

John Cassell

G. Holden Pike



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This historic book may have numerous typos and missing text. Purchasers can usually download a free scanned copy of the original book (without typos) from the publisher. Not indexed. Not illustrated. 1894 edition. Excerpt: ...that his name gradually became a power in the publishing world. Even in those early days of his publishing enterprise there seemed to be a personality behind all of his publications, and this feature no doubt helped to impart to them some extra interest. He was too modest to be an egotist, he was sufficiently conscious of his own educational shortcomings not to continue to be himselfa willing learner while he was the instrument of instructing others; but at the same time he must already have begun to realise the fact that the name of John Cassell was becoming a power in the country. Reference to T/ze Working Ma/z's Frzend for November 8th, I851, will show how naturally and completely the publisher took his readers into his confidence 2 " John Cassell informs his subscribers that for the future the advertising page in The Working Man's Friend will be discontinued. He will thus sacrifice £300 a year, but at the same time he will be able to secure more room for the insertion of amusing or instructive matter. The sacrifice is great, and he trusts that the readers of The Working Mani: Friend will spare no exertion to extend its sale, as only a greatly extended circulation will compensate him for the loss." After thus taking his supporters into his confidence there comes a literary announcement which shows how completely all arrangements pertaining to the literary department, as well as the publishing, were kept under the sanguine young publisher's own control:--"John Cassell also announces that in the next number he will commence a series of articles on HUNGARY, illustrated by most superb engravings. He does this in compliance with the wishes of a large number of subscribers, whose attention has been excited...



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