

Or the wholesale book and stationery houses in Toronto but three supported the extraordinary envelope and cheap book duty. The others, though the extra duty on some lines would have been to their advantage, considering that it would be better for the retail trade, opposed the proposal.

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THREE of the great stationery houses of Montreal were a unit in opposing the excessive duty.

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VICE-PRESIDENT IRVING was the man who took the lead in opposing, persistently and consistently, the high-duty men, some of whom are strongly opposed to the protective policy—until their own pockets wanted filling.

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### ARE WE RIGHT?

A FRIEND and an advertiser remarked to us the other day that in conversing with a retail dealer—and the speaker rather endorsed the view—that care should be taken not to make this journal a mere advertising medium. It is very strange that these, although knowing fully our aim and objects, should fear any such action.

The function of a trade journal in our opinion is to keep its readers fully posted not only on items of news, but also what to buy.

Properly written advertisements are of quite as much interest to the readers as statements of trade principles, news of the trade, or notices of books. That this is the view of the great majority of our readers we fully believe. We have the testimony from hundreds. Said a large dealer in a western city in a letter received some time ago, "Your paper is becoming more interesting every month. I read every page and every line of the whole, advertisements and all." In Stratford, where several dealers were talking together, the remark was made by one, "I read every word of BOOKS AND NOTIONS every month. It is all of interest to me." The others corroborated the statement. These opinions with very many others similar are, we consider, a just appreciation of a trade journal's sphere of usefulness.

Having this idea before us, we adopted the good plan of *The American Bookseller* in placing alternately as nearly as possible a column of reading matter and one of advertisements.

The advertisements are all of such a nature as to interest every one. Changes are made by many advertisers every month with two ends in view, first, to make it profitable to themselves, and, second, to make the paper interesting. The April number contains a little more than one-half of the whole space of advertisements. Now suppose we take out

Dutton's (the last one received) and any one or two of the column advertisements, substituting ordinary reading matter, would the paper be as interesting?

Now the remark which has called forth this article was after the publication of the number referred to, yet an intelligent dealer in Toronto volunteers the statement (we believe that though he had no desire to flatter, his statement was too favourable), "The last number of BOOKS AND NOTIONS was the best number of a trade journal I have ever seen. It was not only that the reading matter was good, but the advertising was of an intelligent character, and was of much educational power."

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### TROUBLE BREEDERS.

FOR news of ourselves we often have to go abroad. A letter appeared in *The American Stationer* of April 14th, and only that the *Stationer* would not be guilty of putting in anything that was not genuine, we would certainly say that it was never penned in Toronto.

The statements in it show such a want of knowledge of facts that it is surprising that any "importers" could write such.

The purport of the letter is that the Dominion Government, actuated by petty spite, have instructed customs officials to make a distinction between goods received from the United States and those from other countries, and instance lead pencils as a case in point. The fact of the matter is that United States manufacturers have two sets of prices—one for the home market and one for export. In one line of lead pencils their Canadian price to jobbers is \$2.20 while in the United States it is \$3.60.

The rule is, and has been, to charge duty on the price of goods in the country where manufactured, and hence the rule is to value this line at \$3.60, on which duty is charged. Exactly the same rule applies to English and German goods. No distinction whatever is made, and large importers speak of the strict impartiality shown by officials at their port.

Readers of *The Stationer* are very much annoyed that such a letter should appear as emanating from here, particularly as it is characterized by a political bias, contains statements that are fairly open to question, and tends very much to irritate our neighbours, now that they feel very touchy on the fishery question.

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### DIFFERENT VIEWS.

THE opinion expressed in last month's article, "On Guard," have been objected to by some booksellers. We expected it; but we still maintain that our view was correct—at least as far as regards the great mass