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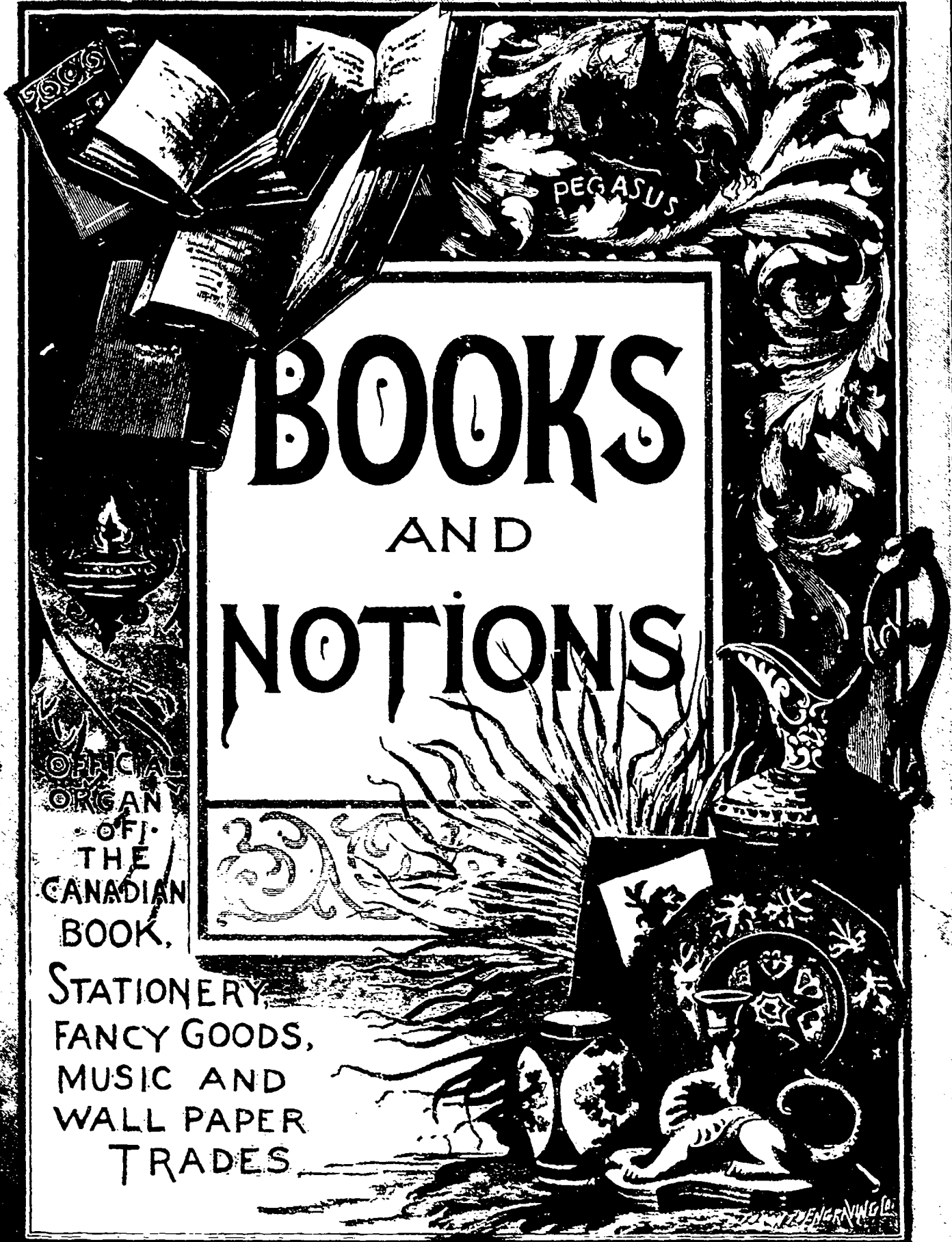
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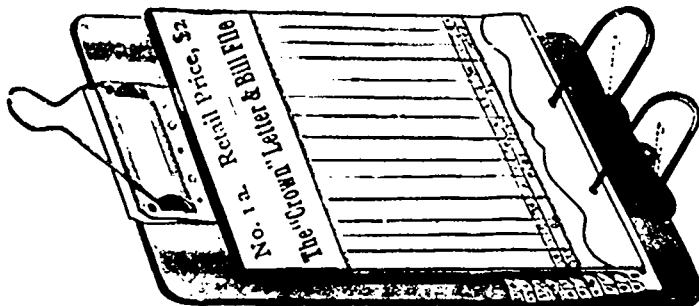
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Vol. V. TORONTO, DECEMBER, 1889. No. 60



correspondent, a young man new to the book business but willing to learn, referring to my remarks on "good booksellers" in the July number, wants advice as to how he is to obtain the requisite knowledge of books and authors in the limited time he has at his disposal. He has read a good deal, principally light literature, but his reading has been done so carelessly and without design that he finds it of but little value and must commence de novo.

My correspondent is certainly labouring under great disadvantages, but if he will now apply himself to the work of improvement and do it in a systematic manner he may in a short time bring himself on a par with many who have had more advantages and who think themselves masters in the art, and in time, if his tastes and talents run in that direction, he may become one of my pattern booksellers.

He says that he has not time to read all the new books that come out nor the inclination for all classes of literature. I would not have him attempt anything of the sort, in fact if he could do it he would not then obtain the kind of information that I wish him to possess. What he wants most is, not his own opinion of books, but the judgment of two different classes of people, first the critics, second, the public, the one so as to know what is really good and bad, the other to know what will sell. The critics' decision will in time prevail, but for the time the public opinion is the safest guide.

He should make it his business to read one or two of the best reviews regularly, not allowing his judgment to be entirely swayed by the criticisms, but carefully weighing them in his own mind. In the case of notable books he should read as many different reviews

as he can conveniently, and store away in his memory the points which bear upon the general style of the authors. By taking this course he is undergoing a valuable training and bringing up his ideas and judgment on the same plane as that of well read men. He is travelling in good company and will rapidly assimilate. The reading may be dull to him for awhile, but in time he will enjoy it so highly that he will not let it drop even should there be no longer any necessity for it.

Before reading the review of a book he should look up the other works written by the same author and memorize at least the titles of the best of them, inform himself as to the nationality and approximate age of the writer and, if possible, the peculiarities of his characters, style and general design. Let him bring all these facts together and then he can read the review intelligently and with both pleasure and profit. If he can in this way become acquainted with one author a week, he will be accumulating the most valuable information with great rapidity, and will have that knowledge stored away in his memory in a shape that he can draw upon it with ease and advantage.

I propose to return to this subject again, but wish at present to give time for the thorough digestion of what I have said and for its discussion by readers and correspondents. The following remarks from "Caspar's Dictionary of Booksellers," just published, bears so closely upon the subject and is in such good vein that I take pleasure in reproducing it here:

"The time is not far distant when an intelligent and discriminating public will demand of the booksellers a thorough training and a wide knowledge of his trade, combined with a sound judgment on all matters pertaining to books and literature. Only men who have these qualifications and who possess the requisite fund of energy for one of the most ideal of the professions, the art of bookselling, will, in coming days, gain the patronage of book-buyers and meet with success, not the underseller, book butcher, dry goods bazaar, etc., which to-day are the ruin of the honest bookseller.

"Every tradesman should have honest prices, and not intend to upbuild his own fortune on the ruins of his legitimate competitors. The best method of combating these guerrillas is to let them severely alone, for by so doing they will naturally exterminate one another. This does not preclude, of course, the necessity of meeting the fluctuations of the market, provided one can do so without actual loss. A bookseller should also be willing to stand the loss of a sale if circumstances admitted.

"Above all, every bookseller should take pride in carrying as large and well-selected a stock as his means will allow, suitable for his locality, and endeavor to be better versed in questions pertaining to books or their contents than his colleagues. An essential factor in the successful conduct of the bookseller's business, is a full and complete library of bibliographical and literary reference works, trade catalogues, publishers' lists, etc. This will be more appreciated by book-buyers than an unnecessary cutting of prices on popular books."

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lately invested in the enterprise, the company has every prospect of an abiding success. The trade should aid this patriotic and well-managed enterprise to the best of their ability.

### A. POSTAL GRIEVANCE.

The postage on paper covered books continues in this country to be four cents a pound, while in the United States it has been only one cent. This difference our government has so far shown no disposition to do away with nor even to diminish, although it is a difference that manifestly discriminates in favor of United States as against Canadian booksellers. Why it is kept up is hard to understand; it presents a constant anomaly in the National Policy, and is certainly not economical. The Post Office Department now gets nothing at all on a vast number of the books it carries, because the cheaper postage leads to their being ordered in the United States, and to that country it is that the postage is paid. If the postage on paper covered books were reduced to one cent a pound in this country, the government would raise a greater revenue from book postage than it does now at four cents, and would be rendering its postal service to its own people. At present, we have little doubt the United States gets more postage from this country on paper covered books than does Canada herself. Neither revenue nor protective ends are served by this heavy postage, and what ends are served by stubbornly maintaining it nobody knows.

The injustice to our own dealers is very great. To print a book that has already appeared in England, the Canadian publisher must first pay for copyright. The American pirates the same book, and thus issue it much more cheaply than the Canadian publisher can. When he comes to send his book into Canada the duty brings the price up to that of the Canadian edition, so that the only difference lies in the postage. Royalty in the case of the Canadian publisher and customs duty in the case of the United States publisher, are drawbacks that pretty fairly balance each other. The advantage lies in the three cents which our Post Office Department charges on editions published in this country, and this three cents of tax in favor of the United States has done more to transfer trade across the border than any other influence.

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The Christmas Star, the Queen of Christmas numbers, is to hand and is a credit to the publishers, to the artists and to the Dominion. There are some forty odd pages of beautiful illustrations and literature enclosed in a strikingly artistic cover, together with three very handsome colored supplements, and an eight page panoramic supplement of Canadian scenes. In this sup-

plement, Toronto, Montreal and Winnipeg are seen to their best advantage. It will be a grand thing to remind distant friends of what this fair Canada of ours is like. There has been an immense run on the first issue, so much so that the supply to a large number of dealers had to be cut down in order to cover the Dominion. The Star is without exception the best Christmas number yet received.

### OUR FANCY GOODS MAN IN NEW YORK.

The fall trade is in better condition in Canada than across the border. There, we are informed, importers have been buying such enormous quantities, in order to obtain special concessions, that at the end of each of the last two seasons they have had to sell their goods considerably under cost in order to get rid of them. They have found this a necessity, as the craving for new goods is so strong in the United States, that buyers absolutely refuse to look at old styles, except at a great sacrifice.

The large dry goods stores have almost monopolised the fancy goods trade in New York, and all the larger American cities. "Out of all our accounts," said a large Broadway fancy dealer, the other day, "we have not two dozen really first class fancy goods stores, pure and simple, on our books, and we cover every state in the Union." Of all trades the fancy goods is the last that should be worked on small profits, for in addition to the annual depreciation in value, which follows the Christmas season, through the loss by incorrect gauging of public taste, and through breaking and selling of samples, the salaries paid to really first-class buyers and superintendents, is of necessity large, besides which the space taken up in a store by fancy articles, in proportion to their intrinsic value, is very great. Nor must advertising be forgotten, for while a dry goods merchant or druggist is known to keep at least three quarters of his stock, a fancy goods stock is changing so frequently, that unless advertised, people do not know even of the existence of the majority of the new things. For dry goods men to snatch a trade from the hands of their fellow citizens, simply for the sake of advertising their own goods, is to say the least, grossly selfish. At the margins on which they sell, we are satisfied that their profits, if any, are so small that they could not be recognised as sets off for time and mental energy which might be expended to so much better advantage in their legitimate channels.

Cut glass and fancy china "pungents" for smelling salts are becoming very popular and are to be seen in all the druggists' and jeweller's windows. They are in demand with and without silver stoppers. Some of the designs are exceedingly fanciful. Perhaps one of the most useful kinds is shaped,

like a long thin cone pointed at one end, so that it can be held into the bosom of the dress between the buttons.

Low grade art is finding an enormous sale in The Great Republic Pictures, or rather daubs, representing scenes of every description. Frequently copies of great subjects are framed in apparently gorgeous frames and sold, principally through the medium of the auction room, for sums which one would hardly expect would pay for the unwrought materials. These pictures find their way principally to the houses of the artisan, who, in this country of social equalities, is not merely content with a piano but must have everything in keeping, even to the decorated walls.

One of the latest novelties is a chamois purse with nickel frame, to hold a watch and protect it from the dust and dirt of the pocket. For open face watches they are made with a round nickel rim to shew the hands, while for the hunting-case the watch has to be taken out of the purse whenever referred to. They are made in all sizes.

The French and German manufacturers are struggling hard for supremacy in leather goods, such as purses, pocket-books, card cases, etc. Every season new samples are sent out in imitation of American styles, and generally at prices, that for the Canadian market at least, are far below what the same goods can be made for. A calf wallet and a one-piece purse are the latest attempts in this direction, the success, especially in the latter, being remarkable. In card cases, where fancy styles have more scope, the foreigners are especially successful, though their goods are probably not so serviceable as the New World line.

These are the days of imitation, and the German nation leads the van in the unholy work. The world-famed Doulton & Royal Worcester Chinas are now being copied, both in design of outline and of decoration, so perfectly that experts themselves are not infrequently caught lifting a handsome vase to see the trade mark. It is needless to say that the prices are about half these asked for the genuine goods.

Fancy tables, especially, with onyx tops, are becoming very popular. In these, if utility and not mere appearance is desired, we would strongly advise American goods, for the imported lines are made up more for sale than use.

Music boxes are selling largely, though the same man probably never makes more than one purchase. The weak points in most boxes are the pinion wheels, whose cogs are made of soft brass and then never properly finished to fit into one another, the natural consequence being the cutting of the brass, which allows the spring to display its full force, ruining the teeth in half a second.

John Bakely, of Buntin, Gillies & Co., Hamilton, was married in Chicago, to Miss Annie Lees.

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There are hundreds of pleasures in store for THE COMPANION readers of 1890. Every one is hard at work, as you see. \$1.75 will admit you to 52 weeks of these entertainments. Send for Full Prospectus for 1890 to THE YOUTH'S COMPANION, Boston, Mass.

**MEETING OF THE EXECUTIVE COMMITTEE.**

A special meeting of the Executive Committee was held in the office of BOOKS AND NOTIONS, on Thursday, Nov. 13, with Mr. A. S. Irving in the chair. There were also present Messrs. W. T. Wilson, Donald Bain, and J. B. McLean. Mr. Wallace telephoned that he could not attend. The matter was of local interest, chiefly. No notices were sent to the outside members of the Committee, as it was not thought necessary to put them to the trouble and expense of coming to the city.

Mr. Irving explained, that after consultation with Mr. Bain, he had called the meeting to consider what steps should be taken by the trade on the proposal made by several members of the School Board and others, to supply school books to the public school children free. After some discussion it was decided, that owing to the fact that no immediate steps were being taken by the authorities in the matter, the Committee would do nothing until the next monthly meeting in December.

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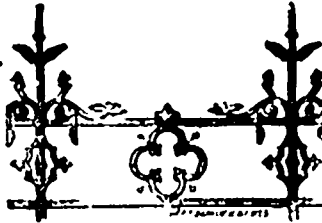
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## TRADE CHAT

No. 65, of Bryce's Library, is "Upon this Rock." A life-chronicle of the last century of Christian Civilization, by M. C. O'Byrne. Paper covers, 50 cents.

A consignment of Zola's works, consigned to a Hamilton bookseller, has been seized by the customs officials and condemned under the clause of the tariff which prohibits the importation of immoral literature.

McLoughlin Bros.' illustrated catalogue of juvenile books, ABC, and picture blocks and games, puzzles, etc., should be in the hands of every man in the trade. We have space for a couple of their illustrations, and gladly give them.



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The D. Van Nostrand Company, 75 Murray street, New York, have issued a catalogue of American and Foreign Scientific books, which they will send to the trade when desired.

The latest addition to Lovell's Canadian Copyright Series, are No. 18, "Earth Born," by Spirito Gentile, No. 19, "Moon-Iden," by Florence Maryatt, No. 20, "Hedra or Blind Justice," by Helen Mathers.

F. & F. Meehan, 42 Gay street, Bath, England, have favored us with a copy of their catalogue of "Rare, valuable and useful books, ancient and modern, in all classes of literature."

J. D. Fitch, Grimsby, keeps stationery, school books, etc., in connection with his drug business, not so much for profit as to accommodate those who wish to patronize one of the oldest residents in the village.

We had the pleasure of a call from Mr. W. Harrison, from Vancouver, B. C., and a chat about trade on the Pacific coast. Mr. Harrison kindly presented us with a number of illustrated Vancouver papers.

Mr. Rutter, of Warwick's, has been looking up their Christmas business, and making comparisons, and finds that they have had the largest business in nine years.

George Warwick writes, from London, that he had a very delightful trip across the ocean. He is now in Germany.

The supply of Christmas goods came in earlier than usual, this year, and the displays made by the trade is the finest ever seen in Canada.

Our thanks are due to Raphael Tuck & Sons, for invitation to their reception and ball, and celebration of the fifth anniversary of the American branch. The invitation is gotten up in artistic style, for which the firm is noted.

The wholesale trade say that sales of Christmas novelties, booklets, albums, etc., has been very much larger and more satisfactory than anticipated. There are, however, a good many complaints of the scarcity of money.

"A Knight of Faith" by Lydia Hoyt Farmer, is a well written story, and in every way a desirable book for the family. It is written in a bright entertaining style, and is so full of incident that the attention never flags. Published by J. S. Ogilvie, New York.

On November 20th, the first volume of the CAMEO SERIES, a collection of Belle Letters, was published by Mr. T. Fisher Unwin. It is entitled THE LADY FROM THE SEA, and is a translation, by Eleanor Mary Aveling, of Ibsen's realistic play, with a critical introduction by Edmund Gosse.

The branch store of Mr. A. Robinson, bookseller, of Belleville, at Port Hope, was entered by burglars, on the evening of the 22nd of Nov. and \$20.50 stolen from the till. The store is in charge of Miss Oliver, who is at a loss to tell how they could have entered, the door being locked and windows secure.

M. D. B. Wallace, Simcoe, thinks booklets will have the largest sale through the coming holidays, but with his usual enterprise, Mr. Wallace will have a stock of other goods on hand to select from, he having

P. Blakiston, Son & Co., 1012 Walnut street, Philadelphia, have issued a catalogue of medical, surgical, dental, pharmaceutical, chemical and scientific books, classified by subjects, and also arranged alphabetically. Send to them for a copy.

In the letter of Mr. J. J. Dyas, in the November number, two typographical errors occurred, entirely altering the meaning intended to be conveyed. The statement that "20 per cent was the right discount as it permitted cutting," readers must have seen, should have read "prevented." "Wisdom is too often a commodity," the often should have been "seldom."

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**COOK BOOKS AND NOTIONS** is a favorite journal with him. He has the G.N.W. tele-  
 graph office in the store.

The Reinhardt Manufacturing Co., of Montreal, are to be congratulated on the success their Izzano cases are meeting with in the trade. This is a new invention of theirs, which resembles forest moss, and are in gold and very rich tints, lined in the usual way, and fitted both in white and metal fittings. They have been unable to fill orders for these goods, although their factory has been running overtime. They also report a good sale of plush goods.

Some of Prang's holiday goods for this year are excellent in every sense of the word. Not that there is fault to be found with any of their productions, for Prang will not publish anything that has not some merit. The "prize babies" of last year is followed by the "prize babies' walking match this year," which is selling as well as its predecessor. The illustrated catalogue of holiday publications will be sent to **BOOKS AND NOTIONS'** subscribers by addressing L. Prang & Co., Boston.

The American Sunday School Union, Philadelphia, Pa., send two of their latest publications, "Korno Siga, the Mountain Cinct, or Life in Assam," by Mrs. Mildred Marston. It is an excellent book for Sunday schools. It gives a very interesting account of a missionary life in Assam, and the trials, privations, and pleasures of work among this most interesting people. "Tangletop" is another book which we can fully recommend. It is an attractive story, explaining away many of the doubts and perplexities that arise in the minds of young people, and shows by the daily life of the pupils of Locust Hill Cottage how easy it is to lead a Christian life. The Ten Dollar Library and People's Reference Library should be on the shelves of booksellers.

The sale of Christmas papers this year has been something enormous. The Canadian importation of European publications has given out, and wholesale houses have

had to send to New York for further supplies, paying increased prices therefor. Of the Canadian publications, The Star has taken the lead, and dealers have not been able to fill their orders. The Globe has also sold well, but the demand for Saturday Night dragged. Complaint is made however, that the profit on the Star is very small. With the duty paid, the English papers give the trade fifty per cent. more profit than the Star.

In the report of Mr. Irving's remarks at the meeting of the Association our printers made several errors. First they made him say that the whole difficulty was in the postage being one cent per lb. What he did say was that it was the difference between U.S. and Canadian postage and the duty. At the bottom of the column the word "cutting" the cost should have been "computing" the cost. In the same paragraph the words "poorly paid" should have read "poor pay." He also pointed out that some dealers expected as much attention from the Toronto News Co. on a five cent paper as they did from other houses on a hundred dollar order.

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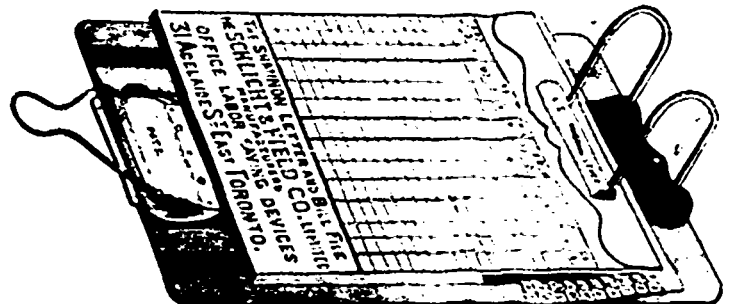
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Justin D. Fulton, D.D. Archer Green  
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5069. Love and Friendship. Song. Words  
by John Muir. Music by Hope Temple.  
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revised by Stephen Temple. Music adapted  
from an Old Irish Melody, by Battison  
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lishers' Association.

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I. Suckling & Sons, Toronto, Ont.

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F. R. Havergal. Music by J. L. Orme. J.  
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music).—George Franklin Clarke, Daven-  
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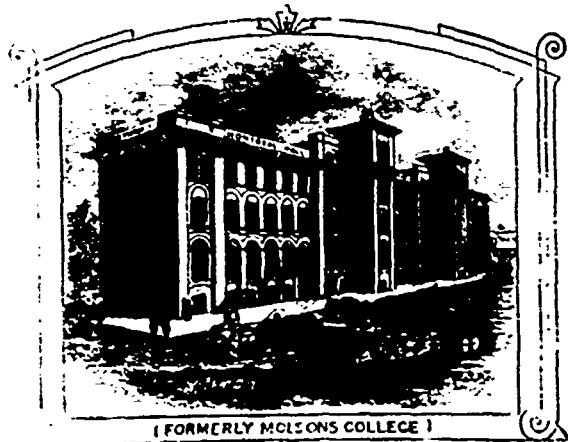
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