

# BOOKS AND NOTIONS

OFFICIAL ORGAN

OF EVERY BOOKSELLERS', STATIONERS' AND NEWSDEALERS' ASSOCIATION IN CANADA

Organ of the Printing, Sheet Music, Fancy Goods and Wall Paper Trades

ADDRESS ALL COMMUNICATIONS TO 5 JORDAN STREET, TORONTO, CANADA

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BOOKS AND NOTIONS enters on its fifth year with a new dress, and a paper enlarged permanently to double size. Its four years' record is one to be proud of. Through good report and through evil report it has stood its ground as the champion of the Booksellers, Stationers and Newsdealers of Canada. It has never wavered in its allegiance, and neither money, nor persuasion, nor threats have for one moment caused it to hesitate or vary in its course. With what results?

It is now the official organ of every Booksellers' and Stationers' and Newsdealers' Association in Canada; but better than that, it is the chosen organ of 98 per cent. of the members of those trades. They have endorsed

BOOKS AND NOTIONS by their ready subscriptions, by their kind and encouraging words, and by the course they have pursued with our advertisers.

BOOKS AND NOTIONS has now on its list of subscribers 1,206 Canadian Booksellers, Stationers and Newsdealers, several hundred more than any wholesale dealer or jobber thought were in the country, and within 2 per cent. of the total number. This is a larger number than there are on the combined lists of all the publishers and jobbers in Toronto. Can any other trade publication in the world show as good a record?

This is the result of four years of diligent work in canvassing, writing, sending out specimen copies and advertising; but above all it is the result of the undoubted faith which the trades have in BOOKS AND NOTIONS and its management. Many readers considering that the subscription price was too small, to convey their good will have sent so much more that they are now marked up on our lists as paid to the end of 1891. From ocean to ocean we hear from the trade but one voice, and that is, "Go on in your well-doing."

Besides the subscribers already mentioned, we have on our list 930 dealers in fancy goods, 210 druggists, 263 printers and publishers, 305 general storekeepers, and a large number of dealers in music, wallpaper, and other trades. The whole list covers completely the dealers in Books, Stationery, News, Sheet Music, Wallpapers, and Fancy Goods.

To our subscribers we cannot express our thanks, for we owe them everything. On this they may rely. BOOKS AND NOTIONS will not belie its record. Its mission is to all branches of the trades, and in its rejoicing at success it holds out the hand of good fellowship to all, wholesale and retail, jobber and publisher, manufacturer

and dealer. There is every reason for working amicably and prosperously together.

Publishers, Wholesale Dealers, and Manufacturers are invited to read over our statements above, and to verify them by a critical examination of our subscription books, and of our loads of letters from subscribers.

A movement which gives an increased profit of \$200 a day to the newsagents of Ontario, or \$62,400 a year, is worth telling of even twice or three times, and when it has been gained by the action, individual and united, of the newsdealers themselves, it illustrates the fact that they have a power which can make itself felt, and which should be exercised when their interests are at stake.

Some interested parties are attempting to prove that the new rates to newsagents on Toronto daily papers are the result, not of the action of the newsagents but of a combine of the three great dailies.

To those who know the true inwardness of the case, this is sheer nonsense; but for fear that some of our readers might be led away by their sophistry, we give a condensed history of the whole movement.

At the annual meeting of the Booksellers' and Stationers' Association, held in Toronto, March 9th, 1887, Messrs. T. J. Day and B. H. Rothwell were appointed as a committee to interview the publishers of Toronto dailies with a view to an improvement in the commission to newsdealers. They did their work well, and each of the publishers interviewed agreed that the commission was too small, and agreed to consider a new scale of rates.

A short time after this the publishers of The Mail issued as they had promised a new schedule, which in its general features was very nearly the same as the present general rates, and newsagents were pleased to see this first result from their work. The other publishers did not, however, follow suit, and on the 28th of May The Mail issued a circular in which the following passages occur: "Since that time" (the time at which they sent out their new rates) "we have been considering the matter and gathering all the facts, which appear to be as follows: First—Newsagents say that it costs just as much to handle one paper as another—a one cent paper as a two cent paper—and where delivery is made it costs just as much to deliver one paper as the other. Second—We find that newsagents all over the country are handling papers on which they have a margin of only one-third of a cent a copy. In some cases they are even delivering papers for this small commission. Third—They inform us that they are able to handle these small papers simply because they may as well sell all when they sell one, and the