

The Empire, Toronto. John Atwater Wilkenson, Toronto Ont.

5594. Reports of Cases decided in the Court of Appeal for Ontario, during parts of the years 1889 and 1890. Reported under the authority of the Law Society of Upper Canada. Volume XVII. The Law Society of Upper Canada, Toronto, Ont.

5595 The Bell Telephone Company of Canada, Toronto Exchange Subscribers Directory, Ontario Department, September, 1890 The Bell Telephone Company of Canada, Montreal, Que.

5596 Division of Profits (pamphlet.) The Free Press Printing Company, London, Ont.

5597 McPhillips Brothers Map of the City of Winnipeg and Vicinity. George McPhillips, Windsor, Ont., Frank & Robert Charles McPhillips, Winnipeg, Man.

5598 The Black-Box Murder, by the Man who discovered the Murderer, by Maarten Maartens. John Lovell & Son, Montreal, Que.

5599 Famous or Infamous, by Bertha Thomas. John Lovell & Son, Montreal, Que.

5600 Plan of Mining Districts West of Port Arthur, Canada. Russell & Co., Port Arthur, Ont.

5601 Picture of President Lincoln and the Members of his Cabinet considering the question of emancipating the Slaves, and entitled Shall They be Free? Mathias B. Eaton, Montreal, Que.

5602. My own Canadian Home. Poem by Edwin G. Nelson, St. John, N. B.

5603 St. Ann's Manual. Mrs. James Delaney, Toronto, Ont.

5604 Traite Theorique et Pratique de la Responsabilite des Architectes et des Entrepreneurs, par L. E. Pelisser. A. Perard, Montreal, Que.

5605 In the Autumn, Gavotte by H. Morey. Whaley, Rowe & Co., Toronto, Ont.

#### INTELLECTUAL COPYRIGHTS.

311 Bancroft's Eulogy on Lincoln, bearing date the 13th day of February, 1866, and addressed to the Hon George Bancroft, said Eulogy being the production of the Hon Joseph Howe, deceased. Wm. R. Dunn, Halifax, N. S.

312 The World's Desire, by H. Rider Haggard & Andrew Lang. Wm. Bryce, Toronto, Ont.

A collection of all the existing Copyright Laws and Treaties is being prepared by Mr. G. Hedeler, of Leipzig. The first part, just out, contains Germany, Austria, Great Britain, France, Italy, Switzerland, and the United States.

The News Dealer says - The announcement that J. S. Ogilvie has surrendered his reprint plates to the Trust was the best news of the month. His output has for some time been handled mainly by dry-goods and bazaar stores, and has done more to demoralize the trade than that of any publisher since Lovell's jump in rates. Mr. Ogilvie will hereafter confine his publishing business to the production of American copyright works.

#### DO PERIODICALS PAY?

To Editor of BOOKS AND NOTIONS.

DEAR SIR, No doubt many in the trade have asked themselves the above question, and have been compelled to answer it negatively. In hopes, by starting the ball rolling, of hearing from other members of our craft, I beg to call attention to a few facts that have come under my own observation.

Owing to the precarious nature of the "News" department of our business, I have ceased to push it to any great extent - simply supplying my customers with the standard magazines and papers when ordered regularly. Now I wish to speak of the reasons that led to this. Some years ago I catered for that class of trade, and in order to compete successfully, I had to carry a heavy stock of all the different story papers, magazines and periodicals likely to be asked for, some of which were returnable, while many were not. Result - Some weeks I would sell completely out, and have to order extra copies of certain papers; next week the demand would drop off nearly one-half. Especially was this the case with standard papers, such as Frank Leslie's Illustrated Paper, Harper's Weekly and Bazaar, Puck, Judge, Grip, etc. Whenever there were specially fine illustrations, everybody nearly wanted them; then during the next few weeks perhaps not half of them would be sold. Most noticeably was this the case with Harper's Bazaar. The numbers containing pattern sheets were eagerly sought after, while others were often unsaleable, so that the loss on the unsold copies more than ate up the profits on those that were sold.

Let us take a few examples to illustrate the above. Suppose a dealer take five copies per week of Harper's Bazaar. Let us see how he stands at the end of a month (four weeks). The first week he sells five copies, the second week three copies, the third week four copies, and the fourth week two copies, in all fourteen copies. The other six copies he may not get anything for. He has paid for twenty copies at 8c., \$1.60, and express, say 5c., \$1.65. He sells fourteen copies at 10c., \$1.40. Net loss, if none of old copies are sold, 25c.

Another feature is the loss of express on returnable goods. These goods have been subject to two express charges, and no profits accrue from them. Let me illustrate. Suppose a dealer take twelve copies per month of "Outing." The express on these will be about 20c., as they weigh about 15 lbs. He sells ten copies, which would be considered a fair sale. He therefore gets \$2.50. The other two he returns, and has to pay, say 5c., as their portion of return express. His month's numbers have now cost him as follows: Ten copies, \$2.00, express 25c., \$2.25; net sales, \$2.50; profits, 25c., or 10 per cent., on which he cannot live and pay expenses.

Another source of loss is the frequency

with which parcels have to be received by express. People are in such a terrible hurry to get their magazines, etc., that they cannot wait for them to cool, after leaving the press. This frequent expressage greatly increases the cost, as all the goods for one week, if shipped at one time, would not cost nearly as much as when shipped almost daily. As it is, I have had small parcels sent on which the express charges were nearly as much as the profits on the contents. So, taking everything into consideration, I am of the opinion that the news department is not a factor from which fortune flows.

Another drawback is the fact that you cannot get people to pay in advance, as a rule, and when they do they want publishers' or club rates, which yield scarcely any profits to the dealer, and often when papers or magazines are not paid for in advance they fail to call for them after having ordered them, and had them put back.

Daily papers are another source of loss. With morning, midday and evening issues, the time in which to sell them is so short that you are almost sure to have a number of the different editions left. It would pay our news dealers to look sharply into this branch of trade and see how they stand. Many think, because they are selling large numbers, that they must necessarily be making money, but they fail to notice the leakages and expressage which rapidly absorb their profits.

Yours truly,

A TRADER.

The interior of Messrs. Warwick & Sons' warehouse is undergoing an improving change. All the blank stretches of wall are being reclaimed from the monotony of bareness, by the application of an idea which yokes together the æsthetic and the practical. In the blanks are being painted magnified representations of wares typical of the firm's manufacture. On the right hand side of the entry, between the foot of the stairs and the ceiling, is a magnificent picture of the Elkhorn tablet. It is an excellent example of art enlisted in the service of advertising, as well as of art for the sake of decoration. Both purposes are admirably accomplished by this picture. At the back of the staircase is another tablet, the Egyptian vellum, on an equally large and handsome scale. The counting-room enclosure is to be backed by a grand series of pictures representing the different bindings, etc., of office books made by the firm. This will be a rich piece of wall embellishment. The whole gamut of variety, which size, color, material and form unite in producing, will be illustrated on that wall.

A feather duster dispenses but does not remove the dust from the store.

A reputation for truthfulness is indispensable to permanent and satisfying success.

Every line of goods embodies a history and a science worth years of study to understand.