

### PROFITS ON NEWSPAPERS.

We call it profits for want of another word; but what is made on newspapers unless handled in large quantities it would puzzle a financial microscope to discover.

We have had talks with some newspaper managers of late, and while we admire the great success they have made in pushing the circulation that counts to them so much in obtaining advertising, we confess we have not an exalted opinion of how they treat the trade.

One assertion made, and we understand some dealers foolishly agree with them, is that it takes just the same trouble and expense to handle a three cent paper as a one cent paper. Now this fallacy is apparently true, but it is only half the truth, and we know that a half truth is much harder to combat than a direct falsehood.

The three cent paper costs 24 cents a dozen, the one cent paper six cents. For the three cent paper, when sold regularly to subscribers there is got 15 cents per half-dozen or week, for the cent paper six cents. Now if we take the percentage of profit we find that whereas there is 100 per cent. apparent profit on the one cent paper there is only 25 per cent. on the dearer one.

But if instead of getting 15 cents a week from a regular subscriber the dealer has to depend on chance sales, what is the result? He gets three cents each for what he sells, but for those that he has over, and he often finds himself in that plight, he gets nothing. If he has six one cent dailies over he loses three cents, if six three cent dailies, he loses twelve.

Now take this last estimate and tell us if, considering unsalable papers and other drawbacks, it takes as little to sell a dear paper as a cheap one.

One dealer informs us that his supply of papers published on Christmas and New Year's were nearly all left on his hands. Other days in the year have their drawbacks too.

The uncertainty as to the future terms is still the same, only that other changes have taken place or are in contemplation regarding the retail price. We may expect some fine morning that the big sheets will be given away for nothing (all to enlarge circulation), and the proprietors will send a circular to newsdealers asking them to draw monthly for one-thousandth part of a cent per copy (the drawee to pay charges of draft), for the purpose of distributing!

But it will be a very fine day indeed when they become so liberal to those who have helped to build up their circulation.

The day of the three cent daily is, we believe, of the past.

We said at the outset that daily newspapers give no profit whatever to the ordinary dealer. It is a matter of necessity to keep them for the customers. As it has been said, "they have got to have them." Will we grit our teeth in anger at the unfairness of the publisher and sell as few as we can manage to get along with?

### FANCY GOODS.

We have much pleasure in informing our readers that we are making arrangements to devote a certain space of this journal, each month, entirely to Fancy Goods. Although, as our heading implies, this paper is intended as the "organ of the Book, Stationery, and Fancy Goods Trades of Canada," still we have to confess that we have given the greater part of our attention to the two first named trades. Notwithstanding this, our largest and most enterprising wholesale fancy goods dealers have regularly made use of our columns as a means of advertising.

Throughout Canada, with the exception of a few stores in the larger cities, the wares of these three distinct trades are generally found to be sold together, such storekeeper calling himself a bookseller, stationer or fancy goods dealer according as he may give a greater prominence to any one of the lines. Whether, in towns of a certain size, it would be to the interests of both the storekeeper and the public to have separate stores for fancy goods is an important question, and one to which we will gladly open our columns for discussion by the trade.

It is our intention to regularly describe shortly and concisely any real novelties that may be brought under our notice. Whenever possible we would be glad to receive cuts of these novelties from jobbers and manufacturers, for by them we will be materially aided in our descriptions. By giving the price of the article, and the name of the firm wholesaling them, we hope to afford our readers valuable information and at the same time encourage enterprise on the part of the jobbers.

In the broad principles of trade and commerce, we will continue to be, as we always have been, perfectly independent. In our opinion there are many reforms needed in all branches of commerce, but perhaps in fancy goods more than in any other trade. Taken up, as it so often is, as a last resource, by ignorant persons who have neither learned a trade nor saved money, it has in many places become an unremunerative means of livelihood either to the inexperienced or to those who have unfortunately to sell in opposition to them. The result of this is almost universally stringency in money matters, followed by that trade curse of the present day—chattel mortgage, bill of sale, etc., held by the wholesale houses. To jobbers