

CORRESPONDENCE.

STRATHROY, ONT., March 1, 1886.

THE FIFTH READER.

Editor of BOOKS AND NOTIONS.

DEAR SIR,—I have read your article on the above, and am pleased to know that the Minister of Education has at last acknowledged the right of the bookseller, which was so shamefully tampered with by the syndicate, in giving the contemptible twenty per cent., when they were well aware that no man could do business on such discount.

This reminds me that there have been many book and stationery stocks offered for sale lately. Does this signify nothing?

I think that the dealers should extend the right hand of fellowship to the firm who, without any pressure being brought to bear on them, honourably gave the booksellers their usual discount of twenty-five per cent.

The trade generally (less the few active members) are greatly to blame for the indifferent manner in which they took hold of the Reader question; for when the syndicate refused the proper discount, they had the lever in their own hands, viz., deal elsewhere, and leave them severely alone.

I am not one who wishes to advocate boycotting. In fact, detest it. But when a person is boycotted, the only thing he can do is to return the compliment, which I have done.

The travellers representing two of the firms composing the syndicate, sneeringly told me I could not do otherwise than deal with them, for they were the leading publishers.

They then tried another tack, and changed the travellers, but with the same result; and when everything else failed, one of the representatives offered to take back nearly all the old books I had in stock, and furnish me, indirectly, with Ontario Readers at the same discount of small lots, that jobbers received of thousand dollar lots—probably others received the same offer—the Readers to be supplied by a jobber outside of Toronto. But I did not buy one dollar's worth from any of the three firms, and my business is still running as usual, without any serious inconvenience. And if others had done likewise, instead of returning and dealing with the syndicate, because they were patted on the back, we would, I doubt not, have received the proper discount long ago.

Yours truly,
D. M. BROWN.

—§—

IF POSSIBLE, read a book yourself, and if there is really anything in it, your steady recommendation of it will make it move to a certain extent. It is well to become acquainted with the contents of all books, not only for the increase of your business, but for the improvement of your mind. If you have a taste for reading, the better chance will you have for selling.

DIED.

LORIMER.—In Toronto, on the 15th February, Sabron beloved wife of A. R. Lorimer, Stationer, aged 31½ years.

Hildesheimer & Faulkner's

(LONDON, ENGLAND.)

CHRISTMAS CARDS. SEASON 1886-7.

The above Cards received the

Gold Medal

(HIGHEST AWARD.)

At the Crystal Palace International and Universal Exhibition, London, England, and are admitted to be the finest line of Cards ever produced in England.

Samples are now in the hands of our Travellers and we respectfully ask dealers to defer ordering until they have seen this line. Dealers inform us that the H. & F. Cards were the most popular and best selling cards last year.

Respectfully

The Toronto News Co.

SOLE AGENTS FOR CANADA.

42 YONGE STREET,

TORONTO.