

Canadian Binders' Tickets and Booksellers' Labels

Gayle Garlock

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Gayle Garlock : Canadian Binders' Tickets and Booksellers' Labels before purchasing it in order to gage whether or not it would be worth my time, and all praised Canadian Binders' Tickets and Booksellers' Labels:

This book and accompanying CD explore the use of binders' tickets and booksellers' labels within the Canadian book trade based on the author's collection of 793 tickets and labels. Binders tickets document one aspect of the book trade in Canada. Detailed descriptions of the tickets are given and the texts on these tickets are discussed. The first known ticket from the 1790s receives considerable attention. In those instances where tickets are contained within books signed bindings , the use of leather, cloth, paper and text block decoration is considered. Booksellers' labels demonstrate geographic trends and advertising methods in the Canadian bookselling business. The types of stores where books were sold, some targeting a specific clientele, and examples of advertising are given. A consideration of images used on tickets and labels leads to an analysis of those elements which make them successful. The methods of printing the tickets and labels, ranging chronologically from letterpress typeset in the 1790s to contemporary methods such as hot-foil stamping and ink jet printing, are described with examples. Very few printers of labels or tickets identified themselves as such, with the exception of Dennison Manufacturing, a dominant company in the field, and their observations on advertising and the printing of labels are discussed. The enclosed CD contains descriptive lists of all binders tickets and booksellers labels. Each entry in these lists contains a recording of the text on the ticket or label,

measurements, method of printing, a colour image, and identifiable dates and addresses of the business. For each binders ticket contained within a book, a detailed description of the binding and a colour image are included. Gayle Garlock was a librarian at Dalhousie University 1973-1985 and then at the University of Toronto until retiring in 2002. He has spent more than forty years collecting Canadian binders' tickets and booksellers' labels.