

# BOOKS AND NOTIONS

ORGAN OF THE

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OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE, MR. HUGH C. McLEAN, WILL BE PLEASED TO HAVE SUBSCRIBERS AND ADVERTISERS CALL UPON HIM THERE. HE WILL ALSO PAY SPECIAL ATTENTION TO GATHERING BUSINESS ITEMS AND ATTENDING GENERALLY TO THE INTERESTS OF THIS PAPER.

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HERE is no question of more importance to the newsdealers of Canada at the present time than that of postage on periodicals. The trade in English Magazines and papers throughout this country is a large and important branch of a newsdealer's business, and the mail is the main avenue for reaching many of his subscribers.

There is "free trade" in periodicals between Great Britain, the United States and Canada, and English Magazines can be laid down in the States at the same price as in our own country. It is evident, therefore, that if an American dealer can mail these publications to subscribers at any of the 8,000 Post Offices in Canada at a cost of one cent per lb. for postage, and the Canadian dealer has to pay one cent per 4 oz. for the same service, the Canadian dealer is at a decided disadvantage. Such a state of things must be highly injurious to his business.

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It is only necessary to compare the cost of mailing English periodicals from a point in the United States to Canada, with the cost of mailing from a point in Canada to any other place, either in Canada or the United States, to see how unjust the present law is, and how essential it is in the interest of the Canadian dealer that a change should be made. It must be borne in mind that the rate in the United States is one cent per lb. and that the packages are not weighed singly, but in bulk, while in Canada the rate is one cent per 4 oz. or fraction thereof, and each separate package has to be prepaid by stamp, a periodical may weigh 4 oz. and the postage

would be one cent or it may only weigh 1 oz. and the postage would still be one cent. In the first instance the postage is four cents per lb. and in the second sixteen cents per lb. The average is somewhere between the two. Many English 6d. Magazines, weigh from 5 to 6 oz. each, and in every case must be prepaid by a two cent stamp.

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The cost of mailing one copy each of the following English periodicals for one year from Toronto and from Buffalo is as follows:—

	FROM TORONTO	FROM BUFFALO.
British Workman.....	12c.	1/2c.
Family Friend .....	12	1/2
Children's Friend.....	12	1/2
All rd. Monthly .....	12	1/2
Good Words.....	24	4
Sunday Magazine .....	24	4
Sunday At Home.....	24	4
Leisure Hour .....	24	4
Family Herald .....	24	4
Chambers' Journal .....	24	4

It will be seen from the above partial list, that the cost of mailing English Magazines from Toronto is just SIX TIMES AS MUCH AS THE COST OF MAILING FROM BUFFALO. The Canadian dealer must pay as much for mailing a magazine for TWO MONTHS, as the American dealer PAYS FOR A WHOLE YEAR. Is this not very unjust? Are we asking anything unreasonable when we seek to be placed in a position to compete in our own country for trade that rightly belongs to us? We certainly are entitled to at least as favorable facilities as are given to foreigners.

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There is no prospect of the American Government increasing their postal rate to equal ours, which is an excessive rate on this class of matter. The only remedy is to reduce our rate to the same as theirs. Until this is done the American dealer practically enjoys what is equivalent to an export bounty of 15% on all English Magazines sent into Canada.

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But when we consider the facility afforded Americans for mailing English newspapers into Canada as compared with our facility for mailing them into the United States, we find ourselves still more unfavorably situated. In Canada each weekly newspaper has to be prepaid by stamp. It may only weigh 1 or 2 oz., yet 52c. per year must be paid on it. A glance at the following comparison of the cost of mailing one copy of some of the leading English weekly newspapers for one year in the two countries, will convince anyone how utterly unfair the position of the Canadian newsdealer is:—

	Cost of mailing from Can. to U. S.	Cost of mailing from U. S. to Can.
Lloyd's Weekly .....	52	8
Reynold's Weekly .....	52	8
Despatch.....	52	8
All rd. weeklies.....	52	8
Illustrated London News.....	1 30	28
Graphic.....	1 30	28
Pictorial World.....	2 08	52
The Queen.....	2 60	65

While the American Government throws no obstacle in the way of our sending periodicals into the United States—all periodicals being admitted free of duty—the Canadian postal law practically prohibits it. The postage on rd. English papers is 52c. per year—more than 50 per cent. of their retail value. An export duty of from 20% to 50% on all English newspapers sent into the United States would seem unreasonable, and yet the Canadian newsdealer has actually to pay this, in the shape of extra postage.

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Another class of printed matter, for which the mail is the chief distributory medium, is the cheap paper covered book published periodically. Tons of this class of matter are brought to Canada through the mails, and distributed throughout all the provinces on