

# Books and Notions

PUBLISHED THE FIRST OF EACH MONTH

Office: 5 Jordan Street, Toronto

ANNUAL SUBSCRIPTION, 50 CENTS

Official Organ of the Booksellers and Stationers' Association of Ontario

VOL. V. JANUARY No. 6

## RATES OF ADVERTISING

	1 month	12 months
Column	10 00	100 00
"	6 00	60 00
"	3 00	30 00
"	1 50	15 00

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

BOOKS AND NOTIONS, TORONTO.

WE promised a change in shape and in the general make-up of BOOKS AND NOTIONS for this number, but find at the last moment that we will have to postpone the alteration for another month. Our new type and general outfit did not arrive in time. In next and future numbers we propose to double the amount of reading matter and add several new departments.

ONE of the principal reasons for the change is the necessity for more space for the correspondence department. Every one of our subscribers can aid us here. We want news of the trade, suggestions and practical hints, pleasant, chatty letters, etc., and surely you can spare half an hour once a month to write to us. The correspondence department should be a meeting place for the trade, where the various members may discuss matters of general interest and make one another's acquaintance. Why should not Hibben, of Victoria, B.C., know McKinlay, of Halifax, N.S.? Even though the width of a continent does separate them they have the common meeting ground of BOOKS AND NOTIONS, and we will all be pleased to see them meet there, and will probably reap much benefit from their discourses. Step in gentlemen, and make yourselves at home.

THE best work yet done by the united action of the Booksellers and by the special exertion of Messrs. Sharpe and Rothwell has now been brought to a conclusion by the acceptance by the large Toronto daily newspapers of the new schedule of news agents' rates for daily papers. At last it will be possible to make a little money out of handling newspapers, and it will be our own fault if we do not gain further profits on other news matter through the present changes. If it

takes one cent per copy to sell, deliver and collect for each copy of a daily paper, it costs just as much to do the same work for a literary, an evening, or a weekly, and that margin will come through our continued united action.

THE main features of the new schedule of rates issued by the *Mail, Globe* and *Empire* and which come into effect on the first of January are as follows:

News agents will pay 1½ cents per copy, or \$1.15 by the quarter, or \$2.25 by the half year, or \$4 by the year. They will charge the public on "called for" papers 12½ cents a week, 55 cents a month, \$1.50 a quarter, \$2.75 for six months and \$5 a year. All except the weekly rate to be payable in advance. On delivered papers the price is to be 15 cents a week.

This difference in price between delivered and called for papers is one of the most desirable features in the new schedule. We all know that the news business is principally advantageous as a leader to bring people into the store, and that if we deliver the papers the advantage is lost and must be made up for by an extra price. The publishers are unanimous in their determination to hold up these rates, and they declare that any news agent cutting on them will have his supplies stopped the next day. We hope there will be no necessity for this action. The Association has had sufficient labor in securing this profitable arrangement, and does not want its labors nullified by the action of individual slashers. The schedule winds up with this clause, to which we call your special attention:-

"These rates are made at the request of the news agents of Canada, expressed individually and collectively, and upon their assurance that they represent the minimum profits per copy at which daily newspapers can be handled, and they are given with the distinct understanding that any agent who can and does sell any other morning newspaper for any less profit per copy, such news agent shall be expected to handle *The Mail, The Globe* and *The Empire* at the same reduced rate of profit and shall have his wholesale price increased accordingly."

THE Canadian Christmas numbers were a great success this year, financially as well as artistically, although we think that at least one publisher will change his methods next year, if he is then a publisher. Too many return copies make the heart sick of "on sale" business.

A report is current concerning one of the best of the Christmas numbers to the effect that the composition, engraving, press-work, and even the folding, was done in New York, and the paper made in one of the Eastern States; in fact that there was nothing Canadian about it, and, worst of all, that the publisher