

quantities FREE. After the three months have expired and dealers have thoroughly tested the value of these advertisements, a charge of one cent a word will be made, this is very little over the actual cost of setting up the advertisement.

I want all of you to make good use of this liberal offer. Before it escapes your mind sit down and write out a list of your wants and forward it.

The pattern sheet for a periodical checking list sent in by Mr. Board has many excellent points to recommend it, and I want dealers to examine it carefully and suggest improvements and alterations. I do not think it needs any explanations.

Mr. Rothwells' letter, in another column, is full of good suggestions, and there are many valuable points in his checking books. I don't like his idea of a pass book for evening papers in which both delivering and payment is recorded and which is kept by the delivery boy who is also collector. I want to see the checking done in the store.

Mr. Robinson, of Belleville, who has also had large experience in the news business, favors us with a description of his system, which is in many important particulars quite different from anything I have before heard of, and which has the merit not only of originality, but of practical usefulness. I am particularly struck with his "Slate" idea and think it will have to be embodied in our new system.

As our checking book should be issued in March, I want all of you to go carefully through the letters, add headings in this month's issue and let me hear from you with suggestions and criticisms so that we may have everything in complete shape for next month.

A great many orders have already been received to forward one of the books just as soon as completed and send the bill. The publishers propose something better than this, they will deliver a FREE COPY to every paid subscriber to BOOKS AND NOTIONS just as soon as it is issued. This is a most liberal idea and deserves the thanks of the trade. The publishers of BOOKS AND NOTIONS say that they owe this to their subscribers in return for their many kind words and acts. In illustration of which, they say, that three travellers from wholesale book and stationery houses reported during last week that the dealers everywhere were enthusiastic supporters of BOOKS AND NOTIONS, and took pains to impress upon all commercial men the necessity of being well advertised in their favorite paper.

If any of my readers have not paid up, let them do so before next month so that they may receive the checking book as soon as published.

SCHOOL-BOOK PRICES.

The school-book trade in this city was some time ago thrown into temporary disorder by the intrusion into it of the element

of price-cutting. The introduction of this demoralizing practice was not traced to any bookseller or stationer, but was found to be the work of certain general traders, whose stock contained no books but those used in schools. These traders undertook to draw trade to the goods they mainly dealt in, by the low prices at which they sold school books. The books they could afford to sell at cost for the sake of the sales in other lines, sales that would not be so numerous brought about if it were not for the demand for books. In nearly every family school books have to be bought, and many errands to the store are necessitated by the periodical school wants of the boys and girls. To many families those wants are costly, and any means of making them less expensive is gladly embraced. Such a means is furnished by the general dealer who sells school books at cost. He knows that the school book trade, if once captured for himself, will open many households for the staple articles of his stock. He will keep school books, not that he wants to injure the booksellers, but that he wants to sell the really essential goods of his own proper class of merchandise.

It is hard to say to what degree of injury the cutting of school book prices might have been carried, if it had not been for the prompt measures taken by Mr. Wallace. Mr. Wallace, who is a member of the executive committee of the Booksellers' and Stationers' Association, drafted an agreement which made it binding on subscribers to sell school books at but one price, and that the price fixed by the Education Department. To this Mr. Wallace got most of the trade to subscribe, but what taxed his diplomacy was the getting of the signatures of those who sold school books in connection with some business other than that of the bookseller or stationer. This, however, Mr. Wallace succeeded in doing, and soon had the school-book trade restored to the sound basis it originally rested upon, viz., intact prices. This was an important service, and Mr. Wallace's fellow-tradesmen owe him hearty thanks for rendering it. The agreement, we are glad to know, has been kept unbroken in nearly all respects, but there are lately some rumors that copy books are being sold by certain general dealers below the regulated price. We hope that the trade will not permit a relapse to the state of things corrected by Mr. Wallace's agreement. The reduction in the prices of copy books is the insertion of more than the thin edge of the wedge, and should be protested against.

BOOKSELLERS' MEETINGS.

The adjourned monthly meeting of the Executive Committee of the Booksellers' and Stationers' Association was held at the office of BOOKS AND NOTIONS on Monday afternoon, January 13. Mr. A. S. Irving was in the chair and there were also present Messrs

S. Wallace, N. T. Wilson, Donald Bain and J. B. McLean. Letters were read from President Sharp and W. Middleton, regretting that they would not be able to attend.

The first matter considered was the sending of the deputations to wait on the Dominion Government regarding the duty and the postage on periodicals. As it was reported that another deputation of printers was about to go to Ottawa asking for an increased duty on periodicals it was decided to postpone action for a few days.

The proposal of the Minister of Education to introduce a law at the request of the Toronto School Board, permitting municipalities to supply school books and requisites free of cost to public school children was thoroughly discussed, and it was finally decided to call a meeting of the Toronto retail trade to consider the question.

It was stated that Wm. Bryce had opened a retail store on Yonge street during the holidays, and had sold goods at auction at less than he had supplied the trade with. The matter was referred to the Toronto trade to deal with.

Mr. Irving drew attention to the fact that the trade owed much to Mr. Wallace for his successful efforts to stop the cutting in the prices of school books. He took the matter in hand as a member of the Executive Committee, and made an arrangement with Mr. Bentley, who had started the cutting, to give it up.

The committee then adjourned to meet at the call of the chair.

In accordance with the above notice, a meeting of the retail trade was held on Monday evening. Mr. Irving, chairman of the Executive Committee explained why they had called the meeting, and left it in the hands of those present. Mr. S. Wallace was then elected chairman. There were also present Messrs. W. S. Wilson, J. S. Plaskett, F. J. Macdonald, F. Porter, D. Sutherland, J. S. Coleman, S. R. Leggott, W. H. Evans and J. B. McLean. After considerable discussion it was decided on motion of Mr. McDonald, seconded by Mr. Sutherland, "That the chairman, secretary and Mr. Porter be a committee with power to add to their number to obtain information and also ascertain whether the wholesale trade will assist in defeating the proposed bill."

Mr. Wallace suggested the advisability of organizing a Retail Booksellers' Association for the city. Several members expressed themselves in favor of the idea, and it was moved by F. Porter, seconded by Mr. McDonald, That Messrs. Sutherland, McDonald and Coleman be a committee with power to add to their number to wait on the retail trade for the purpose of securing their cooperation in forming a local Booksellers' and Stationers' Association.

The question of a wholesale house opening an auction sales room during the holiday