

THE

Canadian Bookseller

DEVOTED TO THE INTERESTS OF THE

Book, Stationery and Fancy Goods Trades.

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Canadian Bookseller,

Devoted to the interests of the

BOOK, STATIONERY AND FANCY GOODS TRADES.

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Hon. A. W. McLelan, Postmaster-General, will, it is stated, be sworn in as Lieutenant-Governor of Nova Scotia about July 9th. If Sir John would only superannuate the Decision Fiend in the Customs Department at Ottawa about the same time, he would earn the everlasting gratitude of the newsdealers throughout the Dominion.

The Bookseller of London, England, says, "THE CANADIAN BOOKSELLER has just appeared in Toronto. The law of the survival of the fittest will, no doubt, govern its career." Just our sentiments, exactly, friend Whitaker. Shake!

A well-known politician, who finds it necessary to read all the papers, said, the other day, "I consider the *Mail* the best newspaper in Canada to-day." We said, however, that the *Empire* was a smart paper, also, because its Editor read the CANADIAN BOOKSELLER, as evidenced by the fact, that on the 8th June, he based a column editorial on an extract from this journal.

The amount of technical knowledge that some people possess is simply marvellous! The respected editor of a trade contemporary, has placed on record the fact that a city bookseller said to him, "I did not suppose you knew so much about buying." Ahem! Is it not Hamlet who says, "Lay not that flattering unction to your soul"? Shakespeare evidently knew what he was talking about.

The Toronto Board of Trade are going to erect a magnificent building, at a cost of \$200,000. Four leading architects have been invited to send competitive designs, which will be paid for whether used or not. The only regrettable feature about the matter is, that the Building Committee have thought it necessary to invite Prof. Wm. R. Ware, of Columbia College, New York, to act with them as their professional adviser. Surely they could have secured equally as good consulting talent in the Dominion.

THE CANADIAN BOOKSELLER joins in the universal expression of sorrow at the death of his Imperial Majesty the Emperor Frederick, of Germany. Mr. Gladstone's speech, in seconding the address of condolence to Queen Victoria and the Empress of Germany, from the members of the British House of Commons, was a magnificent tribute to the memory of the dead monarch; while Sir John Macdonald's telegram to the great meeting of German citizens of Montreal, touched a responsive chord in the hearts of the sorrowing people assembled there to mourn the death of the lamented Emperor.

Police Magistrate Denison, of Toronto, may not belong to the Book trade, but he has been "brought to book" in downright earnest by the Methodist Conference for his recent decision in the case of the Rev. Mr. Wilson. One point, however, seems quite certain, and that is, that the police force of Toronto are getting the idea into their heads that they "run" the city. The introduction of the new patrol waggon system seems to have intensified this idea, and the sooner the chief and his subordinates get back to the fact that every citizen is not a ruffian and a scoundrel, the better for all parties concerned.

A good deal of amusement has been afforded by the way a certain party has written on the Copyright question. "For certain reasons it was just as well the proposed Bill did not go through. For certain other reasons it was too bad the proposed Bill did not go through." That is about what his reasoning amounts to. Now, really, it was too bad that the Bill could not go through, and yet still go through at the same time; because, then, you know, all parties would have been satisfied, everything would have been lovely, and the goose would have hung high! As it is, poor unfortunate creatures, we must struggle along and—well, what had we better do, anyhow?

A word with you, Mr. *Life*: Your paper is full of bright writing, and is a credit to its talented young editor. But you are making a great mistake in talking so wildly about "pirates" and "robbery," as you do so freely, when writing on the question of Copyright. The gentlemen who have enrolled themselves as members of the Copyright Association of Canada, are men of the highest standing in the community, who are one and all prepared to pay, and many of them are now paying, a fair price for the privilege of securing the Canadian Copyright of Books. But what they one and all object to, is the using of Canada as a foot-ball, as it were, by the English Publishers. The manufacturing industries of Canada must be taken into account in any future Copyright legislation; and this can be done, and still secure justice to the author. As to the journeymen printers, they can safely be left to follow in the footsteps of their craftsmen in the

neighboring Republic, who have almost unanimously agreed to support the passage of the Chase Bill, which requires local manufacture to secure Copyright. The average Printer is not an old woman, and you will find you cannot "Caiger." In fact every Printer knows it will be more than one "Nichol" in his pocket if he supports Home Manufacture in books.

Corner Stones.

Every imposing edifice has a corner stone, while some have two. How would the following do for corner stones on the question of Canadian Copyright.

First—Canadian manufacture as an indispensable requisite for procuring Canadian Copyright.

Second—Importation of American reprints, *until* the Canadian Publisher is allowed to acquire Canadian copyright, or to reprint any book that is not copyrighted in Canada, paying the British author say ten per cent. on the retail price.

The Early Closing By-Law.

It is very evident that, so far as Toronto is concerned, the Early Closing By-Law is a dead failure. The sudden repeal of the unfortunate By-Law by the City Council, within a month of its passage through the same channel, was a striking instance of how quickly that body is sensible of an overwhelming public feeling—for it is safe to say that public feeling was undoubtedly overwhelmingly in favor of the repeal. A few weeks trial was sufficient to convince many of those who were inclined to favor the idea, that the law is impracticable in a city of the size of Toronto. And just here it may not be out of place to inquire if the action of the various Trades Unions and Knights of Labor Assemblies which have passed resolutions in favor of the By-Law, has not done more harm than good to the cause of labor, as the small storekeepers and others, whose business has been seriously affected through this absurd attempt to hamper and curb trade, will be likely to remember the action of the Unions when their votes are required at some future time. Taking all things into consideration, we trust that Mr. Mowat will see that the Early Closing law is entirely repealed or very materially altered at the next session

of the Legislature. As one writer put it in the newspapers: Allowing the saloons and fruit stores to remain open while making it a crime to sell a loaf of bread or a pound of butter, was not only absurd, but an outrage.

The Copyright Question.

The recent formation of an association with the avowed object of securing such Copyright legislation as shall be the best for Canadian interests, has recalled attention to what is undoubtedly a most difficult and intricate question. However, the difficulty must be faced, and it would be just as well for those who are interested in the matter to understand, at the beginning, that the victory is not going to be secured without "a good pull, and a strong pull, and a pull altogether." From the opposition that has suddenly developed itself against the Chase Bill at Washington, and which those who read between the lines are inclined to think may have had its inception in England, we may get a foretaste of what may be in store for the new association, when it shall have formulated its policy.

And this brings us at once to the all important question, can a Bill be framed which shall be just to all interests?

There is no denying the fact that there are many interests to be considered in framing a Bill; but, as was remarked by a gentleman at a recent meeting, "Each party must be prepared to 'give and take' a little, as all interests cannot be completely satisfied." For our part, we think it would be better, as we suggested in the March issue of this journal, for the Government to appoint a commission to inquire fully into this question, securing the opinions of representatives of the various interests affected. Then the Government would be able to frame a Bill which would at least meet with the approval of the majority of those interested.

Failing this action, however, on the part of the Government, there is no reason why the new association should not take the matter in hand, and, after consultation with the representatives of the various interests, draft a Bill for the approval of the Government.

HOME MANUFACTURE DEMANDED.

On one point there is no doubt, and that is that provision must be made in some way for

Home Manufacture. The publishers, the printers, the paper-makers, and kindred industries, have such a very large amount of capital invested that their interests must be considered in any legislation respecting copyright. Not that they wish to do an injustice to any one. On the contrary, they are prepared to see that the author is given all the protection that can be afforded him or her; but while they are thus prepared to afford protection to the author, they not unreasonably look for protection for themselves. By recent issues of the British trade journals, we see that the English master printers, journey-men printers, and in fact all the industries engaged in the manufacture of books, are very grievously excited over the prospective passage of the Chase Bill at Washington. Why? Because the poor author would suffer? Not much! But because they can see that *their* interests would suffer. The fact is, this question of copyright as it affects Canada is not a question as between the British author and the Canadian publisher at all. It is more a question as between the British publisher and the Canadian publisher; and we very much doubt the spirit of the Canadian people and the Canadian Government, if they will not support the new association in any reasonable demand it may make towards allowing a Canadian publisher to supply the Canadian market.

TO AMERICAN AUTHORS.

Another question on which there is an almost, if not quite, unanimous expression of opinion, is that of allowing American authors to secure copyright in Canada, so long as the United States Government refuses to reciprocate in this respect. It is felt that this is altogether too one-sided a policy, and as the British publishers are interested in this question also, perhaps they will second our Government in asking the Home Government to allow us to put an end to this anomaly.

PATENTS VS. COPYRIGHTS.

All patents secured in Canada must be manufactured in Canada within one year of being granted. Asked as to whether they would be in favor of some such provision as this with respect to copyright, the answers from those interviewed have been almost unanimously, Yes. One answer received, we record here, as it is about the

only argument that is advanced against the idea: "No, because it would virtually confiscate the property of nine-tenths of the authors, as it would never pay to print in Canada one book in ten of those issued." Very well, then, but why object to a Canadian publisher issuing the nine books if he cares to take the risk? If he did so, indeed, the author would be better off, as he would then receive his ten per cent. from the Canadian publisher.

of such a law might please a certain section of the Trade, but it would be a piece of sumptuary legislation, which the average citizen would treat with contempt. If there is a 30 cent edition of a popular book on the American market, there is no use trying to exclude it from the Canadian market, and to substitute for it the six shilling or perhaps the guinea English edition. "Oh, but," says the apologist for the English publisher, "that's were you make the mistake. Exclude



MRS. G. R. ALDEN.

"PANSY."

By permission of D. Lothrop Company, Boston.

ABOUT FOREIGN REPRINTS.

Another point upon which there is little difference of opinion was, that the passing of the proposed Bill through the House of Commons at Ottawa, at the late session, would have entirely prohibited the importation into Canada of all reprints of British copyright works from countries not in the Berne convention. The passing

the cheap American reprint, and the English publisher will be only too glad to find a Canadian publisher or to print a special edition for the Canadian market." Indeed! Why that sounds very generous and fair. But let us see. Under the present Canadian law, the English publisher has only to sell to a Canadian publisher, in order to exclude the American cheap

reprint. How is it then that he does not do as you say he would do? True, he at present sells quite a number of books to Canadian publishers, but are you aware that he has absolutely refused to sell the Canadian copyright on other books? "Money will not buy the Canadian copyright," was the answer received to a very liberal offer for a popular book. If money will not buy the copyright, let us at least have a law that will compel the manufacture of such a book in Canada. We fear it is you, Mr. Apologist, who is making the mistake.

BE BRAVE, AND FEAR NOT.

"But,"—and this, it must be acknowledged, is a rock which towers high in our path—Mr. Apologist will say again, "You know well enough that the British Government will never assent to such radical changes in the law of copyright as you seem to suggest." To such an argument as that we can only say that we believe the members of the British Government are wiser to-day than they were in days gone by, that they are open to argument, and that a request from our Government, in the matter of copyright, backed up by the almost unanimous voice of the trades interested, will receive assent from the Imperial Government. Nor must it be forgotten that, in the matter of patents, Canada is thought a big enough boy to make his own laws; and we opine that in the matter of copyright, he is just as well able to legislate for himself. So that, with true British courage and bull-dog pertinacity, we are going to face the rock which towers in our path, and with never a fear but that we shall get over it, too!

Below we give the views of some well-known men, who have given more than ordinary attention to this question:

GEO. MACLEAN ROSE.

Mr. Rose would suggest that in the first place the fifth section of our present act be so amended as to provide that the condition for obtaining copyright, be that the author or holder of the Imperial Copyright prints and publishes in Canada within two months after the publication of the book in England, and should they fail to take advantage of that privilege, then any person or persons could print and publish the work in question, provided they pay the author a royalty of say ten per cent. on the retail price of each copy sold. Provision could readily be made for

the protection of the author or holder, by requiring that a certain stamp representing the amount of royalty be affixed to or stamped on each copy sold. He also thinks that Sec. 6 of the act should be so amended as to prevent American books being copyrighted in Canada until the United States grant such privilege to English and American books.

G. MERCER ADAM.

A previous engagement prevented Mr. Adam attending the meeting on the Copyright question, and the following extracts are taken from a letter of apology which he sent: "No one, of course, desires to do an injustice to the authors, who are primarily concerned in the matter, or seeks to encourage piratical publishing, whether it be in the neighboring States or in Canada; but no Canadian legislation will be fair that fails to take note of the exceptional position of Canada, geographically, to the neighboring States, or of the privilege she has enjoyed, for over forty years, of trading in low-priced reprints of British copyrights suited to the wants of the country. Still less fair will be any legislation on the subject that ignores the past and present attitude of the trade in Canada in regard to the question, and seeks to set aside the existing law, which gives the author, if he is a consenting party to the arrangement, all the reasonable protection here he can ask for, by issuing in Canada authorized editions of his works, manufactured in the country, to the exclusion of the unlicensed issues from other countries. I am aware that my own views on this subject are not those of the native trade as a whole, but they have been forced upon me by long experience of the past impolicy of English legislation, which maintains a wholly artificial condition of things in England, which it would not be advantageous for us to encourage here. If there is to be further legislation in Canada on the subject, I should, for myself, desire to see the Act of 1872 put again on the Statute Book, and England be asked not again to veto the measure. I should also like England to be asked not to compel us in Canada to respect the courtesy Copyright she gives to Americans, until the States agree to extend to British and Canadian authors the privileges her authors receive under the present law."

S. E. DAWSON.

Mr. Dawson's views have already been set forth very fully in his admirable lecture, entitled "Copyright in Books," delivered before the Law School of Bishop's College, at Sherbrooke, in 1882. In a recent letter, however, Mr. Dawson writes that he believes it would be best to have a Government Commission appointed to inquire into the whole question fully.

A WISE UNKNOWN.

The following are extracts from the letter of a Canadian of many years' experience in the publishing business, but who is now a resident of the United States: "As Canada now is, I should think it would be wise to make a provision that Canadian copyright should only be good when the book was printed and published in Canada. . . . I do not for myself think it would be wise for the Government to prohibit the importation of reprints of British books that are not manufactured in Canada: they should only prohibit those that are copyrighted in Canada as they do now. I doubt if your people would stand a law which would deprive them of nine-tenths of the cheap books published."

It Should Be Removed.

The recent decision of the Customs authorities, in subjecting the New York Fashion Bazar, the Delineator, and other similar journals, to the payment of a heavy duty, is so unjust that it should be rescinded. The duty of six cents a pound and twenty per cent. ad valorem, is so onerous, as to render it impossible for the newsdealer to sell the journals except at an advance of five to ten cents on the retail price. This would not be so bad, if it were not for the fact that any private party can send the subscription price of the journal direct to the publisher in New York, or elsewhere, when he will receive the journal regularly every month, through the post office, and free of duty! As a consequence, the newsdealers have to sell these journals at cost price, or lose the sale entirely, as their customers will order direct, rather than pay the extra price. Now we know that the Government at Ottawa do not wish to see an injustice done to a large and important trade interest, and therefore we trust they will allow us to call their attention to the following points:—Either collect the duty on single copies coming through the mail, or throw off the duty on copies coming to dealers. This would place all on an equal footing. Let either one or the other be done, and an end be put to the crying injustice which Newsdealers suffer under at present.

The Copyright Association.

In response to a circular which had been sent out, representatives of the Book, Printing, and Publishing interests assembled in the parlors of the Press Club, on the 11th June, for the purpose of formally organizing the Copyright Association of Canada. Mr. G. Mercer Adam was unanimously voted to the chair, when the proposed Constitution of the Association was read, and adopted. The following parties then signed their names as members of the Association:

Geo. Maclean Rose, William Bryce, Canada Paper Company, A. S. Irving, J. Murray & Co., Warwick & Sons, A. F. Rutter, George R. Warwick, W. F. Shaw, I Suckling & Sons, Dan. A. Rose, Napanee Paper Company, G. Mercer Adam, Belden Bros., A. W. Croil, F. Diver & Co., and R. T. Lancefield. Letters were read from S. E. Dawson, W. Drysdale, John Lovell, and John Lovell & Son, of Montreal, asking to be enrolled as members. The officers of the Association for the ensuing year are as follows: President, J. Ross Robertson; one Vice-President from each Province, as follows: Ontario, Geo. Maclean Rose, of Toronto; Quebec, S. E. Dawson, Montreal; New Brunswick, J. MacMillan of St. John; Nova Scotia, A. W. Mackinlay, of Halifax; Prince Edward Island, Theo. L. Chapple, of Charlottetown; Manitoba, Alex. Taylor, of Winnipeg; British Columbia, T. N. Hibben, of Victoria. Secretary-Treasurer, Richard T. Lancefield, 4 King St. East, Toronto. Council: James Murray, W. D. Gillean, A. W. Croil, J. T. Gilmour, Richard Brown, D. A. Rose, A. S. Irving, W. Bryce, A. F. Rutter, G. Mercer Adam, D. T. McAinsh, and George H. Suckling.

The first business of the Council is to prepare a draft of a bill to be submitted to the next quarterly meeting of the Association, when an opportunity will be given to the members to discuss the matter in detail.

Personal.

W. A. Frost, a well-known Toronto newspaper man, has gone to Prince Edward Island, having been appointed to the incumbency of St. Paul's Church, Charlottetown.

Under date of 17th June, the baptismal record of St. Luke's Church, Toronto, has this entry: "Percival Clarke Lancefield. Godfathers—Edward Frederick Clarke, Mayor of Toronto, and Rev. John Langtry, Rector of St. Luke's."

Hon. Geo. W. Ross, Minister of Education, has been visiting educational centres in the United States, recently.

Mr. J. Ross Robertson, of the Toronto *Telegram*, has taken a trip across the "big pond" on business.

Mr. C. W. Bunting, the Managing Director of the *Mail*, has gone on a trip to the old country.

Mr. A. S. Irving, of the Toronto News Company, is off to the States, to enjoy a well-earned holiday.

Wm. Drysdale, the veteran bookseller of Montreal, attended the recent Presbyterian Assembly at Halifax. Mr. D. says he has often been told to "go to Halifax," but this is the first time he complied with the request!

Rowsell & Hutchison.

It is the intention of the CANADIAN BOOKSELLER to present to its readers a series of illustrated trade biographies, written from carefully prepared data. We commence the series with a sketch of the formation, rise and progress of the firm of Rowsell & Hutchison, of Toronto, because we believe that Mr. Rowsell is the oldest man living in the book trade whose name is still connected with an active business house. Henry Rowsell, for many years the senior partner in the firm, was born in London, England, on the 21st of February, 1807, and is consequently now in his 82nd year. At the age of fourteen he was indentured to his father, who was carrying on an

York streets, on the south side of King street west, on the 25th of November, 1833. Although moving once or twice, he always continued in business on King street, and the business has been in the present stand for the last thirty-five years. Soon after commencing business, he took his brother William into partnership, the firm name then being H. & W. Rowsell. This partnership, however, did not last very long, as William failed in health, and was forced to return to England. In 1846, Mr. Rowsell added the printing department to his now well-established business, taking Samuel Thomson in as a partner to manage the printing department, but he remained only a few years. Some years



HENRY ROWSELL.

old established account book and stationery business at 31 Cheapside. Here he remained until August, 1835, when he emigrated to Canada with his brother William. As showing the marvellous strides that have been made in ocean navigation since those days, it is amusing to hear Mr. Rowsell relate how he and his brother set sail from the Thames, and landed at Quebec only after a tiresome voyage of fifty days duration. He soon left Quebec, making his way westward, and in due course reached Toronto, then known as Little York. Having brought with him a small stock of blank books and stationery, he at once set up in business for himself, in a wooden building, between Bay and

later, William Ellis was admitted a partner in the printing department, but he also retired in a few years. After this Mr. Rowsell continued to carry on the business under his own name, until 1872, when Mr. Henry Hutchison, who had been with Mr. Rowsell since 1848, and had for many years been the active manager, was admitted a partner in the whole business. In 1880, Mr. Rowsell retired from active participation in the partnership, his name, however, still being retained, and the business has since been conducted solely by Mr. Hutchison, who has had the gratification of seeing it continue to increase under his management. In 1836, Mr. Rowsell was married to Miss Elizabeth Lewis, a young

lady to whom he was engaged before he left England. They had three children, but only one daughter who is the wife of Dr. W. T. O'Reilly, Government Inspector of hospitals and asylums; is now living; and it is with this daughter that Mr. Rowsell is now living in peace, awaiting calmly the summons which shall call him to "that bourne from whence no traveller returns." On the foundation of old King's College, Mr. Rowsell was appointed bookseller and printer to that institution, and later to the University of Toronto and University College, and the firm still continues to do this work. This establishment has also printed the Upper Canada Law Reports for the Law Society from the commencement.

In addition to carrying a very large stock of books in general literature, and University and College books, Rowsell & Hutchison have a large selection of books and requisites specially suited for Sunday Schools. They have also a very fine assortment of blank books and general stationery, while their printing office and book-binding establishment contains every requisite for turning out all kinds of work, from the simple visiting card to the ponderous law volume, printed in the highest style of the art and bound in the most substantial manner.

Imports and Exports.

The following are the imports and exports of Books, Paper, and Fancy Goods, at the Port of Toronto, for the month ending 31st May, 1888.

IMPORTS.

Books, Pamphlets, and other publications, Blank Books etc.	\$25,115
Fancy Goods	26,259
Paper and manufactures of	33,178

EXPORTS.

Books, manufactured in Canada	1,408
Books, not manufactured in Canada	897

Guide Books to Canadian Resorts.

As the Trade will, no doubt, be asked for guide books to Canadian summer resorts, we present herewith a list of a few leading and reliable publications:

The Northern Lakes of Canada, the Niagara River, the Lakes of Muskoka, Georgian Bay, Lake Nipissing, Sault Ste. Marie, Lake Superior, etc., with illustrations and maps; second edition; price 50 cents. Williamson & Co., Toronto.

Muskoka Lake District. A beautiful chart map, showing all the steamer and canoe routes, the different watering places, the islands; also a descriptive guide book, which includes the fa-

mous Georgian Bay and its net-work of islands; price 50 cents. Williamson & Co., Toronto.

Camping in the Muskoka Region, by James Dickson, P.L.S.; illustrations; price 50 cents. James Bain & Son, Toronto.

Appleton's illustrated Hand-book of Summer Resorts in the U.S. and Canada; price 50 cents.

Ticknor's The Maritime Provinces, with ten maps and plans; 6th edition; price \$1.75.

Rand, MacNally's Niagara Falls Guide, with a large scale map; price 30 cents.

Hand-book of the Dominion, with illustrations and maps, compiled by S. E. Dawson; cloth; 75 cents.

Canada illustrated from the Atlantic to the Pacific, with map; price \$1.00. William Bryce, Toronto.

Bryce's Muskoka Guide, with maps, showing how to reach Toronto from New York, Chicago, and other leading cities, and *vice versa*; also 30 illustrations and an historical sketch, by G. Mercer Adam; just ready; cloth; 50 cents. William Bryce, Toronto.

BOOKS RECEIVED.

From National Publishing Co.

"Old Blazer's Hero," by David Christie Murray, author of "Joseph's Coat," "Coals of Fire," "Val. Strange," etc., 30 cents.

"The Heir of Linne," by Robert Buchanan, author of "God and the Man," "The Master of the Mine," etc., 30 cents.

"Beyond Compare," by Charles Gibbon, author of "Queen of the Meadow," "The Golden Meadow," etc., 30 cents.

"By Misadventure," by Frank Barrett, author of "The Great Hesper," "Lieutenant Barnabas," etc., 30 cents.

From Rose Publishing Co.

"Mr. Meeson's Will," by H. Rider Haggard, author of "King Solomon's Mines," "She," etc., 30 cents.

"John Fahey's Crime, or The Detective Robbers of Montreal," 30 cents.

From William Bryce.

"Doctor Glennie's Daughter," by B. L. Farjeon, author of "Blade-o'-Glass," "Bread and Cheese and Kisses," etc., 25 cents.

"Pocket Ready Reckoner," full cloth, new edition, 15 cts.

Mr. Thos Merrells, representing L. Prang & Co., was in Toronto last week, and it is said that his elegant line of samples perfectly captivated the hearts of the dealers. As a consequence he booked a large number of orders, amounting to a handsome sum in the aggregate.

BALDWIN & GLEASON CO.

(LIMITED)

SEASON 1888-1889.

CHRISTMAS AND NEW YEARS CARDS

—AND—

ART · NOVELTIES

In Celluloid, Cardboard, and Satins. Printed from Steel Engraved
Plates, and Hand Decorated.

Our new and extended line for the coming holiday season is now ready, and will contain a varied and beautiful assortment of

→ **Christmas and New Years Cards,** ←

by the best Artists. New designs, pleasing and highly artistic color effects,
and novel combinations.

MEMORANDUM TABLETS of various sizes and styles for Pocket, Chatelaines, etc. etc.

YEAR and PERPETUAL CALENDARS, artistic, beautiful, and practical.

SHAKESPEAREAN DINNER and LUNCH CARDS on Celluloid.

SHAKESPEAREAN MENU FOLDERS on fine ragged-edged Cardboard in delicate tints. Twelve designs, with a different Shakespearean quotation for each design.

MEMORANDUM BOOKS, CARD CASES, COURT PLASTER and STAMP HOLDERS, with Celluloid sides, and elegantly bound in leather.

ERASABLE ENGAGEMENT DESK SLATES, also leather-bound.

NAPKIN RINGS AND BON BON BOXES. Beautiful designs in artistic combination with satin, etc. Entirely new and specially desirable for favours, etc.

BLOTTERS, BOOKLETS, ETC.,

PHOTO CASES, GAME COUNTERS,

SATIN ART PRINTS, SATCHETS,

ETCHINGS AND ENGRAVINGS.

The new and beautiful line engraving by CHAS. BURT, ESQ., entitled "EVER LET LOVE AND TRUTH PREVAIL," now in course of publication

Celluloid in Sheets or in Various Sizes of Cards—Plain, Bevelled, Ragged and
Gilt Edged—for decorative purposes.

Our travellers and agents will take pleasure in calling on you shortly to submit our line, and it will pay you to see these before ordering elsewhere.

BALDWIN & GLEASON CO. (LIMITED)

Celluloid Printers (process patented), Bank Note
Engravers and Art Publishers,

P. O. Box 1943.

61 Broadway, New York.

SPECIAL NOTICE TO THE TRADE.

We have purchased the Advance Sheets, and will issue about June 20th,

A BRILLIANT AND SENSATIONAL NOVEL

BY THE

PRINCE OF LIVING NOVELISTS,

WILKIE COLLINS,

ENTITLED:

THE LEGACY OF CAIN.

1 Vol., 12mo, Lovell's Library, No. 1176, 20 cents.

Recently published from advance sheets,

A NEW AND BRILLIANT MILITARY STORY,

By the Author of "Bootle's Baby," etc., entitled:

BEAUTIFUL JIM OF THE BLANKSHIRE REGIMENT.

By JOHN STRANGE WINTER, the author of "Bootle's Baby," "Hoop La," "Army Society," "Regimental Legends," "Cavalry Life," "Mignon's Husband," etc., etc. One vol., 12mo, Lovell's Library, No. 1165, 20 cents.

"RITA'S" NOVELS.

AUTHORIZED EDITIONS. 12MO, PAPER COVER, IN LOVELL'S LIBRARY, 20 CENTS EACH.

"Rita's heroes and heroines are very human."—*Lady's Pictorial*.

- | | | |
|----------------------|----------------------|-------------------------------|
| 1. Dame Durdon. | 5. Countess Daphne. | 9. After Long Grief and Pain. |
| 2. My Lady Coquette. | 6. Fragoletta. | 10. Two Bad Blue Eyes. |
| 3. Vivienne. | 7. A Sinless Secret. | 11. My Lord Conceit. |
| 4. Like Dian's Kiss. | 8. Faustine. | 12. Corinna. |

IN PRESS:

An Irish Knight of the 19th Century. By Varina Anne Davis. 1 vol., 12mo, paper, 25 cents.

Mexico, Our Neighbor. By the Hon. John H. Rice. 1 vol., 12mo, paper, 25 cents.

The Reign of Law. By the Duke of Argyll. 1 vol., 12mo, paper, 25 cents.

Emerson's Essays. Second Series. 1 vol., 12mo, 20 cents.

List of late books published by John W. Lovell Company:

- | | | | |
|---|----|---|----|
| 1096 The Co-operative Commonwealth, by Laurence Gronlund..... | 30 | 1148 The Red Lottery Ticket, by F. Du Boisgobey... | 10 |
| 1103 Saddle and Sabre, by Hawley Smart..... | 20 | 1149 After Long Grief and Pain, by "Rita"..... | 20 |
| 1105 Mona's Choice, by Mrs. Alexander..... | 20 | 1151 My Lady Coquette, by "Rita"..... | 20 |
| 1106 Jessie, by Author of Addie's Husband..... | 20 | 1152 The Slaves of Paris, Part I., by E. Gaboriau.... | 20 |
| 1109 Katharine Regina, by W. Besant..... | 20 | The Slaves of Paris, Part II., by E. Gaboriau.... | 20 |
| 1110 My Husband and I, by Count Tolstoi..... | 10 | 1153 Vivienne, by "Rita"..... | 20 |
| 1113 Polikouchka, by Count Lyof Tolstoi..... | 10 | 1154 The Pleasures of Life, by Sir John Lubbock.... | 20 |
| 1116 One Traveller Returns, by David Christie Murray | 20 | 1155 Countess Daphne, by "Rita"..... | 20 |
| 1119 The Little Old Man of the Batignolles, by E. Gaboriau..... | 20 | 1156 The Severed Hand, by Du Boisgobey..... | 20 |
| 1120 The Matapan Affair, by Du Boisgobey..... | 20 | 1157 A Queer Race, by William Westall..... | 20 |
| 1123 The Count's Millions, Part I., by E. Gaboriau.... | 20 | 1158 Faustine, by "Rita"..... | 20 |
| The Count's Millions, Part II., by E. Gaboriau.... | 20 | 1159 In Luck at Last, by Walter Besant..... | 20 |
| 1124 Two Generations, by Count Tolstoi..... | 10 | 1160 A Life's Secret, by Mrs. Henry Wood..... | 20 |
| 1126 A House of Tears, by E. Downey..... | 20 | 1161 Fragoletta, by "Rita"..... | 20 |
| 1129 Story of Antony Grace, by G. M. Fenn..... | 20 | 1162 Only a Coral Girl, by Gertrude Forde..... | 20 |
| 1130 Lieutenant Barnabas, by Barrett..... | 20 | 1165 Beautiful Jim, by J. S. Winter..... | 20 |
| 1132 One Maid's Mischief, by G. M. Fenn..... | 20 | 1166 An Irish Knight of the 19th Century, by Varina Anne Davis..... | 20 |
| 1134 The Nun's Curse, by Mrs. Riddell..... | 20 | 1167 Emerson's Essays, 2nd Series, by R. W. Emerson | 20 |
| 1135 A Prince of the Blood, by Payn..... | 20 | 1168 Cavalry Life, by J. S. Winter..... | 20 |
| 1136 Marvel, by "The Duchess"..... | 20 | 1171 A Fight for a Fortune, by F. Du Boisgobey.... | 20 |
| 1137 The Twin Soul, by Charles Mackay..... | 20 | 1172 Bertha's Secret, by F. Du Boisgobey..... | 20 |
| 1139 A Modern Magician, by J. F. Malloy..... | 20 | 1173 My Lord Conceit, by "Rita"..... | 20 |
| 1140 Only the Governess, by R. N. Carey..... | 20 | 1174 The Results of a Duel, by Du Boisgobey..... | 20 |
| 1141 A False Start, by Hawley Smart..... | 20 | 1175 The Reign of Law, by the Duke of Argyll.... | 20 |
| 1142 A Life Interest, by Mrs. Alexander..... | 20 | 1176 The Legacy of Cain, by Wilkie Collins..... | 20 |
| 1143 The Deemster, by Hall Caine..... | 20 | 1177 Mexico, Our Neighbor, by Hon. John H. Rice.. | 25 |
| 1144 Two Bad Blue Eyes, by "Rita"..... | 20 | 1178 A Bridge of Love, by Bertha M. Clay..... | 10 |
| 1246 The Detective's Eye, by F. Du Boisgobey..... | 10 | 1179 A Sinless Secret, by "Rita"..... | 20 |
| 1147 The Abbey Murder, by Hatton..... | 20 | 1180 A Woman's Face, by Florence Warden..... | 20 |

JOHN W. LOVELL COMPANY, Publishers, 14 & 16 Vesey St., N.Y.

1855.

1888.

THE NEW YORK LEDGER

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PRANG'S

CHRISTMAS ^{AND} NEW YEAR CARDS,

Books, Novelties and Satin Art Prints.

SEASON 1888-9.

We have the pleasure to announce the completion of our line of Cards and Novelties for the coming **CHRISTMAS AND NEW YEAR SEASON.**

Our line is full of new ideas and new decorative effects, making hand decoration of various kinds a more prominent feature even than last season. As new decorative effects, we would here only mention our **Novelties decorated in the style of Royal Worcester Ware**, and our **Art Tile Christmas Novelties.**

CALENDARS.

We offer a larger number and greater variety than ever, containing a number with quite new arrangements.

CHRISTMAS BOOKS AND BOOKLETS.

In this department we offer a larger assortment than heretofore, comprising some most elegant Gift Books of high literary and artistic merit, in appropriate and unique bindings. Among them we mention:

FLOTSAM AND JETSAM, by LOUIS K. HARLOW.

WHAT THE BIRD SAID TO BERTHA, by LIZBETH B. COMINS.

AUTOGRAPH RECIPES, by Miss A. G. SHELDON.

GOLDEN MILESTONES, by LOUIS K. HARLOW.

THE BIRDS' CHRISTMAS TREE, by LIZBETH B. COMINS.

THE HOME OF SHAKESPEARE, by LOUIS K. HARLOW.

OLD STORIES IN NEW ATTIRE (Costume Pictures), by ROSE MULLER SPRAGUE.

CHRISTMAS MINCE PIE, by LIZZIE K. HARLOW.

THE OLD GARDEN, by ROSE TERRY COOKE. Illustrated by HARRIET D. ANDREWS and MARY K. TALCOTT.

BABY'S LULLABY BOOK (Mother's Songs), by CHARLES STUART PRATT. Profusely illustrated by W. L. TAYLOR. Original Music by G. W. CHADWICK.

The latter Book will be one of the most unique and elegant Holiday Books of the Season.

ETCHINGS.

We shall also offer several sets of New Etchings, some of them as Christmas Cards.

Our line as a whole is decidedly the largest, most artistic and most varied of any we have brought out before.

SPECIAL NOTICE TO THE TRADE IN THE DOMINION.

Our representative, Mr. Thomas Merrells, will have the pleasure to call on the Trade in the principal cities of the Dominion in the course of the next few weeks.

L. PRANG & CO.,

Art Publishers,

BOSTON, MASS.

Trade Chat.

The National Publishing Company have in press, "Hon. Mrs. Vereker," by the Duchess; "The Dead Past," by Mrs. H. Lovett Cameron; and "Beautiful Jim," by John Strange Winter. These books are all sure to enjoy a very large sale.

At the Methodist Conference, Toronto, Rev. Dr. Briggs reported an increase in the circulation of all the church periodicals published by the Book Room, and also a very substantial increase in the amount of goods sold. He also described at length the arrangements made for the new Book Room now in course of erection on Richmond Street.

The Dominion Illustrated is the title of a new weekly journal which Messrs. George E. Desbarats & Son, 162 St. James Street, Montreal, are putting on the market. The new weekly will be beautifully illustrated, and printed on a paper specially manufactured for it. Each issue will consist of sixteen pages, with cover, the size of page being $11 \times 14\frac{1}{2}$ inches. The price will be ten cents a copy, or \$4 00 a year, and as the publishers will offer liberal inducements to the Trade, it is hoped that the Trade will do all they can to make the new venture a success.

It is said that the Directors of the St. Catharines Public Library are in the midst of quite a pretty little tempest in a teapot over "Inez," the well-known novel, by Augusta Evans Wilson. It is alleged that there are passages in "Inez" which are offensive to Roman Catholics, and the copy which was in the library has been withheld from circulation.

IN TOWN.—The following booksellers and newspaper men have been in Toronto since our last issue: J. A. Nelles, Guelph; J. Bingeman, Berlin; C. R. Sneath, Penetanguishene; E. Harrison, Belleville; J. B. Trayes, Port Hope; J. Neilson, Brockville; D. H. Smith, Truro, N.S.; J. Hope, Ottawa; J. Eastwood, Hamilton; R. W. Petrie, Guelph; T. J. Day, Guelph; F. Reynolds, Cobourg; J. M. Shaw, *Star*, Oakville; J. Craig, Fergus; R. Mathison, Belleville; R. H. Corson, *Economist*, Markham; H. P. Moore, *Free Press*, Acton; A. F. Stevenson, Aurora.

CUSTOMS DECISIONS.—The following tariff decisions were rendered by the Board of Customs recently:—

Fish hooks with flies, 30 per cent.

Illustrated Sunday School cards and tickets, 6 cents per pound and 20 per cent.

New York "Fashion Bazaar," 6 cents per pound, and 20 per cent.

Parchment paper, 35 per cent.

Wax flowers, 20 per cent.

The following Sunday School periodicals, published by the American Baptist Publication

Society, of Philadelphia, Pa., are free of duty: "Young People," "Our Little Ones," "Young Reaper," "Sunlight Monthly Lesson Leaves," "Baptist Teacher," "Advanced Quarterly," "Intermediate Quarterly," "Senior Quarterly," "Primary Quarterly."

The *Empire* has made the fourth call of ten per cent. on its shareholders, making the stock paid in foot up to \$100,000.

What smart fellows those Yankees are to be sure. It is now reported that a firm in Georgia engaged in the notion business, has organised the makers of mouth harmonicas (which are manufactured almost exclusively in Saxony), into a "trust" for a period of three years.

The following notice appears in the windows of the Toronto stores named below:

The undersigned booksellers will close their places of business at one o'clock Saturday afternoons during June, July and August, commencing Saturday, May 26th, and including Saturday, September 1st, 1888:—J. Young, U.C.B. and T. Societies; W. Briggs, Methodist Pub. House; Rowsell & Hutchison, 76 King Street East; Williamson & Co., 5 King Street West; Hart & Co., 31-33 King Street West; G. Richardson, Standard Publishing Company; A. G. Watson, T.W.T. Depository; J. Bain & Son, 39 King Street East; Vannevar & Co., 440 Yonge Street.

The "old reliable" *New York Ledger* is still to the front as the best story paper of this age of story papers. Under the energetic management of Mr. Bonner's sons, it has taken a renewed hold on public favor. The publishers desire to specially call the attention of the Trade to the fact that unsold copies of the *Ledger* are returnable so that they run no risk in keeping it on their counter for sale.

"Lovell's Library" has always been popular among the trade, as it contains all the good sellers. It is now supplied direct, or may be ordered through the wholesale dealers and news companies.

I. Suckling & Sons made a lucky hit when they secured the copyright of the University of Toronto Song Book. It is selling remarkably well, and better than that, even, the publishers are in receipt of letters from leading English music publishers, complimenting them on the excellent appearance of the book. Make no mistake about it, Canadians can hold their own if they only get a fair show.

Mr. Harry Brown, of Brown Brothers, says his firm are making great preparations for a good fall trade in fine leather goods, including new designs in ladies' satchels, wallets, purses, etc. "We are determined," concluded Mr. Brown, "that in this branch of our business we shall not be excelled," and the reputation of the house is a sufficient guarantee that this is no idle boast.

The Evening Telegram.

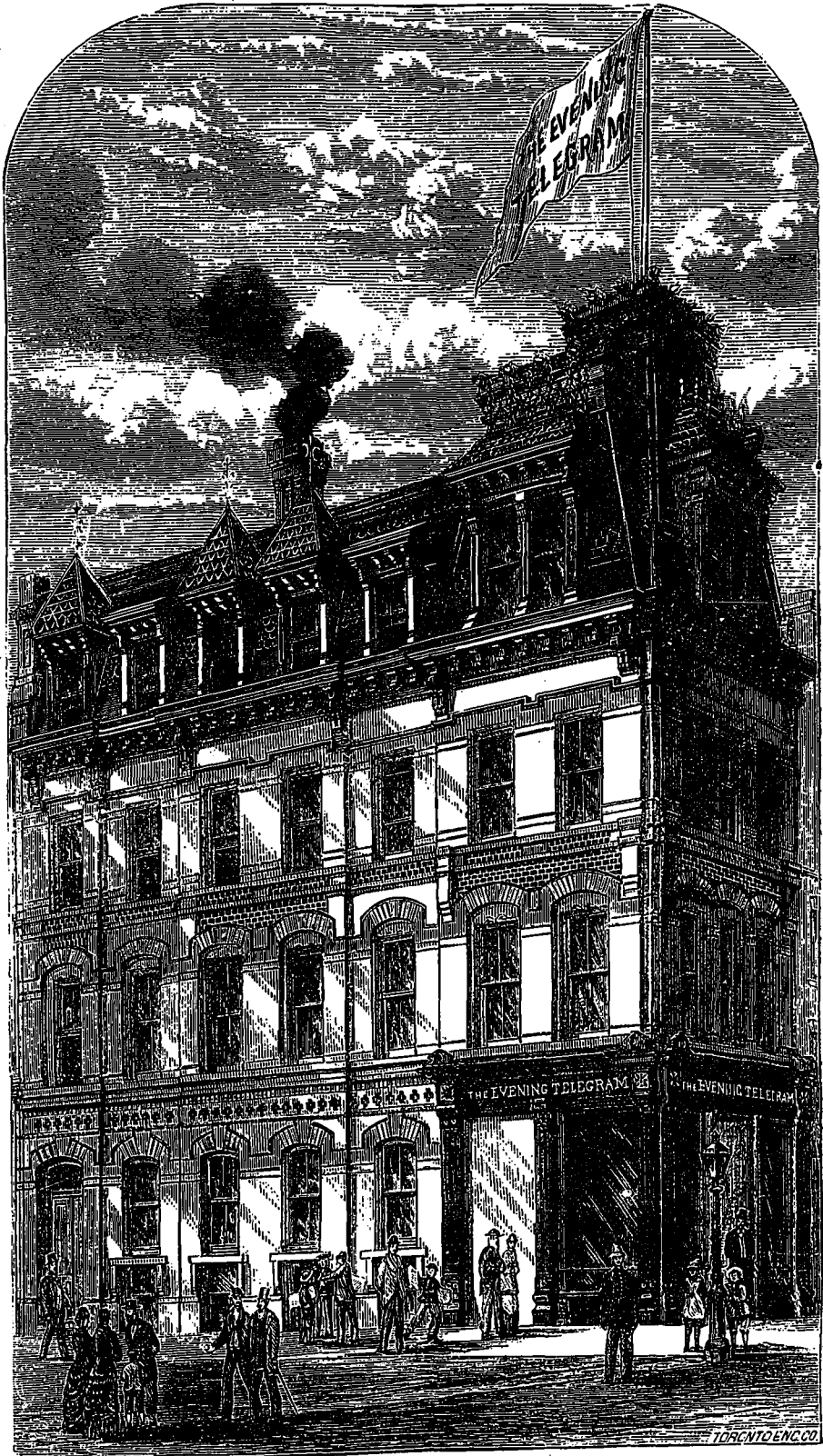
"It has been asserted, gentlemen, after careful calculation, that for its size, Toronto is the best city in the world for Newspapers." So said Mr. J. Ross Robertson, at a recent meeting, and any one who has studied the question will be quite prepared to give his assent to the statement. Take a Saturday, for instance, stand on the corner of King and Yonge streets, and see what you will be offered by the busy, over-loaded and loud-voiced news-boy. "Here yer are, now, *Tel'gram, Globe, News, World, Mail, T'r'nto Sat'r'd'y Night and Life*, all fur fifteen cents." Is it any wonder that we read of the decadence of the Bookstore, or that a leading New York Publisher mourns over the fact that the Americans are losing their taste for literature of what may be called the "heavier" class? It does seem, indeed, evident that the modern newspaper and the popular magazine have to a certain extent hurt the sale of books, but who can blame the newspaper publisher for doing his utmost to give the people something better in the way of a paper than they ever had before? It was some such motive as this that induced Mr. J. Ross Robertson, away back in 1876, to undertake the publication of the Toronto Evening Telegram, and the marvellous success that has followed in the wake of the new venture has fully justified the predictions and expectations of its projector. The *Evening Telegram* was put forth on the platform of Independence, and this has undoubtedly been the key-note of its success. The party papers may try to appear independent, but their hands are tied, they are unable to give free expression to popular opinion, as they must cater to the party they support. The consequence was that, the Telegram hitting at abuses right and left, and sparing no one on account of "party," quickly obtained a hold on public favor, and from that time to the present that hold has never lessened, but, on the contrary, has continually increased, until its circulation and advertising patronage is, to-day, the admiration of its friends and the envy of its competitors. The first number of the new paper was issued on the 18th of April, 1876, and for some time thereafter, one cylinder of a small Hoe press was sufficient to run off the edition required. Now, two of the Scott Rotary Web Printing and Folding Machines, capable of printing 60,000 four-page papers or 30,000 eight-page papers an hour, are required to supply the ever-increasing demand for the popular paper. These presses are marvels of inventive ingenuity, but are very expensive, costing some \$12,000 each, fitted up in Toronto. The present *Telegram* building, a view of which is given on another page, was erected in 1879. It is a massive and imposing building, four stories high above the sidewalk, and the whole structure was built from

plans based upon Mr. Robertson's personal inspection of printing houses in the chief cities of the United States. The energy and life thrown into the conduct of the *Telegram*, were fully appreciated by the public, as was evidenced in two ways: first, by the enormous increase in the sales of the paper; and secondly, in the great advertising patronage which was accorded to the new venture, and which has continued up to the present, only in seemingly increased ratio. In 1886, there were 2,108,259 copies printed. In 1887, the number had risen to the enormous total of 5,482,500 copies, while for the months of January, February and March, 1888, the circulation shows an average of over 21,000 daily, with a Saturday circulation, when the paper is eight pages, of over 25,000. As has been said, the advertising patronage kept pace with the sales of the paper. Indeed, the press of advertisements became so great, that it was found necessary to frequently decline receiving them for want of space, and bulletins to this effect were posted in the windows. One thing which contributed in no small degree to make the paper popular with advertisers was the fact that the circulation books were always open to their inspection, and they were therefore assured that the circulation as claimed was a *bona fide* one, and not a mere statement of figures, with no foundation in fact.

The proprietor of the *Telegram* is ably seconded in his efforts to make the paper a success, by Mr. John R. Robinson, the chief editor, Mr. Richard Holmes, the office manager, and an able corps of assistants and experts in each department.

In addition to watching over the interests of his rapidly growing business, Mr. Robertson has not been idle in other directions. He has given freely both of his time and money in many acts of philanthropy, by which the burden of many a weary soul has been lightened. In other directions also, his ceaseless spirit of activity has manifested itself. Last year he conceived the idea of contributing to the pleasure and enjoyment of the citizens of Toronto, by a series of free band concerts in the public parks of the city. To conceive a thing with Mr. Robertson, is to carry it to a successful issue, and accordingly the band of the Royal Grenadiers was engaged by him, and a series of eighteen concerts given in the public parks. It is hardly necessary to add that the concerts were an unqualified success, tens of thousands of people turning out to enjoy the cool of the summer evenings, and listen at the same time to the strains of the music rendered by this fine musical organization.

When the agitation over the Copyright Bill was started last month, Mr. Robertson took hold of the matter with his usual energy and vim, and was very largely instrumental in securing the postponement of the Bill at the recent session.



THE "EVENING TELEGRAM" BUILDING.

As Mr. Robertson has always been a strong advocate of a just Copyright law for Canada, we think the new Copyright Association is to be congratulated in having a gentleman of such well-known energy as its first President. From the success which has heretofore followed Mr. Robertson's efforts, we feel justified in asserting that, if well-directed effort and persistency of purpose will accomplish anything, the objects of the Association may be looked on as already gained.

Monthly Record of Canadian Publications.

Publishers are asked to send to the Editor a copy of any book or pamphlet published by them, so as to ensure correct entry in our list.

- Allan, Grant, *The Devil's Die*. Toronto, National Publishing Co. 30 cents.
- Bryce's New Index Map of Toronto. Toronto, W. Bryce. Pocket form, paper, 25 cents; mounted, 50 cents; cloth, \$1.00.
- Chapman, E. J., Ph. D., LL.D., *The Minerals and geology of Central Canada, comprising the Provinces of Ontario and Quebec*. Toronto, The Copp, Clark Company. \$3.50.
- Chart of the Ten Commandments. Toronto, J. Bain & Son. Mounted on Rollers, \$1.50.
- Dowling Richard, *Miracle Gold*. Toronto, W. Bryce. 30c.
- Goad, Charles E., *Insurance Plans of Barrie, Bowmanville, Fort William, Gananoque, Mattawa, North Bay, Orangeville, Orillia, Port Arthur, Rat Portage (in Ontario), and St. Johns, Joliette, in Quebec*.
- Harte, Bret, *The Argonauts of North Liberty*. Toronto, W. Bryce. 25c.
- Hatton, Joseph, *The Abbey Murder*. Toronto, W. Bryce. Paper, 25c.
- Henderson, John, M.A., *Virgil's Æneid, Book V., Edited with introductory notices, notes and complete vocabulary*. Toronto, Copp, Clark Co. Cloth, 60 cents.
- Holmestead, George S., *The Mechanics' Lien Act, being the revised Statute of Ontario, 1887, Chapter 126, with Annotations and Additional Forms of Proceedings thereunder*. Toronto, C. Blackett Robinson. Cloth, \$2.00.
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- Proceedings and Transactions of the Royal Society of Canada for the Year 1887. Volume V. Dawson Brothers, Montreal, for the Royal Society of Canada.
- Rousseau, Edmond, *Les Exploits D'Iberville*. Quebec, C. Darveau.
- Rutherford, Robert W., *Surrender of Poundmaker to General Middleton at Battleford, N.W.T., on the 29th May, 1885 (Painting)*. Quebec, R. W. Rutherford.
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- Withrow, William H., D.D., F.R.C.S., *A Popular History of the Dominion of Canada from the Discovery of America to the Present Time. Revised and Extended Edition brought down to 1888*. Toronto, Wm. Briggs. Subscription Book.

Trade Chat.

Mr. J. M. Young has recently returned from a two months' trip through Manitoba and the North-West, for Messrs. C. M. Taylor & Co. Mr. Young specially pushed Dutton's books and Tuck's cards, and he is very much pleased with the results, as he succeeded in booking many large orders, and any amount of smaller ones.

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The announcement of the Baldwin & Gleason Co. on another page will be of interest to every dealer who is on the look out for new, novel, and beautiful goods. This line has met with an immense success in the States, and will, no doubt, be appreciated by Canadian dealers also.

D. Lothrop Company announce several good selling books in this number. They also call special attention to their line of Christmas books, which they claim are unsurpassed in the market. This house is the American publishers for the well-known "Pansy" books.

The Trade visiting Toronto during the coming month will miss one of the sights of the city if they fail to see William Bryce's samples of toys and novelties. He has without doubt one of the finest sample-rooms in Canada. We trust to give it a more extended notice in a future issue.

The Rose Publishing Co. have recently published H. Rider Haggard's new book "Mr. Meeson's will" which has met with a large sale. During the month they also published "John Fahey's Crime." In July they will publish another story by Mr. Haggard, entitled "Maiwa's Revenge," F. W. Robinson's new book "Convict Life in Prison," and "a Heart's Idol" by Bertha M. Clay; all of these books, will appear at 30 cents in paper covers.

Messrs. William Warwick & Sons have removed from their old stand on Wellington Street, to their magnificent new premises on Front Street, next to the Queen's Hotel.

Edmund E. Sheppard, of the Sheppard Publishing Co., and R. L. Patterson, of Miller & Richard, returned from their European trip on the 25th inst. Both gentlemen look hale and hearty, and evidently enjoyed the salt-water breezes and the sights and scenes of the Modern Babylon and other places they visited.

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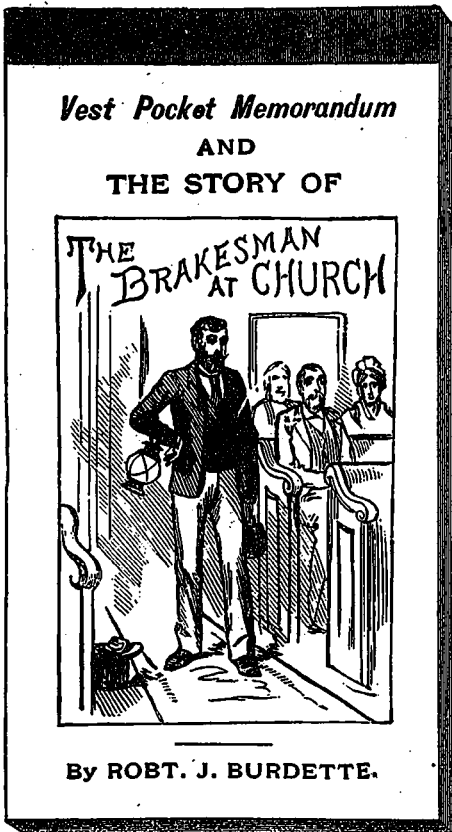
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