

Books and Notions,

A MONTHLY JOURNAL,

DEVOTED TO THE INTERESTS OF THE

Book, Stationery and Fancy Goods Trades

OF CANADA.

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J. J. DYAS, Publisher.

PERIODICAL LIST.—At the August meeting of the Booksellers' and Stationers' Association a Committee was appointed to draw up a list of prices of periodicals, so that the trade might have a uniform scale of charges.

The Toronto News Co. being about to get out a list early in January, it was thought advisable to confer with them in the matter. The list will be issued by the News Co., and will give a complete list of periodicals sold in Canada, giving the wholesale and retail prices of each, also the price per annum.

As a supplement to this we will be able to give each month such changes as take place. This will be a needed help.

QUERY.—How is it that the News Co. sent out the Christmas number of the *London Illustrated News* some days before they advertised to do so?

It must have been that somebody, smart for once, got the start in a small supply. If so there will be no repetition of it another year. Those who break through the rule of issuing on a certain day will have "shortcomings" from the publishers.

AN ENCROACHMENT.—Following the example of large dry goods establishments in the principle cities of the United States, a Toronto dealer in the same line has put in a counter of books and periodicals as baits to catch customers. This would be well enough if prices were maintained, but, judging from what dealers on "the other side" are doing, we may depend upon a cut and slash system that, regardless of cost, will force sales at any price. The consequence will of course be an uncertain price, varying as the whim of the proprietor varies. Fortunately the house will not this season be able to get a large supply of the favourite English Christmas papers but other attractive features can only be too easily obtained.

It was at first supposed that publishers of leading periodicals would refuse to supply, but for this there is no longer any hope. They say that for years they tried to keep them from dry goods dealers in the United States and were forced to yield, and finding it useless there, they have given orders to their Canadian agents to sell in quantities to any one. Poor newsdealer, thy lot is a hard one!

BUSINESS HELPMATE.—As we write to-day with the snow falling and the first jingling of the sleigh bells, it looks as though "the winter of our discontent" were past, and a winter that gladdens the heart of the Canadian were upon us. May it be so. So much depends in this country of ours upon the plentitude of snow that it is a matter of vital importance to the whole community, and each vies with the other, one and all, to join in rejoicing at the falling snowflakes.

The merchant standing in his store door seems to be counting each flake as though it was a dollar bill, and the flakes are productive of dollars in increased business and prompter payments. Given good roads and this year's holiday trade will be satisfactory to all.

DULL.—An expressive word at this season of the year, and a natural one. Just before the holiday trade, when people are saving up their money for the usual presents, there is nobody will buy unless actual necessity compels them. So comment is needless. Farmers, notwithstanding bad roads, must be finding their way to market, as remittances are coming in fairly to the wholesale houses. Judging from the great complaints in New York of lack of trade, business throughout the United States must be universally dull.

We wish a merry, joyful Christmas to all our readers.