

NOTES FROM WARWICK BROS. & RUTTER.

Among the many new lines of post cards which Warwick Bros. & Rutter are showing, several series stand out especially prominent. One of these comprises some twenty different styles of embossed cards, in colors, showing the famous "Teddy Bears," with original and amusing mottoes on every card. Another especially new series, which will undoubtedly appeal to the public, is called the "Stork" series. These are beautifully embossed, and are all hand-colored. There are four styles in the series, and they are put up in assorted boxes. As will be seen on another page of this number, Warwick Bros. & Rutter have made arrangements to handle in Canada the new "Puzzle" post cards. These are patented in all countries, and are made by a special process in which it is possible to show two views of the same subject, by holding the card at different angles. There is a large assortment of subjects now ready, and the list will be added to as fast as the manufacturers can get them out. These cards, while retailing at ten cents each, will undoubtedly have a very large sale in Canada. Another new series is a linen-faced comic line, of new and original subjects. There are some forty different styles in this assortment, and they are put up 100 in a box. These people have also issued three styles of patriotic cards, printed in colors, which are especially suitable for Victoria Day, May 24th. They have a complete line of the Taber bas-relief cards, including new lines, such as Pope Pius X., General Booth, the late Queen Victoria, Crowned Heads of Europe, King Edward and Queen Alexandra, the Prince and Princess of Wales, both black and white and jeweled, and also a new design in King Edward, with a frame around it. The sale for these last summer was so great that they could hardly be kept in stock, and undoubtedly the sale during the coming season will be even greater. Their travelers are also showing a magnificent line of embossed Christmas post cards, comprising about one hundred different subjects.

Warwick Bros. & Rutter report the advance sale for their series of school practice books, including scribbling books, exercise books, note books, etc., to be the most satisfactory in the history of this house. The trade, who have had the privilege of seeing their new lines, have pronounced it to consist of the finest series of cover designs that has yet been shown. This house make a specialty of their artistic covers, and have put forth every effort this year to surpass any range of covers that they have put out in the past. All the old favorites will be retained, but the most interesting numbers are such as "The Fisherman," "Maple Leaf," "Stop Dat," "Mamma," "Python," "Checkers," "Sunflower," etc., which are reproduced in tri-color effect, in the 4to. size books. The line is now complete, and being shown by the travelers of this house, for the September trade.

Warwick Bros. & Rutter wish to inform the stationers that their well-known line of Lorraine papeteries, both in white and azure, are again in stock. Owing to the very large demand for this box during the winter months, the supply temporarily ran out, but they are now prepared to deliver any quantity required.

"Buster Brown" playing cards; "Snowflake Linen" pads in three sizes—large 8vo., double regent, and large 1to.; "Roman Flax" pads, in four sizes—single and double regent, large 4to., and large 8vo., are also among the many new lines being shown by Warwick Bros. & Rutter.

To help the sale of their celebrated "Fab" cards, with the retailers, this firm has now arranged to give away with one-half thousand of these cards, a handsome cushion, made up, as they think this will increase the sale of

these cards very materially with the retailer. The cushion is twenty inches square, and shows to advantage how attractively these cards can be made into dainty articles

ARE EXPRESS CHARGES TOO HIGH?

In view of the fact that the Dominion Railway Commission will shortly take up the question of rates charged by the express companies and make a thorough investigation of them, it is none too early for the trade to state their views of the case. Complaints have been heard in many quarters. If these complaints are justifiable, then steps should be taken immediately to have the booksellers' position placed before the commission.

The express rate on books is eight cents per pound. Consider the position of a bookseller, who receives an order for a small quantity of books, not stocked by him. It is conceivable that if these books are low-priced and the margin of profit in consequence small, that the freight charges will consume all the profit. This is a matter of every-day occurrence. Thousands and thousands of books are published which it is out of the question for booksellers to stock. They must be ordered from the publishers in small quantities as the demand arises.

The express companies carry magazines and periodicals at one cent a pound. Surely, if this is a profitable proposition, and doubtless it is, a rate of eight cents a pound on small parcels of books seems out of all proportion.

A western Ontario dealer writes, "Frequently we receive small packages of books from Toronto, New York and other publishing points, on which the charges are almost, if not fully, equal to the profit; in fact, I am almost afraid to come to work in the morning for fear I will meet an express messenger, who shoves his book under my nose to receipt for a package on which the charge will be 40, 50, 60, 75 cents or more, as the case may be, and on which the profit is not commensurate. Recently I had a case of goods from Cincinnati, containing 200 hymn books, on which the express charges were \$11.20, and although the books were heavy, my customer and myself both thought that the charges were excessive."

An eastern Ontario bookseller draws attention to another phase of the question. He writes, "The present book express is eight cents per pound, but, if not prepaid, we have to submit to the ordinary excessive rate. The other day I had a 2-pound book-parcel, marked "Per book express," but owing to it not being prepaid, I had to pay 30 cents, instead of 16 cents. We also hear a great deal from Eaton and Simpson customers about receiving parcels with express charges only 25 cents. We in the trade hardly ever receive a rate of 25 cents, no matter how small the size or weight."

Another prominent Ontario bookseller says, "I feel as every other bookseller must, that it is almost an impossibility for us to get goods by express and make any profit on them. It would be much handier for us on many occasions to have some quite large shipments come by express, if it were not that the charges are so high as to preclude any profit if this were done."

The Booksellers' and Stationers' Association intend to take up the question of express charges and the secretary would be glad to receive communications from any bookseller in Canada who has a grievance or who can cite concrete instances of excessive charges. A prompt answer to this appeal is urged.