

It is not fair to wholesaler or retailer. The retail merchant cannot tell so early in the year how crops will probably turn out, and does not have a chance to form an estimate of what he will require. He will either order too much (which is bad for himself) or too little (which is bad for the wholesaler). The retail dealer does not like them to call so early, and in many cases refuses to look at samples, which necessitates the traveller calling again or losing the order. Some joint action might be taken by the wholesale trade setting a certain day on which their travellers will start for import orders.

W. Bryce has issued a new "Ready Reckoner," which fills the bill of a large type and small price Reckoner.

The New Readers are now being used in some of the schools. Now is the time we hear complaints in regard to the price, and you bet we catch it, the publishers and Government being too far away. They complain very strongly on account of having to pay double for the first part, as they generally have to use several before the child passes.

THANK YOU.—This letter is old, but some old letters are better than new. It is one of many we have received. It gives us the satisfaction to know that a fearless journal battling for the right is appreciated.

BRUSSELS, April 11, 1885.

J. J. Dyas, Esq., Toronto.

DEAR SIR,—Please find enclosed \$1.00 towards my subscription for BOOKS AND NOTIONS. On your card of Feb. 21, you say 50c. will pay for BOOKS AND NOTIONS since August, so you can apply the balance towards future numbers. You deserve credit for the stand you have taken in connection with the Readers. I conclude that more can be done through your periodical than in any other way. I will stand by BOOKS AND NOTIONS and commend your actions. I think that no bookseller should fail to subscribe after what you have done.

Yours truly.

G. A. DEADMAN.

HIGH ART CRITICISM.—In a letter from Hamilton we have the following: A little girl came into the store to purchase the second part of the first book, and to be sure to get the right one, she described it as follows: "The first picture is a little boy, with black stockings and curly hair shovelling snow."

I think the youngster's idea is truer to nature than that of the artist. The small boy gets more shovelling than cricket.

See the picture and judge for yourselves.

EVERY day that passes convinces me more fully than ever that the observations made in your first number, anent "Bookselling as a Profession," are not only correct but that a more general application of the principles there laid down would be of very great benefit. Bookselling has always been considered, as, at any rate, an intellectual occupation. But the competition and rush of business which have followed as a natural consequence in the wake of modern improvements, as applied to printing, have

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