles was master of the Stationers' Company during 1883-4, he was treasurer of the Booksellers' Provident Institution, and always showed a practical interest in all questions connected with the bookselling trade. He died on May 8, 1886, at Manor House, Friern Barnet.

Before and during Mr. John Miles' long career in connection with the firm various important changes and developments took place, the most important being the retirement in 1828 of W. Simpkin with an annuity of £1200 a year during his lifetime, and £600 a year to Mrs. Simpkin at his death and £300 a year after her death to their only daughter, who afterwards married Mr. H. G. Bohn.

In the early existence of the firm, Simpkin Marshall and Co. abstained from publishing in the ordinary sense of that term, Mr. John Miles senior having decided "that they should have no publishing accounts, but would buy and sell books, giving no bills but paying ready money and getting all the discounts and profits possible."

These were the business principles laid down nearly eighty years ago and since maintained as the traditional policy of the firm. They,

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however, became partners in many books issued under the trade book system and purchased many shares that came into the market.

It is recorded that on June 17, 1817, Simpkin and Marshall bought a number of shares in various books from a Mr. John Walker, among them being one ninety-sixth in Baret's "Spanish Dictionary," thirteen books in 1000 books in Barbauld's novels, in all forty-three different shares in various books.

On May 3, 1828, £4 was paid for one sixty-fourth of Debrett's Baronetage; such a portion would not to-day sell for this sum. In March 1828 Simpkin and Marshall bought from the Trustees of George B. Whittaker a number of different shares, amongst them being two one hundred and twenty-eighths of Buffon's "Natural History" for £1 11s., two seventy-seconds of Goldsmith's "History of Rome" for £12, and one thirty-second of Butler's "Analogy of Religion" for 10s. 6d.; this sale was negotiated by John Rivington. There must have been a continual sale of this class of stock between booksellers, as shares were almost daily changing hands.

There was bought in April 1829, from Westley and Davis for £8 10s., one third share

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and interest in a set of stereotyped plates of Watts' Psalms and Hymns.

In December 1831 the firm bought from Mr. Collingwood one-eighth of Simson's "Euclid" for £120 4s., and one thirty-second of Entick's "Latin Dictionary" for £64.

In June 1834 two one hundred and twentieth and one eightieth of Jacobs' "Law Dictionary" were bought from Venables, Wilson and Tyler, and Spalding and Hodge; probably properties that had been taken over by these firms of stationers.

In July 1837 one thirty-sixth in Beza's "Latin Testament" was bought for £1 11s. 6d. from Hamilton, Adams and Co.

In January 1844 there was bought one-fourth share of the stereotyped plates of Tytler's "Elements of General History" from Oliver and Boyd for £19 10s.; in the same year a three-fourth share of Keeper's "Travels" for £3 3s. from George Routledge, then of 36, Soho Square; seven books in 1500 does not appear a very large share, but in January 1849 £2 2s. was paid for this share in the copyright of Cruden's "Concordance."

In 1849 £77 was paid to Edmund Hodgson and Thomas Hodges, executors of the late

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John Lowding, for seven seventy-seconds in the Annual Register ; shares in many other books of a varied character were bought from Longmans and Co., Richard Bentley, Charles H. Law, William Tegg, David Bryce, Ingram Cooke and Co., Henry G. Bohn, Virtue and Co., and Dulau and Co.

From the middle of the last century onwards the firm of Simpkin, Marshall and Co. continued to purchase any shares in books of value that came into the market.

With the decline of the publisher-bookseller, individual publishing became an independent trade, and the sharing method of issuing books gradually disappeared. At this period Simpkin, Marshall and Co. undoubtedly had the largest holding in this class of copyright of any house in the trade.

Although no speculative publishing has been undertaken, yet many books have been issued by the firm which have been of more than passing interest, this was specially so with the numerous school books by John and Joseph Guy and Ingram Cobbin, whose agreement to publish his spelling book is here reprinted :

THIS INDENTURE made the twenty-fifth day of May in the Year of our Lord One thousand eight hundred

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and thirty-eight BETWEEN THE REVEREND INGRAM COBBIN of Cole Harbour Lane Camberwell in the County of Surrey of the first part FRANCIS WESTLEY of Friar Street in the City of London of the second part and RICHARD MARSHALL the Elder, MARK LOCKWOOD, JOSEPH MILES, RICHARD MARSHALL the Younger and JOHN MILES the Younger of Stationers' Hall Court in the said City of London Booksellers and Publishers and Copartners of the third part WHEREAS the said Ingram Cobbin is the Author of the Literary Works entitled respectively the "Grammatical and Pronouncing Spelling Book" and the "Classical English Vocabulary" AND WHEREAS the said I. Cobbin contracted to sell the said Works and the Copyrights thereof unto the said Richard Marshall the Elder in his then Copartnership Firm of Simpkin and Marshall and unto Frederick Westley and Abraham Hopkins Davis in moieties for the Sum of One hundred and fifty pounds subject to a Proviso and Agreement that the said Ingram Cobbin should from time to time receive the further Sum of Twenty pounds for every four thousand Copies or upwards that should be printed and sold of the said Work entitled "Grammatical and Pronouncing Spelling Book" in any one Year AND WHEREAS the said Westley and Abraham Hopkins Davis have parted with their share and Interest in their moiety or half part of the said Works respectively and the same became legally vested in the said Francis Westley AND WHEREAS the said Francis Westley hath agreed to assign to the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger all his share or Interest in the said moiety or half part of the said

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Works AND WHEREAS the said Ingram Cobbin is also the Author of a certain other Literary Work entitled "The Instructive Reader" and hath contracted and agreed with the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger for and in consideration of the Sum of Forty-two pounds to sell and assign to them the same with the Copyright thereof and all his right and title therein And also hath agreed with the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger for and in consideration of the further Sum of Ten pounds and ten shillings to release to them all his reserved and remaining Interest in the said Work entitled "The Grammatical and Pronouncing Spelling Book" AND WHEREAS the said Ingram Cobbin by and with the consent and approbation of the said Francis Westley have contracted and agreed with the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger to assign to them the said Works entitled respectively "The Grammatical and Pronouncing Spelling Book" the "Classical English Vocabulary" and the "Instructive Reader" to invest in them the respective Copyrights in the said Works NOW THIS INDENTURE WITNESSETH that in pursuance of the said Agreement on the part of the said Francis Westley He the said Francis Westley according to his right and Interest DOTH by these Presents grant bargain sell and assign unto the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger and the said Ingram Cobbin for and in consideration of the said several Sums of Forty-two pounds and Ten pounds and Ten shillings

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making together the Sum of Fifty-two pounds and Ten shillings of lawful money of Great Britain and Ireland at or before the Execution of these presents to him in hand well and truly paid the receipt whereof the said Ingram Cobbin doth hereby acknowledge and of and from the same and every part thereof doth hereby acquit Release and forever discharge the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger their and every of their heirs Executors Administrators and assigns by these presents He the said Ingram Cobbin Doth by these presents grant bargain sell and assign unto the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger their Executors, Administrators or assigns ALL THOSE the said Books or Works Composed and written by the said Ingram Cobbin and entitled respectively the "Grammatical and Pronouncing Spelling Book" the "Classical English Vocabulary" and the "Instructive Reader" or by whatsoever Titles or names the same respectively are or shall be known or distinguished AND ALSO the respective Copyrights of the said several Books or Works and the full benefit profit and advantage thereof and all the Estate right Title Interest term and terms for Years property possession and benefit advantage claim and demand whatsoever at Law or in Equity as well present as future and as well vested as contingent or otherwise howsoever of them the said Francis Westley and Ingram Cobbin and each of them of into or out of the said several Books or Works, and the respective Copyrights and premises hereby assigned or intended so to be and every of them and every part thereof TO HAVE AND TO HOLD receive take and enjoy the said several

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Books or Works Copyrights and premises hereby assigned or intended so to be with the appurtenances unto the said Richard Marshall the Elder, Mark Lockwood, Joseph Miles, Richard Marshall the Younger and John Miles the Younger their Executors Administrators and assigns for their own proper use and benefit henceforth absolutely for and during all such terms Interests and in such ample and beneficial manner to all intents and purposes as the said Francis Westley and Ingram Cobbin or either of them their or either of their Executors, Administrators or Assigns might or could have held used or enjoyed the same if these presents had not been made and executed In Witness whereof the Parties to these presents their hands and seals have hereunto subscribed and set the day and year first within written.

Signed Sealed and Delivered
being first duly stamped in
the presence of

INGRAM COBBIN
FRANCIS WESTLEY.

GEO. WALKER
GEORGE BARNES.

Received the day and year first within
written of and from the within named
Richard Marshall the Elder, Mark Lock-
wood, Joseph Miles, Richard Marshall the
Younger and John Miles the Younger the
sum of Fifty Two Pounds and ten shillings
being the consideration money within ex-
pressed to be paid by them to me

} £52 : 10

INGRAM COBBIN

Witness : G. WALKER
GEO. BARNES.

Fenwick de Porquet and Havet's French
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books, "The Child's Guide to Knowledge," now in its sixty-first edition, and Doctor Cornwell's educational books also had large sales, as did the classical school books by Bosworth, whose agreement is appended, also that pertaining to Ellis' Latin Exercises:

THIS INDENTURE made the Ninth day of December One Thousand eight hundred and thirty **BETWEEN THE REVEREND JOSEPH BOSWORTH** Vicar of Little Horwood in the County of Buckingham of the one part and **JOHN MILES** and **RICHARD MARSHALL** of Stationers' Hall Court in the City of London Booksellers and Publishers and Copartners of the other part **WHEREAS** the said Joseph Bosworth is the Author and Proprietor of or otherwise well entitled to the Copyright of Five several Works or Books entitled (that is to say) "An Introduction to Latin Construing, or easy and progressive Lessons for Reading"—"The Latin in construing or easy and progressive Lessons from Classical Authors with rules for translating Latin into English"—"The Eton Greek Grammar as used at the College at Eton"—"A concise view of ancient Geography" and "A Compendius Saxon Grammar of the primitive English or Anglo-Saxon Language" **AND WHEREAS** the said John Miles and Richard Marshall agreed with the said Joseph Bosworth for the absolute purchase of the said Copyright of the said five several Works or Books at or for the price or Sum of One hundred and fifty pounds **NOW THIS INDENTURE WITNESSETH** that for and in consideration of the sum of **ONE HUNDRED AND FIFTY POUNDS** to the said John Bosworth in hand well and truly paid by

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the said John Miles and Richard Marshall at or immediately before the sealing and delivery of these presents the receipt whereof and that the same is for the absolute purchase of the said five several Copyrights the said Joseph Bosworth doth hereby acknowledge and of and from the same and every part thereof doth acquit release and for ever discharge the said John Miles and Richard Marshall their and each of their heirs executors administrators and assigns He the said Joseph Bosworth HATH bargained sold assigned transferred and set over and by these presents DOTH bargain sell assign transfer and set over unto the said John Miles and Richard Marshall their executors administrators and assigns THE said five Several Copyrights of and in the said Works or Books entitled "An Introduction to the Latin Construing or easy and progressive Lessons for Reading"—"The Latin Construing or easy and progressive Lessons from classical Authors with Rules for translating Latin into English"—"The Eton Greek Grammar as used at the College at Eton"—"A Concise view of Ancient Geography"—and "A Compendius Saxon Grammar of the primitive English or Anglo-Saxon Language"—And all right title interest property profit claim and demand whatsoever both at law and equity of him the said Joseph Bosworth or into or out of the same and every part thereof TO have and to hold the said five several Copyrights with all profit benefit and advantage thereof to the said John Miles and Richard Marshall their executors, administrators and assigns in as full ample and beneficial a manner to all intents and purposes as he the said Joseph Bosworth might have held and enjoyed the same in case these presents had not been made AND the said Joseph Bosworth doth hereby covenant promise and agree to and with the said

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John Miles and Richard Marshall their executors administrators and assigns that he the said Joseph Bosworth at the time of the sealing and delivery of these presents is well entitled to and hath in himself good right and full power to assign and make over the said five several Copyrights and premises hereby assigned or intended so to be and that they the said John Miles and Richard Marshall their executors administrators and assigns shall and may by virtue hereof have receive and take all profits benefit and advantage thereof according to the true intent and meaning of these presents and that it shall and may be lawful for the said John Miles and Richard Marshall their executors administrators and assigns at all times hereafter to print publish and sell the said Works and to receive the profits and proceeds thereof to and for their own use and benefit without any lawful let suit denial hindrance or interruption whatever and free and clear of and from all charges and incumbrances whatsoever AND FURTHER that he the said Joseph Bosworth his heirs executors and administrators shall and will at all times hereafter at the request of the said John Miles and Richard Marshall or either of them their or either of their executors administrators and assigns make do and execute or cause to be made done or executed all and every such further and other lawful Acts Deeds Assignments and Assurances in the law whatsoever for the further better and more effectually assigning and assuring the said several Copyrights and the right title interest claim and demand of him the said Joseph Bosworth his executors administrators therein unto the said John Miles and Richard Marshall their executors administrators and assigns or his their or any of their Counsel in the law shall be lawfully or reasonably advised or required In Witness whereof the said parties

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to these presents have hereunto set their hands and seals the day and year first above written—

Received the day and year
first above written of and from
the above-named John Miles
and Richard Marshall the sum
of One hundred and fifty
pounds being the considera-
tion money above mentioned
to be paid by them to me

} £150 Jos. BOSWORTH.

Witness : R. H. MOORE
J. R. HAYWARD.

Signed Sealed and De-
livered by the within }
named

JOSEPH BOSWORTH.

R. H. MOORE
J. R. HAYWARD.

MEMORANDUM OF AGREEMENT made this
Twenty-second day of January One thousand eight hundred
and forty-seven BETWEEN THOMAS KERCHEVER
ARNOLD of Lyndon in the County of Rutland Clerk of
the one part and RICHARD MARSHALL, MARK
LOCKWOOD, JOSEPH MILES and JOHN MILES of
Stationers' Hall Court in the City of London Booksellers
and Publishers trading under the firm of Simpkin, Marshall
& Company as well for themselves as also as Trustees for the
other persons and firms mentioned in the Schedule hereto
Proprietors of a Work entitled Ellis's Latin Exercises of the
other part WHEREAS the said Thomas Kerchever Arnold

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is the author of a certain Work entitled *Ellisian Exercises* adapted to the practical introduction to Latin Prose Composition Part I and is possessed of the Copyright thereof AND WHEREAS the said Richard Marshall, Mark Lockwood, Joseph Miles and John Miles have contracted and agreed with the said Thomas Kerchever Arnold for the absolute purchase of the first Edition of the said Work which he hath agreed to do upon the terms and conditions hereinafter contained IT IS WITNESSED in consideration of the sum of One hundred and thirty pounds of lawful British money to the said Thomas Kerchever Arnold paid by the said Richard Marshall, Mark Lockwood, Joseph Miles and John Miles the receipt whereof is hereby acknowledged He the said Thomas Kerchever Arnold DOTH hereby agree to sell and dispose of to the said Richard Marshall, Mark Lockwood, Joseph Miles and John Miles and they agree to purchase on behalf of themselves and the other persons named in the said Schedule the first Edition of a Work entitled *Ellisian Exercises* prepared by the said Thomas Kerchever Arnold and the first Edition of which consisting of Five thousand Copies is now published and the said Thomas Kerchever Arnold doth hereby also agree to sell and dispose of to the said Richard Marshall, Mark Lockwood, Joseph Miles and John Miles and they agree to purchase on behalf of themselves and the other persons and firms named in the said Schedule all future Editions of the said Work at or for the price or sum of Thirty pounds for every One thousand Copies which may be required by them AND the said Richard Marshall, Mark Lockwood, Joseph Miles and John Miles on behalf of themselves and the other persons and firms aforesaid hereby agree to pay and satisfy all costs and charges for paper and printing and also for

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advertising the said first Edition and all future Editions they may purchase as aforesaid and to pay the said Thomas Kerchever Arnold the sum of Thirty pounds for each future One thousand Copies they may so require AND IT IS also agreed that the publishing of any Edition of the said Work after the first Edition shall be in the discretion of the said Richard Marshall, Mark Lockwood, Joseph Miles and John Miles or their assigns and the persons and firms named in the said Schedule or their respective assigns and that the expenses incident to the publication of and advertising each subsequent Edition shall be borne by them AND that in consideration of the sum of Thirty pounds to be paid as aforesaid in respect of each One thousand Copies of the said Work which shall be published after the publication of the first Edition the said Thomas Kerchever Arnold shall superintend the publication of each such subsequent Edition so far as respects the correction of the Press and the correction of errors if any in the first Edition AND the several persons and firms whose names or the titles of whose firms are subscribed in the Schedule hereto hereby agree and declare that they respectively are entitled in the proportions also mentioned in such Schedule to the benefit of the Agreements on the part of the said Thomas Kerchever Arnold hereinbefore contained IN WITNESS whereof the said parties to these presents have hereunto set their hands the day and year first above written.

THE SCHEDULE to which the foregoing Agreement refers.

B. C. Lockwood	Longman Brown & Co.	Fourteen Sixty-fourths.
B. C. Lockwood	Thos. Baker & Co.	Eleven Sixty-fourths.

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B. C. Lockwood	F. & J. Rivington	Seven Sixty-fourths.
B. C. Lockwood	Houlston & Stoneman	One Sixty-fourth.
B. C. Lockwood	John Van Voorst	One Sixty-fourth.
B. C. Lockwood	A. Hallett	One One hundred and sixty-eighth.
B. C. Lockwood	Cowie Jolland & Co.	One Sixty-fourth.
B. C. Lockwood	Smith Elder & Co.	One One hundred and ninety-eighth.
B. C. Lockwood	Ro. Yorke Clarke	One One hundred and twenty-eighth.
B. C. Lockwood	Charles Hy. Law	One Sixty-fourth.
B. C. Lockwood	George Routledge	One Sixty-fourth.
B. C. Lockwood	for G. & I. Robinson, R. Marshall	One Sixty-fourth.
B. C. Lockwood	for E. P. Williams, R. Marshall	Two Sixty-fourths.
B. C. Lockwood	John Green	One Sixty-fourth.
B. C. Lockwood	Sherwood & Co.	One Sixty-fourth.
B. C. Lockwood	for Darton & Co., R. Marshall	One Sixty-fourth.
B. C. Lockwood	Simpkin, Marshall & Co.	Nineteen Sixty-fourths & One One hundred & twenty-eighth.

Witnessed by Me

FRANCIS DE PARAVICINI

Curate of South Luffenham, Rutlandshire.

T. K. ARNOLD.

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The following letter from the author of "Johnny Newcome in the Navy" may be of interest as this book has been re-issued by Messrs. Methuen and Co.

CHATHAM,

January 5, 1830.

SIR,

I beg to acknowledge the receipt of your letter of the 2nd inst. and the books therein mentioned in consideration of which I repeat that I relinquish in your favour all my remaining interest in the edition of fifteen hundred copies of "Johnny Newcome in the Navy" published by Mr. Simpkin and yourself in 1818.

I would not have troubled you with so many letters but I was afraid of the books arriving too late, as I am going out for three years to Jamaica and Halifax, with Admiral Colpoys in the "Winchester" and the ship sails from Chatham about the middle of the present month.

I ought to explain that in my letter of the 28 ult. I did not mean to allude to any M.S. but to a small poem entitled "Linstein" published at 2/6, which I printed at my own cost in the country and sent to you for publication in 1819. I believe it was only once advertised and I know not whether any copies have been sold—I think (for I have not my papers at hand) that I sent you between four and five hundred copies. This edition I offered in my letter of the 28th ult. to relinquish to you if you would furnish me with the other books I mentioned, viz.: "Pearson's Astronomy" and "M. Laurin's Fluxions," and I should not object to their being second-hand provided they were

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perfect. . . . In the event of your not considering "Linstein" worth this, I candidly own that my outfit for foreign service is so expensive that I cannot afford to purchase the books now. If, however, you like to try to dispose of "Linstein" during my absence, and the produce of the sale should not cover the price of the books, I will on my return pay you the difference.

Your early answer will much oblige me and

I remain, Sir,

Your most obedient and humble Servant,

(Signed) A. BURTON.

R. MARSHALL, Esq.

Simpkin, Marshall and Co. have issued books of a more general character than those mentioned above, such as Dr. O'Meara's "Napoleon in Exile," published in 1822, which caused so much stir and was so much in demand that arrangements had to be made to keep those requiring copies in a long file to prevent the shop being overcrowded, purchasers being so numerous that they could not be supplied with sufficient despatch. The crowd of buyers were made to pass through the shop in Stationers' Hall Court, and to prevent confusion had to pass out through Amen Corner. This is one of the incidents in which it would be well for history to repeat itself. The agreement to

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publish this book being of almost historic interest it is here given in full:

THIS INDENTURE made the Fifth day of July One thousand eight hundred and twenty-two **BETWEEN BARRY EDWARD O'MEARA** of Lyons Inn in the County of Middlesex Esquire of the one part and **WILLIAM SIMPKIN** and **RICHARD MARSHALL** of Stationers' Hall Court in the City of London Booksellers and Co-partners of the other part **WHEREAS** the said Barry Edward O'Meara is the author of a Book or Literary Work hitherto unpublished and entitled or to be entitled "Napoleon in Exile or a voice from St. Helena" and hath contracted and agreed with the said William Simpkin and Richard Marshall for the sale to them of the said work and the Copyright thereof upon the following terms that is to say that the said William Simpkin and Richard Marshall shall pay unto the said Barry Edward O'Meara the sum of Six hundred pounds by two instalments of Three hundred pounds each the first Instalment on the Eighth day of January next and the second Instalment on the Eighth day of April One thousand eight hundred and twenty-three to be secured by their Promissory Note without Interest That the said William Simpkin and Richard Marshall shall forthwith print and publish the said work and receive the proceeds of the first Two thousand Copies thereof for their own sole benefit That for every One thousand Copies which shall be printed after the said Two thousand Copies the said William Simpkin and Richard Marshall shall pay unto the said Barry Edward O'Meara the sum of One hundred and fifty pounds but if they shall think fit to print Two

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thousand Copies at a time they shall be at liberty so to do and shall in that case pay to the said Barry Edward O'Meara the sum of One hundred and fifty pounds on completing the printing of each Edition of Two thousand Copies after the said first Edition and the remaining sum of One hundred and fifty pounds on entering upon the sale of the last set of One thousand Copies of each such further Edition of Two thousand Copies That the said Barry Edward O'Meara shall be at liberty to sell the said Work to a French or German Bookseller or Publisher or Firm of Booksellers or Publishers for the purpose of being translated into the French and German Languages or both or either of them or into any other foreign Language and circulated on the Continent of Europe but not in any part of Great Britain or Ireland or the Settlements or Colonies of Great Britain unless under a special Agreement in writing to be made and entered into for that purpose with the said William Simpkin and Richard Marshall and if the said Barry Edward O'Meara shall sell the said Work to a French or German Bookseller or Booksellers for circulation on the Continent of Europe as aforesaid he shall account for the money which he shall receive for the same and pay one third part thereof unto the said William Simpkin and Richard Marshall for their own use immediately after receipt thereof AND WHEREAS the said William Simpkin and Richard Marshall have delivered unto the said Barry Edward O'Meara two Promissory notes under their joint Hands bearing even date with these presents one of them for the payment of Three hundred pounds at Six months after date and the other of them for payment of Three hundred pounds at nine months after date unto the said Barry Edward O'Meara or his order as the said Barry Edward O'Meara doth hereby

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admit and acknowledge NOW this INDENTURE WITNESSETH that for and in consideration of the said Sum of Six hundred pounds secured to be paid by the said William Simpkin and Richard Marshall to the said Barry Edward O'Meara as aforesaid and for carrying the hereinbefore recited Agreement into Execution The said Barry Edward O'Meara HATH granted bargained sold assigned transferred and set over AND by these presents DOTH grant bargain sell assign transfer and set over unto the said William Simpkin and Richard Marshall their Executors Administrators and Assigns ALL that the said Book or Work composed and written by the said Barry Edward O'Meara and entitled or to be entitled "Napoleon in Exile or a Voice from St. Helena" or by whatsoever title or name the same is or shall be known or distinguished AND also the Copyright of the said Book or Work and the full benefit profit and advantage thereof and all the Estate right title Interest term and terms of years property profession benefit advantage claim and demand whatsoever at Law and in Equity as well as present as future and as well vested as contingent or otherwise howsoever of him the said Barry Edward O'Meara of in to or out of the said Book or Work and the Copyright thereof and premises hereby assigned or intended so to be and every of them and every part thereof TO HAVE HOLD RECEIVE TAKE AND ENJOY the said Book or Work Copyright and premises hereby assigned or intended so to be with the appurtenances unto and by the said William Simpkin and Richard Marshall their Executors Administrators and Assigns unto and for their own proper use and benefit henceforth absolutely for and during all such terms and interest and in such ample and beneficial manner to all intents and

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purposes as the said Barry Edward O'Meara his Executors Administrators or Assigns might have had held used or enjoyed the same if these presents had not been made and executed AND the said Barry Edward O'Meara for himself his heir Executors and Administrators doth hereby covenant promise and agree to and with the said William Simpkin and Richard Marshall their Executors Administrators and Assigns that for and notwithstanding any act deed matter or thing made done or executed by the said Barry Edward O'Meara to the contrary He the said Barry Edward O'Meara now at the time of the sealing and delivery of these presents hath in himself good right full power and lawful and absolute authority to grant and assign unto the said William Simpkin and Richard Marshall their Executors Administrators and Assigns the said Book or Work Copy-right and premises hereby assigned or intended so to be in manner aforesaid and according to the true intent and meaning of these presents AND FURTHER that it shall and may be lawful to and for the said William Simpkin and Richard Marshall their Executors Administrators and Assigns at all times hereafter to have hold use print publish sell and enjoy the said Book or Work and the Copyright thereof and other the premises hereby assigned or intended so to be and to receive the proceeds and profits of the said Book or Work Copyright and premises for their own use without any let suit denial hindrance or interruption of from or by the said Barry E. O'Meara or his Executors Adminis-trators or Assigns or any of them or any other person or persons whomsoever lawfully or equitably claiming or to claim by from through under or in trust for him them or any of them or by or through his their or any of their Acts means consent default privy or procurement AND MORE-

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OVER that he the said Barry Edward O'Meara his Executors, Administrators and Assigns and all persons lawfully or equitably claiming or to claim by from thro' under or in trust for him or them any right title or interest of in or to the said Book or Work Copyright and premises hereby assigned or intended so to be shall and will from time to time and at all times hereafter upon every reasonable request and at the costs and charges in the law of the said William Simpkin and Richard Marshall their Executors Administrators or Assigns make do and execute or cause or procure to be made done and executed all such further and other lawful and reasonable acts deeds assignments and assurances in the law whatsoever for the further better more perfectly and absolutely or satisfactorily granting bargaining assigning or otherwise assuring the said Book or Work and the Copyright thereof and other the premises hereby assigned or intended so to be unto the said William Simpkin and Richard Marshall their Executors Administrators and Assigns for their own use and benefit and according to the true intent and meaning of these presents as by the said William Simpkin and Richard Marshall or either of them their or either of their Executors Administrators or Assigns or their or any of their Counsel in the law shall be reasonably and lawfully advised and required AND the said William Simpkin and Richard Marshall for themselves their heirs Executors and Administrators do hereby jointly and severally covenant promise and agree with and to the said Barry Edward O'Meara his Executors, Administrators and Assigns that they the said William Simpkin and Richard Marshall their Executors Administrators or Assigns some or one of them shall and will well and truly pay or cause to be paid unto the said Barry Edward O'Meara his Executors, Administrators or

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Assigns the sum of One hundred and fifty pounds of lawful British money for every set of One thousand Copies of the said Work hereby assigned or intended so to be which shall be printed after the first Two thousand Copies thereof and so in proportion for any Edition Set or Number of Copies of the said Work which shall amount to a fractional part of One thousand the said sum of One hundred and fifty pounds or such proportionable sum as aforesaid be paid immediately after the printing of every such further Edition or number of Copies shall be completed PROVIDED ALWAYS nevertheless that notwithstanding the covenant last hereinbefore contained if the said William Simpkin and Richard Marshall their Executors Administrators or Assigns shall at any time or from time to time after printing the first Edition of Two thousand Copies of the said Work print any further Edition Set or Number of copies of the said Work consisting of Two thousand Copies at one impression they shall not be liable to pay the sum of Three hundred pounds immediately upon completing the printing thereof but shall pay the sum of One hundred and fifty pounds only upon completing the printing of such Edition or Set of Two thousand Copies and the further sum of One hundred and fifty pounds upon entering upon the Sale of the last Set of One thousand Copies of the same Edition AND the said William Simpkin and Richard Marshall do hereby for themselves their heirs Executors and Administrators jointly and severally covenant promise and agree to and with the said Barry Edward O'Meara his Executors Administrators and Assigns to pay the said several last mentioned sums of One hundred and fifty pounds and One hundred and fifty pounds according to the true intent and meaning of the proviso last hereinbefore contained PROVIDED ALWAYS and it is hereby

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further declared and agreed by and between the said parties to these presents that Notwithstanding the Grant and Assignment of the said Work and the Copyright thereof hereinbefore contained and intended to be hereby made it shall and may be lawful for the said Barry Edward O'Meara his Executors and Administrators to sell the said Work to a French or German or any other Foreign Bookseller or Publisher or Firm of Booksellers or Publishers for the purpose of being translated into the French and German Languages or both or either of them or into any other Foreign Language and circulated on the Continent of Europe but the same shall not be circulated published or sold in any part of Great Britain or Ireland or any of the British Colonies or Settlements unless by virtue of a special Agreement in writing to be first made and entered into for that purpose with the said William Simpkin and Richard Marshall their Executors Administrator or Assigns And the said Barry Edward O'Meara doth hereby for himself his Heirs Executors and Administrators covenant promise and agree to and with the said William Simpkin and Richard Marshall their Executors Administrators and Assigns That he the said Barry Edward O'Meara his Executors Administrators or Assigns shall and will well and truly account with the said William Simpkin and Richard Marshall their Executors Administrators or Assigns for the money for which he shall sell the said Work by virtue of the proviso last hereinbefore contained and pay one equal third part of such money unto the said William Simpkin and Richard Marshall their Executors Administrators or Assigns within one week after the same money shall have been paid to him the said Barry Edward O'Meara his Executors Administrators or Assigns IN WITNESS whereof

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the said parties hereunto set their hands and seals the day and year first above written.

Signed Sealed and Delivered
by the above-named Barry
Edward O'Meara and Wil-
liam Simpkin (being first
duly stamped) in the
presence of

BARRY EDWARD O'MEARA.
WILL. SIMPKIN.

JNO. BIRKETT, Cloak Lane
Geo. COX, His Clerk.

Signed Sealed and Delivered
by the above-named Richard
Marshall in the presence of

RICHARD MARSHALL.

Geo. COX.

W. JACKSON, 4 Stationers' Hall Court.

Received the day and year first above written of
and from the above-named William Simpkin
and Richard Marshall two several Promissory
Notes under their joint hands respectively
bearing even date with the above Indenture
the one of them for the payment to me or my
Order of the Sum of Three hundred Pounds at
Six months after date and the other of them
for the payment to me or my Order of the Sum
of Three hundred Pounds at Nine months after
date making together the Sum of Six hundred
Pounds being the consideration above men-
tioned to be paid by them to me

£600

I say received the same
BARRY EDWARD O'Meara.

Witness: JNO. BIRKETT
Geo. COX.

THE FASCINATION OF BOOKS

MEMORANDUM I the above-named Barry Edward O'Meara do hereby acknowledge to have this day received of the above-named William Simpkin and Richard Marshall the Sum of One hundred and fifty Pounds being the Consideration payable to me by them for the Second Edition of One thousand Copies of the above-mentioned Work the further Sum of One hundred and fifty Pounds being the Consideration payable to me by them for the Third Edition of One thousand Copies and the further Sum of Four hundred and Fifty Pounds being the Consideration payable to me by them for the Fourth Edition of Three thousand Copies making together the Sum of Seven hundred and fifty Pounds.

£750

I say received the same this Third day of October One thousand eight hundred and twenty-two

BARRY E. O'MEARA.

Witness : GEO. COX

W. JACKSON.

MEMORANDUM I the above-named Barry Edward O'Meara do hereby acknowledge to have this day received of the above-named William Simpkin and Richard Marshall the Sum of Four hundred and fifty Pounds being the Consideration payable to me by them for the Fifth Edition of Three thousand Copies of the above-mentioned Work I say received the same this Seventeenth day of March One thousand eight hundred and twenty-four

£450

BARRY E. O'MEARA.

Witness : GEO. COX.

BOOK DISTRIBUTING

Another great success was the "Fight at Dame Europa's School," a small brochure by Canon Pullen of Salisbury Cathedral. This pamphlet was a humorous satire upon the Franco-German War. Its publication was offered to many important London publishers, who all refused it.

Mr. Brown of Salisbury printed a small edition, about one hundred being sold in each of the first weeks of its issue; then a boom set in and a London printer was requisitioned to supply the demand, which eventually exceeded 400,000 copies. Such was the result of hitting the humour of the public at the right moment.

Simpkin, Marshall and Co. also published Miss Braddon's novels, of which over three and a half million copies have been sold.

Early in 1854 the principal wholesale houses agreed to close their establishments at five o'clock on Saturdays from April to September, except when interfered with by magazine day, which was one of very great importance in the bookselling trade, and in 1855 closing time on Saturdays was further altered to four o'clock. In comparison with sixty years ago holidays are more than doubled at the present time.

Early in 1858 the rebuilding of new and

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enlarged premises in Stationers' Hall Court was begun, opportunity for enlargement occurring through the buying out of Messrs. Suttaby and Co., who removed to Amen Corner, and the



Stationers' Hall Court, 1826

falling in of leases. Some six houses in all were pulled down to make room for the present buildings

During these operations temporary wooden premises were erected under the plane tree in the centre of Stationers' Hall Court, while warehouse room for stock was obtained in Stationers'

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Hall, an undertaking having been given that no damage should be done to the stately and decorative additions to that hall.

The new building was opened in 1859, and although it was quite capable of holding the great stock necessary for so large a distributing business, yet during recent years it has been found necessary to further extend the premises, so that they now reach on one hand to Ludgate Hill and on the other into Ave Maria Lane.

The influence this firm has exerted upon the individual, as well as upon the trade generally, has been very great. Not only is it said that the bookselling trade without "Simpkin's" could scarcely exist, but the training received by those who come within its influence is second to none in the kingdom. Evidence of this could be obtained from every continent and nearly every country in the world—in almost every capital of Europe, in America, India, in every colony; in fact, wherever civilisation exists there you will in all probability find some one who has passed a portion of his business years at "Simpkin's."

Daniel Macmillan, one of the founders of the great firm of Macmillan and Co., and Adam Black of A. and C. Black, had worked under

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this firm, and many publishers, retail booksellers and managers up and down the country, who are doing and have done great and important work in the bookselling world, have to thank Simpkin's for their early commercial training.

It would be impossible to give a detailed account of the manifold nature of the business carried on at Stationers' Hall Court, but it may be of interest to outline a few of the later details connected with the business.

The foundation of its success has been buying in the cheapest market, and selling, with a profit, compatible with publishers' prices and a quick turnover. By the early despatch of books issued by all publishers and the collection of such miscellaneous publications as are not in stock, largely by return, the firm has gained the confidence of the bookselling trade.

It is to the subscribing department that publishers look for a tone and impetus to be given to a new book which will be felt through the trade, and with over one million books in stock it can claim for itself the title of the greatest book emporium in the world.

During the latter half of the nineteenth century the business of Simpkin, Marshall and Co. was under the able guidance of Mr. John,

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Mr. Frederick and Mr. William Henry Miles, Mr. G. R. Otton and Mr. G. Walker, Mr. C. H. Miles (son of Mr. John) and Mr. F. H. and Mr. G. H. Miles (sons of Mr. Frederick) later on becoming partners in the firm.

In 1889 an amalgamation took place of the separate and respective firms Simpkin, Marshall and Co., Hamilton Adams and Co., and W. Kent and Co.; these were formed into a limited liability company with a registered capital of £300,000, Mr. Frederick Miles being its first chairman.

PUBLISHING

UNTIL recent times the publisher and bookseller had no separate identity, as the publisher sold direct to the public the books he produced; now, however, the publisher confines his energies entirely to the production and publication of books, while the bookseller retails them to the public. By this division a larger constituency is reached, as the bookseller's counter is considered the best medium through which a book can be seen and advertised.

Before dealing with the present system of publishing it will be best, if only for comparison, to sketch briefly some of the methods of publishing which were in vogue during the later part of the eighteenth and the early part of the nineteenth century, before the entire severance of the seller from the producer of books. Formerly, by a system of association, the principal booksellers produced for themselves most of the books they sold, and in many cases they employed the authors to write them. It will be remembered that Dr. Johnson and Oliver Goldsmith, as well as many other well-known authors, were so engaged. By this system of

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co-operative publishing, prices were fixed, discounts regulated and all trade questions easily adjusted. The cost of producing a book was borne by this circle of publisher-booksellers, who were called partners, and the books thus produced were usually of a popular character, such as dictionaries, natural histories, encyclopædias, and general educational literature. The interests in these works, as mentioned elsewhere in this volume, were frequently divided and sub-divided into lots or shares, which, in the case of an expensive book or of one for which a large circulation was anticipated, were sometimes very numerous and often formed a complex arithmetical problem. These divisions or shares in a book sometimes consisted of as many as three hundred different lots.

This partnership in the copyright of a book led to frequent meetings on the part of the proprietors to discuss new issues and divide profits.

Down to the middle of the nineteenth century the stock sold at publishers' sales consisted largely of miscellaneous books, besides those which the publisher-bookseller himself partly controlled. After that date the shares of most

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of these partnership books were either bought up by one partner or through the lapse of time became worthless, the old methods gradually died out and the publisher, as we know him, became the sole producer of the works which the booksellers sold.

There were, however, during the first half of the nineteenth century several great publishing houses, some of whom still exist, who, with foresight and discretion, issued many of their publications on their own responsibility, notably the house of Longmans, who invested large sums in the works of Wordsworth, Moore, Macaulay, and also in the issue of *The Edinburgh Review*. This was true also of John Murray, who gathered round him and paid immense sums to Lord Byron, Scott, Crabbe, Irving, Hallam, Southey, and to the writers in *The Quarterly Review*. The same business methods existed in the houses of Blackwood, Colburn, Constable, Rivingtons, A. and C. Black, and others, who displayed great knowledge of the requirements of that age, many of them making large fortunes.

This complete centralisation of the publisher's responsibility developed many changes, some of them considerably influencing the relation of

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the author to the publisher as well as the position of the publisher to the bookseller. There also grew up conditions in these trades which eventually led to the formation of protection societies for the author, the publisher, and the bookseller. These will be treated more in detail a little further on.

The old-established publishers, being in most instances men of culture and education, gathered round them authors of position and renown, with whom they became on intimate terms. A personal relationship was thus fostered which frequently resulted in business suggestions beneficial to both author and publisher. This is further illustrated in the published lives of the Murrays, the Blackwoods, of the Macmillans, and Adam Black, as well as in the biographies of authors themselves. The great commercial prosperity which was associated with this and a later period induced many men of enterprise and capital to enter the publishing trade, with the result that through the multiplicity of publishers a competition arose for the successful writer, which, although enriching the author, has occasionally severed many pleasant social relationships. There are, however, still many exceptions to this condition of affairs.

PUBLISHING

Competition among publishers for the successful author assisted in the establishment about 1880 of the literary agent. The business of the literary agencies is to dispose of an author's MS. to the highest purchaser, to arrange for the serial issue of the work, to negotiate and settle the American and foreign editions, to keep the author's accounts, and to act as the intermediary between him and the publisher, for which assistance the agent charges a commission. Some publishers resent this interference and will not consider a MS. coming through such a source ; but the demand for the work of a popular writer is always great, and through the prices obtained by means of the literary agent an author is stimulated to give quantity rather than excellency of work, thereby frequently enriching himself at the expense of his reputation.

Growing up and covering somewhat the same ground and the same period as the literary agent is the Incorporated Society of Authors. This society, which owes its inception mainly to the initiative of the late Sir Walter Besant, was established in 1883, and from its commencement met with a considerable amount of support from the workers in literature. Lord Tennyson became its first president and Lord Lytton,

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Matthew Arnold, Huxley, Tyndall, and Dr. Martineau were among its early vice-presidents. Its accredited organ, *The Author*, has a considerable circulation. The main principles of the society are : (1) the maintenance, definition, and defence of literary and musical property ; (2) the consolidation and amendment of the law of domestic copyright ; (3) the promotion of international copyright. The society has grown with its requirements, and now not only aims at defining and establishing the principles and methods of publishing but examines agreements and advises authors as to the best publishers for their purpose. It looks through and carefully examines publishers' accounts and estimates for printing and production ; it takes action on behalf of its members for the recovery of MSS., and will for a small fee give a critical report upon the work of young authors submitted to it. Although not antagonistic to the literary agent, it warns the author who is starting on his career not to enter into contracts or dispose of his MS. before consulting the society, as in his preliminary efforts the advice of the Authors' Society would be found useful. The great work of the society has been its continual insistence on the value of literary property and

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the right of the author to his share of profit. It has therefore laid down what it considers the heads under which the various methods of publishing would fall; these are as follows: (1) sale outright; (2) limited sale; (3) the half-profits system; (4) the royalty system; (5) publication by commission.

In discussing these proposals of the Authors' Society separately it must be understood that variations may take place by agreement between author and publisher in any of the several departments, and the various arrangements are here explained rather than suggested as a system to be adopted for publishing. With regard to *sale outright* much might be urged, both for and against. It is not an infrequent occurrence for an author, who has probably put his most original work into his first book, to be unable to find a publisher. Cases might be mentioned where, after many unsuccessful attempts, an author has disposed of the copyright of his book for a nominal sum and the work has afterwards turned out a surprising success. To the credit of the publishers this success has generally been recognised by further payments, but legally the author has no further claim. It is therefore suggested that if an author considers

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his work to be one of merit he should not dispose of his rights in the book. If, however, the author cannot afford to wait the verdict of the public he is sometimes compelled to accept the best price offered for his MS. On the other hand, by sale outright the author dispenses with all future trouble, and the loss, if any, falls upon the publisher, who, in order to make his investment a satisfactory one, must do his best to make the book a success by reviews, advertisement, and through trade mediums. These advantages should be a considerable help to a young author.

The method of *limited sales* is not often adopted. It is an arrangement by which an author sells to a publisher the right of producing his book for a limited period for a stated sum, or sells a limited number of copies at an agreed price. Neither of these methods is considered desirable, and should never be undertaken without an agreement.

The *half-profits system* is less objectionable. According to this plan the publisher produces the book at his own risk, and the net profits are divided in half or on an agreed proportion between author and publisher. Under this system the cost of production and advertising is

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met before any profit can accrue. This method should not however be undertaken unless the author knows well the integrity of the publisher with whom he is dealing, as under this arrangement it is possible for the publisher to take discounts in which the author does not share.

By far the most satisfactory system and the one most generally adopted is the *royalty system*, by which the publisher produces the book at his own cost and pays the author a royalty upon each copy sold. These royalties vary from 10 per cent. to 25 per cent., and in very exceptional cases to 30 per cent., according to the reputation of the author and the anticipated sale of the book. Sometimes by arrangement a royalty is paid upon all copies sold over and above a certain number, or after the cost of production has been covered, but none of these methods should be undertaken without an agreement being legally drawn up and signed. Most of the leading novelists now publish on the royalty system, as by this they receive a larger return for their literary property. Frequently it is arranged that an author shall receive a large sum on depositing the MS. with the publisher, or on publication, on account of royalties, which in

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the case of a popular novelist will amount to thousands of pounds.

The method of *publishing on commission* is generally adopted when an author has opportunities for producing his book himself. By this method the work is issued at the expense and risk of the author, and the publisher or agent is paid by a commission on all copies sold, and also on the cost of production, should this be undertaken by the publisher or agent. Provided the book is a successful one, this method is from a financial point of view the most satisfactory to an author, for should he have time and opportunity to see the book through the press he takes all the intermediate profits and also the commission on production; but it has the objection that a publisher may not throw his energies into the sale of a commission book to the same extent that he would if it were issued upon the royalty system or if he had himself bought the copyright.

In all these methods of publishing care should be taken in drawing up agreements, and also, where possible, the copyright should remain in the possession of the author. The success of a book can frequently be traced not only to the effective way a publisher produces it, but also to

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the way he advertises it and to the channels through which he causes his advertisements to pass ; so that the selection of a publisher is an important matter. It is a fact that the name of a particular publisher on the title-page of a book is a guarantee that the book has been well considered before being issued ; this has a great effect with the bookseller who stocks it and also with the public who buy.

To the author as well as the publisher one of the principal difficulties is the disposal of the books that do *not* sell, that is, to use the usual trade term, of "remainders." With the consent of the author these are generally either sold by public auction or privately to a trader known as a remainder-buyer. Books so sold fetch a purely nominal sum, sometimes not amounting to the cost of the paper upon which they are printed. Some publishers prefer sending their unsaleable stock back to the paper mills to be repulped rather than that it should be sold in this unsatisfactory manner. It has sometimes happened that a book sold out in this way has found its real place in a cheaper market, and a fresh and quite unexpected demand for the book has been created. In no case, however, should a book be remaindered until two years after its publication.

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Although established after both the Authors' and Booksellers' Associations, still, as representing the predominant partner in the trades coming between the author and the public, it would be right to treat here of the origin and work of the Publishers' Association of Great Britain and Ireland. This association was established in 1896, and had as its first president Mr. C. J. Longman. It has a membership of about eighty-five, consisting of all the principal London and provincial publishers. The objects of the association are to promote and protect by all lawful means the interests of the publishers of Great Britain and Ireland. The work undertaken and accomplished has been varied and useful, and in its results has affected the publishers themselves as well as the book trade generally. Amongst the most important questions discussed have been the stopping of colonial piracies, copyright, bibliography, trade terms, and publication agreements. The following are the principal clauses from a draft agreement between author and publisher drawn up by the association which has received legal sanction and upon which agreements may be founded for publishing upon the royalty system :

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“The publisher shall at his own risk and expense, and with due diligence, produce and publish the work, and use his best endeavours to sell the same.

“The author guarantees to the publisher that the said work is in no way whatever a violation of any existing copyright and that it contains nothing of a libellous or scandalous character, and that he will indemnify the publisher from all suits, claims, and proceedings, damages, and costs which may be made, taken, or incurred by or against him on the ground that the work is an infringement of copyright or contains anything libellous or scandalous.

“The publisher shall, during the legal term of copyright, have the exclusive right of producing and publishing the work in the English language throughout the world. The publisher shall have the entire control of the publication and sale and terms of sale of the book, and the author shall not, during the continuance of this agreement (without the consent of the publisher), publish any abridgment, translation, or dramatised version of the work.

“The publisher agrees to pay the author the following royalties on the published price [these by arrangement].

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"No royalties shall be paid on any copies given away for review or other purposes.

"The author agrees to revise the first and, if necessary, to edit and revise every subsequent edition of the work, and from time to time to supply any new matter that may be needful to keep the work up to date.

"The author agrees that all costs of corrections and alterations in the proof sheets exceeding 25 per cent. of the cost of composition shall be deducted from the royalties payable to him.

"In the event of the author neglecting to revise an edition after due notice shall have been given to him, or in the event of the author being unable to do so by reason of death or otherwise, the expense of revising and preparing each such future edition for press shall be borne by the author and shall be deducted from the royalties payable to him.

"During the continuance of this agreement the copyright of the work shall be vested in the author [or publisher], who may be registered as the proprietor thereof accordingly.

"The publisher shall make up the account annually.

"If the publisher shall at the end of three years from the date of publication, or at any

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time thereafter, give notice to the author that in his opinion the demand for the work has ceased, or if the publisher shall for six months after the work is out of print decline or, after due notice, neglect to publish a new edition, then and in either of such cases this agreement shall terminate, and on the determination of this agreement in the above or any other manner the right to print and publish the work shall revert to the author, and the author, if not then registered, shall be entitled to be registered as the proprietor thereof and to purchase from the publisher forthwith the plates or moulds and engravings (if any) produced specially for the work at half-cost of production, and whatever copies the publisher may have on hand at cost of production; and if the author does not within three months purchase and pay for the said plates or moulds, engravings, and copies, the publisher may at any time thereafter dispose of such plates or moulds, engravings, and copies, or melt the plates, paying to the author in lieu of royalties a percentage of the net proceeds of such sale.

“ If any difference shall arise between the author and the publisher touching the meaning of this agreement, or the rights or liabilities of the

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parties thereunder, the same shall be referred to the arbitration of two persons (one to be named by each party) or their umpire, in accordance with the provisions of the Arbitration Act, 1889."

Much business of an international character has also been undertaken by the association, especially in the important work of organising the International Congresses of Publishers. The aim of these has been to promote and establish a true international friendship, so that if trade or other differences should arise in any country, they may be settled by the intervention of the publishers in the particular country; and also to extend the advantages of the Berne Convention by securing the adherence of those countries which have not yet joined. The first of these Congresses was held at Paris in 1896, the second at Brussels in 1897, the third at London in 1899, and the fourth at Leipzig in 1901. Since that time they have been held at various intervals. At all these congresses questions were discussed, and in many cases settled, in a spirit which beneficially affected the trade of Great Britain and other countries and which may go far to remove possible causes of future friction.

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One of the most important actions of the publishers, and one which has had a material bearing upon the bookselling trade of the United Kingdom, was the adoption and enforcement of what is known as the *net system*, which means that no bookseller may give a discount to the public off the price at which a book is published when issued under this system. This arrangement was the subject of much discussion between authors, publishers, and booksellers, but eventually a *modus operandi* was arrived at which was deemed satisfactory to the various interests in question, and on January 1, 1900, the system came into operation: publishers undertaking to discontinue supplying any bookseller who gave a discount off the selling price of net books, and the booksellers, through their association, signing an agreement to fall in with the publishers' proposals and to charge the published price, giving no discount. At the outset some of the discount booksellers took exception to the coercive policy thus introduced, but their opposition gradually died out, owing to the firm stand taken by the publishers; and although some objections are still raised against the system, it is in the main accepted as the best solution of the discount difficulty yet proposed.

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The publishers have up to the present refused to take action as to excessive discounts in regard to books published in any other way than on the net system.

Besides the discount question there have been many disturbing elements in the publishing and bookselling trade. Perhaps no greater change ever took place than that which was brought about by the Education Act of 1870, which caused a revolution in educational literature, rendering most of the then existing school-books practically useless, new educational methods taking the place of the old-fashioned system of questions and answers. Another change was brought about by the abolition of the three-volume novel. It had always been the custom to issue works of fiction in several volumes. Richardson's "Clarissa" was in eight volumes, Fielding's "Tom Jones" in six volumes, and Sterne's "Tristram Shandy" in nine volumes; but during nearly the whole of the nineteenth century, until 1897, three volumes were considered the regulation number for all novels. In 1894 Mudie's and Smith's circulating libraries sent to the publishers a circular suggesting drastic changes in the prices of this mode of issue, which

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had the effect of gradually reducing the number of novels in this form; and in the last year of their existence, 1897, only four novels were thus published. Up to this time the 6s. volume was reserved for the cheap edition of a work first published in three volumes, but the abolition of the latter opened the flood-gates for the publication of original fiction in one-volume form. The result has been a yearly growth in this department of literature, which now forms the leading stock of the general bookseller. To the popular novelist this change has been beneficial, as he at once appeals to the large majority of readers before the critics have had time to express their opinion, in one sense or another, which was hardly the case in the days of the three-volume novel. As illustrating the large demand created by this form of issue, it may be mentioned that of Miss M. Corelli's "The Master Christian," published in 1900, nearly 260,000 copies were sold, and of Mr. Hall Caine's "The Eternal City," published in September 1901, over 120,000 copies were in six months disposed of in Great Britain alone. Other examples of large sales might easily be cited. By this one-volume form of issuing novels the colonial bookselling

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trade has been greatly benefited, as it is now usual to publish simultaneously with the English editions another edition entirely for sale in India and the colonies. This trade is an increasing one and is considered an important factor in the sale of a book.

Coming between the publisher and the retail bookseller is the important distributing agency of the *wholesale bookseller*. It is to him that the retailer looks for his miscellaneous supplies, as it is quite impossible for the latter to stock one-half of the books published. In Paternoster Row, which has for over a hundred years been the centre of this industry, may be seen the collectors from the shops of the retail booksellers busily engaged in obtaining the books ordered by the book-buying public. It is also through these agencies that the country bookseller obtains his miscellaneous supplies. At the leading house in this department of bookselling almost any book can be found or information obtained concerning it. At one of these establishments over one million books are constantly kept in stock. It is here that the publisher calls first on showing or "subscribing" a new book, a critical process, for by the number thus subscribed the fate of a book is sometimes determined.

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What may be termed the third partner in publishing and its ramification is the *retail bookseller*. To protect his interests there was established in 1890 a London Booksellers' Society, which had for its object the restriction of discounts to twenty-five per cent., and also to arrange prices generally and control all details connected with the trade. The society a few years afterwards widened its field of operation so as to include the whole of the United Kingdom, and its designation then became "The Associated Booksellers of Great Britain and Ireland." This association, with the aid of the publishers, established the net system before mentioned, and by unity of action aims at stopping further underselling and the giving of ruinous discounts.

From the beginning of the twentieth century there has been a large influx into England of American literature, especially fiction. Not only has there been a growing appreciation of many American writers, but the attractive "get-up" of American books has made its influence felt upon the English market. Some of the American methods of distribution have also been attempted in Great Britain, but with only partial success. The most successful effort has been

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the sale of important expensive works through the medium of newspapers. Canvassing, which is a common method of distributing books in the United States, meets with little support in the United Kingdom, although about the middle of the nineteenth century a large trade was done throughout England and Scotland by canvassers, who sold in numbers and parts such works as Family Bibles, Daily Devotions, Lives of Christ, and Foxe's "Book of Martyrs." It is, however, an acknowledged fact among publishers that there is still a large public not reached through the ordinary channels of trade, and how this book-buying public can be touched is a question which is continually exercising the minds of the enterprising producer. The methods of publishing in America are similar to those adopted in Great Britain, but the discount to the booksellers is given *pro ratâ* according to the number purchased. It is, however, in respect of the means of distribution that the systems of the two countries differ most. In America the general stores largely take the place of the English bookseller, and by their method of canvassing and the instalment system a wider public is served. In the distribution of fiction the American plan of "booming" a book by copious

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advertising, although expensive, is often the means of bringing an author's name before the public, but it does not always establish a permanent reputation for him. In 1901 the net system, as adopted in Great Britain, was introduced into America and has thus far proved a success.

The continental methods of publishing and distribution, especially in Germany, differ in many respects very materially from those of Great Britain. In even the smallest German towns there is a bookseller who receives on sale, immediately upon publication, a supply of such new books as he or the publisher may think suitable to his class of book-buyers. The bookseller submits these books to his customers, and by this method most books issued are at once placed at the disposal of any buyer interested in a particular subject. The large sums spent in other countries upon advertisements are thus saved. At the book fairs held in Leipzig at Easter and Michaelmas the accounts for books sent on sale are usually made up and paid. In France all books have to be licensed before publication, but the methods of publication differ little from those of other continental countries.

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Since this article was first published the Registrar, Stationers' Hall, has issued the following note respecting the new Copyright Act, which came into operation July 1, 1912 :

COPYRIGHT ACT, 1911.

The above Act having now come into operation in the United Kingdom, all Registration of Copyright is abolished, except in the case of books first published in self-governing dominions or other British possessions to which the Act shall not have been extended.

BOOKSELLERS' TRADE-DINNER SALES

THE custom, peculiar to the bookselling trade, of dining together upon the occasion of a sale is a very ancient one, and dates probably from about the end of the seventeenth or the beginning of the eighteenth century, when book auctions were introduced into this country from the Continent by William Cooper, of Little Britain, in 1676. The first of these book auctions was that of the library of Dr. Seaman, at Warwick Court, Warwick Lane, when between fifteen and twenty thousand books, principally of a theological character, realised a total sum of about £3000. A copy of the Eliot Bible of 1661-1663 was knocked down for 19s., whilst a copy of the same work was sold in 1882 for £580. At another of these sales, in 1698, thirteen Caxtons were sold for the ridiculous sum of £2 1s. 4d. What a fortune they would have realised at the present day! It is an interesting fact that these early auctioneers were also ordinary booksellers, and many years elapsed before the book auctioneer acquired a separate and distinct business.

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The firm known as Sotheby is the oldest and best known, having been established by Samuel Baker in 1744, showing an unbroken record of over one hundred and seventy years. There are also Messrs. Hodgson, established over one hundred years, and Messrs. Puttick and Simpson.

Many of the conditions of sale in the early auctions have been little changed. It was usual to return books found to be imperfect, and a month was generally allowed for payment; no bidder might advance less than 3*d.* under 1*os.*; above 1*os.*, 6*d.*; above £1, 1*s.* It is quite probable that at a later period the bookseller who had a large stock found it more profitable to employ a professional book auctioneer than to sell himself, and that later still the publisher also adopted the same means of disposing of his own publications. It was considered advisable to provide refreshments, which are often specified on the catalogue. As time went on the sales commenced later in the day, and dinner therefore became the principal function in the proceedings.

But in one of the earliest recorded trade sales, that of the stock of Mrs. Elizabeth Harris, which was sold at The Bear, in Avey Mary Lane, on December 11, 1704, the invita-

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tion to the sale ran as follows: "Beginning at nine in the morning when the whole company shall be entertained with a breakfast, and at noon with a good dinner and a glass of wine, and then proceed with the sale in order to finish that evening." These sales were frequently of a composite character, several booksellers contributing an assortment of their books so as to make the sale more important. When the bookseller and the publisher were combined in the same individual, the expense of issuing a book was usually borne by a large number of booksellers, with the result that books were divided and sub-divided at these sales to suit large and small buyers. In the case of an expensive work as many as three hundred portions of a book are known to have existed.

When, however, publishing became a distinct business and altogether separate from book-selling, the trade sale dinner assumed greater importance. All the leading London booksellers were invited to what was frequently a brilliant banquet; the publisher also took the opportunity of introducing many of his authors and friends, and this naturally gave tone and importance to the proceedings. All the publishing houses have now, however, abandoned

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this old trade custom. Messrs. Longmans and Co. held their last sale dinner on November 1872, and Mr. Murray on November 4, 1888. Messrs. R. Bentley and Son continued their down to the time of their incorporation with Messrs. Macmillan and Co. in 1898, and were the last of the publishers to give *bona fide* trade sale dinners. The late Mr. Quaritch can scarcely be reckoned among the publishers, but his dinners, which were always of a most entertaining character, were continued by him until his decease in 1899.

How far these sale catalogues date back I am unable to say. I have traced some of them to 1704, and such as I have examined are nearly all in the same form and character as those in use when the sale dinners came to an end. They were issued in folio on thickly-woven paper with broad margins for annotations and notes of prices, and were usually addressed to "A select number of Booksellers of London and Westminster." The sending of a catalogue was always considered an invitation to dinner.

The first of these folio catalogues which I have examined is dated 1797, and in it were included some books which still have a little

TRADE-DINNER SALES

life, such as Adams' "Roman History," Blackstone's "Commentaries," Blair's "Chronology," and Gay's "Fables." The next is dated 1802, and consisted of books offered by F. Wingrave, Strand, principally in foreign languages. Another contained the stock of Mr. Chapman, who was retiring from the bookselling trade, and whose sale was held at the Globe Tavern. In 1804 I find catalogues of seventeen sales, among them that of "Longman, Hurst, Rees and Orme," which, besides containing a large number of important works, had also *Edinburgh Review*, Nos. 1, 2, 3, 4, Glasse's "Cookery," and Lavater's "Physiognomy," by Hunter, 5 vols. Longmans did not apparently at this period have a sale dinner, but adopted the principle of offering their books for a limited period at reduced prices. Following this catalogue is that of F. and C. Rivington, a firm incorporated some years ago with that of Longmans and Co. This catalogue also contained a large number of miscellaneous works, and was not of that almost exclusively religious tendency which characterised the books issued from this house during the latter period of its existence. Other firms issuing catalogues during this year were Scatcherd and Letterman, Ave Maria Lane; C. Law,

THE FASCINATION OF BOOKS

Verner and Hood, R. Baldwin, H. D. Symonds and G. and F. Robinson; the sale of the last-named was of a very extensive character, the catalogue consisting of twelve folio sheets of closely-printed matter. Amongst the lots was the stock of Grose's "Scotland and Ireland" which sold for £1620, the shares in books amounting to several thousands of pounds. The catalogue of Johnson, St. Paul's Churchyard, the friend of Cowper and publisher of the writings of Priestley and Erasmus Darwin, contained Edgeworth's "Moral Tales" and Oliver Goldsmith's works. In the sale of works put forth by William Miller, Albemarle Street, whose business was purchased by John Murray in 1812, and who offered to furnish the clergy with a printed sermon on any text and suitable for any occasion, there appeared, judging by their titles, some rather curious books, such as "Flim Flams, or the Life and Errors of my Uncle and the Amours of my Aunt," 3 vols., with plates. This book was by Isaac D'Israeli, the father of Lord Beaconsfield. We find also "Drunken Barnaby's Journal," with plates. In July 1804 there was sold at the London Coffee House the stock of Mr. J. Debrett, a bankrupt, and among the lots disposed of were the shares in the celebrated "Peerage,"

TRADE-DINNER SALES

which still bears his name. Another catalogue of this year is that of T. Egerton, containing books printed at the Military Library near Whitehall, by His Majesty's command.

In 1805 I find twenty-seven catalogues of various selections of books, such as Lackington, Allen and Co.'s, the famous booksellers of Finsbury Square, whose house was called "The Temple of the Muses and The Cheapest Booksellers in the World," with a stock of half a million books. Williams and Smith, Stationers' Hall Court, and T. Boosey also issued catalogues. That of Brooke and Clarke was composed largely of Law Books; Cadell and Davies, Strand, included a large number of Robertson's Histories and Somerville's "The Chase," illustrated by Bewick. Sixty-nine copies of the "Complete Grazier" and a large number of Hume and Smollett's Histories were sold at the Queen's Arms Tavern, St. Paul's Churchyard, at a sale by Wallis. That of W. H. Lunn, at his Classical Library, Soho Square, consisted "principally of books imported from abroad at a considerable expense," so states the catalogue. One of the most important sales during the year was that of Darton and Harvey, composed largely of educational and children's books.

THE FASCINATION OF BOOKS

It also included such works as Young's "Night Thoughts," Zimmerman "On Solitude," Parnassus's "Classics," and Bell's "Poets." The name of Darton has, for considerably over a century, been associated with juvenile literature, and has now a worthy representative in Mr. J. V. Darton, the head of the firm of Wells Gardner, Darton and Co.

A most interesting and historic catalogue of that of the books in quires and the copyrights of the stock of Messrs. Murray and Highley who were dissolving partnership. This was upon the initiative of John Murray the second, then a young man, who wished to work out his own career, which afterwards proved a most successful one, without the help of his partner. Highley had been an assistant to his father and had not sufficient energy for the management, who was termed by Byron "The Anak of Publishers."

This catalogue is dated February 24, 1805, the sale taking place at the London Coffee House, Ludgate Hill. The stock was not a large one, and the books were of a very miscellaneous character; a few items from the catalogue will illustrate the curious way in which books were divided into shares:

TRADE-DINNER SALES

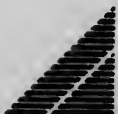
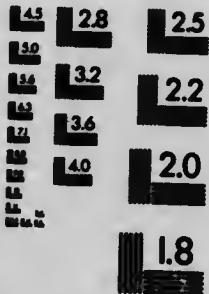
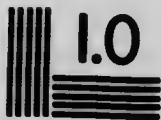
One 16th Johnson's "Dictionary"	£23 5 0
16 7/8 books in 3000 Pope's Works	6 6 0
15 books in 1000 Sterne's Works	11 0 0

Among the catalogues of this year I find several from provincial booksellers, such as Mundell and Son, Edinburgh; Wilson and Spence, York; Henry Mozley, Gainsborough; John Reid, Berwick-upon-Tweed; and Joseph Mowman, agent to the University of Cambridge. Passing on to 1810 and 1811, apparently a very busy and important period for the sale of books, I find that besides a full catalogue of miscellaneous books, Murray's offered 2000 "Domestic Cookery" (Mrs. Rundell's); *Quarterly Review*, Nos. 1 to 7; *Edinburgh Review*, Nos. 1 to 28; 500 Scott's "Marmion" and other works; 750 Crabbe's "Poems," 2 vols.; Nicholson's "Carpenter's Guide"; a large quantity of Hooper's Medical Works, together with 20 copies of the "Encyclopædia Britannica," new edition, 20 vols., which sold for £28 a copy. One 128th Gibbon's "Rome" was sold for £8 18s. 6d. Another large sale was that of Sir Richard Phillips, the compiler of "A Million of Facts," at the Queen's Arms. Here are a few items: 2080 Aikin's "Poetry for Children";



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(ANSI and ISO TEST CHART No. 2)



APPLIED IMAGE Inc

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Rochester, New York 14609 USA
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THE FASCINATION OF BOOKS

12,000 Blair's "Catechism"; 1550 "Bo the Terrier"; 90,000 "Sleeping Beauty and other Children's Fairy Books"; 1000 Mavor's "Spellings"; 5200 "London Primers"; 15,000 "Present for a Good Boy" and also for a "Good Girl"; 5100 Goldsmith's "Grammar of Geography"; 2000 "Little Old Woman and her Silver Penny."

Verner and Hood's was another important sale, comprising 3000 Walker's "Classics"; 1000 Bloomfield's "Farmer's Boy"; 4000 Shakespeare, 12 vols., £2 14s. each; 1000 Sterne's "Sentimental Journey"; 1000 Gay's "Fables"; 1000 Hoyle's "Games"; 1000 Thomson's "Seasons"; 500 "Sorrows of Seduction." It also contained "A Curious Manuscript folio volume of poetry, written in a beautiful manner." At one of Verner and Hood's sales 272 sets in 11 volumes of the *Ladies Monthly Museum* were sold, as well as the remainder of the 4th edition of the "Encyclopædia Britannica"—this sold for £195. In connection with this lot appears a rather questionable note: "The fifth edition of the 'Encyclopædia Britannica' is now in the press, and being printed 'verbatim' from this, these parts may be advantageously used in making up sets

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CATALOGUE
 IN
BOOKS IN QUIRES, AND COPIES,
 WHICH WILL BE SOLD TO
 A SELECT NUMBER OF BOOKSELLERS,
 OF
LONDON AND WESTMINSTER,
 AT
QUEEN'S ARMS, ST. PAUL'S CHURCH-YARD,
 ON **THURSDAY, November 11, 1804.**
 There will be on the Table at Half past Two o'Clock precisely,
 CONDITIONS OF SALE.
 Three Months credit to the Buyers in the Amount of Ten Pounds;
 Two Three Months for Twenty Pounds;
 One Three Months for Forty Pounds;
 Six Three Months for One Hundred Pounds;
 Nine Three Months for One Hundred and Fifty Pounds;
 Eight Three Months for Two Hundred Pounds.
 NOTES TO BE DATED NOVEMBER 11, 1804.
 No Sale will be made public, unless the Importation be made public before the Sale.

<ul style="list-style-type: none"> 66 Addison's Works, 6 vols. royal 8vo. 67 Adversarius, 4 vols. 8vo. 68 Alham's History 69 Annual Review, 3 vols. royal 8vo. 70th Anson's Travels in Greece, 3 vols. 8vo. 71 Aphorisms on the Small Pox, 6 vols. 8vo. 72 Arabian Nights, 6 vols. 8vo. 73 Aristotle's Works, old edition 74 Aristotle's Works, 12 vols. 8vo. 75 Aikin's Dictionary, 10 vols. 8vo. 76 Aikin's Biography, vol. 1 77 Asiatic Researches, 8vo. vols. 1 and 2 78 ----- vol. 3 79 ----- vol. 4 80 ----- vol. 5 81 ----- vol. 6 82 ----- vol. 7 83 Aristophanes? by Lathrop, 8 vols. 8vo. 84 Aikin's Geography 8vo. plates 85 Aikyn's Reports, 2 vols. royal 8vo. 86 ----- 87 ----- 88 ----- 89 ----- 90 ----- 91 ----- 92 ----- 93 ----- 94 ----- 95 ----- 96 ----- 97 ----- 98 ----- 99 ----- 100 ----- 101 ----- 102 ----- 103 ----- 104 ----- 105 ----- 106 ----- 107 ----- 108 ----- 109 ----- 110 ----- 111 ----- 112 ----- 113 ----- 114 ----- 115 ----- 116 ----- 117 ----- 118 ----- 119 ----- 120 ----- 121 ----- 122 ----- 123 ----- 124 ----- 125 ----- 126 ----- 127 ----- 128 ----- 129 ----- 130 ----- 131 ----- 132 ----- 133 ----- 134 ----- 135 ----- 136 ----- 137 ----- 138 ----- 139 ----- 140 ----- 141 ----- 142 ----- 143 ----- 144 ----- 145 ----- 146 ----- 147 ----- 148 ----- 149 ----- 150 ----- 151 ----- 152 ----- 153 ----- 154 ----- 155 ----- 156 ----- 157 ----- 158 ----- 159 ----- 160 ----- 161 ----- 162 ----- 163 ----- 164 ----- 165 ----- 166 ----- 167 ----- 168 ----- 169 ----- 170 ----- 171 ----- 172 ----- 173 ----- 174 ----- 175 ----- 176 ----- 177 ----- 178 ----- 179 ----- 180 ----- 181 ----- 182 ----- 183 ----- 184 ----- 185 ----- 186 ----- 187 ----- 188 ----- 189 ----- 190 ----- 191 ----- 192 ----- 193 ----- 194 ----- 195 ----- 196 ----- 197 ----- 198 ----- 199 ----- 200 ----- 	<ul style="list-style-type: none"> 200 Division of the Universe 201 ----- 202 ----- 203 ----- 204 ----- 205 ----- 206 ----- 207 ----- 208 ----- 209 ----- 210 ----- 211 ----- 212 ----- 213 ----- 214 ----- 215 ----- 216 ----- 217 ----- 218 ----- 219 ----- 220 ----- 221 ----- 222 ----- 223 ----- 224 ----- 225 ----- 226 ----- 227 ----- 228 ----- 229 ----- 230 ----- 231 ----- 232 ----- 233 ----- 234 ----- 235 ----- 236 ----- 237 ----- 238 ----- 239 ----- 240 ----- 241 ----- 242 ----- 243 ----- 244 ----- 245 ----- 246 ----- 247 ----- 248 ----- 249 ----- 250 ----- 251 ----- 252 ----- 253 ----- 254 ----- 255 ----- 256 ----- 257 ----- 258 ----- 259 ----- 260 ----- 261 ----- 262 ----- 263 ----- 264 ----- 265 ----- 266 ----- 267 ----- 268 ----- 269 ----- 270 ----- 271 ----- 272 ----- 273 ----- 274 ----- 275 ----- 276 ----- 277 ----- 278 ----- 279 ----- 280 ----- 281 ----- 282 ----- 283 ----- 284 ----- 285 ----- 286 ----- 287 ----- 288 ----- 289 ----- 290 ----- 291 ----- 292 ----- 293 ----- 294 ----- 295 ----- 296 ----- 297 ----- 298 ----- 299 ----- 300 -----
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FRONT PAGE OF A SALE CATALOGUE, 1804



TRADE-DINNER SALES

from both editions." At another sale a copy of this book, a 4th edition, sold for £38 17s. In addition portions of the copyright in the following books were offered: One 40th Bacon's "Essays"; one 62nd Baxter's "Saints' Rest"; one 80th Boccaccio's "Decameron"; one 32nd "Burke on the Sublime and Beautiful"; one 36th Burton's "Anatomy of Melancholy"; and one 64th "Chesterfield's Letters." Thomas Tegg's sale, which was also held at the Queen's Arms, contained a large quantity of books: 2500 "Aristotle's Masterpiece"; 1000 Adams' "Popular Moral Tales"; 2500 "Poetical Satirist"; 2000 Romaine's "Triumph of Faith"; 2000 Yoric's "Budget"; 2000 Young's "Night Thoughts"; 2000 "Edinburgh Budget of Wit"; 1000 dozen Children's Books, sell 1s. each; 2000 "Chesterfield's Letters"; and 4500 "Ferguson's Biography. It was Thomas Tegg who bought the remainder of the copyright of The Family Library from John Murray, the stock consisting of 100,000 volumes, for which he paid one shilling per copy.

At a sale of Tipper's 4000 Burder's edition of Watts's Psalms and Hymns, 1800 "Father's Advice to his Son at School," and 5800 Harper's

THE FASCINATION OF BOOKS

"Christian Spelling" were offered for sale, also a large number of miscellaneous books. At another important sale held by Sir Richard Phillips, the books were announced to be sold bound, half-bound and in quires; among them were 4550 Levizac's French Dictionary. It was noticed that one firm at this sale bought over 2000 Mavor's Spelling, which was then in its 115th edition.

The two most important items at a sale by Sherwood and others, at the New London Tavern, Cheapside, were 100 "Castle of Otranto," with preface by Scott, 4to, Ballantyne and five 72nds of "Madame de Sevigné's Letters," the latter selling for £2 4s. 6d. At a sale by Baynes and others, a fourth part of Lavington's "Sermons" with all the pewter plates and odd volumes were sold. Williams and Smith had a sale at the Horn Tavern, Doctors' Commons, which included 8800 Burder's edition of Watts's Psalms and Hymns; 4000 Butler's "Hudibras," 2 vols.; 300 Gray's "Door Opened into Everlasting Life"; 12,000 Hawker's "Daily Portion," and other works; and 7000 Harper's "Christian Spelling." At a sale of Edward Law's, beside a long list of ordinary stock, eighty different lots of books were disposed

TRADE-DINNER SALES

of. The following is a specimen of one of the lots:

LOT XXVI.—12MO BOARDS.

2. "More Miseries and Plates," coloured.
1. "Midas on Taste and Genius."
1. "Moral Legacy."
3. Moody's "Pious Remains."
2. Owenson's "Patriotic Sketches."
4. "Original Stories."
2. Young's "Estimate of Human Life."
1. Staunton's "Embassy to China."
2. "Present for an Apprentice."

During these years, 1810 and 1811, there were auction sales by Constable, Hunter, Park and Hunter, from Edinburgh, who were established in London to sell the works produced by A. Constable instead of passing them through the hands of English agents. White's catalogue contained Bewick's "Birds"; "Chronicles of England," 11 vols., 4to; Holbein's "Dance of Death"; Froissart's "Chronicles"; and 500 Paley's "Moral Philosophy," with other works. At a sale by George Kearsley the rights of the English Encyclopædia were sold for £590. At Mackinlay, Black and Parry's sale, 1000

THE FASCINATION OF BOOKS

Burder's "Village Sermons," with editions "Pamela" and "Clarissa," in 4 vols., appeared

I can only enumerate some few of the various items which appeared in some other catalogues of the sales during these years: 400 "A History of Tormenting," with coloured plates; 200 Bacon's "Essays"; 500 "Lady of the Lake," 2 vols.; 2000 "Paul and Virginia"; 2000 "Roderick Random"; 300 Volney's "Ruins of Empires"; *Spectator, Idler, and Guardian*, 2 vols.; Spenser's Works by Todd, 8 vols.; Swift's Works, 24 vols.; 300 Bancroft's "Life of Washington"; 100 Hogarth's Works, folio; 100 Lord Orford's Works, 5 vols.; over 400 Plays, with such quaint titles as "Wives as they Are"; "Everyone has His Fault"; "Hints to Husbands"; "First Floor, First Love."

Benjamin Crosby and Co., the predecessors of Simpkin, Marshall and Co., issued a catalogue containing a large assortment of miscellaneous lots of books with the price at which each lot could be purchased. This firm were also large buyers at all sales. In many instances the catalogues, after having the numbers to be purchased fixed by the London house, were sent on for approval to B. Crosby, who was frequently visiting customers in the country. These cat

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|---|------|---|
| 1 <i>Hutton</i> | 3 | Grose's Military Antiquities, 2 vols. 4to. boards
<i>first impressions</i> |
| 16 <i>Gibbe's Armour</i> | 16 | Gibbe's Armour, vol. 2, no cuts |
| 178 <i>Goldsmith's Rome</i> | 178 | Goldsmith's Rome, 12mo. 7s 6d |
| 178 <i>Hutton's Mathematics</i> | 178 | Hutton's Mathematics, 3 vols. 8vo |
| 136 <i>Tracts</i> | 136 | Tracts, 3 vols. 8vo |
| 150 <i>Mathematical Tables</i> | 150 | Mathematical Tables, royal 8vo |
| 16 <i>Hume and Smollet's England</i> | 16 | Hume and Smollet's England, 15 vols. 24mo |
| 46 <i>Hutchinson's Xenophon</i> | 46 | Hutchinson's Xenophon, 8vo |
| 65 <i>Heyne's Virgil</i> | 65 | Heyne's Virgil, 8vo |
| 30 <i>Hadley's Moorish Grammar</i> | 30 | Hadley's Moorish Grammar, 8vo |
| 3 <i>Horne's Discourses</i> | 3 | Horne's Discourses, 3 vols. 8vo |
| 10 <i>Hamilton's Agrippina</i> | 10 | Hamilton's Agrippina, 2 vols. 8vo |
| 12 <i>Henry's Great Britain</i> | 12 | Henry's Great Britain, 12 vols. 8vo |
| 12mo <i>Holmes's Latin Grammar</i> | 12mo | Holmes's Latin Grammar, 12mo |
| 1 <i>Homericæ Clavis Gr. et Lat. a Patricii</i> | 1 | Homericæ Clavis Gr. et Lat. a Patricii, 8vo |
| 1 <i>Hawkins's History of Music</i> | 1 | Hawkins's History of Music, 5 vols. 4to. boards,
1776 |
| 15 <i>Junlus's Letters</i> | 15 | Junlus's Letters, 2 vols. 12mo |
| 2 vols. foolscap | | 2 vols. foolscap |
| 1 vol. 8vo. plates | | 1 vol. 8vo. plates, 1810 |
| 12mo <i>Jenks's Devotions</i> | 12mo | Jenks's Devotions, 12mo |
| 13 vols. 8vo | | Jones's (Sir William) Works, 13 vols. 8vo |
| 2 vols. 12mo | | Poems, 2 vols. 12mo |
| 2 vols. royal 8vo | | Johnson's Debates, 2 vols. royal 8vo |
| 3 vols. 8vo. 1806 | | Rambler, 3 vols. 8vo. 1806 |
| 2 vols. 8vo. | | Index to Gentleman's Magazine, 2 vols. 8vo.
boards |
| 12mo <i>Keith's Geography</i> | 12mo | Keith's Geography, 12mo |
| 8vo. plates | | Kennett's Roman Antiquities, 8vo. plates |
| vol. 1 to 5, folio | | Kippis's Biographia Britannica, vol. 1 to 5, folio,
boards |
| 12mo <i>Keys on Bees</i> | 12mo | Keys on Bees, 12mo. |
| 5 vols. 12mo | | Lautier's Travels in Switzerland, 5 vols. 12mo |
| 2 vols. 12mo | | Lytleton's England, 2 vols. 12mo |
| 2 vols. 8vo | | Locke on Understanding, 2 vols. 8vo |
| 8 vols. 12mo | | Langhorne's Plutarch, 8 vols. 12mo |
| royal 12mo | | Lillo's Dramatic Works, 2 vols. royal 12mo |
| 12mo | | Longmate's Pocket Peerage, 2 vols. 12mo |
| 10 vols. 8vo | | Locke's Works, 10 vols. 8vo |
| 2 vols. 8vo | | Ludwig's German and English Dictionary, 2
vols. 8vo |
| 2 vols. 8vo | | Leland's Demosthenes, 2 vols. 8vo |
| 12mo | | Looking Glass for the Mind, 12mo |

SPECIMEN PAGE FROM A SALE CATALOGUE OF THE STOCK OF
MR. JOHN WALKER, SENR., HELD ON SEPTEMBER 28, 1814,
AT THE GLOBE TAVERN, FLEET STREET

TRADE-DINNER SALES

logues were usually sent under cover to some old-established country bookseller.

The catalogues of 1812 are to a great extent a repetition of those before mentioned; the following items offered at some of these sales may, however, be of interest. One 16th Bonny-castle's "Arithmetic" sold for £35; 37½ books in 3000 of "Elegant Extracts in Prose, Verse, and Epistles"; 9½ books in 3000 of Ainsworth's "Latin Dictionary"; of Chambers' "Dictionary" one 128th sold for £140; Mawe's "Gardener's Dictionary," one 16th for £18; "British Essayist," 11 books in 1500 sold for £12 5s. It was frequently stated in the catalogue that these shares would be sold after tea, for what object it is impossible to say.

In looking over these catalogues one is struck with the number of important and expensive books and series of books which then, apparently, found a ready sale. Comparisons are not always wise, but the question is forced upon our consideration why expensive works sold at the commencement of the past century do not appear to have their equivalent sales at the commencement of the present century. Is it that people had more time and inclination to read good literature then they have now, or is

THE FASCINATION OF BOOKS

it that progress in literature as well as in other things is abating from an over-desire for a larger amount of this world's well-being? I cannot help thinking that the struggle for existence, for pleasure, and for amusement, has acquired an intensity which must at least arrest the progress of true literature.

I must skip over the intervening period, although it is an important one, or this article will be too long. The year 1870 appears to have been about the high-water mark of trade dinner sales. Every publisher of note at that time had at least one, whilst some had two dinners during the year, which were always followed by a sale of their own publications.

Many of these gatherings were of a most social and interesting character. I have a very keen recollection of some where there was not only a feast of reason and a flowing bowl, but after the sale was over a few songs were indulged in before the evening was brought to a close. There was genial Mr. Henry Bickers, a host full of humour and good stories, which he freely interspersed between the various items in the sale, so that the sale of Messrs. Bickers and Son frequently lasted well into the night. Messrs. R. Bentley and Son, where that man

TRADE-DINNER SALES

felicitous of publishers, Mr. George Bentley, occupied the chair, I remember seeing such well-known men in literature and art as Mr. W. P. Frith, Sir H. W. Lucy ("Toby" of *Punch*), Sir Squire Bancroft, Mr. Fraser Rae, Dr. Lionel Beale, Mr. Alaric Watts, and many another.

In all probability publishers have well considered, from a commercial point of view, the discontinuance of the sale-dinner, but the sales of the larger and more important books issued during the period in which this custom prevailed appeared to have been much greater than are effected in similar works at the present time. Take, for example, some of the publications offered at the yearly dinner of Mr. John Murray, who, like some other of the publishers, made a practice of preserving for this occasion the most important of his season's books. I find during various years the following orders: "Dr. Livingstone's Last Journal," 2 vols., 8vo, 5000 copies; "Bishop Wilberforce's Life," and some of the volumes of "The Speaker's Commentary of the Bible," over 2000 copies of each; for a new book by Dr. Smiles orders for over 10,000 copies were given; and on one occasion over 19,000 copies of one volume of Sir W. Smith's "Principia" series were disposed of in ten minutes.

THE FASCINATION OF BOOKS

Of all the sales it has been my privilege to attend, Mr. Quaritch's was the most complete from an epicurean as well as a literary point of view. The dinner and wines were all that could be desired, and a better host than Mr. Quaritch never occupied a presidential chair. He proposed toasts in a most kindly and felicitous manner between most of the courses, and his guests were generally representative men of letters from America as well as from our own country. I remember meeting there such men as General McClurg of Chicago and Mr. Houghton of Boston, while scholars and literary men such as Dr. Furnivall, Sir Richard Burton, Mr. William Morris, and Sir Herbert Maxwell would give their opinions upon literature and bookselling. Sir Richard Burton would tell stories, some of which my mind still retains, but which are better suited for repeating after dinner than for printing in these pages. I remember Dr. Furnivall counselling those booksellers present to help in every way in their power young men with whom they came in contact to select the best works in literature. He attributed his love of books to the days when he was an undergraduate at Cambridge and occasionally visited the shop of Messrs. Macmillan,

TRADE-DINNER SALES

where Mr. Daniel Macmillan always had some choice specimen of literature to show him. In the good seed planted by this Cambridge bookseller lay in all probability the germs from which sprang the critical works which we now possess from this great scholar.

Every one who attended these sales will lament that the great mind which controlled the house of Quaritch has gone from us for ever. It will be remembered that it was largely due to Mr. Quaritch that FitzGerald's translation of "Omar Khayyám" obtained its introduction to English readers. As there were several different versions of Mr. Quaritch's connection with it, I asked him at his last sale-dinner in October, 1899, to give me the real facts; this he did, and I then wrote them down. One day FitzGerald came into his shop with a bundle of these translations and said, "Mr. Quaritch, I will make you a present of this lot." Mr. Quaritch said he accepted them and sent copies to the editor of *The Saturday Review*, to D. G. Rossetti, and other men in society who talked. He had marked the book in his shop at half-a-crown, but as it did not sell he gradually reduced the price, eventually placing it in his penny box outside his shop. In consideration of its cost

THE FASCINATION OF BOOKS

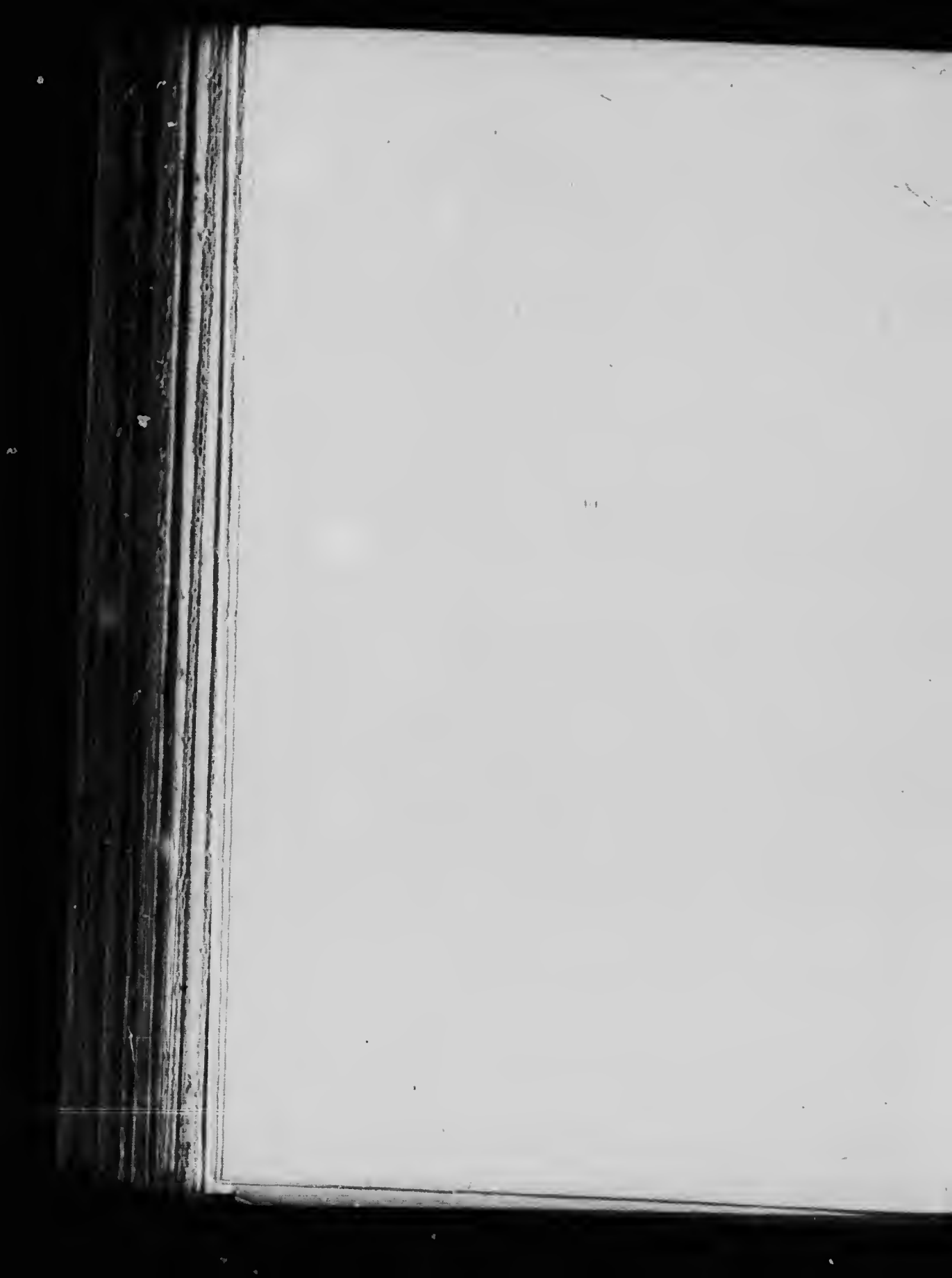
and the advertising it had received all the copies were soon sold. More copies were wanted, so he went to press with a second edition. This was soon exhausted, a third and fourth followed with a like result, and then FitzGerald died. Mr. Quaritch said he had been promised the copyright for £100, but Mr. Aldis Wright, who was left FitzGerald's executor, preferred to retain it. FitzGerald, Mr. Quaritch said, was a very extraordinary man. One day he came into his shop, and said he was going to get married, which he did; about six weeks after he came again and said he was tired of married life and had sent his wife away. This proved to be correct, and FitzGerald never saw her again, but at regular intervals sent the allowance he had agreed to make her.

When the old custom of holding trade sales ceased, some publishers continued to give an annual dinner, to which they invited their friends, some literary men, and the principal members of the bookselling trade, while others, upon the issue of some important work, or for some other reason connected with their business, would adopt that thoroughly bookish custom of giving a dinner. I have, with many others, a most pleasant recollection of one given by Mr.

TRADE-DINNER SALES

Edward Arnold, to which were invited such genial and entertaining guests as Sir C. Santley, and that great divine and humorist, the late Dean Hole. It was at the time when Mr. Arnold was about to issue works by both these authors. The Dean must on that evening have been at his best, for the droll stories which he occasionally told kept those near him, of whom I was fortunately one, in a perfect ferment of enjoyment. Mr. John Murray also continued for many years an annual dinner to his authors, friends, and some members of the trade, but it has been discontinued.

In these later particulars I fear I have deviated from the genuine trade sales into matters of more personal interest, but although distance probably lends a little enchantment to one who has experienced these pleasures it can be only a matter of regret that to all appearance those good times have gone for ever.



THE USE AND ABUSE OF BOOK TITLES

To choose a good title for a book is one of the most essential tasks connected with its production, and often the success which has attended the publication of a particular work has been considerably enhanced by the happy selection of its title. The statement is frequently made that all the good titles have been appropriated, and, judging from the hotchpotch combinations which serve as titles for many of the books issued to-day, this statement would appear to be correct. It is generally understood by those having dealings in books that a title should, to some extent, have a connection with some feature or character in the book, and it is to them a wonder why some emphatic protest has not ere now been made against the absurd titles so much in vogue. Is it a wish to be obscure and unconventional, or to pander to the desire for the mysterious? are questions that might fairly be asked. Many titles are undoubtedly the result of eccentricity, caprice, or egotism. What meaning or suggestion can possibly be conveyed by such titles as the following, which

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have been selected at random: "Unrelated Twins," "The Beth Book" (this sounds more like the diary of a Puritan than a work of fiction), "The Gods, Some Mortals, and Lord Wickenham," "The Gods give my Donkey Wings," "Styles," "A Sinless Sinner," "Rainbow Feather," "Dumb Foxglove," "Unkist, Unkind," "The Gods Arrive," "Unto this Last," and "The Sorrows of Satan," which would be more appropriate as the title for a sequel to "Paradise Lost" than for a novel. If authors more generally recognised how much depends upon a good title, these colourless productions would surely not be used. Frequently those in the trade will hear the following remarks made by customers selecting books: "That sounds interesting," or "I like the title of that book," showing how a good title will influence sales. In comparison with the titles mentioned above, what thoughts come welling up at the mention of such titles as "When Charles the First was King," "A Gentleman of France," "Barabbas," "With Clive in India," "To Right the Wrong," "A Woman of the Commune," "Westward Ho!" There is a kind of title that it would be impossible to condemn too strongly which is used—possibly

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without thought—by some novelists of to-day, which publishers, out of respect to individual susceptibilities as well as our nation's character, should refuse to allow to be placed upon the title-page of any book they issue. These titles may be divided into two classes, the sensual and the profane. In many cases those in the former class appear to have been selected for their power of suggestion, for, should the contents of these books be as realistic as their titles would lead you to suppose, a visit would in all probability be received by the publisher from the Public Prosecutor. It would be unwise to give an advertisement to this class of book by adding an extended list, but a representative selection will convey my meaning: "Nor Wife, nor Maid," "Done in the Dark," "Two Women or One," "Bride's Past," "A Superfluous Woman," "Love's Legacy," "The Worst Woman in London," and the whole series of the "Woman Who Did" books. These are mentioned only as being necessary to my argument without any reference to their contents. In their selection they suggest a morbid and unhealthy condition of the mind, and have the appearance of being used with the intention of appealing to those

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lower conditions of human nature which partake more of passions rather than helping to stimulate a healthy state of mind. The other class of titles which are open to strong condemnation, and the selection of which the worst taste has been exhibited, are those classified as profane. The following will serve as a sample: "Old Deities and the Three Little Devils," "God, Man, and the Devil," "One of God's Dilemmas," "God Fool," "Silver Christ," "God Forsaken," "God's Failures," "Paving of Hell," "God's Way," "Both Worlds Barred," "If I were God." These books may be satisfactory from a literary point of view, and their titles in harmony with their contents; they may also be written in a reverent spirit, but they are their titles an outrage upon those things that are by most people considered sacred.

The titles in both classifications have been selected in the most casual way and might with ease be largely increased. To most readers they only excite curiosity, which may after all be the principal object the authors had in view in fixing upon them.

Frequently upon the title-pages of some of these books there appears a line from a poem from which the words of the title are quoted

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but how few see these lines in comparison to the many who scan the title-page!

Probably some will say it is unfair to condemn certain classes of title without indicating in some manner what course should be adopted in making a selection, or suggesting the style of title which is best suited to help in the distribution and sale of a book. A few hints will therefore be given.

The chief aim should be to make the title an index to the character and contents of the book. Of course with much of the literature published, such as travels, biography, &c., this would follow as a matter of course, but it is in juvenile literature and fiction that the difficulty is most felt, and where the selection of a telling title is most necessary. It is to these two classes that my remarks will most apply.

No advice could be sounder or more to the point than that suggested by Shakespeare in his Henry IV.:

Yes, this man's brow, like to a title-leaf,
Foretells the nature of a tragic volume.

This has been the course adopted by most of the novelists of the past.

Either the leading character has given the

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title *rôle* to the book, or else it has indicated the character of the story; in the case of the former class the subtitle has generally suggested the development of the characters. Take as examples some of our old masters in literature, such as D'foe in "The Life and Adventures of Robinson Crusoe," "The Fortunes and Misfortunes of the Famous Moll Flanders"; or the following: "The History of Tom Jones," "The Pilgrim's Progress from this World to that which is to Come," "Evenings at Home; or, the Juvenile Budget Opened." Or take some of the titles used in the early Victorian era, what forcible types of character may reasonably be expected from the titles of the following books: "Adam Bede," "Harold," "Jack Hinton," "Tom Brown's School Days," "John Halifax, Gentleman," "Jack Sheppard," "Guy Mannering," "Lorna Doone"; or, on the other hand, the titles that indicate the disposition of the novel, such as "Vanity Fair," "Pride and Prejudice," "Kenilworth," "Scenes from Clerical Life," "Tower of London," "Windson Castle." It may be familiarity which makes these titles appear preferable to many in use to-day, some of the latter being meaningless and without point. In numerous cases it would be

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equally reasonable if instead of giving books absurd titles they were simply called by numbers, after the manner of the streets in American towns. These might run as follows: Miss Braddon, Number Fifty-five; Sir Walter Besant, Number Thirteen; Sir Walter Scott, Number Twenty-five; or, in the case of sequels, it might be desirable, instead of titles that are meaningless, to indicate the companion volumes in the following manner: Marion Crawford, Number Thirty, primus, secundus, tertius, and so on. It would, however, be most unwise to advocate the return to the old Puritan character of title; but even that was usually a graphic index to the subject of the book. Take as illustrations the following: "Eggs of Charity, layed by the Chickens of the Covenant, and boiled by the waters of Divine Love," with the subtitle, "Take ye and Eat"; "Wit and Mirth, or Pills to purge Melancholy"; or "The Maiden's Best Adorning, being a Father's Advice to his Daughter." It would be quite impossible for any one to fail to understand from the title the character of these books. It is not sufficiently understood how frequent and how unpleasant is the confusion in the trade arising through titles being adopted which have

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no connection with the subject of the book often have orders been received which must have been given under misapprehension, such as Ruskin's "Notes on the Construction of Sheepfolds" among works on agriculture; Müller's "Chips from a German Workshop" as a book upon carpentry; Sir Samuel Baker's "Albert Nyanza" as a book of biography; and Sir Walter Besant's "All in a Garden Fair" as a work on gardening. Looking at the question of titles even from a legal point of view, it is very necessary that the title should indicate the character of the book, for it was decided some years ago in the law courts, upon a question of copyright, that a title as such had no protection or existence by copyright law. The title, it was stated, was only a trademark, and a book to be protected must be original in its contents, irrespective of its title. Thus if A publishes a volume of poems and B a volume of sermons, and both happen to select the same title, they may each continue to sell their book, for, the contents being dissimilar, each book has in itself a copyright, and neither can stop the sale of the other, although the title in each case is the same. This decision should, however, in no way encourage an author to use a title appropriated by

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some one else, however good it may be, for this always leads to confusion and needless complications.

"A book by any other name will sell as well!" Varying Shakespeare's famous line, this may be said to represent the idea which many people have about book titles. However, they are quite wrong, as is continually being seen by those who are in any way connected with the distribution of our literature.

Folk who love literature for the enjoyment and profit they so derive, find it difficult to realise that a book will often sell through the sheer attractiveness of its title; or, on the other hand, fail because it is burdened with a bad one. Much evidence might be given as showing what depends upon a good title, and how often it will help a purchaser to decide upon the selection of a book.

An infelicitous or involved title will have results like this. A lady—usually it is a lady—will have read a book and be wishful to recommend it to a friend, only she has entirely forgotten the title. She merely remembers the names of some of the characters in the book or some of the incidents. Her obliged friend sends an account of them to the unfortunate

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bookseller, who is expected to search through every new book in the hope of finding the desired one. Even if he succeeds his trouble and research yield him little financial satisfaction and if he fails he is told that there are no book sellers nowadays !

Take such recent and barbarous titles as "Pitcher in Paradise," "Juicy Joe," or "Pig in Clover." Certainly these have no meaning and if the books to which they belong were judged by them, they would be left unread except by the curious. By contrast, titles such as "The Woman who Dared," "The Other Mrs. Jacobs," and "Susannah and One Elder," have an air of elusive, inviting suggestiveness while a touch of mystery gilds "The Call of the Wild," "The House on the Sands," and "It came to Pass." Some of those are typical of titles which not only attract, but which suggest thoughts that stay with you, stimulating curiosity. To put the matter plainly, a title should be attractive, rhythmic, free from cant or shoddiness, without profanity, as comprehensive and as easy to remember as possible.

Young authors in search of good titles sometimes ask as to the best and most fertile source for obtaining them. They might be confidently

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referred to a source which, although much favoured, contains an inexhaustible supply. This promised land is none other than our own English Bible and the various hymn-books in common use. Let any one, when attending church, follow carefully the reading of the Lessons and the hymns that are sung, with a mind eagerly on the watch for titles, and I dare venture to say that he will find one to suit him, unless he is over fastidious. Certainly those of us who are accustomed to study the catalogues of books published notice again and again how the Scriptures are drawn upon for book titles. A glance at the names of the books issued recently show that many are directly traceable to this inspired mine.

A good title, it should be remembered, has a commercial value, and, if only for that reason, should not be too lightly decided upon. If that be a practical side of the question, titles also have their humorous aspect—an aspect which often arises from their being misquoted on the one hand and from over-cleverness on the other. Take, in the latter connection, the headings which in newspapers are sometimes placed over reviews of books. Often a book is enquired for under the title given by the reviewer to his

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article, much to the annoyance and trouble of the bookseller. True, the reviewer may blame the stupidity of the customer, but between the two the bookseller is in a sorry plight.

How is he, when bidden to send "Home Brewed and Mild," to know that this was a reviewer's heading for "Round the Home of a Yorkshire Parson"? How is he, poor man, to recognise in the demand for "A Backstair Biography" Mrs. Crawford's "Victoria—Queen and Ruler"? Such hard cases for the bookseller may be all right from a reviewer's point of view, but do let him bear in mind his hard-working colleagues in the book world. Even a reviewer is sometimes misled by a title, for recently a volume called "A Frontiersman" was spoken of as a work of fiction. Thereupon the author published an affidavit that his work was authentic autobiography, and not fiction; and so it at least got a good advertisement.

Book titles sometimes lead other people astray beside reviewers, as was demonstrated recently when a London publishing house received from a press cutting agency a letter addressed to the Rev. George Herbert, author of "The Temple." It was an offer to supply

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him with notices of his book as they appeared in the newspapers.

A mere incident—simple, or the reverse—will sometimes fix the title of a book, and do so very effectively. The author of "The MS. in a Red Box," when he left his manuscript at the publisher's office, could hardly have thought that he was not only giving a title to the story, but was furnishing a most original method of advertising it. It is possible that the excessive quantity, and also the ephemeral character of much of our present day literature, has something to do with the exhaustion which some think is taking place in good titles.

It would be wise before coming to a final decision upon a title to find out if it has in any way been used before, to let the title be as short, crisp, and concise as possible, and connected in some way with a character, place, or incident in the book; see that it conveys an impression, and that the impression requires no explanation but carries its own solution, and, if possible, let it be euphonious, for as a rule this character of title is more easily remembered, and transmits with it to the senses a more agreeable, and thus a more lasting, effect.

ON THE LIFE AND DEATH OF BOOKS

WHEN is a book dead? This is a question often asked by those who are interested in books, and the answer usually given is, "It is quite impossible to say." It is to the elucidation of this important question and answer that the following remarks are directed, and also to the pros and cons of the life, the suspended animation, and the death of books. Judging from the enormous output which now takes place, and the ephemeral existence of many of the works published, it would appear doubtful whether many of them can be said to have really lived. In spite, however, of this, I would hazard the opinion that, with certain reservations, which will be mentioned later on, it is quite impossible to state that a book is absolutely dead. The nearest approach to the death, or, as I would rather term it, the want of life in a book is when the author is dead, when the subject of the book has ceased to be of any public or private interest, when the publisher has fallen out of the ranks of the trade or has discontinued placing the work in his catalogue,

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or when the book is, from a literary or critical point of view, practically worthless.

Farther on I shall give some few illustrations of this book-asphyxia; but before doing so I should like to point out some of the causes which, I think, tend to place books in a condition of suspended animation.

The majority of books published are written principally to gratify some whim, vanity, or fad on the part of the author. The balance and those which have the longer vitality may, I think, be divided into two classes — books which are produced by authors who write for a livelihood, and those produced by authors who write for the love of authorship, and who, having something to say, know how to say it.

The works in the former class may be looked upon as only of a transient character, yet even here there are many books which develop a life little anticipated by their authors. For instance, when a writer has published his experiences of a trip taken probably for pleasure, and has during his travels visited some previously little-known place or region, and made some remarks concerning the undeveloped condition of the country likely to prove of interest to traders or settlers,

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this is not an infrequent way in which attention is directed to his book.

Another stimulus is that of colonisation and the expansion of our sphere of influence in some partly explored continent, such as Africa. The land hunger which now exists for that country has caused books upon the northern, eastern, southern, western, and even the central districts to be sought after. The demand for these books has of late been so brisk that extensive catalogues have been prepared by some booksellers, giving minute information of all works helpful or necessary to those visiting the Dark Continent; and these are eagerly bought whether they are good or bad. Many booksellers could give ample illustration of this fact, and they have often been thankful that an incident of this nature has occurred to help them to dispose of stock which had already been far too long upon their shelves.

Authors who write either for a livelihood or from a love of literature are themselves answerable at times for the want of life from which their books occasionally suffer. This arises from a lack of trade knowledge and of the channels through which books are sold. It often happens that an author who has adopted literature as a

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profession finds that his first serious effort has proved a brilliant success. This success may, however, not have been attained solely through the ability of the author, but may be largely due to the tact and judgment of the publisher. For it is through the publisher's influence that the book has been well boomed; he has also looked well after its advertising, and has used his trade machinery to place it effectively upon the market. But how often the author loses sight of all this work done on his behalf! Again, by his success the author becomes unduly elated, and for his next book demands perhaps an excessive royalty, which his publisher is unable to give. He therefore goes to another with the result that the first publisher ceases to interest himself in the original production, and by degrees it drops out of advertisements and gradually dies, unless, indeed, the author scores another brilliant success.

Many authors are known by one particular book, upon which their popularity is founded. It occasionally happens, however, that an author's permanent reputation may rest upon his second, third, or even a later work. In this case it is only fair to state that a demand would be created for his previous books, even though

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they were issued by different publishers. My remarks, therefore, principally refer to an author who has made a reputation by his first book only.

In furtherance of this argument, there has grown up during recent years a factor which has not only a considerable influence in the direction above indicated, but also upon the earnings of some of our leading authors. I mean the literary agent. His interference between author and publisher is not, however, without its drawbacks; for, when an author is issuing his works through a publisher who is just and honourable in his dealings, it would be wiser to leave the financial arrangement in his hands, as the commission which has to be paid to the agent must naturally come out of the author's pocket. Neither can it be permanently beneficial to an author's reputation, or to the literature of his country, for him to allow his work to be practically put up to auction and bought by the highest bidder, irrespective of the reputation and influence which belong to a great publishing house. This fact is clearly demonstrated by some living authors, whose early works gained an almost spontaneous recognition, and who have since, through the

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inducements offered by the literary agent, greatly overwritten themselves. Owing to the constant demand for some book from their pen, the literary quality of their writings has deteriorated; and thus, by attempting too much, they have shattered, probably for ever, the reputation acquired in the early part of their career.

If an author be dealing with a publisher who is interested in the works he produces and in his authors, it is better in the long run for him to stand by the publisher through whom his first book was issued. A volume has been written on "Books Fatal to Authors," and another might be written on authors who have been fatal to the sale of their own books. Not infrequently, by his anxiety for immediate recognition, without scaling the heights which lead to permanent success, a writer falls a victim to that race for riches and popularity which is, and has been, the downfall of so many.

Another factor which operates upon the life of books is the number of well-regulated and brilliantly edited daily and weekly journals, to which must be added the immense array of our monthly periodical literature. Many of these contain short and pithy articles, combined with

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news which suits the general reader, and is considered sufficient by those who think reading a necessity rather than a pleasure. It should, however, be remembered by authors that contributions to *current* literature are not always contributions to permanent literature, and a vigorous or long life cannot be expected for these productions.

The reasons for the life of a book are sometimes difficult to understand, and it is quite impossible to point out with certainty the exact reasons which stimulate or give renewed life. The following example will illustrate the career, and serve as an example, of many books which at one time had almost dropped out of circulation, but by some fortunate occurrence, or by their own intrinsic value, have eventually attained a permanent success. The work I have in my mind is Edward FitzGerald's paraphrase of the "Rubáiyát" of Omar Khayyám. The incidents in the growth of the popularity of this book I heard told by the late Mr. Bernard Quaritch more than once at his trade sale dinners. FitzGerald and his translations have now acquired a world-wide popularity, with the result that a cult has been formed which yearly sings the praises of the great Persian

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poet, and with feast and becoming ceremonies in graceful eloquence to the memory of his first English translator. Who can possibly say how it was that this masterpiece remained so long without recognition, or what eventually caused that interest to be awakened which has now placed the book amongst our most treasured classics?

Some further details upon this subject are given in the article on Booksellers' Trade-dinner Sales.

It is well known that much of the juvenile literature of seventy years ago may, from many points of view, be considered dead, only a small part being now reprinted or even known to the present generation. Yet many of the books by such well-known authors as Mrs. Sherwood, Mrs. Opie, Miss Edgeworth, Mrs. Hofland and others are occasionally inquired for. This shows that they still linger in the memory of some of their former readers, and their renewed life arises probably from the wish of some who are well stricken in years to give to their grandchildren books which were a charm to their own early days. By these means the vitality of a book is occasionally handed down to the third, fourth, and even later generations.

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Mention should be made of a few technical books which in most instances may be considered really dead. This is brought about through no fault in their character or production, but by the steady advance of ulterior influences. I refer particularly to educational literature and to the altered conditions in the system of teaching, as well as the changes made by the Council of Education through their annual code. These alterations often render many thousands of books worthless and fit only for waste-paper.

This argument also applies to works on photography and other sciences in which new discoveries and advances are continually being made.

Sometimes books are conveyed to fresh classes of readers, and new life given to them, through a channel which is known as the "remainder market." As is said in the trade, they are "slaughtered"; but that does not necessarily mean that they are killed. I must explain to the uninitiated that the remainder of a book is the balance of copies left after the ordinary sales have practically ceased. These are offered at a very low price, or sold by auction to the highest bidder. By this means the books get into a cheaper market, a new medium is opened for

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their sale, and occasionally a fresh lease of life is given to them.

To illustrate this point more fully : through their cheapness these books are sometimes bought for distribution to free libraries, for presentation to school libraries, or to be sent out to our colonies. Here again, through their cheapness they are sold to a fresh public, a new market is tapped, the copies to be disposed of in this manner are soon sold, and in some cases a second edition of a book has thus been required with the result that a steady sale for many years has followed. Sometimes a portion of a large edition is in the above manner disposed of on purpose to make the book known in fresh channels. This acts as an advertisement, and occasionally leads to the balance of an edition being sold at the original published price.

Those who follow the lists of "Books Wanted" in the trade journals may frequently notice that in these advertisements there are required books which have been sold off and are considered dead and forgotten. For some reason, however, the interest in them has revived, or they are required either on account of the subject-matter, or from the fact of the author having subsequently become famous ; or, again,

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many are sought after by collectors of first editions.

It will be obvious from these facts that books that are termed failures are not necessarily wanting in merit; their want of life may arise from the fact of their author being unknown, or in some from want of appreciation by the book-buying public.

Sometimes a publisher, for the sake of his own reputation, prefers sending what he considers his dead stock to the paper-mills to be reduced to pulp and so made again into paper. This is a practice to be commended, as it will often cause a book with an after-recognised value to become scarce and in great demand.

The books that appear most frequently in the remainder market are works of biography and poetry and those upon religious subjects. To this list must be added works by unknown authors; but, as I have previously pointed out, authors of little note at first may afterwards become famous, and this invariably creates a demand for or enhances the value of their early writings.

There is in literary circles a growing attention directed to the question how young and unknown authors can obtain a publisher and the

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support of the public, and so prevent their fine productions from being still-born. Much has been done in this direction by the Author Society; and although publishers have the MSS. which are submitted to them carefully read, yet as in the past so in the present, occasional mistakes are made by refusing MSS. which afterwards accepted by other publishers and prove a great success. A long catalogue might be made of mistakes in this direction, from "Robinson Crusoe" to "The Professor," from Carlyle's "Sartor Resartus"—a book which besides the difficulty found in obtaining a publisher for it, almost ruined *Fraser's Magazine* in whose pages it first appeared—down to Drummond's "Natural Law," and others. Some of these were refused by more than one publisher. With the mass of MSS. in existence, these mistakes in judgment are inevitable, particularly in the case of unknown authors. Under these circumstances, it is open to suggestion whether some partial return to the old system of patronage is not desirable.

Publishers frequently display great courage and commendable enterprise in projecting such schemes as the "Dictionary of National Biography" and many series of works on science

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and biography. In all these large sums are invested. Many of them, by the lapse of time and the advance and development in the subjects upon which they treat, would become obsolete but for the fresh life which is continually being infused into them in the form of new editions.

The *ex libris* craze, or that known as grangerising, is accountable for the destruction of many books; as, in the enthusiasm of collectors, the book-plates and illustrations are preserved, but the books themselves are wasted.

Another reason put forth for the death of books is the quality of the paper now used in their production. This, we are told, is of such a perishable nature that at no distant period it will decay and crumble to powder.

The question naturally arises, If so few books by unknown authors are published, what becomes of all the MSS. which are returned from the publishers with thanks, and which never reach the printing-office? Their number must be legion, and even to publishers the solution of the problem remains a mystery. Some time ago Mr. Andrew Lang, speaking upon this subject at the Philosophical Institution, Edinburgh, is reported to have said: "Out of every

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hundred who wrote novels only one was fortunate enough to get his work printed ; and as about nine hundred secured a publisher, the novelists of Great Britain he calculated to number about one hundred thousand."

It is not intended to bring within the scope of this article any detailed account of the rare "first editions" of many of our classics, which occasionally fetch at auctions such fabulous sums, and which, from a financial point of view, are very much alive. A separate paper might well be written upon this subject ; still, one or two illustrations would not be out of place as showing what a high value collectors place upon these masterpieces, which in their early existence were considered of little worth. Gray's "Elegy" (first edition, 1751), published to sell at sixpence, realised at auction, in 1892, fifty-nine pounds. At the same sale Lamb's "Tales from Shakespeare" (first edition, 1807) reached sixteen pounds ten shillings; while in Boston, Mass., Poe's "Tamerlane" (first edition, forty pages) realised three hundred and seventy pounds.

Take a modern instance—the case of Richard Jefferies, who barely earned a livelihood by his writings during his lifetime, yet after his death collectors paid excessive sums for first editions

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of his books. One of his pamphlets—"Suezicide"—being very scarce, three or four pounds is frequently given for a copy, though it was originally published at only threepence. It will be remembered that Keats died a poor man, but recently two of his MSS. were sold by auction—"Endymion" fetching under the hammer six hundred and ninety-five pounds, while "Lamia" realised at the same time three hundred and five pounds.

Of all scarce books which have once been popular, early juveniles, school-books, and old cookery-books are probably the most difficult to obtain. This arises from the destructive character of the owners of this class of literature.

To return to the question of the "Life and death of books," Milton wrote in his "Areopagitica" that "it was better to kill a man than a good book." I would venture the opinion that it were far easier to kill a man than to kill a good book. Reviewers have frequently made the attempt, and in some few cases have partially succeeded, but in many others they have miserably failed. It is recorded that upon the publication of William Cowper's "Poems" there was scarcely a review which did not load them with the most scurrilous abuse, and condemn

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them as fit only for the butter-shop; but they still rank among our national poetry. The power of the reviewer to-day is gradually becoming less, for the reading public are now more in a position to decide for themselves upon the merits of a book.

I am confirmed, however, in the opinion that it is quite impossible with absolute certainty to say that a book is really dead. If it is a good book, its life may be for a time in a state of suspense, yet it is quite within the bounds of possibility that some of the causes above mentioned may bring it into demand, and eventually lead to its success—a success which, though attained late in its existence, may in its eventual career be one of which both author and publisher will be justly proud.

FICTION: ITS ISSUE AND CLASSIFICATION

THAT such an element as "Fashion in Fiction" is not only possible but actually exists must be apparent to all who are in any way conversant with the numerous volumes of this class of literature, which are continuously attempting to elbow their way into public favour. The law of evolution, however, holds good here. The weakest, which is by far the majority, go to the wall. As fiction now represents about one-third of the books published, the element of fashion could the more easily be traced if a careful classification of the novel were undertaken by those useful members of the trade, the compilers of our annual literary catalogues. To enforce this point, which is a very important one, I would suggest that all works of fiction be divided into three distinctive heads, being subject also to several minor sub-divisions. The bulk, however, would be found to fall naturally under one or other of the following orders:

The first and largest would be the works of a purely ideal and imaginative character, secondly the historical, and thirdly the sex novel. To

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these three divisions, then, the majority of novels now being issued belong. In passing, we may profitably notice certain departments in fiction which seem to have had their day, and these would have to be grouped under the subdivisions before mentioned. Among them is the religious novel, which a few years ago possessed to all appearances a strong vitality. It dealt principally with the character and scenes in sacred story, and that sometimes in far from a devotional spirit. This class of work has now almost ceased to be written or read. Again, we have what is termed the novel with a purpose, and doubtless this has played an important part in history, as well as in our political and social life. "Uncle Tom's Cabin" did much towards the abolition of slavery in America, Kingsley's "Alton Locke" and "Yeast" directed public attention to the horrors of the sweating den and cruelty in agricultural hiring. "Mary Barton" exposed some of the evils of factory life, and "It is Never too Late to Mend" revealed the terrible results of the prison system as then existing. These were all novels that had a purpose. Another class might be mentioned, namely, the Realistic novels, which would deserve a place in the sub-division.

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It is, I think, quite foreign to the legitimate art of fiction for the novel to be considered as a teacher; it may certainly have that element in some of its details, but the first and foremost object in fiction should be recreation and amusement, and its constitution should be imaginative and ideal. In discussing, however, the classification of the fiction of to-day, the three distinctive orders suggested are, judging by the works produced, the only ones worthy of consideration. The first I shall discuss is the historical, this having for many readers the greatest attraction. The question frequently mooted by the critics is whether or not its long existence is drawing to a close? Judging from the number published this can scarcely be, for, as in the past so to-day, the various epochs in our country's story exercise a fascinating influence over the minds of both writers and readers. Most periods of history both before and after the Christian era have been exploited for material for this class of fiction.

Each century has been called upon to furnish material, and most of our writers have felt the influence and attractiveness of the great personages of history. Whyte Melville's "The Gladiators" and Lord Lytton's "Last Days of

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Pompeii" are founded upon events in the first century, whilst other novelists have come down to quite recent date. The period, however, which would seem to have proved the most attractive for authors is the seventeenth century. G. P. R. James and James Grant both drew freely from it, as also did Ainsworth, Marryat, Scott, George Macdonald, Miss Yonge, together with many recent or present-day writers, such as Sir A. Conan Doyle, Shorthouse, Edna Lyall, and Anthony Hope.

The purely imaginative novel can boast the longest existence, and may indeed be said to form the foundation of our fiction. Richardson and Fielding founded an idealism in fiction which will last long after those in other classifications are forgotten. It is in the ideal that the novelist may be either a prophet or a teacher, or may take the position to which in fiction he should be assigned, that of an entertainer. Originally the characters portrayed in ideal fiction were simply, as puppets, intended to point a moral or adorn a tale. Now they are fraught with a higher and a more humanising purpose.

It is probable that the "sex novel," as it is called, is a diminishing quantity. To the

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fleshly school of writers nothing has apparently been done against their analytical dissection, and that frequently in the most repulsive style. Still, there are many signs that this characteristic in fiction is passing away, to give place, it is to be hoped, to a class in which the relation of the sexes and the family life may be detailed in a more modest and discriminating manner. It is impossible, even if it were desirable, to do away with the fiction which deals with the passions, for it is to the relation of the sexes that the principal events in the world, as also in fiction, are primarily due, and indeed, if rightly handled, it should worthily supplement and in its details fill in the interest of that fiction which appeals to the imagination.

After all, it is the general reader who decides the class of novel which shall be popular or fashionable. He does not trouble himself about classification if a book runs smoothly and its action be not too much involved. It may preach or it may teach, be with a purpose or without one, but let it be a story well told by an adept in the art of story-telling, the public will sooner or later express its approval; and should the plot be original and its execution out of the ordinary groove, a fashion in this

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particular class may be established which may run for a considerable number of years.

How many historical novels owe their existence to Stanley Weyman's "Gentleman of France" and Conan Doyle's "Micah Clarke"! How many semi-religious novels to M. S. Humphry Ward's "Robert Elsmere"! and undoubtedly the influence of "The Heavenly Twins" greatly stimulated the sex novel. What is known as the Kailyard School of Fiction was created by Barrie, Crockett, and Ian Maclaren, but the purely imaginative is in some form or other, like the poor, "always with us."

During the last quarter of a century many and varied have been the attempts to settle what form, size and price would be best suited to the issue of fiction, and what style of production would be most satisfactory to the author, the publisher, and the reader.

In attempting a short survey of the novel it may be of interest to inquire in what form works of fiction were issued in the past. Formerly the number of volumes in which a novel was published varied for various reasons. Some of these related to its literary value; when a novel was of sufficient length, the number of volumes might be five, six, or even

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ten. Several volumes were considered by the publishers of past days as the most fitting style in which to issue the work of a popular author. Fortunately there was then a public who appreciated and purchased them, and libraries in which they could be housed.

It is a recognised fact that nothing should be put into works of fiction and romance except that which relates to human nature; it was this axiom which guided ancient writers from the earliest ages downwards. The spirit of romance and fiction existed in the old Jewish and Babylonian literature; the writers of Greece and Rome were great story tellers. Much of the fiction which was written for pure amusement contains a large amount of human nature, and is traceable to the influence of Spanish, Italian and French literature; much of the robust fiction in the past centuries was largely due to the work of Boccaccio and Rabelais.

In our own literature it appears probable that the weaving together of the Arthurian Legends by Sir Thomas Malory created the love of romance and the interest in human life and human character which became popular in the latter half of the fifteenth century. It was followed by a translation of Froissart's

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Chronicles, printed by Caxton's successor, Wynkyn de Worde, and containing the English prose specimens of the Charlemagne cycle of romances. Later on we have what has been called the first original prose novel written in English, John Lyly's "Euphues," which in style is supposed to have greatly influenced Shakespeare in describing some of his characters, and also set the fashion of novel writing.

In the Elizabethan age we have Sir Philip Sidney's "Arcadia," of which his friend and biographer, Lord Brooke, says: "The truth is, his end was not writing even while he wrote, but both his wit and understanding bent upon his heart to make himself and others, not in words or opinion, but in life and action, good and great."

This period, however, was full of the drama of literature and action. Authorship was fashionable, and foundations were laid which bore much fruit down to the romances of the present day. Many of these old works were issued in quarto, and frequently in several volumes, and the form was well fitted to the age in which they were produced. The following list of works of fiction issued in different periods will illustrate this statement:

Cervantes' "Don Quixote," 2 vols. 4to;

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Defoe's "Robinson Crusoe," 2 vols., 8vo;
Swift's "Gulliver's Travels," 2 vols., 8vo;
Fielding's "Tom Jones," 6 vols., 12mo;
Richardson's "Sir Charles Grandison," 7 vols.,
12mo; Sterne's "Tristram Shandy," 9 vols.,
12mo; Goldsmith's "Vicar of Wakefield,"
2 vols., 12mo.

Apparently, during the first half of the nineteenth century, the two or three volume form of issue became the general medium by which fiction was issued, and many of the novels by Ainsworth, Lever, Lytton and Scott were published in this form, while most of the novels by Dickens and Thackeray were issued serially or in monthly parts, and most authors of less importance preferred the three volume style of production. The adoption of this method of publication was largely due to the establishment of circulating libraries in this country.

From the middle until nearly the end of the nineteenth century the three-volume novel held its position as the accepted vehicle for the issue of new fiction, and it is quite a question if many authors whose names are now well known would ever have secured the support of the public had it not been for this system of publishing.

There was then an arrangement between

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certain publishers and the libraries by which the latter bought at least a fixed number of every novel issued by the former. This sale nearly covered the cost of production, and generally relieved the publisher from any possibility of loss. The publisher being thus largely secured was more ready to speculate in the work of a new author than he is to-day. By the present form in which a novel is issued, the publisher must sell nearly ten times more to recoup his outlay than was necessary in the old days of the three-volume novel.

The end of the nineteenth century was approaching when the three-volume novel ceased to exist. Its end was somewhat sudden, but murmurs against its right to live were heard from many quarters, while from others it was supposed that all possibilities of an unknown author being able to appeal to the reading public were at an end. Its execution, however, came through the action of the libraries, who, on June 27, 1894, issued the following circular to the publishers :

“ For some time past we have noted with concern a great and increasing demand on the part of the Subscribers to our Library for Novels in Sets of Two and Three Volumes.

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"To meet their requisitions, we are committed to an expenditure much out of proportion to the outlay for other kinds of literature.

"Most of the novels are ephemeral in their interest, and the few with an enduring character are published in cheap editions so soon after the first issue that the market we formerly had for the disposal of the surplus stocks in sets is almost lost.

"You may conceive that this state of matters very seriously reduces the commercial value of a Subscription Library. We are, therefore, compelled to consider what means can be taken to improve this branch of our business.

"As a result of our deliberations, we would submit for your favourable consideration :

"1. That after December 31 next the price of novels in sets shall not be more than 4s. per volume, less the discount now given, and with the odd copy as before. You will please observe that the date we name for the alteration of terms is fixed at six months from the end of this current month, in order that your arrangements may not be affected by the suggested alteration.

"2. In respect to the issue of the cheaper

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editions, and the loss to us of our market for the sale of the best and earlier editions of novels and other works, through their publication in a cheaper form before we have had an opportunity of selling the surplus stock, we propose that you will be so good as to undertake that no work appear in a cheaper form from the original price until twelve months after the date of its first publication."

The effect of this circular was slow at first, but the firm stand taken by Messrs. Mudie and W. H. Smith and Son eventually killed the old system of issuing novels. The end came in 1897, in which year only four novels in three-volume form were published, and the 6s. novel became an established fact. It may be interesting to have a record of the issue of three-volume novels for fourteen years prior to its extinction, that is, from 1884 to 1897 :

1884	there were published	193
1885	”	193
1886	”	184
1887	”	184
1888	”	165
1889	”	169
1890	”	160
1891	”	162

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1892	there were published	156
1893	”	168
1894	”	184
1895	”	52
1896	”	25
1897	”	4

Many attempts have since been made to revive the issue of novels in some form other than the one volume. The most recent is the experiment with Mr. De Morgan's "It Never Can Happen Again," and although this can scarcely be considered a failure, yet it certainly was not a great success, as the circulating libraries are undoubtedly against any attempt to revive the old system.

The question is often asked: "Has the one-volume 6s. novel come to stay?" This question can only be answered by appealing to the various interests vested in its production. The reply, therefore, is that for the author, publisher, wholesale distributor and the bookseller, at a less price than 6s., and without a very large sale, there is no adequate remuneration for the labour expended in production and distribution. Whether or not the various cheap issues will eventually displace the 6s. novel remains at present an unsolved problem, but it would

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appear that these issues are more suited as a medium for the publication of books which have appeared in a more expensive form. Besides this, these cheap editions appeal to a new and less discriminating public.

It would be folly to attempt the issue of fiction in opposition to the requirements of the public. Unfortunately, this is an age of cheapness. Education has been given to the people, and the better the literature placed in their hands the better it will be for the nation generally, and however much we may lament the issue or re-issue of cheap fiction, it has undoubtedly come to stay. But we can congratulate ourselves that the literary tone of books was never higher than it is to-day. It is, however, to be desired that when the present hunger for new excitements and luxuries of all kinds has passed, attention will be given again to the production of novels in a form which would be a credit to all concerned in their making.

Why should we not have fiction written from a still higher literary standpoint, as well as written to amuse. The former might be produced with good illustrations in one, three, or ten-volume forms, while the latter could remain

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in its present ephemeral condition. This hope may be Utopian, but there is much of to-day's fiction which should be issued in a more expensive form, and for which the author should receive larger royalties, the publisher and distributor much larger profits, and which deserves production in a more permanent form than the ordinary one-volume novel.

BOOKSELLING AND THE PUBLIC

There are few trades that have kept so close and so conservative an organisation as that of the making and distributing of books. From the time when Caxton printed and sold the books produced from his press there has been little change. Soon after the discovery of printing, the producer employed the bookseller to dispose of the books he had originated and produced. Then the bookseller became also a publisher and employed the author and printer. Now the author can be said to employ the printer, the publisher, and the bookseller.

There is to-day a tendency on the part of the publisher to become his own distributor to the public. Whether this will develop into larger proportions it is impossible to say; and it is equally doubtful whether such an arrangement would be as satisfactory as the present one, for undoubtedly the producers of books have neither the time, the machinery, nor the adaptability to combine the manifold functions of the maker with those of the supplier of the various streams which lead to the book-buying public. The

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problem of the relative value of the books to the publisher and to the public is just now a very acute one. Since the commencement of the ruinous discount of 3*d.* in the 1*s.* bookshop have not only been considerably reduced in numbers, but it is possible that the fact of the trade being less remunerative than it was has deterred many men of business aptitude and intelligence from entering it, and that the trade has thus been lowered in the social scale. There are, of course, still in the trade numerous men of tact, intelligence, and learning, who know a good deal about the inside as well as the outside of books; but I am speaking of the attractiveness of the bookselling trade as compared with many other professions. From the almost professional character of the knowledge required by an intelligent bookseller, it is to be deplored that the trade is not more financially attractive. If profits were greater, the status of the trade would be raised and its members would be compelled to learn more of the technical knowledge required by the practical bookseller, which is now occasionally ignored. If this were done, as population increased and education spread, shops presided over by a trained bookseller would be more general than they are to-day. There are, of course

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now many agencies by which the book-buyer can obtain information about books, such as the exhaustive reviews and paragraphs in the daily and weekly newspapers, most newspapers having now a page for literary information and book reviewing. Yet with them all there are no opportunities of spreading and influencing the sale of good literature like that of the bookseller, and if it were only possible to make the trade more remunerative there would soon be an increase in the number of booksellers' shops.

Towards this bettering of the condition of the booksellers, conferences for the interchange of opinions and the collection of information have been held during recent years between the Society of Authors, the Publishers' Association, and the Association of Retail Booksellers, but until January 1900 nothing of a really important character was evolved. Upon that date there came into force what is known as the *net* system, which compels the booksellers to sell *net* books at their published prices; and, on the other hand, publishers agree to refuse to supply, except at the full published price, any bookseller who will not fall in with this arrangement. This system has undoubtedly been the most satisfactory yet propounded and enforced, and it has

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done something to raise the booksellers' price. But it has met with much opposition in the name of free trade and dislike to business restrictions, and it is still a question whether it can be maintained in its present form.

Readers of "Boswell's Life of Johnson" will remember the Doctor's letter to Wetherhead, Master of University College, Oxford, about the terms on which the books of the University Press should be issued. It is strange that in many of the same difficulties exist to-day after the lapse of one hundred and twenty-five years. Dr. Johnson says :

The booksellers who, like all other men, have strong prejudices in their own favour are not enough inclined to think the practice of printing and selling books by any but themselves an encroachment on their fraternity, and have need of stronger inducements to circulate academic publications than those of another, for of that mutual co-operation by which the general trade is carried on the University can bear no part. Of those whom he neither loves nor fears and from whom he expects no reciprocation of good offices, why should any man promote the interest but for profit ?

After protesting against the dearness of the books produced by the Oxford University Press and

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urging that the profit must be properly divided between the different hands through which the books pass, the Doctor lays it down as his opinion that the wholesale trade should get ten per cent., and the country bookseller selling a book published at twenty shillings should get 3s. 6d. profit. "With less profit than this the country bookseller cannot live, for his receipts are small and his debts sometimes bad." Such was the case in 1776 and little change has been made during the Nineteenth Century. All retail establishments exist either to create a want or to supply one. This applies equally to a bookseller—either he must help to educate the public to be lovers of books, or he must simply exist to supply such books as an educated public requires. The former is to be desired, and the greater the inducements held out to encourage men and women of intellectual aptitude to be distributors of books the better it will be both for themselves and for the trade they represent.

In the multiplicity of publishers and books it is, I think, quite impossible for the individual publisher to be his own distributing agent. What is wanted is that conditions satisfactory to the author, publisher, the wholesale agent, and the bookseller should be permanently arranged

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without too much interference with individual liberty, except so far as preventing excessive discounts. But the onus of carrying out such arrangements must not be placed solely on the publisher.

The question of discounts has been a thorny one for more than half a century. But during that period no such strong organisations existed as the present Publishers' and Booksellers' Associations. Whether the plague of excessive discounts can be stayed remains for the present only a partially settled problem. Publishers should, however, as far as terms for *net* books are concerned, work in harmony with each other. Variation in terms causes irritation, and if the publishers who enforce the regulations do not agree, uniformity cannot be expected among those who are most interested in carrying them out.

In connection with book distribution there has recently come into our midst a factor of great power which has had its origin in America. This is the supply of expensive works upon the instalment system. The method is strongly objected to by the retail bookseller, and for three reasons—the supplies do not come through his agency; people who buy these expensive

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books have spent for a time all they intend spending on books ; and these big books take up so much room that the book space at the disposal of the purchaser is exhausted. These are fair arguments ; but economic conditions frequently run counter to rooted ideas of trade, and in trade it is difficult to get away from our surroundings. Little harm can occur to the bookseller if this movement applies to big works only, such as the "Encyclopædia Britannica," *Punch*, and other works whose sale through the ordinary channels has practically ceased. The danger arises when it is extended to the more general classes of literature. Nothing can exceed the immense power for advertising possessed by our leading newspapers, which can always make space for "fill-ups." Some years ago the sale of books was considerably affected by the newspaper review ; now it is affected much more intensely by advertisement. Hence the success of newspaper publication by instalments. No steps have yet been taken by the bookseller to meet this new departure ; but it has, I know, exercised the thought of many of the more thorough booksellers. In some cases where the system has been tried by a leading publisher the bookseller has been conciliated by

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having a profit allowed him. On the other hand, newspapers have given him but slight consideration, and the arrangements they make yield him a profit hardly worth mentioning. If this system is to become more general the bookseller's profit should be considered, and thus any opposition that may arise from within the trade to this method of distributing would be disarmed. It would be a deplorable event if the great power wielded by our daily and weekly newspapers was used to such an unsatisfactory end as that of crushing out the retail bookseller and his wholesale agent. Judging from the position held by most of the leading publishers of to-day, it is certain that they will confine their energies to that most fascinating occupation, publishing, and leave the distribution of their productions in other hands. It is therefore a question of who shall come between the publisher and the public.

Besides the discount question there have been of recent years other points at issue connected with the distribution of books. One is this—both the bookseller and the publisher have expected a little too much of each other. The bookseller has considered that it is the publisher's duty to create a demand, and that

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he himself exists principally to satisfy it. But the publishers have expected the bookseller to help in creating the demand by introduction or by circularising the public; and this has not always been done to the extent anticipated. If we acknowledge that the bookseller, with his wholesale agent, is the right and proper medium for reaching the public, the question is how this medium can be best utilised. I advisedly mention the wholesale agent, for it is impossible, when books are so many and the number of publishers so continually increased, for a bookseller to stock or remember a tithe of the books issued. I would therefore submit that if, by firm but judicious conciliation, the various outlets in the retail trade can be brought into line, both as regards books issued at *net* as well as at ordinary prices, so that living profits are secured; if due regard is given to the agencies who can and do use books largely; and if some individual freedom is allowed, and at the same time used with a due consideration to others, the bookseller will come to his own again, and bookselling will continue a flourishing and attractive trade. Publishers should on their part strive for unity amongst themselves, so as to prevent any unnecessary competition,

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and the bookseller should feel confident that he is not likely to be undersold through any fluctuation in the publisher's prices, or suffer through the publisher attempting to supply the public direct.

Under these conditions, with better profits and sound business arrangements, the distributing of books can be safely left in the hands of those who have for the last half-century so ably carried it on; and in the hands of the booksellers in both town and country, with the help of the wholesale agent, results will be attained which will be satisfactory to all who are engaged in making and distributing the works produced from the brains and by the energy of the great army of literary workers.

HYMNS, HYMN WRITERS, AND HYMN BOOKS

PERHAPS nothing is more noticeable in the evolution of the services of our churches than the number of hymn-books which have fallen out of use and the concentration of those now adopted by the principal religious denominations. Many which were once largely used and generally popular have now a greatly diminished circulation, while others are scarcely known even by their titles. This is particularly noticeable in the Established Church, where formerly they were very numerous, but now they have been reduced to some dozen different collections. The various Nonconformist bodies have also greatly concentrated the number used in their various churches, the majority of them now having adopted one hymn-book throughout the whole of their separate organisations.

The study of the origin, history, and variation in hymns, of which it has been stated there exist half a million nominally Christian, is to many an interesting and fascinating occupation. It is not intended in this paper to attempt any contribution to that literature, but only to

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mention from a supply-and-demand point of view some of the many collections which were formerly in use and the various factors which have partially contributed to their discontinuance. Upon the latter point, undoubtedly, one of the factors in this direction is the revival which has taken place in the order of the services of the Established Church, and also the life, growth, and organisation in the Free Churches, coupled with the general advance made by all the leading religious communities in their advocacy of a higher and more spiritual life. This is strongly exemplified by the tone of our modern hymns. Formerly there were many hymns which might be termed irreverent, and even bordering upon the profane. This was specially true of some of the early Nonconformist hymns. These have still some representatives in the hymns in use by the Salvation Army; but probably they had, and still have, their use in influencing the minds of the untutored, who, through the rough and material, may be led to higher and better things. In most cases, however, this earthly symbolising is giving way to higher ideals and to aspirations of a more healthy and spiritual character. From the commencement of the Victorian era there

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has been a progressive interest taken in hymnology, and the position now attained is commensurate with the revival in the spiritual life of the nation.

The first recorded hymn is that of Miriam, who sang her song of triumph over the destruction of the host of the Egyptians, and the first collection of hymns was the old Hebrew Book of the Psalms of David, which in its various translations and renderings continued until the seventeenth century to hold an important position in the service of the Church; and even in the Reformed Church after the English Reformation, David's Psalter was the first hymn-book to be used.

It was not until the eighteenth century, however, that any popular hymn-book for the people's use came into existence. The hymns of Dr. Watts were for many years in general use, but it was left to the brothers Wesley to give a deeper and more spiritual tone to this element of worship.

Before the commencement of the Victorian era the hymn-book mostly in use was Tate and Brady's new version of the Psalms of David. The authors of this version were Irishmen. Although published in the eighteenth century,

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their book remained in use far into the nineteenth.

Wix's Hymns, and Davies and Baxter's Psalm and Hymns, were also largely used. The present epoch of hymnology, however, set in with the Victorian era, and during this period nearly three hundred different hymn-books have been issued or used in the services of the Church of England alone. The diversity in these collections was very great, including in later years books for the extreme Ritualistic party as well as for the purely Evangelical. I may mention Psalms and Hymns issued under the direction of the Christian Knowledge Society, Bickersteth's Christian Psalmody, also the collections by the Rev. C. Kemble and Morrell and Howe, while the Psalters of Chope and Mercer did much towards the reform of Church music, and to inaugurate the era of Hymns Ancient and Modern. Beside these selections there were many made by clergymen for their own local districts, thus showing how widespread was this love of hymnology. These hymn-books were generally named after the particular town or district in which they were intended for use: amongst them were the Salisbury, York, Wellington, Leamington, Canterbury, Islington,

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Manchester, Hoxton, with many others. From these various sources emerged what may be termed the age of Hymns Ancient and Modern, which, with some few others, form the hymn-books now in use in the large majority of the services of the Established Church of England. The principal of these number about six different kinds, Hymns Ancient and Modern being in by far the largest demand ; this is closely followed by Bickersteth's Hymnal Companion and Church Hymns issued by the Society for Promoting Christian Knowledge, while The People's Hymnal, Thring's Church of England Hymn-Book, and The Hymnary, almost complete the list of those in use in the State Church of to-day.

Before leaving the epoch of Hymns Ancient and Modern, a few references might be made to the early edition of this book and to the influence which it has exerted upon the hymn-books and the music of nearly all the Christian Churches. When the book was first issued, in 1861, it contained but two hundred and seventy-three hymns, many of them being translations from the Latin and German, only twelve being new and original. Upon its publication it met with an unparalleled success, although it

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received from many quarters much adverse criticism.

Several new and enlarged editions have been published since its first issue; these contain many important improvements and alterations and at the present time it is in greater use than any other hymn-book in the English language. It is stated to have been adopted by considerably over ten thousand churches, and since its first publication about forty millions have been issued from the press.

The impetus given by the publication of this hymn-book was quickly felt in the various Nonconformist Churches. Although the number of books in use by Free Churchmen was not so great as in the Established Church, yet the variety was somewhat extensive. In the Congregational Church alone the number was considerable. Their principal hymn-book was issued in 1836, and has from time to time been subject to alterations and improvements; but with Congregational hymnology there will always be associated the name of Dr. Allon who did so much, both with the music and in the collection of hymns, to bring this part of the service to its present high position. The number of those in use by the Baptist Church

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showed an equal diversity, but, as in the case of the Congregational Church, they yielded to the surrounding influences. In the Wesleyan Church the change has been very gradual, as the hymn-book compiled under the supervision of John Wesley, which did so much to stimulate the music of the Churches in the eighteenth century, has remained the foundation upon which all subsequent editions have been compiled.

It may be interesting to state the opinion expressed by John Wesley in 1779 upon the need of a collection of hymns for use in the Methodist congregations. He said: "I have hitherto withstood the importunity, as I believe such a publication was needless, considering the various hymn-books my brother and I have published within these forty years last past, so that it may be doubted whether any religious community in the world has a greater variety of them." The following were his reasons for undertaking this collection: "The people being poor could not afford to purchase so many books, and there was a want for a hymn-book in a narrow compass with sufficient variety." This, like the hymn-book used by the Presbyterians, is issued under the sanction of their governing bodies,

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and forms an important asset in their financial organisation. The titles of some of the hymn-books formerly in use amongst the Nonconformists may not be without interest, many of them having become quite obsolete. Burden's Collection of Hymns, Dr. A. Reed's Ten Thousand Hymn-Book, and the collections made by Campbell, Russell, Rippon, Denham, Stevenson, Gadsby, Hart, Fowler, Watts, Stevenson, and Kent were formerly in large demand. On glancing through the list of hymn-books it is very striking to notice the number of separate collections made, as before stated, by clergymen for use in their various parishes. This is probably traceable to the liberty existing in the State Church, which allows a clergyman great latitude provided he keeps within the rubric and laws of his Church; while, on the other hand, Nonconformists are more largely governed by central bodies, and are also open to the influence of laymen in the directing of their services.

Few people are aware of the number of changes which are made in the words of many of our hymns so that they may harmonise with the doctrines taught in any particular Church. I remember being told by that celebrated hymnologist, Daniel Sedgwick, that he had the

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original of almost every hymn then extant, and few would credit the alterations that had been made in their text, and how the language had been changed so that they might be included in the hymn-books of the different sects. He once told me that he was surprised that such a hymn as "Nearer, my God, to Thee," should have been placed in the selections made for the orthodox Christian Churches, as it was written by a Unitarian and was thoroughly deistical in its teaching. Daniel Sedgwick was an extraordinary man, of unkempt and unintellectual appearance. Early in his life he began to collect old hymn-books. He taught himself to write, and in his humble shop in Sun Street, Bishopsgate, he received visits from the principal hymnologists of his time. He assisted the compilers of most of our modern hymn-books in tracing the source, authorship, and copyright of any hymn in dispute or in question. Lord Selborne, when compiling his "Book of Praise," thus recognised his great knowledge and industry: "Great pains have been taken," he writes, "to trace out and ascertain the true authorship of each hymn. This was a task which he could himself scarcely have undertaken, and in which he certainly could not have hoped

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to succeed but for the assistance of Mr. Sedgwick who has bestowed much time and attention on this branch of literature, and has attained to a knowledge of it probably not possessed by any other Englishman."

There are few subjects which exercise so great a fascination for the student as hymnology, and it not only introduces him to men and events of all creeds and distinctions, but it opens to him a fruitful field for research, in which the most industrious will find ample scope for his energy.

REPRINTS AND THEIR READERS

NOTHING is more encouraging about books to-day than the great and ever-increasing demand for reprints of those which may be termed the classics—our own masterpieces and the famous works of other countries.

The question is often asked, What is a classic? Perhaps no better definition has been given than Sainte-Beuve's. He defines a classic as the work of "an old author, canonised by admiration, and an authority in his particular style." The authors of whom this may be said are to be found among all nationalities. Their influence, and the appreciation of them, are prescribed by no geographical limit nor technicality of language. In all civilised countries they form a bond of union among the learned and cultured; they federate the intellect of the world.

It is from these classics that most of the multitude of cheap reprints, issued during the past few years, have been drawn. If, by reason of their cheapness, a tithe of them are read, then their influence must be very great, and one

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that bodes well for the disposition of the masses towards literature.

Judging from an experience of over fifty years there can be little doubt that among books of a solid character more are being sought after now than was the case some years ago. This is probably due to the wider and more systematic character of our education, and also to the greater leisure which nearly all classes enjoy. It is not to be forgotten that there were reprints and popular series years ago, although only in our day has the reprint, of which they were the advance guard, come into its kingdom.

About the middle of the last century especially, libraries and series were greatly in vogue. They were not always confined to the re-issue of previously published books, but consisted also of original works written for the purpose. Of fiction the libraries were numerous. Some of them I have mentioned elsewhere in this volume. For example, there was the Parlour Library, which contained about three hundred novels by such writers as G. P. R. James, Mary Howitt, Mrs. S. C. Hall, the Banim Brothers, the Hon. Mrs. Norton, William Carleton, and others. The Railway Library consisted of some fifteen

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hundred volumes, to which writers like Bulwer Lytton, Harrison Ainsworth, Mrs. Grey, Miss Porter, and James Grant contributed. Again, there was Bentley's series of Standard Novels and Romances, the publication of which meant an outlay of nearly £100,000. It contained works by Theodore Hook, James Morier, W. H. Maxwell, Miss Ferrier, Leigh Hunt, Mrs. Inchbald, William Godwin, and Mrs. Trollope. Somewhat more serious in character were the Family Library, in eighty volumes, the Home and Colonial Library, and Readings for the Rail, all published by John Murray.

But libraries dealing with religious literature were perhaps the most numerous. Such issues as the *Encyclopædia Metropolitana* and Lardner's *Cabinet of Science*, with others of a similar character, appealed to a particular class. The strictly classic libraries were in a minority as compared with those containing works of a general character. Among the most popular classical libraries were Dove's, Walker's, in eighty volumes, Suttaby's, Sharpe's *British Classics*, noted for the beauty of their illustrations, and Tilt's *Miniature Classics*. These all contained most of the books that are reproduced in the various libraries of to-day.

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The largest and best selling libraries of the past were those issued by Henry George Bohn. The first of them, the Standard Library, was commenced in 1846, and, by and by, some fifteen different libraries became associated with Bohn's name. His greatest success was his issue of classical translations, which were helpful as "cribs" to the student. The Bohn libraries were sold in 1864 to Messrs. G. Bell and Sons for the large sum of £35,000, the stock consisting of half a million volumes.

There were also many popular libraries issued by Charles Knight, John Chapman, John Cassell, W. and R. Chambers, and others.

Changes have come in the book world, and the present large output of good, wholesome, cheap literature has to some extent superseded the old libraries. Where, even, is the "shilling shocker" of a few years ago? The sixpenny and sevenpenny reprints are all the fashion, and they are having enormous sales.

The coming of the sixpenny novel has considerably affected the sale of sixpenny magazines. People evidently prefer a complete story to a collection of articles, however readable. Most of our popular books have been reprinted at sixpence; over two thousand such issues are just

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now in circulation. These are chiefly bought by summer travellers, for they cost little and can be thrown away when done with. If a limited number of any "sixpenny" is issued and allowed to go "out of print," it frequently acts as an advertisement for the better editions, which are always kept in print. Here, then, we see the people being led to higher things in literature.

A striking development in "sixpennies" has been the reprinting by the Rationalist Press of controversial and scientific works. Of Professor Haeckel's "Riddle of the Universe" over 100,000 copies have been sold, and for such works as Herbert Spencer's "Education," Darwin's "Origin of Species," Mill "On Liberty," Sir Leslie Stephen's "An Agnostic's Apology," and Professor Huxley's "Lectures and Essays" there has been a universal demand. In fact, nearly 1,000,000 copies of this "Rationalist" class of literature have been sold. These have been replied to by sixpenny editions of religious and orthodox books, but their sales, so far as can be judged, have been small in comparison. The "Rationalist" reprints circulate greatly through working-men's clubs in the North of England, and are read by many thoughtful and

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intelligent young men. What the effect of their influence will be it is impossible to say. To all serious-minded and thoughtful people that will appear a problem fraught with possibilities for good or evil.

The question has often been asked, Is the sixpenny reprint come to stay, or is it only a phase of bookselling which in a short time will pass away? This can be answered in the affirmative, as undoubtedly its popularity is assured. About twenty-five years ago there was an attempt to establish a series of sixpenny reprints, and many popular works were issued in this form. It was, however, doomed to failure on account of the quarto size in which the books were produced. The present prevailing size, a large octavo, is much more suitable for general readers, and its utility can be judged by all who travel by rail, tram, or omnibus. Here you will find them in the hands of girls, and men who do not care for the newspaper, going and returning from the city, and for railway readers the sixpenny edition has entirely taken the place of the picture-boarded novel so popular half a century ago.

Its popularity is not surprising, as in these reprints of fiction the literary value is far

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greater than in many of the new novels issued in a more expensive form. For a work to appear as a sixpenny reprint shows unmistakably that through one factor or another it has a claim upon the appreciation of the public. If by this cheapness a taste is produced and fostered for better literature among a class hitherto only partially touched, but in which there is often much intelligence and thought, then not only will the community be benefited, but it will be a gratifying result to all who are engaged in producing our literature.

Here let us pass from the sixpenny reprints to the dainty and more permanent reprint at a higher price. First, a distinct falling off is noticeable in the re-issue of religious books. Exception has, however, to be made in the case of such classics as Thomas à Kempis's "Imitation of Christ," St. Augustine's "Confessions," the "Thoughts" of Marcus Aurelius, and other works of a cosmopolitan religious character.

The real triumph of the classics in a handsome "get-up" may be said to have commenced nearly twenty years ago by the issue of the Temple Shakespeare. Sir Sidney Lee, in his *Life of Shakespeare*, remarks that, "From the accession of Queen Anne to the present day, the tide of

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Shakespeare's reputation, both on the stage and among critics, has flowed onward almost uninterruptedly." He might have added that the issue of editions of his plays has also flowed on in the same satisfactory manner. Apparently we have reached high-water mark in the variety of the editions of Shakespeare's works. Anyhow, their sale and the appreciation of them both by students and the public, were never greater than they are to-day.

The Temple Shakespeare, which was begun in 1894, has had a quite remarkable sale. It has been made known that annually it sold to the number of 250,000 volumes, while it had a great success in America, and some 100,000 volumes were sent there every year. The success of the Temple Shakespeare has encouraged others to go and do likewise. There have been editions in the most varied styles and at all prices, from the facsimile reprint of the first Four Folios to the "Ellen Terry Midget Edition," in forty volumes. The publishers of this edition received an order for 10,000 volumes—a fact which shows the marvellous vitality of England's greatest classic. Further Shakespeare editions—some of them—are either just completed or in course of issue, several of them running to

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forty volumes. Here are the titles of a number :
"The Hampstead Edition," "The Chiswick Edition," "The Arden," "The Little Quarto," "The Waistcoat Pocket Edition," "The Bijou," "The Pocket-Book Classics," "The Red-Letter Library," "The National Library Edition," "The Stratford Town Edition"—of which fifteen copies are being printed on vellum at one hundred guineas each—"The Stage," "The Oxford Miniature," "The Favourite Classics," "The Universal Library Edition," "The Thin Paper Classics," "The Old English Spelling Edition," "The Variorum Edition," &c.

Such a collection of new Shakespeares in the early years of the twentieth century is an event of which Englishmen may justly be proud. It is somewhat strange that the century should open with a great depression in the issue and sale of general poetry, while the two authors now commanding the greatest sales are both poets, Shakespeare and the Persian, Omar Khayyám. Is all the love of poetry going out to them, to the hurt of our modern as well as our minor poets? It is an unsettling thought!

When the balance of the first edition of FitzGerald's "Omar" was presented by him to Mr. Quaritch and sold for a penny a copy, its

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fortune was made, as we see in the fact that some hundreds of different editions are now on the market, FitzGerald's first rendering of the "Rubáiyát" being, of course, out of copyright. Whether it be the spirit of Omar or the rhythmic rendering of FitzGerald that has taken hold of the English-speaking people, the fact remains that the popularity of this book is greater than ever it was. It appeals to the great public who can pay only one penny, as well as to those who can afford a more costly and artistic edition. The literary cult which exists to interpret Omar, and keep his memory green, has undoubtedly done much to stimulate and increase his popularity. As Mr. T. B. Aldrich writes :

"Sultan and Slave alike have gone their way
With Bahram Gur, but whither none may say
Yet he who charmed the wise at Naishapur
Seven centuries since, still charms the wise to-
day."

Nevertheless, it is our English classics that are most drawn upon for reprints in these days. Reprints of essays are very popular, those of Bacon being most in demand. Within recent times fourteen different editions of "Bacon" have been published. No one has attempted,

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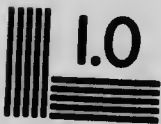
so far, to claim that these essays were written by Shakespeare, and we can rejoice that the memory of two great writers is ever kept in our mind by the mere sale of their works. Of the older English classics the most popular are Browne's "Religio Medici" and Bunyan's "Pilgrim's Progress," of which some forty editions are in circulation. The lofty music of George Herbert's "The Temple" finds an echo in most series, alongside Izaak Walton's "Compleat Angler," Gilbert White's "History of Selborne," More's "Utopia," and Hobbes's "Leviathan." Taking the more modern English writers, we find that the charming and fascinating prose of Charles Lamb stands out prominently, but Emerson, Carlyle, and Hazlitt have many admirers.

It is gratifying to find that what may be termed classical fiction takes a good place in the sale of reproductions. "Robinson Crusoe," "The Swiss Family Robinson," and the fairy tales of Grimm and Andersen maintain a foremost position in the hearts of youth. The classic novel, pure and simple, which is reprinted more than any other is Oliver Goldsmith's "Vicar of Wakefield." Since the sale of the MS. to "Old Newbery" for £60, it must have been reprinted



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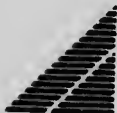
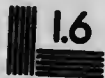
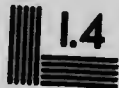
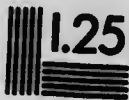
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thousands of times, and it is more bought, not more read, now than when it was first published." There are now some thirty different editions of Jane Austen's novels, and Miss Mitford's "Our Village" is also very popular. Mrs. Gaskell's "Cranford," with its artistic and literary setting of old-world life, has still charm and fascination for every English man and woman. The works of Fielding and Smollett in an edited form are usually successful, but "Jane Eyre," "Adam Bede," "Westward Ho!" and "John Halifax" are to be had in some thirty different editions—a fact that speaks eloquently for itself. Scott, Thackeray and Dickens are successful whenever reprinted. It is interesting to note that when a popular book like "Tom Brown's School Days" or "East Lynne" runs out of copyright, there are a number of publishers ready with editions to place upon the market. Not unfrequently a score of different editions are simultaneously issued.

It belongs to the subject of reprints to note an extraordinary edition of Dickens which has its origin in America. Sumptuous is scarcely the word for it. Copies have been imported into England, but necessarily their sale has not

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been very great. There are really two editions, the first, the "St. Dunstan's," for millionaires only. It consists of one hundred and thirty volumes, and sells for £26,000. Only fifteen copies are being printed—on vellum throughout. The other edition is "The Autograph," in fifty-six volumes, selling for £336. No author has ever had such a monument erected to his memory as is implied in these magnificent volumes.

A notable fact in regard to reprints is the charm and daintiness with which many are produced. Those printed on the Oxford India paper, and other thin papers, are handy for the pocket, take up little room on the shelf, and have good type. Thin paper pocket editions of Sir Walter Scott, George Eliot, Thackeray, and Dickens have large sales. It may be questioned, however, whether this is not a passing phase. Being attractively produced, they have, in any case, greatly assisted in adding to the popularity of various authors. For one to be included in them shows that his or her works have come to take a place among the English literature which the nation considers worth preserving.

Moreover, there is another important point

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connected with all these pocket reprints. The appeal, by their tastefulness, to people other than the good reader, for undoubtedly certain buyers are attracted by the binding, by the type by the illustrations, or by some originality. In only you can reach a section of the public hitherto untouched, a great number of readers will be found.

In most reprints attention is given to the soundness of the text. This is occasionally a difficult matter. With the works of some of our older masters it is not easy to give an un-abridged text without offending the susceptibilities of readers. But judicious editing usually gets rid of this problem, as well as of that of the obstacle involved in the old method of spelling. There is always a small public who will have unexpurgated editions, usually scholars or students.

A feature of the "reprint revival," as it has been termed, is the revival also of the private press. Since the invention of movable type, the art of printing has proved a fascinating study and pastime for the cultured and learned. In the fifteenth century, especially in France, printing-presses were set up in monasteries and private houses, and many of the Greek and

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Latin classics then produced were beautiful specimens of typography. In this country one of the most noted private presses was that established, in 1757, by Horace Walpole at Strawberry Hill. It went on for forty years, and although no works of great literary importance were issued from it, yet many of its issues were largely sold through the booksellers.

The ways of the bookseller in the eighteenth century were much the same as the ways of his successors in the twentieth, as is noted in one of Walpole's letters written to John Chute in 1757: "The London bookseller plays me all manner of tricks. If I do not allow them ridiculous profits they will do nothing to promote the sale, and when I do, they buy up the impression and sell it at an advanced price before my face." Surely history here repeats itself.

From that period onwards there has been a certain ebb and flow in this pleasurable occupation—the private printing-press. A far-reaching departure was made when the Kelmscott Press came into existence in 1890, under the supervision of William Morris, who designed the type, ornamental letters, and borders. In all, fifty-three volumes were issued from the Kelmscott

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Press including the monumental specimens of typography in the "Chaucer" and "Spenser."

The Vale Press and that of "The Sign of the Dial" followed. They were directed by Messrs. Hacon and Ricketts, and their output consisted chiefly of limited editions of the works of our old authors. Thus there were selections from John Milton, Sir John Suckling, Michael Drayton, William Blake, Henry Vaughan, Shelley, Keats, and others. The editions consisted usually of about 200 copies, which were quickly sold, frequently at a considerable advance in price.

The Doves Press, under the management of Mr. T. J. Cobden-Sanderson, also produced some admirably printed books, including a sumptuous edition of the Authorised Version of the Bible. The Essex House Press, under the guidance of Mr. C. R. Ashbee, has also issued an edition of the English Bible, King Edward VI.'s Prayer-book, and many other works of great literary value. The high aim of the numerous presses now or recently in existence has been the reproduction of works really valuable to the student or the book-lover. Bearing that in mind, the following list of the more important may be of interest: The Chiswick Press, The Daniel

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Press, The Ashendene Press, Ricardo Press, Shakespeare Head Press, The Astolat Press, The Eragny Press, The Sign of the Rose, The Caradoc Press, and The Pear-tree Press. Including only the personal trading and private presses, we have to-day at least fifty different typographical establishments in existence, which shows that there is no lack of appreciation for the masterpieces of English literature when these are well edited and tastefully produced.

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