

Books and Notions,

MONTHLY JOURNAL,

DEVOTED TO THE INTERESTS OF THE

Book, Stationery and Fancy Goods Trades

OF CANADA.

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J. J. DYAS, Publisher.

THE reply of the Publishers of School Readers to our challenge in the February number to dispute our figures, as to the profits has been a very eloquent one—Silence.

OURS.—Among the many noble fellows who are now in the North-West "For Queen and Country" are three of the staff of the Toronto News Co., Lieut. A. M. Irving, of the 10th, W. Sawyer, Queen's Own, and J. Skaith, of the Body Guard.

Capt. Thomas Brown (Brown Bros.) is another representative of the Book Trade who has "gone to the wars." May glory crown them.

COMPLAINT is made that School Books are disposed of to dry goods dealers and others not engaged in the Book Trade. To the village dealer this is very injurious. It would be well for the wholesale trade to carefully consider this matter and try to remedy the evil.

THE MUTUAL NEWS CO., which promised so much, and of which so little was expected, has ceased business.

THE New York Newsdealers are not yet satisfied with the discount allowed by the *Herald*, and continue to sell that paper at 3 cents.

A COMPARISON.—A druggist the other day said, "I would be quite satisfied to get 20 per cent. off on some lines; many articles I have to sell very close." Granted. Yet the profits on others are very large, and properly so, because the gross sales of drugs is comparatively small. Not so with the bookseller and stationer. He is in the predicament of having to sell the great bulk of his goods at small margin, and therefore the reduction of discount on school books of even 5 per cent is to him an important item. Formerly there was a fair profit on books as pointed out by "An old Bookseller" in last issue, but now with the cheapening of standard works to ridiculously low prices, it requires a great many sales to make any profit worth speaking of, in fact were it not that the people must have the cheapest or go elsewhere, the bookseller would be better off to leave the Franklin Square class of books entirely alone.

Another and most important matter to the Bookseller, and one which deprives him of a large amount of profit, is the interference of other trades with his legitimate business. Of late we have had in Dry Goods stores and other places Christmas cards and other similar lines, old goods it is true, last year's remnants, but originally bought under price and in many cases sold at bare cost as a bait wherewith to draw customers for other goods. We hear that the wholesale dry goods houses in Toronto that have imported these goods and sold them indiscriminately, are going to withdraw from this line of business. We are afraid the news is too good to be true.

THE ONTARIO BOOKSELLERS' ASSOCIATION.—Slander does not leave alone the good repute of the Ontario Booksellers' Association. The idea is being whispered round that the Association is but the creature of a couple of wholesale houses, because, forsooth, these two houses united with the retail trade in protesting against unjust discount. Never was slander more false. The Association was formed by Retailers for Retailers and Retailers' rights; is officered by men who would scorn to be subservient to any house, and whose effort is to place the trade of Ontario on an independent basis. And this does not necessarily conflict with the interest of the Wholesale dealers. What benefits the customer makes him a more reliable man to whom to sell.

SUNDAY PAPERS.—We in no way advocate Sunday work. Leaving aside the great question of the first day of the week as a religious holiday, and that is paramount, the need of complete rest is absolutely necessary for the relief of body and mind. But there are occasions when Sunday work is allowable,