

# 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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ANOTHER improvement and addition to BOOKS AND NOTIONS, the second within the year, will be made in the next number. Commencing with October, a handsome cover, the design for which is now in the engraver's hands, will make it one of the neatest trade journals in America and will add four pages to the size. This constant improvement is the best kind of evidence of the success of BOOKS AND NOTIONS. The publishers are especially gratified with the solid assistance which is being offered to them by subscribers, not only in prompt remittances and kindly comments, but with the manner in which they continually draw the attention of travellers, jobbers, and publishers to the necessity for advertising in BOOKS AND NOTIONS.

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A traveller for one of your largest stationery houses informs me that in his last long trip which extended actually from the Atlantic to the Pacific, from Halifax to Vancouver, he did not stop at a single town in which he did not hear something about BOOKS AND NOTIONS from his customers, always in its praise, always as if the dealer felt that he was an interested party to its success, always in a tone of thanks to the advertiser who used its columns. This is very pleasant to hear of. Certainly the publishers have done their utmost to deserve these thanks from the trade, and to know that their labours have not been in vain is very comforting.

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It makes a great deal of difference "whose ox is gored." Some years since the energetic secretary of the Booksellers' Association worked very hard to get up a District Association for Toronto and by dint of perseverance met with partial success, but in the course of his work he was constantly met by the remarks, "Oh, we don't need one in Toronto," "Toronto is all right, an association may be needed by the outside towns, but not by Toronto." "The members of the trade in Toronto are too sensible individually to require the bonds of an association to keep them in the right track." And when they were told how such District Associations throughout Canada were doing great good by creating a friendly feeling in the trade and breaking up and preventing cutting on prices, Toronto dealers felt that they at any rate were safe and that they had no Ishmaelites in their ranks.

Now, it is all changed. A "bad man," a "cutter from Cutterville," has appeared in their midst and terror reigns in the land. A general dealer made up his mind that he wanted a "leader" and that school books at cost would be just the thing and *hinc ille lachryme*. What was to be done? The store, located on Yonge Street in a prominent position, was, and is pushing the "leader," the public, quite ready to buy cheap goods is rushing at the bait, the schools just opening create the demand. Of course the trade felt the check immediately. One prominent retailer interviewed Copp, Clark & Co., and W. J. Gage & Co., and asked for their assistance. Representatives of these houses agreed to interview the troublesome cutter.

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Some retailers demand that the wholesale trade shall not supply any dealer who cuts on prices, and they instance the grocery trade as one in which such a system is working like a charm, also the daily papers which make it a rule to refuse to supply cutters. The manufacturers and jobbers express a willingness to co-operate, but find that in the case of public school readers, at any rate, the government has prevented any such salutary arrangement by inserting a clause in their agreement with the publishers, whereby anybody, dealer, teacher, parent, or anyone else may go in and demand the readers at wholesale prices, so long as they order in certain limited quantities. The clause reads as follows: "And that for the better securing the retail sale of the said authorized readers at prices not exceeding those above set forth as the maximum retail prices, the said parties of the first, second, and third parts, their executors, administrators, and assigns shall make sale to any purchaser buying quantities of such readers of one dozen and upwards at one time at prices at least twenty per cent. lower than the said prescribed retail prices."

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Governments of all kinds appear to fear greatly the "capitalistic bookseller," and try to curb his dangerous chances of making money. The postal authorities and the Minister of Education hedge round these dangerous money makers with the most carefully worded clauses in treaties and agreements. No skill must be spared to avoid the dreadful risk of a combine among the booksellers; oh, goodness gracious, the country would not survive it for an hour. I am beginning to feel as if I was a dangerous being myself, I associate so much with booksellers and newsdealers. I acknowledge that a superficial glance will neither reveal their immense wealth or their dangerous qualities, but then governments must know. They would not make such herculean efforts to keep them down without they were quite sure of the risk.