

having been consulted in the matter, it becomes necessary to ascertain who is to blame for this demoralization of trade, for demoralization it is when we find goods sold at less than they cost—not old, shop-worn stock, but such as have to be paid for about the time they are sold.

We fully recognize the right of any firm to do what they please with their goods as long as they can pay for them, and no one doubts their ability; but we do not recognize their right by selling under cost to so demoralize prices as to be an injury to the trade, for there is no question but that the prices at which annuals are bought this year will tend materially to the slaughtering process that becomes such a mania at times. We trust that when the time comes the retailers will not follow the example of foolishness set them in this case.

We have taken a great deal of pains to ascertain exactly what the facts of the case are.

It is clearly shown (see our report of interviews; we are open to conviction of error if any other proof can be brought), that W. J. Gage & Co., listening to whispers and inuendoes, imagined that two respectable houses were acting in a dishonourable manner—(no other reason does the firm vouchsafe)—offered goods at such prices as no business man could continue. Surely the firm knows enough not to believe every tale they hear. If not they are more innocent than people give them credit for. Had they taken one-tenth of the trouble we have taken to ascertain the facts, they would not have made the mistake they did.

The other house (Warwick & Sons) claims justification in the fact that they, as Canadian publishers of what may be termed "The Leisure Hour Series," finding that they could not sell through the jobbers, owing to refusal of one to continue the arrangement, had to offer their own annuals at very low net prices. They certainly would have stood a chance to lose considerably.

On the 9th of March (refusal to join was about the 6th), Warwick & Son send out a circular offering 15 per cent. on general list, and a special price on their own. On the 11th, W. J. Gage & Co. offered 20 per cent.

OUR MISSION.

THE scope of BOOKS AND NOTIONS has since its establishment changed materially. With the failure of James Campbell & Co., and more particularly with the discussion on the Ontario School Readers, we departed from the old rut of trade journalism and treated of live questions, mainly within the trade, and thus eschewing in a great measure, book notices and other matters that kindred journals publish. We

find that the new feature introduced has been just what the trade wanted, and instead of curtailing such matter we will gladly develop it and we ask the hearty co-operation of our friends to effect this. People are strangely remiss in forwarding items of news. No part of news is more interesting than personal matters of sufficient importance to make known. Many an item which we would consider of real interest we hear of months afterwards when too late.

Were we "on the road" we could pick up a good deal of interesting information. Why is it that those much abused commercials do not give us the latest startling novelty?

We have over and over requested some of our leading men throughout the land to write on trade topics or furnish us with news, but without avail. Occasionally when we come across THE ORACLE, or some such man of long experience, we get a bright thought or two of which we promptly make use.

Now good, dear, kind booksellers professing friendship, do not compel us to take up space again to coax you into writing—but write.

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HOW TO UNDERSTAND YOUR BUSINESS.

REFERRING to the former article we have found it impossible to give much space to Book Notices, and in fact could not do so to any great extent were we ever so willing on account of the difficulty of getting announcements from either England or the United States. It would be impossible, were we to get advices from every publisher, to give a tithe of the announcements—they are so numerous.

But to understand one's business it is necessary that the dealer should find out in some way what books are being published. This will not cost a great deal, and the subscriber to a good book trade journal will be repaid the first three months the price of his subscription.

We with pleasure call attention to *The Bookseller* of London for particulars of English publications and those of continental production that would be in any way interesting to the English speaking people. On this side of the water we have *The Publishers' Weekly* and *The American Bookseller* for United States announcements, while if you can afford a dollar a year for a monthly, *The Book Buyer*, well illustrated, will be a valuable addition to your library. *The Book Mart* is another monthly that is full of good things besides book announcements.

We will be glad to give any information regarding any other publications, for while we as a Canadian trade paper meet your wants we cannot in our small compass give you everything.

We will in the future as in the past devote all necessary space to Canadian books.