

BOOKS AND NOTIONS,

ORGAN OF THE

BOOK, NEWS AND STATIONERY
ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year in Advance.

OFFICE,

No. 10 FRONT ST. EAST, TORONTO.

RATES OF ADVERTISING:

One Page.....	1 Month.....	\$25 00
One Column.....	".....	10 00
Half Column.....	".....	5 00
Quarter Column.....	".....	3 50
Eighth Column.....	".....	2 00
One Page.....	12 Months.....	\$250 00
One Column.....	".....	100 00
Half Column.....	".....	60 00
Quarter Column.....	".....	35 00
Eighth Column.....	".....	18 00

All communications intended for publication must be sent in not later than the 2nd of the month.

ADDRESS

BOOKS AND NOTIONS, TORONTO.

Vol. VIII. Toronto, July, 1892. No 7.

THE NEW POSTAL RATES.



OR nearly five years Canadian booksellers and news dealers have been at a severe disadvantage because the American postage rate on newspapers and periodicals was 1c. per lb. while the Canadian rate was

4c. per lb. Owing to this the magazines coming in to the hands of Canadian readers were sent directly to the subscribers from the American publishing houses instead of being handled by the Canadian bookseller. Now the Canadian distributing agencies can send magazines to their subscribers at the same rate as an American distributing house, and consequently we are now on equal terms with the Americans, where they had formerly a very great advantage.

This will benefit the retailer in several ways. His magazines will come to him cheaper, as the postage from the distributing centres in the cities such as Montreal and Toronto, to the retailers in the provinces will be much less, thus lessening the total cost of the magazine to the dealer. Again, those who distribute magazines to subscribers in neighboring towns and villages will be able to do so at less cost and be thus able to increase the number of their subscribers by the smaller price they are enabled to charge. Further, all magazines they get "on sale" they will now be enabled

ed to return for 1c. per lb., instead of 4c. per lb. Here again is a great saving to retailers.

In the February number of Books and Notions it was pointed out that the new Postmaster-General would be more likely to grant this long-desired boon than his predecessor, because the new occupant of the office was not committed by promise, predilection or former policy to any one course, and hence likely to decide the matter on its merits. Such seems to have been the case, but no doubt most of the praise must be given to Mr. A. S. Irving, of Toronto, for his indefatigable efforts to procure this equality for the Canadian dealers. The thanks of the booksellers and newsmen must be given also to Mr. G.R. Cockburn, M.P., for his kindly aid and advice. Mr. Cockburn recognized the inconsistency of the law and the disadvantage under which the Canadian dealers were placed, and did all he could to bring matters to the present successful issue.

Newsmen should turn their attention to this matter and take advantage of the opportunity, between now and the beginning of the new year, of supplying magazines to all Canadian readers. There is no reason why the newsdealer should not distribute all leading American and English magazines which are read in this country and reap part of the gain which for five years has been going to American dealers. Every bookseller should make a bold attempt to secure all the subscribers in his neighborhood and get their renewals and supply them with the papers and magazines. Formerly the dealer, when he did take a subscription, passed it on to the publishing house, minus his commission, and derived no further benefit therefrom. The next year, unless the dealer was watchful, the renewal was sent direct to the publishing house. Now the dealer can derive benefit from having his customers receive each number of the magazine directly from him, and thus be enabled to watch renewals more closely and derive the benefit from them.

One prominent bookseller and newsdealer in Toronto pursues this plan. He orders thirty, forty or fifty copies of each magazine to be sent to his address, but each one has affixed also the name of some customer. Then these are reposted or delivered. He pays for these six months or a year in advance, thus securing his magazines at a very low price. But this plan is not always convenient, and most retailers seem to prefer buying the number of copies required each month from the distributing houses and thus avoid trouble and loss. But whatever plan

is adopted by each dealer, the book sellers and newsmen of Canada are now in a better position than ever to bid for the magazine trade. It requires careful and persistent attention, and the dealer who gives it that will find a fair reward. Magazine readers should increase, and it lies with the trade to stimulate, promote and profit by this increase. Trade for the booksellers is limited in various ways and this branch of it should not be neglected. In fact, each dealer could, with profit, canvas for magazine subscriptions either by a house to house canvas or by soliciting subscriptions or renewals from the magazine-reading customers who frequent his establishment.

PRICES OF SUNDAY EDITIONS.

In the city there is discontent among several of the newsmen at the price they are receiving for the Sunday editions of the American newspapers. These papers usually bring 7c. each and cost the seller 4 1/2-2c. In New York, with the exception of the Chicago Tribune which costs only 3c. Some of the dealers want to charge 10c. a copy for those papers, and, in fact, some of them are doing so. Others think that 7c. is a sufficient price, other dealers think that for the number sold the trouble to hold a higher price than 7c. would be "paying too much for the whistle."

Those papers are sold in central New York for 5c. and in the suburbs of that city and in all other American cities for 7c. But this price leaves barely 2c. profit for the Canadian dealer. Still there seems to be no very great reason why the price should not be 10c. Doubtless the public would soon become accustomed to it and the dealer would reap the additional profit. The only way to accomplish this will be by letting the clickers sell at whatever price they like and the rest sell at the 10c. rate, with the hope that those who now object will afterwards follow the example set them.

DECORATION FLAGS.

During the more gay and festive seasons of the year and especially on holidays and fair days, decorations are very generally used. Of these flags always take a prominent part, and the pushing dealer is the one who sells them. A good method of displaying flags is to take the stick off one of each of the different sized flags and then lay these flags together in order according to their size and fasten them all in the slot of one stick. By so doing all sizes of flags can be displayed at once and each flag can be ticketed, the ticket showing the size and price. These flags are now being sold at very low prices and it needs but attention drawn to them to sell them.