

BOOKS AND NOTIONS

ORGAN OF THE

BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year, in Advance.

OFFICE, No. 6 WELLINGTON ST. WEST, TORONTO, ONT.

RATES OF ADVERTISING:

One Page.....1 Month.....\$25 00	One Page.....12 Months.....\$250 00
One Column.....".....10 00	One Column.....".....100 00
Half Column.....".....6 00	Half Column.....".....60 00
Quarter Column.....".....3 50	Quarter Column.....".....35 00
Eighth Column.....".....2 00	Eighth Column.....".....18 00

All communications intended for publication must be sent in not later than the 22nd of the month.

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Official Organ: BOOKS AND NOTIONS, Toronto.

OUR MONTREAL OFFICE.

OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE, MR. HUGH C. McLEAN, WILL BE PLEASSED TO HAVE SUBSCRIBERS AND ADVERTISERS CALL UPON HIM THERE. HE WILL ALSO PAY SPECIAL ATTENTION TO OBTAINING BUSINESS TERMS AND ATTENDING GENERALLY TO THE INTERESTS OF THIS PAPER.

Vol. VI. TORONTO and MONTREAL, JUNE, 1890. No. 66



R. Jas. K. Cranston, of Galt, in his letter in BOOKS AND NOTIONS, for March, made several queries. We answer some of them on the basis of what experienced men in the trade have to say anent the same.

1st. Which pay best, delivering newspapers, magazines, etc., at the homes of subscribers, or fewer subscribers and have all call at the store for their papers, and magazines?

It is the general opinion of those who have tried both systems that it is much better to have customers call at the store and have no regular delivery. You get acquainted with customers, sell them more goods than is possible otherwise. They see the new goods and novelties, and tell their friends, and thus become not only profitable customers but also the best advertising medium. It is better to lose the little that can be made in delivering, and pay more attention to the details and personal attention to customers. In delivering it seems impossible to avoid many petty losses, which in the end is a serious loss.

2nd. What is found to be the most effective way to get slow payers to pay up, and are collecting agencies successful as a rule?

We would not recommend collecting agencies. Get your slow payers to fix a place and a date on which they say they can pay, and wait upon them at the stated time, not the next day or next week, and you will be astonished how often the slow pay will be ready for you if you are on hand at the appointed time. He will often pay you rather than let you think he has broken his word. Whereas if you are an hour or a day late he has an excuse, and blames you, thus

justifying himself in keeping you waiting indefinitely. It would be a great saving to all concerned if each would supply the other in his own town with a list of those he has found to be slow payers and dead beats.

3rd. Regarding the best paying system of advertising.

It always pays to be a liberal advertiser in the local press, providing your advertisements are not of a stereotyped character. Make writing advertisements a special study. Don't make exaggerated statements. Don't blow—say all you can for your goods that can be done truthfully. Customers once deceived by an advertisement are chary of trusting you again in anything you may say. Change your advertisements often, every week if possible. Call attention to new arrivals of goods, and new books, and special values you have to offer. Circular letters, posted or delivered, are considered by some as a good means, but the expense is greater, and the results are not as satisfactory as the amount judiciously placed in your papers. Circulars should be used when you desire to keep your competitors in ignorance of what you are pushing. Short lists of books, with a short criticism or testimonial to each, sells many books when enclosed in letters or parcels. Gummed tickets put into books or goods have been found of value. Much money is wasted in injudicious advertising. Handbills, posters, hotel registers, and programme advertisements do not usually prove profitable to booksellers, or for that matter to any one else. No little attention is given to them by the public. The sum of \$75 to \$100 should not be too much to spend annually in advertising for small dealers, or double that amount for those doing a \$12,000 to \$20,000 trade, but we can lay down no rule. Advertising should also be seasonable, for instance at the present time, books for summer reading should be effectually pushed.

A writer and close observer of the latest mode of advertising says:—That in no department of the modern trade paper has there been greater and more marked improvements shown than in the field of advertising. There is a greater display of taste and literary style in the composition, and an evident effort is made to appeal to the intelligence and refinement of the reader. This is seen not only in the advertisements of the large mercantile establishments where trained skill is employed, but as well in the three line "ad." which for terseness and directness of style, can lay claim to great literary merit. Advertising is fast becoming an art; and its development may yet lead to the establishment of training in business colleges. A product of the present stage of the art is the advertising writer, whose specialty is the preparation, upon the scientific principles of advertising, of trade announcements, etc. Soon, this accessory of business will be as indispensable as the type-writer, and the presentation of all notices will be a thing left entirely in his hands. The sooner this is the case the better. The custodians of interests in which enormous sums are spent annually should be skilled men. Nearly \$25,000,000 are spent annually in the United States in newspaper advertising, every dollar of which, if used judiciously has returned a large interest to the investor.

4th. Regarding wholesale dealers supplying Mechanics' Institutes, Sunday Schools, in Towns where there are regular Booksellers, or small villages or country places within a few miles of said town, where people of said village or place usually trade as mentioned by a correspondent in April issue. A correspondent who has had experience writes: "I think wholesalers should be at liberty to supply the books to an Institute or S. School at say, 20 or 25 per cent. discount, according to size of order, and then give the local dealer credit for the difference between 20 or 25 per cent. and the trade price, and in case of country places, such as mentioned by our correspondent, we think that the wholesale house ought, in such cases, to allow the commission to the dealer in the town where said residents usually trade, on request being made. When wholesale houses supply libraries in towns or country places neighboring on a town where there is a regular bookseller should give a commission to the trade or should not expect to be patronized by the regular trade in said place."