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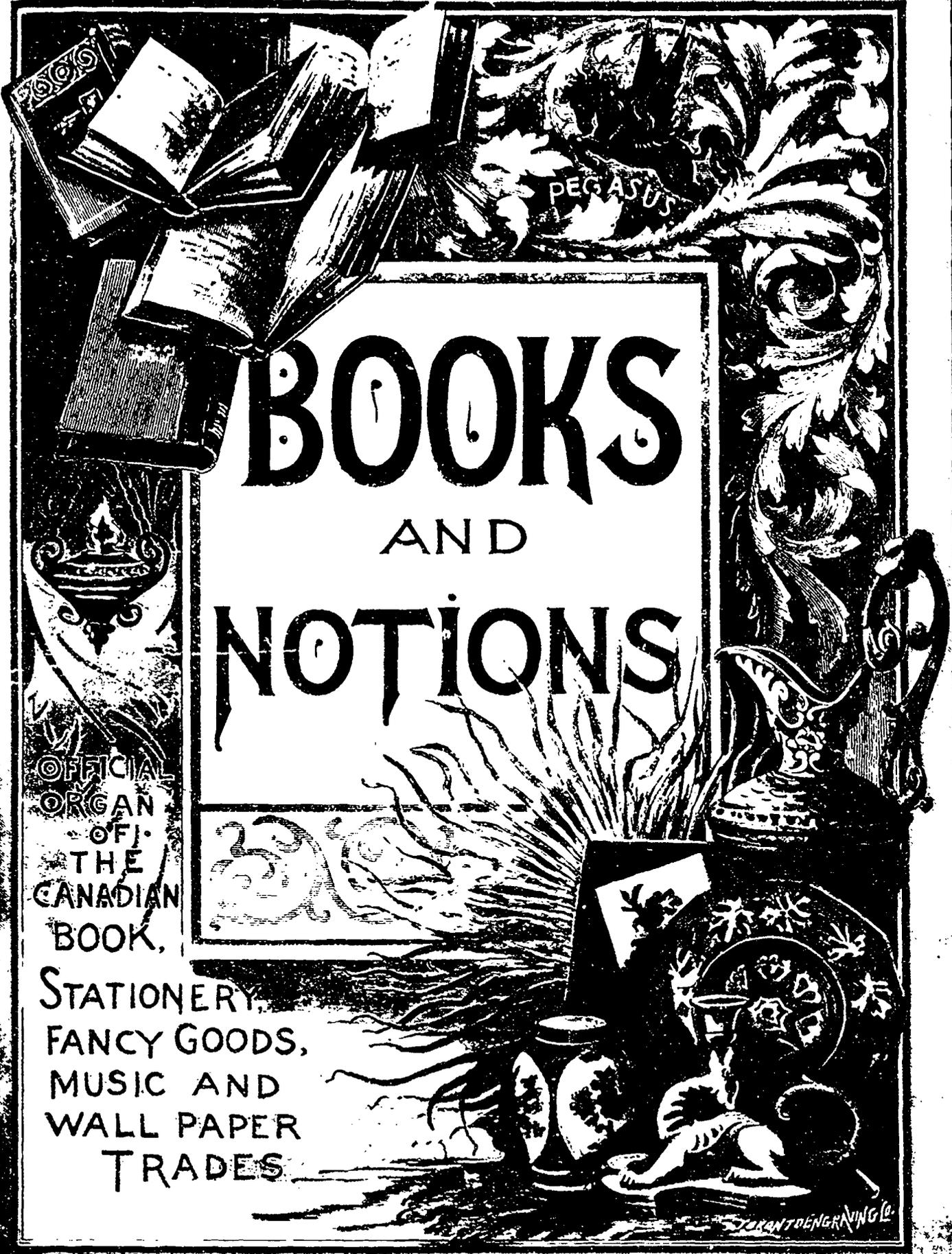
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VOL. 8

FEBRUARY, 1890.

No. 82

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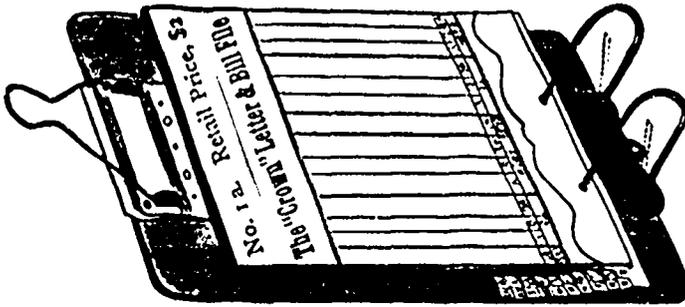
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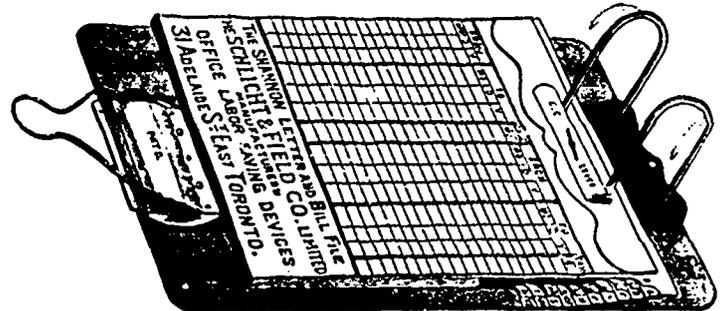
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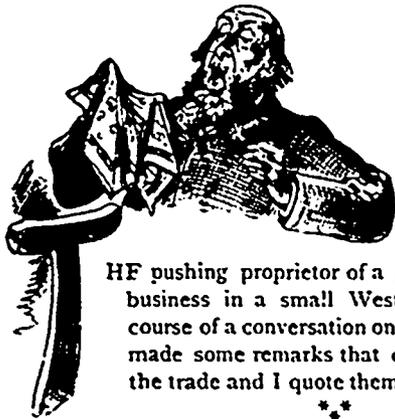
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Vol. VI. TORONTO, FEBRUARY, 1890. No. 62



BOOKSELLERS AND BOOK AGENTS.

HE pushing proprietor of a prosperous book and news business in a small Western Ontario town, in the course of a conversation on the subject of Book Agents, made some remarks that deserve the consideration of the trade and I quote them here almost literally.

"I can't see why booksellers let this, the most profitable part of their business, go into the hands of strangers. At one time I was a bookseller only, now I am both bookseller and book agent - subscription book agent - if you prefer that expression, and I have both made money and made up a good solid business.

"When at first I took hold of my business, I tried to make a living out of selling to people who came into the store to buy, and I found the living I got a very poor one, but did not see how to mend it. One day circulars arrived announcing a special Christmas number of an English illustrated weekly, and instead of ordering half a dozen copies as usual, on chance, I made up my mind to secure my orders first, so I rushed around town and succeeded in selling twenty five.

"Next, a customer ordered a Webster's dictionary, and perceiving that the profit was a good one, I took the ordered copy around to vari-

ous people who, I thought, should buy one also, and I secured twelve orders before I was through, and took only spare time during a week. This was better work than standing in a store and waiting for customers, so I made up my mind to keep it up.

"From that time forward, I kept the town so well worked that book agents could do nothing there, and publishers, finding out that I was ready and able to do subscription book work gave me terms and my own territory.

"That is my prescription for killing the book agent. Let each bookseller work up his own district. Let him either canvass it himself or employ some one else to do so, and he will find, as I did, that book business is all right and books sell as well now as they ever did."

What do you think of the bookseller book agent? It does seem too bad that the book agent—a non-resident, a man without stock or capital—should be doing all the profitable book business and leaving only the crumbs to the trade. The book agent always gets long prices, because he won't cut; and he gets cash, because he will not give credit, and he sells the most expensive books, those on which there is most profit.

Why should booksellers let the best part of their business go out of their hands? They know much better than the stranger does who is able to buy and who ought to buy, and they are either personally acquainted with the customers, or if not, they should be. The buyer, too, would have much more confidence in his fair dealing than in that of the stranger, whom they had never seen before and very likely will never see again.

I know several booksellers in Ontario, who handle subscription books as agents, and who are no worse booksellers on that account, and who have lost none of the esteem of their neighbors, nor of their own self respect. The subscription book business is not necessarily of itself, tricky and fraudulent, it is the system upon which it is too often conducted, that makes it so, and I believe that the introduction of it as a branch of the regular book business, in the hands of the bookseller, would take away from it that evil reputation which now appertains to the business.

The man on the initial is not holding up his hands in horror at my proposal to unite these too hostile armies under one banner, he is just suffering from the first symptoms of our mutual friend "la grippe," and just as we accustom ourselves to all the new diseases that come upon us, or the old troubles with new names, so must we break away from many an old tradition, and be satisfied to see even such a thing as a bookseller subscription book agent.

The suggestion made in another column by Mr. Board of Windsor, is one that strikes me as of great value. As an old bookman, I know how much stock will accumulate on the shelves, which, although dead in that town is in demand somewhere else. I have known of imports by express from England, when almost next door, the same goods were lying dead on the shelves. I know that school books especially, gone out of use in my town, were just ordered on the lists at other points and I have always been of the opinion that if dealers had some medium through which they could inform one another of stock they had or wanted, that they might save much worry and money.

The necessary medium is now found. BOOKS AND NOTIONS is taken by every bookseller in Canada, and the publisher makes the following handsome offer for the benefit of the trade.

For three months, March, April and May, he will insert all notices of this character - "special books or periodicals wanted," or "for sale," when sent in by a retail bookseller and in moderate

quantities FREE. After the three months have expired and dealers have thoroughly tested the value of these advertisements, a charge of one cent a word will be made, this is very little over the actual cost of setting up the advertisement.

I want all of you to make good use of this liberal offer. Before it escapes your mind sit down and write out a list of your wants and forward it.

The pattern sheet for a periodical checking list sent in by Mr. Board has many excellent points to recommend it, and I want dealers to examine it carefully and suggest improvements and alterations. I do not think it needs any explanations.

Mr. Rothwell's letter, in another column, is full of good suggestions, and there are many valuable points in his checking books. I don't like his idea of a pass book for evening papers in which both delivering and payment is recorded and which is kept by the delivery boy who is also collector. I want to see the checking done in the store.

Mr. Robinson, of Belleville, who has also had large experience in the news business, favors us with a description of his system, which is in many important particulars quite different from anything I have before heard of, and which has the merit not only of originality, but of practical usefulness. I am particularly struck with his "Slate" idea and think it will have to be embodied in our new system.

As our checking book should be issued in March, I want all of you to go carefully through the letters, add headings in this month's issue and let me hear from you with suggestions and criticisms so that we may have everything in complete shape for next month.

A great many orders have already been received to forward one of the books just as soon as completed and send the bill. The publishers propose something better than this, they will deliver a FREE COPY to every paid subscriber to BOOKS AND NOTIONS just as soon as it is issued. This is a most liberal idea and deserves the thanks of the trade. The publishers of BOOKS AND NOTIONS say that they owe this to their subscribers in return for their many kind words and acts. In illustration of which, they say, that three travellers from wholesale book and stationery houses reported during last week that the dealers everywhere were enthusiastic supporters of BOOKS AND NOTIONS, and took pains to impress upon all commercial men the necessity of being well advertised in their favorite paper.

If any of my readers have not paid up, let them do so before next month so that they may receive the checking book as soon as published.

SCHOOL-BOOK PRICES.

The school-book trade in this city was some time ago thrown into temporary disorder by the intrusion into it of the element

of price-cutting. The introduction of this demoralizing practice was not traced to any bookseller or stationer, but was found to be the work of certain general traders, whose stock contained no books but those used in schools. These traders undertook to draw trade to the goods they mainly dealt in, by the low prices at which they sold school books. The books they could afford to sell at cost for the sake of the sales in other lines, sales that would not be so numerous brought about if it were not for the demand for books. In nearly every family school books have to be bought, and many errands to the store are necessitated by the periodical school wants of the boys and girls. To many families those wants are costly, and any means of making them less expensive is gladly embraced. Such a means is furnished by the general dealer who sells school books at cost. He knows that the school book trade, if once captured for himself, will open many households for the staple articles of his stock. He will keep school books, not that he wants to injure the booksellers, but that he wants to sell the really essential goods of his own proper class of merchandise.

It is hard to say to what degree of injury the cutting of school book prices might have been carried, if it had not been for the prompt measures taken by Mr. Wallace. Mr. Wallace, who is a member of the executive committee of the Booksellers' and Stationers' Association, drafted an agreement which made it binding on subscribers to sell school books at but one price, and that the price fixed by the Education Department. To this Mr. Wallace got most of the trade to subscribe, but what taxed his diplomacy was the getting of the signatures of those who sold school books in connection with some business other than that of the bookseller or stationer. This, however, Mr. Wallace succeeded in doing, and soon had the school-book trade restored to the sound basis it originally rested upon, viz., intact prices. This was an important service, and Mr. Wallace's fellow-tradesmen owe him hearty thanks for rendering it. The agreement, we are glad to know, has been kept unbroken in nearly all respects, but there are lately some rumors that copy books are being sold by certain general dealers below the regulated price. We hope that the trade will not permit a relapse to the state of things corrected by Mr. Wallace's agreement. The reduction in the prices of copy books is the insertion of more than the thin edge of the wedge, and should be protested against.

BOOKSELLERS' MEETINGS.

The adjourned monthly meeting of the Executive Committee of the Booksellers' and Stationers' Association was held at the office of BOOKS AND NOTIONS on Monday afternoon, January 13. Mr. A. S. Irving was in the chair and there were also present Messrs.

S. Wallace, N. T. Wilson, Donald Bain and J. B. McLean. Letters were read from President Sharp and W. Middleton, regretting that they would not be able to attend.

The first matter considered was the sending of the deputations to wait on the Dominion Government regarding the duty and the postage on periodicals. As it was reported that another deputation of printers was about to go to Otiawa asking for an increased duty on periodicals it was decided to postpone action for a few days.

The proposal of the Minister of Education to introduce a law at the request of the Toronto School Board, permitting municipalities to supply school books and requisites free of cost to public school children was thoroughly discussed, and it was finally decided to call a meeting of the Toronto retail trade to consider the question.

It was stated that Wm. Bryce had opened a retail store on Yonge street during the holidays, and had sold goods at auction at less than he had supplied the trade with. The matter was referred to the Toronto trade to deal with.

Mr. Irving drew attention to the fact that the trade owed much to Mr. Wallace for his successful efforts to stop the cutting in the prices of school books. He took the matter in hand as a member of the Executive Committee, and made an arrangement with Mr. Bentley, who had started the cutting, to give it up.

The committee then adjourned to meet at the call of the chair.

In accordance with the above notice, a meeting of the retail trade was held on Monday evening. Mr. Irving, chairman of the Executive Committee explained why they had called the meeting, and left it in the hands of those present. Mr. S. Wallace was then elected chairman. There were also present Messrs. W.S. Wilson, J. S. Plaskett, F. J. Macdonald, F. Porter, D. Sutherland, J. S. Coleman, S. R. Leggett, W. H. Evans and J. B. McLean. After considerable discussion it was decided on motion of Mr. McDonald, seconded by Mr. Sutherland, "That the chairman, secretary and Mr. Porter be a committee with power to add to their number to obtain information and also ascertain whether the wholesale trade will assist in defeating the proposed bill."

Mr. Wallace suggested the advisability of organizing a Retail Booksellers' Association for the city. Several members expressed themselves in favor of the idea, and it was moved by F. Porter, seconded by Mr. McDonald, That Messrs. Sutherland, McDonald and Coleman be a committee with power to add to their number to wait on the retail trade for the purpose of securing their co-operation in forming a local Booksellers' and Stationers' Association.

The question of a wholesale house opening an auction sales room during the holiday

season was discussed, and was referred to the proposed association.

The meeting then adjourned to meet Thursday evening, Feb. 4, at 8 p.m.

The stationery novelties for the season are well exemplified in Messrs. Hart & Co.'s stock. The very latest deliverances of fashion are embodied in the tint, shape, material and finish of their letter papers, envelopes, menu cards, etc. Their canvas brown Holland, blue serge, sub-rosa, and olive-green letter papers; their grey, azure, pale salmon, and corn-colored envelopes, show that the most newly revised ideas of good taste this year have declared in favor of beautiful letter stationery. The Little Lord Fauntleroy letter paper will give delight and encouragement to the young to become letter writers. The sheets have a picture of the model patrician youth and his big dog, and running below this is the legend: "I don't spell very well, I haven't got a dictionary." The menu cards are of many styles, all elegant and English.

CORRESPONDENCE.

EDITOR OF BOOKS AND NOTIONS.

SIR,—In your January issue of BOOKS AND NOTIONS you ask your readers to give their ideas on the subject of "Checking Books" for newspapers and magazines. In response I submit the following, which is my idea of a subscription list and checking book combined:—

Take an index book, medium size, having, in most cases, several pages to each letter of the alphabet, open it at say the letter "E," and write on the top of page, "Empire (daily) Subscribers." Then write the names of your daily Empire subscribers in alphabetic order (according to the initial letter of each surname) down the left hand side of the left hand page, and devote one line clear across both pages to each yearly, half-yearly or quarterly subscriber, and two lines to those who pay monthly or weekly. If one page will not contain all the names of subscribers for one paper, turn over the next leaf and continue the names on as many leaves as is necessary.

Now, when Mr. John Blank calls to pay his subscription for the daily Empire, say for six months, ending June 30, 1890, simply write "June 30, 1890" immediately after his name (close thereto) on same line, so as to economise space. If, later on, Mr. B. extends his subscription for six months more, all you have to do is to write Dec. 31, 1890, immediately following the date, June 30, 1890. These dates denote the time of expiration of subscription. The last date entered always shows when subscription expires. This plan can be applied to a whole year's subscription or any other fraction of a year equally as well, and dates of expiry can be multiplied as often as subscriber renews until space is filled.

If Mr. B. should, by oversight or otherwise, fail to pay for an extension of his subscription at the expiration of time for which he has already paid, but continues to receive the paper as usual, and after a while asks what he owes on account of his newspaper, all you have to do is to open index at letter

"B" and look downwards in list of names commencing with "B" and you will at once see that he owes from Dec. 31, 1890, to which date he last paid.

But if a gentleman named Mr. Long Credit should call at your place of business and ask you to furnish him with the daily Empire for six months, dating from Jan. 1, 1890, saying that he "will pay you the amount of subscription in a few days," then you should open your index at letter "E" and enter his name in the space allotted to names commencing with "C," and write after the name, Dec. 31, 1889. But if these "few days" should turn out to be a few months instead, and for any cause the paper should be discontinued without being paid for, you should then immediately charge the amount he owes for his paper in your day-book or ledger; if in day-book you can afterwards post to ledger in the usual way. If left in the subscribers' index it might be lost sight of by being overlooked or forgotten.

In cases where subscribers have an account with news dealers for other lines of goods, and their subscriptions for newspapers or magazines, or both, as the case may be, should be entered in rendered account for miscellaneous goods, the account for papers and magazines should invariably be entered in the regular account books for other goods, so as to show the way the account is settled, and in order that the account in regular account books may be in agreement, in every particular, with the rendered account. But the dealer may, if he prefers, confine all accounts for papers and magazines to the subscribers' index, except in cases where subscriptions are discontinued without being paid, as in the case of Mr. Long Credit. But in case you confine the whole matter of newspapers and magazines, with the above exception, to the index, you should when rendering accounts make out those for newspapers and magazines separate from account for other goods, and have a separate settlement for each account accordingly.

When entering names of subscribers in subscribers' index you should allot as much space to each group of names as you think will be required for all the names that you may have to enter during the time your index will last. For instance. If the number of your subscribers for the Empire, or any other paper or periodical, counts up to five names whose initial letter is "A," you should allot, besides the lines devoted to these five names, as many more lines to "A" as you think you will require for any other subscribers with the same initial that may come in during the space of time you think your index book, on the whole, will cover. Then immediately following the space reserved for names commencing with "A," enter subscribers' names whose initial is "B" in the same way as you did with "A," and repeat this with every letter of the alphabet, as far as is required in order to enter all subscribers for the Empire. Now you are ready for the names of weekly Empire subscribers, so turn to the next page following those allotted to daily Empire subscribers and write "Empire (weekly) Subscribers" at the top of page, and enter your names of subscribers for weekly Empire in same order as you did for the daily. But you will observe that one line clear across both pages will be quite sufficient space to devote to each subscriber for any weekly paper, as you will, as a rule, have to enter date of expiration of subscription only once a year, consequently one line for each subscriber should be all the

space that would be required to record payment of subscription for a weekly paper for many years. If your subscribers' index is made the size of medium paper, one page, as a rule, will be quite sufficient to contain all the names of subscribers for any one weekly paper, as a page would hold over forty names.

Next in order after the list of weekly Empire subscribers, would come the list of subscribers for any other paper or magazine whose initial letter in title is "E"; and so on until the names, etc., of all subscribers for papers and magazines whose titles commence with "E" are entered.

After you are through with "E" or "A," as the case may be, you can in the same manner proceed to enter the names of subscribers for other publications in the proper place according to the initial letter of titles of papers and magazines. Space, in index, should be allotted to each and every letter of the alphabet, even though you should not at first be dealing in publications having titles corresponding with every letter in index, for you may require some, if not all, the letters not used at first later on. Of course some letters will not require as many pages as others—in some cases probably two pages to a letter would be quite sufficient.

In cases where subscribers discontinue taking a paper or magazine, do not score off the name, but simply draw a line with pen and ink through the date, or dates, written after the name, and this will be sufficient to show that the subscription has been discontinued; then the name remains uncanceled and ready for renewal of subscription at any time, without having to enter the name, etc., in another space and thereby cause a waste of space, for many people take a daily paper for shorter periods than a year, but subscribe each year for a portion of the year only, in an intermittent fashion.

In illustrating this matter I have given the Empire precedence on account of the initial of its name coming first in the alphabetic order of those papers most generally handled by Ontario news dealers—not because I wish to favor the Empire more than the Globe, Mail, News, or any other publication of the kind.

Now, as to checking delivery of newspapers and magazines. In the case of daily papers, as good a plan as I know of is to take a large slate and attach, with paste, two strips of writing paper, in size the length of slate inside of frame, by about 2½ inches in width, to each surface of slate as follows: One strip close to the left hand side, against the frame, and another to the slate within an inch or so of frame on right hand side. This leaves a narrow space of slate surface exposed to view on the right hand side of either piece of paper, the full length of slate inside of frame, on which to do your checking with slate pencil. Now do the same with two similar strips of paper on reverse surface of slate. Then if one of these strips of paper will contain all the names of subscribers to the Empire, write "Empire" in large letters on frame of slate above slip of paper, on which you should now write the names of your Empire subscribers. Next deal with the Globe, Mail or any other newspaper and its subscribers in the same manner. Where you have a large number of subscribers for any one publication, the whole slate could be devoted to that paper if necessary, and other slates could be prepared for other papers—one slate containing four paper strips, or one, two or three strips to each newspaper, according to the number of subscribers you have for each. Having done this, all that is



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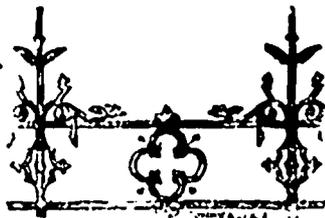
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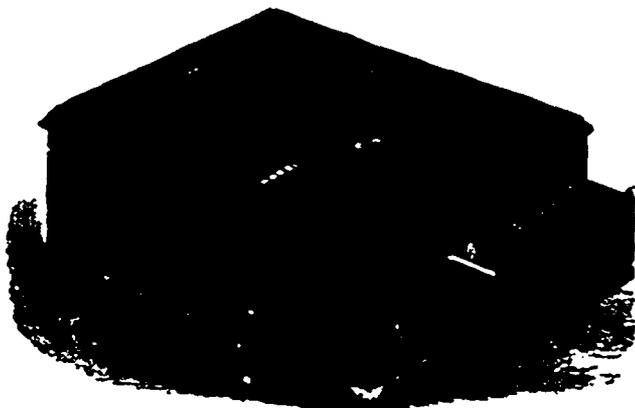
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necessary to do in order to check delivery of papers is to make a dash with slate pencil on exposed portion of slate directly following and in line with the name of subscribers to whom papers have been delivered or posted. In a short time after arrival of papers, say half an hour, or longer if thought to be more advantageous, any papers not delivered or called for can have the subscribers' names written thereon and placed in lettered pigeon holes, or in some other place where subscribers can help themselves when they call to get their papers. It is best not to erase pencil marks off slates until nearly the time for arrival of papers next day, so that you will be able to tell, should a second person call for a paper that has already been taken away by another member of the same family or firm, as the case may be, that the paper has already been taken. This slate system of checking is exceedingly handy where a number of subscribers come in with a rush as soon as the daily papers arrive, for at such times you have to check off delivery of papers at great speed, and this you can do expeditiously with subscribers' names arranged on slates in this way.

In case of monthly publications, I think a good way to check delivery, is to have twelve narrow spaces ruled off full length of page on extreme right of right hand page of subscribers' index, when open, and at head of these spaces, or columns, have the name of each month of the year placed in regular order from January to December, one month for each space, then each month as the magazine is delivered or mailed, make a distinct dot or very short dash with a lead pencil under the name of the month for which the magazine is issued, and in direct line with name of subscriber, at the time magazine is delivered. To make one entry of subscribers' name last, say for several years, it would only be necessary to check with a different colored pencil each successive year. Different colored inks could also be used besides the pencils, and by this means the space devoted to checkers could be used for a much longer time than if only pencils were used, as more colors could be produced by using both inks and pencils than with either alone. A different colored check mark would be necessary for each year's checking, so as to be able to distinguish one year's checking from another. After ruling these twelve columns there will still remain sufficient space between these and subscribers' names in which to write several dates of ex-

piry, covering several years. In fact, in the case of yearly subscriptions, all the entry that is necessary to make after the date for the first year is entered, is simply the figures representing the year. For instance, suppose Mr. Blank pays his subscription for any paper or magazine for the year 1890, it would be necessary after entering his name and address, if his periodical has to be mailed, to write immediately following, Dec. 31, '90. But when he pays the price of subscription for the same publication for 1891, all the entry you will have to make are the figures "1891," immediately after "Dec. 31, '90." and so on each successive year so long as Mr. B. continues to pay his subscription yearly, until space following his name in subscribers' index is filled. If the date of subscription should end in any other month of the year than December, this plan works just as well. If you should make a special subscription book such as I have indicated herein, it would be well to find out from Canadian dealers generally what papers and magazines are in demand, and what ones have the largest circulation, in fact you would require to get a comparative estimate of the circulation of each, through each dealer, of all the papers and magazines handled by dealers in the country. Probably the News Company would be the best source of information on this point, excepting for Canadian dailies. This would be necessary in order to give each index letter the proper number of leaves to correspond with initial letters of publications handled by dealers in this country.

Hoping I have made this matter plain,

I am, yours etc.,

A. ROBINSON.

Belleville 25th Jan. 1890.

DEAR MCLEAN,—In reply to your request for suggestions on management of news business, etc., I have only to say I know very little about that class of business. I have never seen any money it, and so have not pushed it. I am sorry that I cannot do anything to assist you, as I am quite certain that, to those dealers who do a large news business, a perfect system would be a great boon, as I think there is no branch of any

trade that has less system about its management than the news business.

Yours truly,

H. FRED SHARP.

St. Mary's, January 17, 1890.

BOOKS AND NOTIONS :

GENTS,—I am sorry to have to part with you ; it has ever been a pleasure to me to meet you on the first of every month, and the information I have gleaned from you has been the principal secret of my success, but the best of friends must part. I am going out of the stationery business, having sold out my stock to Mr. G. W. Burkholder, who comes in on the first of the month. Wishing you every success,

I remain, yours respectfully,

SAM. T. WHITE.

121 and 123 John St. South,
Hamilton, January 28th, 1890.

GENTLEMEN,—Enclosed you will find the ruling for a monthly as well as weekly book for the keeping of periodicals and newspapers. I would suggest that you have, say, two pages at beginning or ending of BOOKS AND NOTIONS, and charge cheaply by the year to booksellers a space so that they might advertise "Magazines" or "Books Wanted" or on hand. It would often help to relieve the trade of goods which many might otherwise keep for years, and save importing which is now in Canada. It would also help to work off school books not used in some parts.

I am, yours respectfully,

THOMAS BOARD.

Windsor, January 22nd, 1890.

BUSINESS CHANCES.

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Folio Ledger.	1st quarter.	2nd quarter.	3rd quarter.	4th quarter.	Number.	NAME AND ADDRESS.	How sent.	1890	1890	1890	1890	1890	1890	1890	1890	1890				
150	150	150	150	150	150			How sent.	January	February	March.	April.	May.	June.	July.	August.	Sept.	October.	Nov.	Dec.
150	150	150	150	150	150	Davis, John, Esq., Walkerville	Del.	1	1	1	1	1	1	1	1	1	1	1	1	1
150	150	150	150	150	150	Wardrop, J. H., Pelee Island, Ont.	Mail	1	1	1	1	1	1	1	1	1	1	1	1	1
150	150	150	150	150	150	Jones, Mr., Detroit	Call.	1	1	1	1	1	1	1	1	1	1	1	1	1

MONTHLY PERIODICAL BOOK. THOMAS BOARD, Windsor, Ont.

DAILY MAIL—\$5.00 Per Year—12 1/2c. Coll., 15c. Del.

Folio Ledger.	1st quarter.	2nd quarter.	3rd quarter.	4th quarter.	Number.	NAME AND ADDRESS.	How sent.	Put on.	Stopped.	REMARKS.
116	116	116	116	116	116			1890.	1890.	
116	116	116	116	116	116	Patterson, J. C., Esq., M P. Gouyeau street	Del.	Jan. 7	December 31	
116	116	116	116	116	116	Freble, Frank.	Call.	do	February 28	Gone out of town.
116	116	116	116	116	116	Wright, Dr., 15 Leonard street, Detroit.	Mail.	do	June 5	Taking Empire.

DAILY AND WEEKLY PAPER BOOK. THOMAS BOARD, Windsor, Ont.

gaining new victims and make an extravagant living out of a public which ought to know better than have anything to do with them.

The old saying that a new fool is born into the world every minute is proved true by the success of these three great fool-seeking classes, viz., gamblers, book agents and advertising fakirs.

Observe another similarity. In all three classes, although the money has, as a rule, to be made out of new men each time, the once burned child generally avoiding the fire, still you will find a numerous class who stand by their folly, who again and again sign the book agent's order, advertise over and over in the fake, and spend night after night in the hands of the professional gambler.

When I see a business man's advertisement in a fake, I immediately put him down as a fool or a fraud, and in either case give him a wide berth in business matters.

Yours in earnest,

PUBLISHER.

Toronto, January 11th, 1890.

DEAR SIR,—Replying to the article on "Special rates for the Session," I am of opinion that such offers, from publishers of Toronto dailies at any rate, are a breach of contract.

Was there not a special agreement as to rates made between those publishers and the Booksellers' Association? Have they any right to break through this special agreement without a consultation with the Association? Yours respectfully,

YONGE STREET.

DEAR SIR,—I have read Booksellers' request in the January number of our valuable paper, and in complying would say that, notwithstanding the very wet weather and ad roads, the holiday trade here was very fair indeed. Christmas cards were not asked for to any extent, but Christmas booklets as well as children's and holiday books were in great demand from the lowest price to the better quality. Plush goods sold largely, but not of so expensive a kind as formerly. Plush, leather and wooden fancy goods will be in order for next season.

Yours truly,

E. W. ATTWOOD.

Petrolea, Jan. 13, 1890.

DEAR SIR,—I have been a sufferer ever since I started in the news business from the "special terms for the session" fraud, and I want you to keep up your fight against it until it is dead beyond all-recovery. I am what you may call a "hustler" in my business. I constantly and continually canvass the public for subscriptions to the various publications that I handle, and I have succeeded in working up good lists of regular subscribers for them all, and I want to

enjoy the fruits of my labors, that is to say, all the fruits that are left by small commissions and middlemen's exactions: but see how I am robbed.

I get my customers for daily papers to pay me regularly every week, fifteen cents a week, and paying 1 1/2 cents a copy, I make a fair profit, but once every year I get a set back that disgusts me with the whole business. Just as I have my customers well trained into the regular system of weekly payments a notice appears in the papers that they will be sent for the session (three months or over) to any address for one dollar. Then my customers commence to interview me. "See here, fifteen cents a week makes \$1.95 for three months, and I can get the ——— direct for \$1 for that time. You had better stop my paper, I won't pay your extortionate figures." What am I to say? The man is quite right, it is the fool publisher that is wrong. He is actually offering to subscribers direct for \$1 what I am regularly paying him \$1.17 for. Generally he tries to make it right with me after he has gathered in all the stray, extra subscribers he can by advertising, by offering me a commission of 25 cents on the dollar on this class of orders.

Does he suppose I am going to fool away my time and money over a paper with a profit of less than 2 cents a week? One-third of a cent a copy? Especially when I was previously, by agreement with him, making 6 cents a week out of the same paper? This is not the worst of it. When the session is over my customers are not satisfied to go back to old rates, and I don't blame them. If the publisher can afford to give his paper at a time when it is costing him most money to produce, and when the demand is greatest, for this cut price, he should be able to do so all the year round.

I tell you what it is, Mr. Editor, I am done with pushing for that class of fool publishers. I will take orders for their papers when I cannot help it, but I will put my best work on papers that stand by their agents and their rates all the year round.

Yours truly,

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TRADE CHAT

The death is announced of Mr. T. N. Hibben, of T. N. Hibben & Co., Victoria B. C.

The stationery stock belonging to Max Burkenroad was purchased by J. R. Wolf at 45 cents on the dollar.

Mr. W. M. Lowery, of the firm of Lowery Bros., stationers, Petrolea, was married on the 14th inst. to Miss M. Mary E. McPherson, youngest daughter of Geo. S. McPherson, Esq., Petrolea.

Mr. Watson, manager of the Willard Tract Depository, is now in Europe buying for the coming season's trade. The Depository's new catalogue will be out in a week, and will be mailed to any address enquiries are received from.

We regret to announce in this number the death of Rev. Robert Lwing, book and stationery dealer, Collingwood. He was taken ill suddenly. The doctors in attendance pronounced his case to be influenza. The rev. gentleman gradually grew worse and died on the 15th inst.

The most recherché little pocket calendars we have seen are those got out by the Toronto News Company. They are just the size to slip into the compartment of a wallet or a lady's pocket-book. They fold once, and, though smaller, externally resemble the most dainty of hall programmes.

The friends of Mr. A. E. Huestis, for the past six years with the Methodist Publishing House, will regret to learn that he is leaving Toronto. He goes to Halifax as manager of the Methodist Book Room there, of which his father, Rev. S. F. Huestis is the Book Steward. BOOKS AND NOTIONS wishes him every success in his new position.

In this issue Buntin, Gillies & Co., Hamilton, announce a reduction in price of their standard lines of note paper, so well known to the trade, being the "Queen Anne," "Windsor" and "Windsor Vellum." These goods have always held a leading place, and the firm claims that at the prices now asked they are positively the best value in the market.

Mr. W. H. Buckley, Niagara Falls, has got into his new store, and is to be congratulated on the array of bound books, stationery, and notions he has displayed. Mr. Buckley is a young man with experience and taste for his business. His is the only book and stationery store in the town, and he has a well merited trade, as his present premises and well assorted stock amply testify.

"Sacred Songs and Solos" is a new hymn book compiled by Ira D. Sankey. It contains 750 pieces, selected from a variety of sources, and expressive of all the moods of religious

feeling. The book is published in many different forms, with or without the music. Every description in which it is issued can be had at the Willard Tract Depository, Toronto, which is the sole agency in this country for the sale of the book.

"The Kettle-Drum"—a military parade, by Paul Sohmer; "My Heart's Delight"—polka, by M. Martin. "Forget-me-not"—valse, by Florence Fare; these three pieces are the creditable additions to Canadian pianoforte music which Messrs. Suckling & Sons have published since our last issue. The trade has already transferred a large part of the present edition to the music-loving homes of the country.

Gilbert & Sullivan's latest opera, the Gondoliers, is now being got out by the Anglo-Canadian Music Publishers' Association (Limited), 13 Richmond St., W., Toronto. The libretto they have already published, and a creditable issue of their press it is. The vocal score will be out in the second or third week in February. It will be published simultaneously in London, Toronto and New York. The prices are, for vocal score \$1, pianoforte solo, 75c., and libretto 25c.

Messrs. Whaley, Royce & Co. report an improved trade on last season's, as they now do two and a half times the business they did then. Their hand instrument department is kept very busy, and they have added a new feature to their business, viz., music engraving. Their trade with the Maritime Provinces has been greatly developed this winter. The abundant snow there enables trade to go normally on its course. Messrs. Whaley, Royce & Co. have sold a very large number of their Zimmerman autoharps.

Many of our readers will learn with regret of the death at the early age of thirty-six of Mr. Fred. H. Moody, a well known traveller for the Willard Tract Depository. Mr. Moody had made himself a favorite with the trade throughout the extent of the territory he travelled over. He was in the service of the Depository for just a year, having before that time travelled for a fancy goods trade. He was an Englishman, and a prominent member of the Sons of England. He leaves a wife and two young children. The cause of his death was congestion of the lungs, from which he suffered but three days before the fatal termination of the disease. He was interred in Kingston.

St. Valentine's day will be here in a fortnight and from the interest already manifested by the trade, both at home and abroad, it is evident that there will be a great revival this year of the traditional custom of sending special greetings. Publishing houses, whose prestige qualifies them to introduce or rehabilitate a-fashion, have gone into the making of valentines for this year on a large scale. Taste has run considerably in the direction of lace goods, and the grotesque element has been largely neglect-

ed. Prices run generally in the regions of low figures, from one cent to twenty-five, although costly ones are to be had, up to \$10. The styles and varieties of the valentines that will be in favor this year are tastefully exhibited by the Toronto News Company in their valentine catalogue for 1890. It should be in the hands of the trade throughout the country. Its get-up is a very charming embodiment of the ideas that usually pervade and brighten the valentine season.

The Toronto News Company has in a choice lot of Easter cards, of which the trade should know something before laying in their season's stock. The designs and the finish of these cards should make the missive observance of the coming Easter exceedingly popular. We think the trade should be able to make more out of the fashion of sending Easter cards than they do. They are goods that require but little persuasive art to induce customers to buy them. The same firm has also got in a new line of birthday, condolence, memorial and correspondence cards. These last, we are astonished to find, are not more commonly handled here. Dealers themselves are to blame that they are not, for the cards themselves have a strong hold in the circles of elegance and taste in England. They are intended to be used for writing short notes upon to favorite friends, and are certainly a very pretty conceit. Their introduction would be a very easy matter. The Toronto News Company is also prepared now to fill spring orders for its well-known standard base-ball goods.

Messrs. Hart & Co. are now engaged in the publication of three new books, which they will have ready for the early spring trade: (1) "The New Empire," by the author of "The Irish Problem," a well known Toronto writer, is not to be a visionary or theoretic work, as we might surmise from the association of its title with the name of a current, speculative, political idea, but is to be historical. It will present an important part of imperial history in colonial perspective. (2) "The History of Presbyterianism in Ireland," by Rev. Wm. Cleland, of this city, is written specially for readers on this side of the Atlantic. It deals with a question that touches history at many points, and one that is made specially interesting at a time when the political fate of the Ulster Irish is kept hanging in the balance. (3) "The Pocket Atlas and Gazetteer of Canada," by J. G. Bartholomew,

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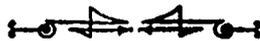
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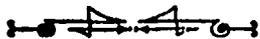
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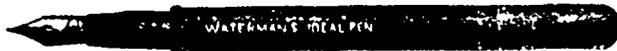
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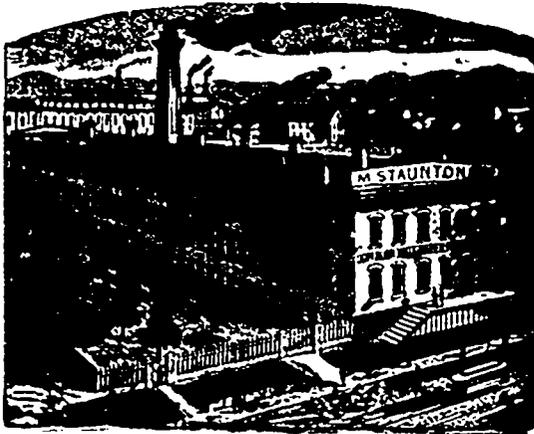
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