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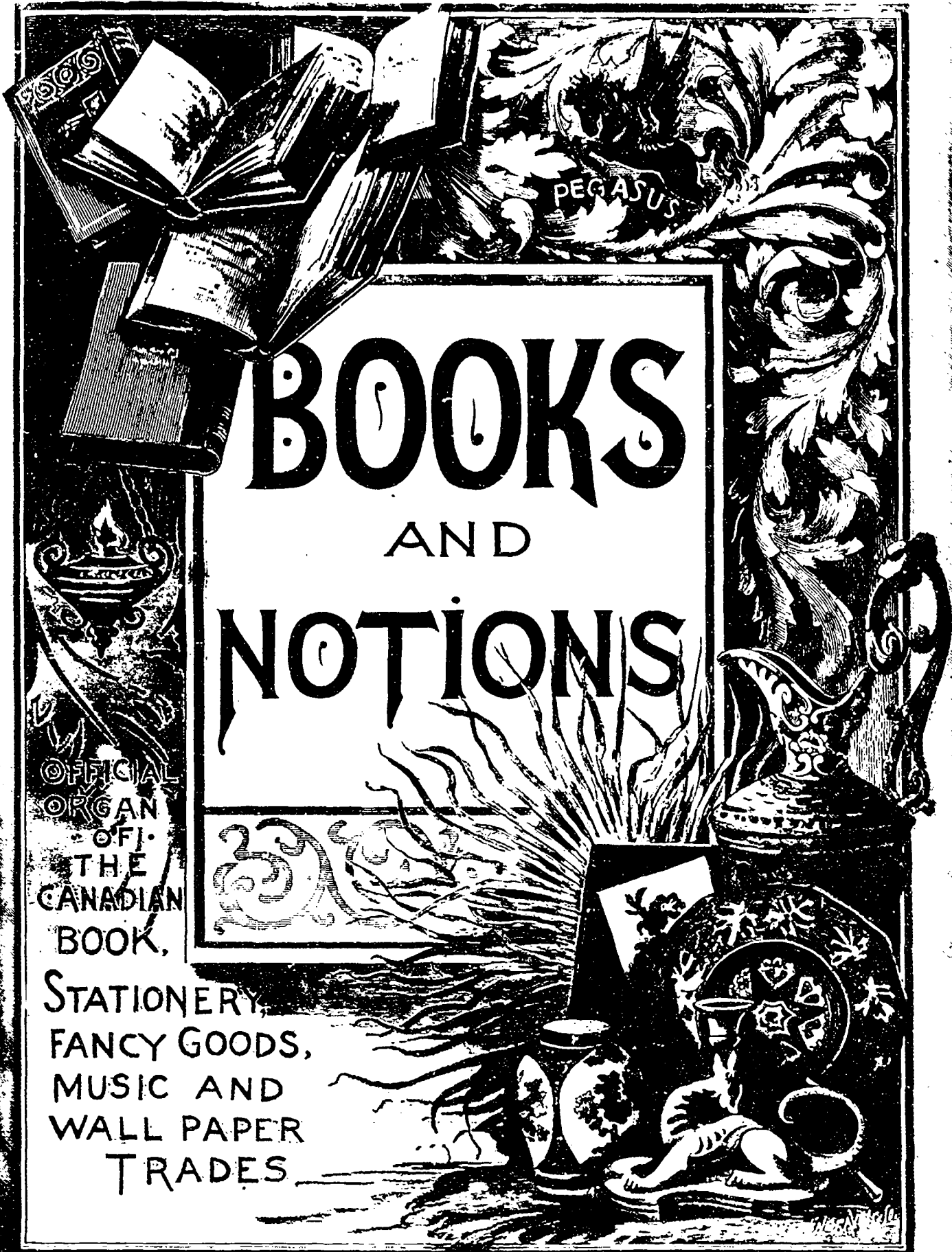
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BOOKS

AND

NOTIONS

OFFICIAL
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 THE
 CANADIAN
 BOOK.

STATIONERY,
 FANCY GOODS,
 MUSIC AND
 WALL PAPER
 TRADES

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Warwick & Sons, Toronto,
WHOLESALE AND MANUFACTURING STATIONERS.

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WHITE WOVE
WRITING

TABLET

A NEW TABLET FOR LADIES.

Both sides of the paper can be written on without removing it from the Pad.

50 sheets Cream or White plate glaze finish, Ruled or Plain. Retail, 25c. Exceptional discount.

These Tablets are padded by the "Johnson Process" (of which we are patentees and sole proprietors.) Every sheet leaves the pad free from gum and with a perfect edge.

BOOKS and NOTIONS

ORGAN
of the
Book, Stationery,
Fancy Goods,
Music,
Wall Paper
and
Printing Trades.

Vol. 6

TORONTO AND MONTREAL, NOVEMBER, 1890.

No. 71

H. A. NELSON & SONS'

SPECIALTIES FOR FALL AND HOLIDAY TRADE.

PERSIAN SILVER TOILET AND JEWEL CASES,
PERSIAN SILVER MANICURE SETS,
PERSIAN SILVER ODOUR STANDS

SPECIAL LOW PRICES on Plush and Leather Toilet Cases

Albums Vases, Cups and Saucers, Toilet Sets, Dolls, Toys, Games, &c.,
&c., &c. All lines specially selected for the Holiday Trade

TORONTO, - MONTREAL.

BROWN BROS.

MANUFACTURING STATIONERS.

STOCK VERY COMPLETE, NEW, FRESH. SALEABLE.

WE ARE CONSTANTLY RECEIVING.

New Goods from the First Markets of the World
and adding Fresh Lines of our own Manufacture which enables us to
offer Great inducements to purchasers

HEADQUARTERS FOR

ACCOUNT BOOKS. PAPER Writing, Printing and others
STATIONERY. OFFICE SUPPLIES STATIONERS
Novelties and Specialties. FANCY LEATHER GOODS
PRINTERS' SUPPLIES. New line WRITING TABLETS.

Office Dairies for 1891, all sizes now ready.
Agents for Graphite Pencil Co. Wirt's Fountain Pens.

64-68 King St. East, Toronto. Established 1866

SPRING 1891.

NEW DESIGNS IN

American Wall Papers,
Decorations and Borders,
and Sanitary Paper

From the following leading Manufacturers

Warren Lango & Co. New York
Henry Gladhill & Co. New York
W. H. Mairs & Co. Brooklyn, N. Y.
Janaway & Co. New Brunswick, N. J.
Howell & Bros. Philadelphia, Pa.
Wilson & Fenimore, Bristol, Pa.
A. A. Yorkes Mfg. Co., York, Pa.
Long Island Wall Paper Co., Brooklyn, N. Y.
C. & J. G. Potter, Manchester, England

Our travellers will visit you with Samples of the above very
shortly. Kindly reserve your orders.

C. M. TAYLOR & CO, Toronto.

CUSTOMS and EXCISE TARIFF

- WITH -

List of Warehousing Ports in the Dominion.

Sterling Exchange, Franc, German Rixmark, and the prin-
cipal foreign currencies at Canadian Customs values, also

A TABLE OF THE VALUE OF FRANCS IN
ENGLISH MONEY, HARBOUR DUES, &c., &c.

Compiled from Official Sources. Corrected to 25th June, 1890.

Price, - - - 50 cents.

MORTON, PHILLIPS & CO., Stationers, Blank Book
Makers and Printers.
1755 AND 1757 NOTRE DAME ST., MONTREAL

HICKSON, DUNCAN & CO., - IMPORTERS.

WE are creating quite a sensation in trade circles by the marvel-
ous value and the extraordinary fine quality of THE GOODS
we are presently exhibiting for Christmas and New Year trade

Enumeration here is simply impossible, but a few special articles
suitable for presents are given below:

Plush and Leather Toilet and Dressing Cases, Albums, Work Boxes,
Writing Books, Photo Frames, Dresden Vases, Scrap and Autograph
Albums, Bronze Vases and Figures, Smokers sets in Wood and Brass,
Drums, Wood, Tin and Iron Toys of every description, Dolls - We hold
a magnificent line of these, at prices that defy competition

The season has now commenced for indoor games, when there is a
constant demand for amusements which are fascinating, enjoyable and
attractive. We would advise retailers to secure an assortment of the
following best-selling games: Authors, Lotto, Verberum, Yum Yum,
Table Croquet, Japanese Oracle, Yachting, Solitaire, Matrimony and
Conjuring Tricks

See the Patent Combination Building Blocks for Children. They are
both instructive and interesting

A complete line of musical instruments are carried by this establish-
ment

It is no stretch of the imagination to say that our footballs have
gained a Dominion renowned reputation. The "Buttonless" is now to
the front, and meets the long felt want of the football player

Specialty in Quadruple Silverware. Finest quality and unique
designs.

Prices forwarded on application.

Letter orders have prompt attention

Wholesale Dealers in Fancy Goods, Notions, &c.,

25 Front St. West, Toronto.

Something New and Exceedingly Chaste.

Francis Ridley Havergal

HALF BOUND

CHROMO DESIGNS

By ERNST NISTER.

Kept for the Master's Use
Royal Invitation.
Royal Commandments

Loyal Responses
Royal Bounty. My King.
Starlight through Shadows.

We have the above in Cloth as well. 35c each

A. G. WATSON, Mgr.,

TORONTO WILLARD TRACT DEPOSITORY.
Toronto, Ontario.

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ALBUMS, PHOTO FRAMES,
CHROMOS, OLEOGRAPHS,
CHRISTMAS CARDS,
ADVERTISING CARDS,
PLUSH, LEATHER AND BRASS
FANCY GOODS.

WAIT FOR TRAVELLERS.

J. S. RUSSELL,

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**FINE FANCY
GOODS.**

ALL THE NEWEST LINES IN
Plush, Brass, and
Leather Novelties.

Walking Sticks of Every Description
 Gold, Silver and Steel Laces, Fringes, etc., for
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Natural India Goods, Moccasins, Snow-
 shoes, Toboggans, etc.

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Julian Sale & Co.

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Sample Room, 24 Front E., Cor. Scott.

MANUFACTURERS OF

FANCY LEATHER GOODS,
POCKET BOOKS,
PURSES,
MEMORANDUM BOOKS,
MUSIC ROLLS,
SATCHELS,
CHATELAINE BAGS,
FOLIOS, Etc., Etc.

-THE-**Art Metropole**

131 YONGE ST., TORONTO.

IMPORTERS OF

Artists' Colors and Artists' Materials

OF EVERY DESCRIPTION

Also English Enamel paints for Home decora-
 tions. Most saleable goods in the market.

We are prepared to grant an Agency in every
 town, to a Cash Buyer, for the most Saleable and
 Profitable goods in our line, which we control.

CORRESPONDENCE SOLICITED.

**Reinhardt Mfg Co'y
MONTREAL.**

Our New Oxidize Silver Cases.

We have made prices at very much lower
 than the American Metal, and are all our
 own make. We guarantee them for strength.

IT WILL PAY YOU TO GIVE US A CALL.

HEAD OFFICE FACTORY,
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TORONTO SAMPLE ROOM,
 67 Yonge St., Room 8.

Gilt Mouldings

White and Gilt Mouldings.
 Plain, Shaded and Carved Oak Mouldings,
 Oxidized Mouldings, all colors,
 Picture Frames, all kinds,
 Etchings, Engravings, Photogravures,
 Artotypes, etc.

Artists' Materials

In great variety, including Winsor and
 Newton's Oil and Water Colors. Prepared
 Canvas, Whatman's Drawing Papers,
 Brushes, Lead Pencils, Academy Boards,
 etc.

Looking Glass, Picture Glass, Picture Hardware,
 Easels, Room Mouldings, Curtain Poles, etc.

Recently appointed Sole Agents for the
 Dominion of the Celebrated Art Publica-
 tions of Goupil & Co., Paris, France.

Everything both Wholesale and Retail.

MATTHEWS, BROS. & CO.,

93 Yonge St., Toronto.

WE LEAD, OTHERS FOLLOW.

Our Plush Goods
 have for years been recognized as the Stand-
 ard in Canada and by constantly improving
 our line we intend that they shall also be so
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In Toilet Cases

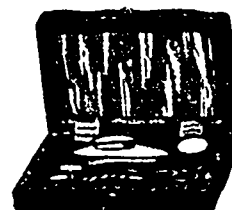
we have a very large variety made up in all
 styles of combinations.

Our Shaving Sets

have met with a larger sale than ever while
Odor Cases



are fast selling out for the year.
Manicure Sets



are becoming more popular every year. We
 have a large variety.

Our Silver and Plush Combination Cases
 have been universally recognized as being
 the finest goods ever shewn.

Write for our Horn Goods Circular.

The Hemming Bros Co., Ltd.,
76 YORK ST.,
TORONTO.



There is a strong demand for the crepe tissue paper manufactured by J. R. Crompton & Bro., Bury, England. It is got up in above a score of different shades, and is of wide application for trimming and making many articles. The paper is sold in rolls. Warwick & Sons have all the lines for sale.

The old veteran firm of H. A. Nelson & Sons, Toronto and Montreal, is doing a rushing business this season in toys, fancy goods and novelties for the Christmas holiday trade. The assortment Nelson & Sons carry is simply marvellous. Nothing seems to have been forgotten, and everything is displayed with great taste and judgment. We would advise dealers wishing to stock up in the latest novelties for the holiday trade to go to the trouble of looking through their stocks either in Toronto or Montreal. It will amply repay any one to do so.

STATIONERY.

The Safety Pencil Sharpener is the name of a very common-sense implement that has been invented for the use of pupils. There are many parents who seriously and wisely object to their young boys and girls being armed with a knife. It is dangerous, but is now no longer necessary. The Pencil Sharpener is made by the bending together of the ends of a strip of tin plate, half an inch wide, the meeting surfaces being bound together about one-third the length of the instrument, and forming a loop for the rest of the distance. By a notch about half an inch wide cut half-way into the doubled strip, a section of steel blade is laid bare. This sharpens either slate or lead pencil and can be used for little else. There is no point, hardly any edge to be got at, and the bit of edge there is can be easily sharpened. There is a big demand for the sharpener. It retails at 10c., and the sale of it is controlled by the Toronto News Company.

The bound annuals, and illustrated almanacs—English and American—will be ready for the holiday trade very soon. The Toronto News Company reports an active demand for these favorites. The special holiday numbers of the illustrated periodicals will be ready for transmission to the trade by the end of this month or the beginning of December. This enables the sale of them to be pretty well on before the rush for cards begins. The arrangement by which they are now furnished has done away with the drawback to trade in these papers, which used to be a condition of their late arrival. Instead of reaching the trade after Christmas, they come about three or four weeks before Christmas. The Toronto News Company will give prompt attention to all orders now sent in.

MUSIC NOTES.

A. & S. Nordheimer are finding wide sale for the following pieces :

(1) Night and Morn. Song. Words and music by Violet Melton. Price 50c.

(2) Sunset Pictures. Song. Words by Effie Ayling, music by Edward St. Quentin. Price 50c.

(3) Wenonah. Valse. By Joliette d'Erveux, a highly popular piano piece. Price 60c.

New pieces of the Anglo-Canadian Music Publishers' Association, for which there is special demand, are :

(1) Our Dear Old Home. Song. Words and music by Michael Watson. Price 50c.

(2) Sing About Jack. Song. Words by Philip Dayson, music by Edward M. Chesam. Price 50c.

(3) Priscilla. A rustic dance suitable for a military schottische. By Carl Martens. Price 40c.

Recent pieces from the press of I. Suckling & Sons which are selling well are :

(1) Winifred. Valse. By Norfolk Megone. Very highly appreciated in musical quarters as a ball-room piece. Price 75c.

(2) Menuet Royale for piano. By F. J. Hatton, the sister of the well-known voluminous composer of that name. The Menuet Royale is in strong favor. Price 50c.

(3) Idyll. By Emma S. Mellish, Mus. Bac., is a choice bit of music in wide demand. Price 40c.

NUMEROUS REPLIES.

Buntin, Gillies & Co. advertised in the last issue of this paper that any one who would cut out their advertisement and send it to the firm, would receive by return mail a sample of their No. 708 Ideal Commercial Octavo Tablet. They received a great number of requests for the article, which was promptly sent to all who complied with the terms of the advertisement. A number of post cards were received, 60 per cent. of them being from Toronto, asking for a tablet, but not sending the advertisement. Needless to say, the writers did not get a tablet. The firm report their fall trade as being first-class in the city, (Hamilton), and fairly good in the country.

OUR CONGRATULATIONS.

Monday, Oct. 28, was the golden wedding of Mr. and Mrs. John Durie, Ottawa. They are amongst the few old residents who remember the first beginnings of what is now the capital of the Dominion, Mrs. Durie having come to Bytown over sixty years ago. Many friends called on them at their residence to offer congratulations. A most pleasing incident was a visit from the ladies of the board of management of the Protestant Orphans' Home, who presented Mrs. Durie with an address, read by Mrs. Thorburn, recording secretary, accompanied by a beautiful gift of silver.

TWO GOOD TRADE INFU- ENCES.

Mr. B. H. Rothwell, Brantford, now retiring from the book and stationery trade writes : "Whether in or out of the trade I would not be without BOOKS AND NOTIONS, and shall continue to be a regular subscriber * * * I must say that the book trade of Brantford was never before so united as it has been during the past three years. There is no cutting, and all members of the trade are on the best of terms. All this is due to the local Booksellers' Association I would strongly advise every town or city in Canada to form such an association, and they will find it to be of great benefit to their book trade."

OUR FRIENDS IN STRATFORD

STRATFORD, Sept., 23, '90.

BOOKS AND NOTIONS:

GENTLEMEN,—I have missed the last two numbers of BOOKS AND NOTIONS but suppose it is on account of my moving from Bowmanville. Enclosed you will find amount to pay for subscription to Jan. '91. We have been well received here by the public. Friend McDonald, our opposition, has shown himself to be one of the modern booksellers who do not go across the street to escape speaking to another in the trade. He was one of the first to welcome us. School book trade has been good, prices having been kept up in every case. Crops are first-rate in our country and we are looking for a fine fall trade.

Yours truly,

J. H. KINNEAR.

DISCOMFORTS OF WEALTH.

"It's not because we like it that we hustle so in our business," said a leading Boston merchant. "You have no idea of the great responsibility of such a business as this. To be sure, it brings wealth; but what is wealth, after all? Money in itself is of very little account. I wouldn't give five cents a bushel for it; it don't bring happiness; I am happy, but it is not because I have money, but in spite of it. Happiness is a matter of disposition, and money can neither bring a good disposition nor happiness. My happiest days were when I had a small family and a salary just big enough to support that family. Then I was free from this care, this heavy responsibility, and I didn't feel as though I had to hustle every day I lived in order to keep in the procession. Why not ease up now that I am in comfortable circumstances? Ah, how little you fellows know of the shoals and quicksands of trade! If you let up in this race in the least you are surely lost. It is but a single step from a thriving successful business to the bankruptcy court. You can't let up; if you are in it, you have got to pull for all you are worth, and even then failure will frequently overtake you."—Boston Traveller.

THE
:Barber & Ellis:
COMPANY,
Nos. 43, 45, 47 and 49 Bay St., Toronto,
AND
823 Craig St., Montreal.

Manufacturers of
THE STANDARD SERIES OF ACCOUNT BOOKS,
ALSO
THE MERCANTILE SERIES.

SOLE AGENTS FOR THE CELEBRATED ST. NEOTS PAPERS.

The Best and Cheapest on the Market.

FULL ASSORTMENT OF JOHANN FABER'S PENCILS, ERASERS, ETC.

Importers of
Wedding Stationery, Programmes,
Announcement Folders and Fancy Cards.
 New Lines of Papeteries in Fancy and Plush Boxes and Handkerchief
 and Glove Boxes.

A large and complete line of Inkstands and Office Requisites.

The Envelope Department
 Is Complete and several New Lines on the Market.

BOOKS AND NOTIONS

ORGAN OF THE

BOOK, NEWS AND STATIONERY ASSOCIATIONS OF CANADA.

Subscription, \$1.00 a Year, in Advance.

OFFICE, No. 6 WELLINGTON ST. WEST, TORONTO, ONT.

RATES OF ADVERTISING:

One Page.....	1 Month.	\$25 00	One Page.....	12 Months.	\$250 00
One Column.....	"	10 00	One Column.....	"	100 00
Half Column.....	"	6 00	Half Column.....	"	60 00
Quarter Column.....	"	3 50	Quarter Column.....	"	35 00
Eighth Column.....	"	2 00	Eighth Column.....	"	18 00

All communications intended for publication must be sent in not later than the 22nd of the month.

ADDRESS BOOKS AND NOTIONS, TORONTO.

Booksellers' and Stationers' Association of Ontario.

PRESIDENT

H. FRED. SHARP, *St. Marys.*

SECRETARY-TREASURER:

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EXECUTIVE COMMITTEE:

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and S. WALLACE, *Toronto.*

Official Organ: BOOKS AND NOTIONS, Toronto.

OUR MONTREAL OFFICE.

OUR MONTREAL OFFICE IS LOCATED AT 115 ST. FRANCOIS XAVIER ST. OUR REPRESENTATIVE, MR. HUGH C. McLEAN, WILL BE PLEASSED TO HAVE SUBSCRIBERS AND ADVERTISERS CALL UPON HIM THERE. HE WILL ALSO PAY SPECIAL ATTENTION TO GATHERING BUSINESS ITEMS AND ATTENDING GENERALLY TO THE INTERESTS OF THIS PAPER.

Vol. VI. TORONTO and MONTREAL, NOV., 1890. No. 71



HE annual meeting of the Booksellers' and Stationers' Association of Ontario was held at the Queen's Hotel on Wednesday evening, the 29th ult, President, H. F. Sharp, occupying the chair. The attendance was small, owing, no doubt, to the inclemency of the weather, but the business transacted was of the practical kind, showing that the booksellers and stationers of the province are alive to all the best interests of the trade, and that those who unfortunately were unable to attend the meeting

had their cause ably championed by those who put in an appearance. Among those present were Messrs. H. F. Sharp, J. A. Nelles, Guelph; H. Dickinson, Woodstock; J. J. Dyas, Toronto; McKay, Ailsa Craig; N. T. Wilson, S. Wallace, J. S. Robertson, Toronto; A. F. Cooper, Clinton; A. S. Irving, Toronto; J. T. Day, Guelph; J. B. McLean, Toronto; and R. S. Cormack, Whitby.

On the motion of Mr. Dickinson, seconded by Mr. Irving, the minutes of last meeting were taken as read, having been published in BOOKS AND NOTIONS.

The Chairman, in opening the proceedings, said:—Gentlemen, the report of the Executive Committee is before you, and the Secretary will read it, when I shall be happy to hear from any gentleman present. It will be unnecessary for me to make any remarks upon the report, which has been very carefully prepared. I am sorry to see, however, that there are so few of our outside members with us to-day. It is to be regretted that those in the retail trade outside the city do not take a more active interest in our proceedings and

attend the meetings more regularly, as it is certainly in their interests to do so. If we could devise some means of bringing them in, it would be alike advantageous to them and to us, and would tend to promote the influence of our association.

Mr. McLean said that before reading the report, he had some correspondence which he wished to bring before the meeting, and proceeded to read the following:

From Messrs. Smith, Guelph; P. L. J. Baker, Oakville; D. Sutherland, Toronto; Anderson, London; J. H. McCollom, Milton; Salisbury Bros., Peterboro'; R. O. Smith, Woodstock; B. H. Rothwell, Brantford, and others; from H. P. Chapman, Ripley, as follows:—

Having just returned from a business trip to Denver, Col., I cannot get away from home at present time, still I consider the Association a means of great benefit to the trade, and a medium of exchanging ideas in a far more advantageous way than by any other scheme.

A serious "annoyance" to "us" (the trade) at the present time is the price of drawing books, one-half of which we are compelled to sell at actual cost to us, costing first 54c. doz., 4½c. each. A customer asks for a second reader and a drawing book, and invariably insists on paying 30c. Even supposing in each case that 10c. were offered in payment, there is not enough coppers in circulation here to give every customer four cents each in change. If the price had to be cut why not reduce gradually, say to 8c. for one year, till the plates were paid for, then 5c. (retail) would give ample profit to all concerned.

Another point worthy of notice is the action of some wholesale booksellers (I do not include all houses) sending catalogues marked "Special terms to Institutes"—to Secretaries and Presidents of Mechanics' Institutes. Now, sir, I am candid enough to admit (which I know a great many booksellers do not) that Mechanics' Institutes do make a demand locally for books. Still, I think, being supported locally, the officers and presidents should order their books and periodicals as much as possible through the local booksellers, and wholesale houses might direct would-be purchasers to order through local men. While admitting that reading rooms are beneficial to a certain class, my daily paper list of subscribers to Globe, Mail, Ledger, Press has almost vanished since a public reading room in connection with the Mechanics' Institute was opened. This brings the thought, "Is it a prudent idea financially for newspapers to furnish Mechanics' Institutes with their publications (at lowest rates), to the benefit of Mechanics' Institutes, but does it increase the number of subscriptions or add one to their readers?" They should be charged full retail price—no reduction—every officer knows price paid, and is not willing to pay proper price.

While our country is being canvassed so persistently from end to end by agents, with every conceivable thing, from the notorious original Webster for a song, down to the home knowledge bauble, booksellers should use every legitimate means to hold their trade and increase it. Educate the people that local booksellers can best understand and supply their wants, and that every respectable established bookseller can supply all their wants as expeditiously and satisfactorily to them as any agent of any concern outside their own local limits, and all our wholesale booksellers would be recompensed by the increased trade.

I observe from BOOKS AND NOTIONS that the next meeting of your Association will be held on the 29th inst. I cannot be present with you, but I have a grievance (which is doubtless common to many others in the trade) which might be of interest to the Association to discuss.

There have been agents all through this country representing the Home Knowledge Association of Toronto, who have been doing the trade a great injury by offering as inducements to persons to become members of their association, school books at 40 per cent. off, and other books at from 40 to 60 per cent. off. I know these offers may appear ridiculous, but I know that such offers have been made. I know one farmer who was induced to become a member upon the representation that he could secure any of the Toronto weekly \$1.00

papers for 60c. I think this matter might be enquired into and the newspaper men asked for an explanation. I got one of their members to write them and ask for quotations upon the Ontario readers. He did so, and I have their reply before me. The prices they quoted are exactly what the trade pay for them, with the advantage of having postage prepaid.

The Secretary next submitted the financial statement, which showed balance to credit of \$3.03

The committee on periodicals submitted the following report:

The special committee appointed at the last annual meeting of the Association to consider the question of profits on periodicals, begs leave to report as follows:

The efforts of the committee have been directed, first, to finding out the cause of the insufficient profit, and, second, to enquiring as to the best means to be taken to increase it.

In regard to American periodicals, we consider that the present system of supplying retail newsdealers is expensive and wasteful, and not in the interest of either the retail trade or the publisher. The splendid facilities afforded American publishers for supplying dealers all over the United States and Canada through the mails are so economical and satisfactory that it is a matter of surprise that the present costly and round-about way should still find favor. Packages of any size, it matters not whether the weight be one or one hundred lbs., can be sent from the office of publication to any post office in the United States or Canada at a uniform rate of one cent per lb. The publishers supply every one but newsdealers in this way, but when they come to furnish newsdealers they first sell to the American News Co., New York. The American News Company puts on a profit and sells the number required for Canada to the Toronto News Company. The Toronto News Company puts on another profit and sells to the retail newsdealer. The newsdealer pays the express charges and is ready to sell to the public. The discount from the retail prices to the first news company is something like 40 per cent.; to the second news company about 30 per cent., and to the retail trade about 20 per cent., out of which the express charges from Toronto have to be paid, leaving a margin of profit of about 15 per cent. But even this is not all profit, for out of it must be deducted the loss sustained through unsold copies. It is not at all strange that the newsdealer is discontented at his share of the profit. It would be something marvellous if he were contented. Patience under such circumstances would be a wonderful and striking indication of an approaching millennium. Would it not be much better for all periodicals to be mailed from the office of publication direct to the dealer? Many publishers already ship the greater part of their edition in this way to individual subscribers. Why should an exception be made in the case of news-

dealers? Why should publishers employ a means to place their publications in the hands of newsdealers five or six times as expensive as that taken to reach individual subscribers? Is it not to their best interests that the newsdealer should be given every inducement to push the sale of their publications? Let them ask themselves how much attention the majority of newsdealers can afford to give to pushing periodicals on the above margin of profit. If all periodicals were mailed direct from the office of publication the duty of the news company would be simply to receive orders and make collections from the trade and forward orders and make payments to the publishers. This service could be performed for a very moderate charge. The bulk of the profit would then go to the retail dealer. It would then be to the retail dealer's interest to push business, and the publishers would be greatly benefited through a large increase in circulation.

The prices at which English weekly newspapers have to be sold are considered much too high. The circulation is in consequence not as large as it would otherwise be. English 1d. papers have to be sold at 7c. per copy or 3½ times the published price, while 6d. papers are sold at 20 to 30c. according as they are light or heavy in weight. If the system at present adopted of bringing the heavier English weeklies to this country—that is by freight to New York and thence by mail to destination—were extended to the whole of the English weekly newspapers and the newsdealers given the benefit of the reduction in the expense of transportation, the retail price could be reduced and the circulation largely extended. English 1d. papers might be sold to the trade at 3c. per copy, and the higher priced papers at a proportionate reduction and still leave a fair margin of profit to the wholesale news company. The wholesale prices of the Xmas numbers of the Illustrated News, Graphic, Pictorial World, Sporting and Dramatic News, and other 1s. Xmas publications we consider unnecessarily high. The publishers sell them to the English wholesale dealers at a price sufficiently low to enable them to sell to the retail trade at 20 or 21 cents per copy. They certainly do not charge the American wholesale dealers higher prices and probably give them a special discount. The American dealers receive their supply from the publishers in ample time to bring them here by freight at the lowest possible rate. There is no duty on them. The total expense of laying them down in Toronto is less than two cents per copy. There is no good reason why they should not be sold to the trade at 25 cents per copy. We are of opinion that the Canadian wholesale dealers are receiving more profit on these Xmas numbers than is for the best interest of the retail trade, and trust that this Association will be able to arrange a price either with the publishers or their agents that will be more satisfactory to the trade and the general public.

N. T. WILSON,
Chairman.

Mr. Wilson, in submitting the report, said he did not wish to be interpreted as making a direct charge against the Toronto News Co. His object rather was to bring before the meeting a substantial grievance which the retail trade generally were laboring under.

Mr. Day—I get my magazines from England, and have to pay for them in advance. The Family Herald, for instance, I order direct from London, and have them sent to me by mail, and the difference between ordering them through the News Co. and getting them direct from the publishers is only the difference of the postage between Toronto and Guelph. I get them from England by the Thursday's mail, and by having them sent through the news agency they would not reach me until Friday. Sometimes however, it is quite different, and finding this, I have stopped ordering the papers direct from England, because I find it more advantageous to do so. If you get the wrong package, as sometimes occurs, it is very troublesome and annoying. If I get them from New York or Toronto, I have just to pay the extra postage, but I am sure of getting just what I order.

Mr. Dickenson—That is a very sweeping report as against the Toronto News Co., and I should very much like to hear from Mr. Irving on the subject.

Mr. Day—I think it very hard that we should have to pay in advance when we order from the Old Country or New York. The American News Co. won't trust me but the Toronto Co. will, and consequently I do a good deal of my business through them.

Mr. Wilson—We are not making any charge against the News Co., but we think that the trade might be supplied direct from the publishers, and by this means a great deal of trouble and expense would be spared.

Mr. Day—I think we are charged too much for Frank Leslie's, for instance.

Mr. Day said that this week he was ordering goods and had found the Toronto News Co. more expeditious in executing the order than the American Co.

Mr. Nelles—That paragraph does not conform with my ideas, for I find that I can get the periodicals direct from the publishers by sending the subscription in advance. I get them post free by adopting this course.

Mr. Wilson thought that the news companies might get direct from the publishers and then collect.

Mr. Irving, as representing the Toronto News Co., said that this would be an impossibility.

Mr. Wilson—Why so?

Mr. Irving explained that in several instances he had contracted bad debts and was at a loss by ordering goods for parties to be sent direct, who had not paid for them. The fact was that there was very little profit in the business—not at all so much as Mr. Wilson seemed to think; but there was to the retailer a positive saving in ordering through

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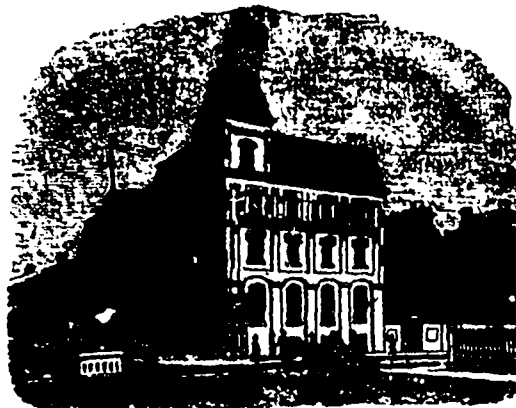
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a news company. "We sell at the price given to us by the publishing companies," added Mr. Irving, and I can assure you that our profits are very small. I will be happy to go into figures, at my office, with any of you gentlemen who wish to investigate the matter. But one thing I state, and that is that the trade was never better supplied than it is to-day.

Dickenson—In the matter of these magazines, might I ask what are the relations of your company with the American News Co.? Are you independent of them?

Mr. Irving replied that they could go to the publishers direct if they wished.

Mr. Dickenson—Then am I to understand that there is no connection whatever between the Toronto News Co. and the American Co.?

Mr. Irving declined to go into detail. He did not think it fair to expect him to give any information regarding the constitution of his company. The man who wrote the report did not evidently know what he was talking about.

Mr. Dickenson—That is too sweeping an assertion. The report is written from a trade point of view, and there is evidently a legitimate grievance here.

Mr. Day thought 2c. too little profit on a 10c. paper, and he thought they should have a better profit.

Mr. Irving—I agree with you there, and I have always tried to get them cheaper; but, as I said before, the publishers arrange the price, and we are bound to abide by it.

Mr. Dickenson—That is very different from my idea. How about Harper's?

Mr. Irving—We are not agents for Harper, but really, gentlemen, I think that the retailers should combine to keep up their prices, and stand together.

Mr. Dickenson—Combine against whom?

Mr. Irving—Combine in your own interests.

Mr. Dickenson—Against whom?

Mr. Irving—Well, I suppose against the public. You can make your own terms and raise your retail prices.

Mr. Dickenson—I thought it was against the news companies (laughter.)

Mr. Irving proceeded to explain that the American News Co. charged the Toronto Company, but little above the cost of packing and twine, but what made some of the publications dear here was the fact that Custom house duty had to be paid in Toronto.

Mr. Wilson—Why not have them from the publishers direct?

Mr. Irving explained that this would be disadvantageous to the retailer, inasmuch as he would under such arrangement be obliged to incur risks which the news company incurred at present. The company kept a good many of the leading periodicals in stock, and the retailer only ordered as many

as he needed. If he were to order direct from the publisher he might find a lot of magazines on his hands unsold—a risk which the news company under present circumstances incurred. He added that he succeeded in getting the Guelph and Hamilton dealers to conform to Toronto prices.

Mr. Wilson—I know we can't expect to get transient papers at the same figures as we do subscriptions, but I am convinced if the papers be sent direct from the publishers it would be a source of greater profit to us.

Mr. Irving—No.

Mr. Nelles stated his experience. Except for regular subscribers his ordinary sales were fluctuating. One week he might only require five or six copies, while the next he would have a demand for ten or twelve, and although it cost a little more to order through the news agency he invariably found it cheaper than to give the order direct to the publisher. The extra cost was in re-mailing.

Mr. Day—I think the American News Co. and the New York Co. are just squeezing the trade. They are wealthy corporations, and they seem to do just as they please with us. They make about 40 per cent. and they want us to be satisfied with 20. A 4c. paper we have to sell for 5c. and run our chance of having a lot of them on our hands. I believe the American News Co. is at the bottom of the whole thing, and if they were not making lots of money they would throw up the job.

Mr. Irving denied that the news companies were making large profits, and stated that the meeting would be surprised at the small margin of profit these people were making as shown by an invoice which accidentally fell into his hands some short time ago.

Mr. Wilson—Is it a fact that the American Company controls the stock of the Toronto News Company? That is a point I should like to have cleared.

Mr. Irving—I do not think I am justified in answering any question as to the constitution of our company. It is a private matter with which you have nothing to do.

Mr. Nelles gave it as his experience, that papers could be got cheaper from New York than from Toronto. He thought it would be advisable for the dealers to combine to fight the New York Co.

Mr. Dickinson moved that the report be sent back to the committee with the request that they pursue their labors, and that they be tendered the best thanks of the meeting for the good work inaugurated by them. In doing so he said, "If Mr. Irving will tell us the relationship between the two companies, we will be in a better position to deal with the matter. I think the news company is responsible for a good deal of the grievance of which we complain; and that if the New York Co. and the Toronto News Co. are not

practically the same, than the Toronto Co. can stand on its own bottom."

Mr. Irving again declined to answer the question, which he characterized as a piece of impertinence.

Mr. Day—You'll admit that we'll have to fight you or we'll get nothing.

Mr. Irving—I do not.

Mr. Nelles—We have the catalogues of the two companies and we can judge for ourselves.

Mr. Irving—I think the retail men are responsible for the whole of it. You are cutting one another's throats.

Mr. Irving explained that in January last they had given orders for the Graphic, London Illustrated and other Christmas papers, the publishers undertaking to make certain concessions, provided the company incurred certain risks and expenses, and the result would be that publication would be made simultaneously in New York, England, France, etc., and they had to enter into bond to pay the duty should it be imposed. This was a risk incurred by the company from which the dealers reaped a benefit—in fact, Mr. P. C. Allen had assured him that were it not for the extensive advertising done by the News company not nearly so many would have been sold.

The chairman pointed out that there was more money to be made out of the Graphic than there was in selling the Montreal Star Christmas number.

Mr. Nelles—You say that your risk is large, but you must remember so is ours. Last year I gave an order for a hundred copies of the Graphic and I think I have fifty of them under my counter to-day. We take our risks as well as you take yours.

Mr. Wilson held that the Graphic could be laid down here for 20c. per copy. They retailed in England at 10d. and the retailer had his profit at this figure. Allowing for passage, they ought to sell here at the same price.

Mr. Irving contradicted the statement, and said that Mr. Wilson's figures were misleading.

Mr. Wilson—The only figures which I had disputed were those referring to "tons" of magazines. Why, there are tons of the Young Ladies' Journal alone sent in here to Toronto.

Mr. Irving contended that no retail man was in a position to argue the point.

Mr. Dickinson moved that the name of Mr. Irving be added to the committee.

Mr. Irving, however, declined.

Mr. Dickinson—Since I came to the city I was told that this was a sort of side issue of the Toronto News Co. That statement was made. I repudiate that now, as far as I am concerned, and I'll accord to Mr. Irving every due respect. I won't pry into his private affairs, but I expect to meet him on a square basis. I moved that his name be added to the committee, but he refuses. He is the man who can give more information than

anyone else—the one who can supply those facts and figures which he says Mr. Wilson lacks. When I put the question as to the relations of the two companies, it was not answered as I thought it might have been, so that I must draw my own inference.

Mr. Nelles thought the point raised in the report was this. Could such an arrangement as that proposed be adopted, and if not by the *Toronto News Co.* could they form a company which would adopt it.

Mr. Irving—It is impossible for any company to carry out such a proposal.

A good deal of further discussion ensued on the subject, during which Mr. Dickinson said that he got \$7.80 for the *Globe* although he paid but \$4 for that paper. He would not get these terms from the *News Co.*

The Chairman pointed out that the *Globe* would supply Mr. Dickinson's customers with the paper at \$4 per annum.

Mr. Cormack pointed out that if the paper came through the news agency it would prevent the *Globe* people from going through the country and selling the paper at the same rate as was charged the agents.

The motion of Mr. Dickinson carried, and the following names were added to the committee:—Messrs. Robertson, Day, Dickinson, Wallace, Hart, and Cormack.

REPORT OF EXECUTIVE COMMITTEE.

The Executive Committee's report was then presented and read as follows:

The Executive Committee of the Booksellers' and Stationers' Association of Ontario have the honor to report that during the present year of the Association they have endeavored to carry out as far as in their power the instruction, given them at the last annual meeting, and have also closely watched Provincial and Dominion legislation affecting the trade. The committee held monthly meetings excepting when the postage and school book questions were under consideration, when it was necessary to meet more frequently. A great deal of time has thus been spent by the city members of the committee, and when possible we were assisted by the out of town members. While the results have not been as great as we have striven to obtain yet satisfactory progress has been made, and we hope that before long other concessions asked for will be granted.

The most important matter with which we have had to deal has been the postage question. Full reports of the correspondence between the Postmaster General and the committee and the discussion on the subject in the House of Commons have been laid before the trade from time to time. As it was late in the session before the Government took the matter up, and as there was some probability of the United States Government increasing their postage rates no change was made in ours. The States, however, has made no change, and we therefore feel confident that if the matter be pressed on the Government again next ses-

sion that the concessions asked for will be granted.

The school book question in its various phases of price cutting and increased discounts occupied a considerable portion of our time. In Toronto cutting of prices was general for some months, but through the exertions of Mr. Wallace, of the executive committee, an agreement was arrived at among the dealers whereby this unbusiness like practice was stopped altogether for a time. Similar success met the efforts of the committee at other points where prices were being cut.

The committee took advantage of a request from the Minister of Education to submit evidence to the school book arbitration to wait upon him, accompanied by a number of members of the Association, to ask for increased discounts on the Ontario Readers. It was shown to the satisfaction of the Minister that the 20 per cent discount allowed was not sufficient, and he promised, if it were at all possible, he would arrange that they should get 25 per cent discount on readers, but it was doubtful if he could arrange an increased discount on general school books until the expiration of present contracts in 1891, when he would endeavor to arrange better terms. We understand that the arbitration will recommend that no change be made in the retail selling prices of the readers, and we are therefore looking forward to increased discounts at an early date.

During the last session of the Dominion Parliament the Printers' and Publishers' Association petitioned for an increased duty on certain books and periodicals, and for the imposition of a duty on certain books and periodicals now on the free list. Your committee successfully opposed the petition on the ground that for several reasons it would not be in the interest of the trade or the Government.

We were not called upon during the year to take any action on the copyright question. We learn from unofficial sources that the British Government has decided to recommend the Governor General of Canada to proclaim it at an early date.

Uniform selling prices for magazines and periodicals was discussed by your committee. It is admitted by all that present prices are not sufficient owing to the competition with American subscription agencies and the difference between American and Canadian postage rates, and we are of the opinion that the Association should arrange some system whereby we could secure 15 to 20 per cent more on these publications.

Some action should also be taken to put a stop to the practise of newspapers going into the retail book business by offering books to paid up subscribers at cost and even less. Some of these papers go so far as to publish misleading statements on the value of books advertised by them. For instance, a religious paper published in this city offers a book alleged to retail at \$5 which can be pur-

chased at wholesale at 90c. and actually retails at \$1 to \$1.25.

The question of newspaper rates was referred to the Toronto Retail B. S. Association.

Two other matters have also thrust themselves upon the trade recently, the practise of foreign travellers selling outside the legitimate trade, and manufacturers and wholesalers canvassing and selling consumers. Both matters should be thoroughly investigated by the Association and means taken to stamp out this growing evil. To show the extent to which some of the parties complained of have gone it may be mentioned that a case came under the notice of the committee where a traveller sold to a wholesale house, and a short time afterwards he endeavored to sell a consumer the same class of goods at a lower price.

A number of other matters were considered by the committee during the year, including free school books and import duties.

We have been called upon to mourn the death of four prominent members of the trade, Messrs. James Campbell and Henry Rowsell, Toronto; J. H. Duffin, Stratford, and Chris. Dixon, Clinton.

The committee have watched with pleasure the increased interest that has been taken by the members generally in the common affairs of our trade, and trust that they will continue to do so in the future, for it is only by united effort that we can succeed. We are also pleased to observe the increased influence of the Association as shown by the greater attention which has been paid to our petitions and communications.

THE DYAS TESTIMONIAL.

The Chairman asked if anything had been done in the matter of the Dyas testimonial.

Mr. Irving explained that he could not get the committee together. Mr. Rose was deputed to send out circulars, but no member of the Association appeared to have received a copy.

Messrs. McLean, Irving, Robertson and Hutchinson were appointed a committee to deal with the matter, and were requested to take prompt action.

THE SCHOOL BOOKS.

The report of the Executive Committee was taken up and discussed at considerable length. The third clause, referring to the school book question, was debated very warmly.

Mr. Wallace said that an establishment known as the American fair in the city was selling school books at wholesale prices.

Mr. Day—I thought you had arrived at an understanding in Toronto as to the price at which school books should be sold.

Mr. Wallace—So we did, and things went on very well for a while until this store opened. At first they came into the agreement with the rest of us, but subsequently the manager called on me and said that he wished to withdraw the name of the firm

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from the list, stating that he had signed for the proprietors, and that they objected to be bound by the agreement. On top of this came the announcement that Eaton, the dry goods man, was going into the school book business and selling at 20 per cent. The trade generally keep up to the prices agreed upon, and for a couple of days after the opening of the schools we got our prices all right, but then our custom dropped off, the parents of the children evidently having ascertained that they could buy the books cheaper at either of the places mentioned.

Mr. Dickinson asked if they as an Association could not legitimately do something to prevent these encroachments on their business.

Chairman—What would you suggest?

Mr. Wallace—At Eaton's they have a properly qualified bookseller and stationer, who no doubt will do the best for the firm.

Mr. Dickinson—I understand it is a department store. They don't care who they injure, for they butcher everything, no matter what. It strikes me that the only way we will be able to get at them is through the publishers.

Mr. Irving—You can't do it. The publishers are bound to sell to them.

Mr. Dickinson—I think that is a matter in which the Education Department has been bamboozled by the publishers. I have confidence in Mr. Ross, and believe that he would not have our interests sacrificed if he knew it.

Mr. Irving—It is out of his power now that it has become law.

Chairman—And there is a bond based upon this law. They are bound to sell.

Mr. Dickinson—You are talking of the 20 per cent., and I am talking of selling books by the dozen to parties not legitimately in the trade. I think we should make a representation to Mr. Ross on this subject, and if he can he will remedy the evil. In Toronto I see that they want to supply books free of cost to the children. You might as well supply them with boots and shoes free of cost. If you sell pencils at 7c. per box what do you make out of them? I visited Mr. Ross some time ago with a view of having it struck out of the rules to give school boards a fee on sale of books, etc. My idea is that we will have to lobby the members if we are to get anything done in the matter.

The chairman said that Mr. Ross was in favor of having the books supplied free of cost to the school children.

Mr. Wallace—I think we should exert ourselves to have that clause in the bond struck out, which binds the publisher to supply books in small quantities. If we could get at the publishers and point out to them the injustice it is to us, and have the bond altered, it might have the desired effect.

Mr. Nelles—On this contract the whole thing will be thrown over.

Mr. Wallace thought that the publishers

somewhat favored the trade. He knew of an instance in which Eaton went to a publisher and made a purchase of school books, but that gentleman was told he would have to send down and have the books removed himself. If all the publishers would act in this way outsiders would not be so anxious to get into the business.

Mr. Day—They are only bound to the readers.

Mr. Dyas said he understood from Mr. Ross that he was anxious that the trade should have fair profits in the matter of school books.

Mr. Nelles—Four or five months ago we had a conference with Mr. Ross on this point and he gave us to understand that we should have five per cent. more than we were getting. The question is has Mr. Ross this power?

Chairman—I doubt it.

Mr. Nelles next referred to the price of drawing books, holding that there was not enough of profit in the cheaper books.

The chairman pointed out that the prices would be fixed by the arbitrators.

Mr. Irving thought the arbitrators would report in favor of the prices remaining as at present.

Mr. Nelles—It was represented to the arbitrators that the cost of material was from 25 to 40 per cent. lower than before. I don't think Mr. Ross has power to interfere.

Chairman—At the time this thing was coming up I wrote to the Minister of Education telling him that would like that same evidence he received from members of the association on the point, to show that these books could be sold at a less price. I then communicated with several leading members of the trade asking them to suggest the names of persons that it would be well to have examined, but I found out from one of the arbitrators that the commission had no power to hear such evidence, and that put an end to it. The bond the publishers enter into is for ten years, but after five years the commissioners have the right to review the prices.

Mr. Nelles—I think it would be better for us to go to the publishers instead of to the Minister of Education, and find out from them if something cannot be done. If their contract is for ten years they need not care for anything the Minister of Education may say in the interval.

The Secretary read from the report of the interview with the Minister of Education in which he promised to give them an increase in the price of the general school books.

Mr. Dickinson—Before we go further we want to know what the bond really means.

Chairman—I have it from one of the publishers.

Mr. Dickinson—I do not think that is the most reliable source under the circumstances. One of the conditions of the bond is that at the end of five years a change can be made in the price by the board of arbitrators. I

enquired into that and I think that he was misled intentionally.

Chairman—I think that the trade is responsible for this state of affairs, and had you only acted up to the lines suggested by me six months would have sufficed to settle the difficulty. He outlined the course of action suggested at the time, which was simply a boycott on publishers who did not treat the trade fairly.

Mr. Nelles suggested that a requisition be got up and sent to the publishers, signed by a couple of hundred of those in the trade represented by the Association, and this he predicted would have the desired effect.

Chairman—If twenty members of the trade took the stand taken by me at the time this matter cropped up, we would be in a better position to-day.

Mr. Nelles moved that a committee be appointed to draw up a statement of their case for the Minister of Education before the official report was sent in, and if it were found that that official did not fulfil his promises to the association, then a requisition might be drawn up and the publishers waited upon with the view of getting better terms from them.

Mr. Cormack seconded the motion, and the matter was left in the hands of the Executive Committee.

Mr. Dickinson—I would like that that bond should be seen and make the publishers come to terms if we can. I would also suggest that the Minister of Education should be seen before his report is made.

Chairman—I believe Mr. Ross is in favor of free books for the schools.

Mr. Wallace—That is a matter on which we should take some action. If I lose my school book trade I lose half my business. In all probability this matter will come up in the next session of the Local House. I am given to understand that if the school boards say they will give the books free they can do so.

Mr. Wallace explained that in Woodstock, Hamilton, and elsewhere, school supplies were let by contract, the boards furnishing at the price they paid for the supplies.

Mr. Dickinson—I understand there is a clause in the Act, and I am not aware that it has ever been repealed, which gives the school board power to supply books to the pupils free of cost, and charge a fee of 5 to 25c. per month for the use of them. In Woodstock I believe they make a thousand dollars a year out of this. It is unfair to the pupil to have to pay these rates, and it is an injustice to us. I think the committee should make very strenuous efforts to secure the repeal of this clause, as well as in preventing the free distribution of books to pupils. It is bad enough as it is, but if the popular election cry of the school trustees "free books," were to carry, it would be still harder on the bookseller. It is unjust to charge a child say \$1 a year for the use of a 5c. book

and a few pencils. There are many arguments which might be adduced against such a system, chief among them being the positive danger of spreading contagion among the children.

Mr. Robertson said "free books" was a very popular cry in Toronto just at present. It would be well to bring all the pressure they could bring to bear on the Government in the matter.

NEWSPAPER DEVICES.

The clause in the report referring to the practice of newspapers going into the retail business called forth some very decisive sarcasm, aimed at the journals which go in for this class of "fake." One member declared that his customers invariably refused to take the book premiums offered, so wretched were they.

Mr. Day—The only way to put a stop to that is to refuse to sell the paper that goes in for that class of thing.

Chairman I think they all do it.

Mr. Day I notice that the Mail offers wall-paper as an inducement to people to subscribe.

Mr. Wallace said that there was a religious paper in the city offering a book at less than wholesale price. The book was represented as value for \$5, whereas it was bought wholesale at 90c.

Mr. Cormack—Another thing is that the daily papers are sending their agents through the country canvassing for subscribers instead of allowing the orders to come through the news agent. By this means they draw the subscribers away from our stores.

Chairman—But they turn them over to us. I have always found the Toronto dealers most willing to treat us properly.

TOO AVARICIOUS.

The practice of foreign travellers selling outside the the legitimate trade and manufacturers and wholesalers canvassing or selling to retailers was next discussed.

A case was instanced in which an American traveller sold stationery to a jeweller. Also an instance in which goods had been offered to a private consumer at a less cost than was paid for the same articles by a wholesaler.

The meeting considered this a grievance, and undertook to make individual efforts to suppress it.

DECEASED MEMBERS.

On the motion of Mr. Nelles it was decided to have notes of condolence sent to the representatives of the four members who had passed away during the year, and to have same recorded on the minutes.

POSTAGE RATES.

A short discussion ensued on the paragraph in the Executive Committee's report referring to the postage rates. The general consensus of opinion was that the present rates are too high, and that every effort should be made to have them reduced. The

advantages which the trade in the United States possesses over their Canadian brethren were pointed out by the chairman, and the committee requested to continue their exertions in the matter.

On the motion of Mr. Wallace, seconded by Mr. Wilson, the report of the executive committee was adopted.

ELECTION OF OFFICERS.

The following officers were unanimously elected for the year.

President—H. F. Sharp.

First Vice-President—J. A. Nelles.

Second Vice-President—R. S. Cormack.

Sec-Trea.—J. B. McLean.

Executive Committee—S. Wallace, A. S. Irving, N. T. Wilson, Donald Bain, and H. Dickinson.

HECK'S COLUMN.

To the book and stationery trade I have nothing to say, because in that branch of trade I have lots to learn. Visiting, as I do, the different stores through the country, one gets a good idea of the successful business man of to-day and his way of doing business. The question of the fall trade is: Are you ready for it? The debts the farmers owe you, it is now timely to collect when they are receiving cash for their grain, and before the implement notes come due. Are you going to carry last year accounts over another year when this has been a good one? I sometimes smile when thinking of the way it is done, you by faith, the implement man by note. Then as to your stock, is complete for the amount of trade that is to be done? In towns where the examinations of public and other schools are held, lots of paper, pens and pencils are used. Keep this stock up. Many business men will be opening new ledgers, cash books and journals at the beginning of the year. Have you these ordered? The wholesale man is usually busy about Xmas time, and there are always orders coming in (marked at once) that could have been had earlier, that you knew, or ought to have known, you would want, and which is the case when you have them not. Go through your stock and order at once what is deficient in making it complete for fall trade. It is impossible to suggest what you want for your trade. Each man's trade generally differs from another's, thus showing you the necessity of buying just such goods that a careful study of your customers will show that you require. Some always have something new, with a few taking articles that no other in the town carry. That draws irregular customers to your store, and usually leads to the selling of other goods at the same time. Pay the same respectful attention to the large and small purchasers, leaving it to be said that the public would rather deal with you personally than any other.

Master the whole business and the way to fortune has been mapped out

Work can always be found in a store without double-millon microscope

RECENT PUBLICATIONS.

Owing to the large number of new books issued every month, it is impossible for us to notice them all. Publishers, who are not regular advertisers, desiring to draw the attention of the trade to any publication must mail copies so as to reach this office not later than the 25th of each month to ensure insertion in the current month's issue.

OUR DARLINGS, edited by Dr. Bernardo, and published by John F. Shaw & Co., London, is one of the most attractive and wholesome of children's annuals. It is filled with short stories, of which the nature and matter are carefully adapted to juvenile taste and to the instilling in children the love of what is morally beautiful. It is richly illustrated. The Willard Tract Depository is the agency for the sale of the volume here.

LIFE IN UTOPIA. By John Petzler, London: Authors' Co-operative Publishing Co. (Limited). In this book is presented a picture of an ideal social system, a vision of the perfect functional action of society in which community of property is the bond of union. The subject matter is treated in dialogue throughout, and deals with the absence of money, national store-houses, associated homes, the distribution of work, industrial training, education, marriage and divorce customs, the religion of humanity, etc., etc.

THE WORLD'S DESIRE, by J. Rider Haggard and Andrew Lang. The second edition has just come from the press of William Bryce, Toronto. In this novel are exemplified the waywardness of Mr. Haggard's genius towards remoteness and eccentricity as sources of originality, and the strong predilection of Mr. Lang's culture for classical subjects. The story is of an imaginary second wandering of Ulysses after his return from Troy, and begins where Homer left off. It has a peculiar interest, as much for non-classical readers as for those acquainted with the Odyssey and the Iliad.

HUMAN MAGNETISM, by H. S. Drayton, L. L. B., M. D. New York: Fowler & Wells Company. The curiosity which has been aroused within the last year as to the nature of hypnotism is now general enough to give wide reception to such a book as this. The work may be said to treat the subject in a popularized form, the use of technical scientific terms being avoided as much as possible. Hypnotic power or susceptibility is examined so as to give a physiological psychological and pathological account of its nature, and is considered in the aspect of an agency for moral and intellectual improvement. The book is well written, and is issued in a saleable form.

THE CENTURY ATLAS AND GAZETTEER is a book of reference upon every question of physical and political geography. It contains 52 fine new maps and a geographical dictionary, while its letter-press is a store of valuable modern information. The binding is strong and elegant, the paper fine, the type and maps are bold and distinct. The volume is 15 by 12 inches in size. It is the latest work of that eminent geographer, J. G. Bartholomew, F.R.G.S., and will be in very general demand. It sells at \$1.50. The publishers are John Walker & Co., London, England, and Hart & Company are the Canadian agents.

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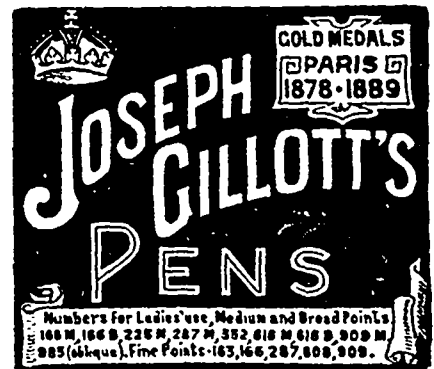
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Publishers are growing more favorable to the "on sale" principle.

A full edition of Great Hymns of the Church has been sold in London, England

Mr. W. Langdale, Ayton, was in the city last week on business, and spent a few minutes with BOOKS AND NOTIONS.

Mr. Patrick Farrelly, Manager American News Co., New York, was the guest of Mr. A. S. Irving for a few days last month. He went over the Canadian Pacific to the Pacific Coast.

Rowell & Hutchison will be prepared in another week to fill orders for Kingsford's fourth volume of the History of Canada. This instalment of the work brings the narrative down to the year 1760.

The Pocket Derby, manufactured by Cline & Regenstem, 67 W. Washington street, Chicago, is a miniature race track about the size of a pocket compass. The players select horses, and find interest in the excitement the little mechanism creates as to which will win. The manufacturers want a general agent for this country.

The Willard Tract Depository has just received a very fine line of prayer-books, prayer-books with "Hymnal Companion," and prayer-books with "Hymns Ancient and Modern," in extra fine bindings. These are lines not carried by the Depository's travellers, and are offered to the trade at good rates. Dealers should see this fine assortment.

Marcus Ward's comic toy books furnish very attractive art and literature for the young folk. The old nursery stories, such as The Frog's Wooing, This Little Pig Went to Market, The House that Jack Built, The Old Woman and her pig, are narrated in booklets whose fantastic shapes—that of a gigantic human hand, that of a very portly old woman, etc.—are themselves mirth provoking, as well as are the colored illustrations. Hart & Company supply these lines to the trade.

The Greatest Thing in the World. London: Hodder & Stoughton. This noble address, in which there is so much of the marrow of Christian philosophy, is now offered to the trade in a very popular form by the Willard Tract Depository, which controls this particular edition in Canada. The book will retail at 35c. It is got up in pamphlet form, bound in a beautiful white, gold lettered cover. Two hundred thousand copies of the work have been sold since it first appeared.

Brown Bros. report a good general trade. The demand for wedding stationery is a feature of their business just now, as it always is at this time of year, October being more of a nuptial season than perhaps is any other month. The demand for general

fancy stock is also very good, albums, purses, writing cases, stationery, etc. being laid in against the Christmas trade. Brown Bros. have received several new lines, as iron and glass inkstands, sealing wax, fancy stationery, etc. As a specialty, the Wirt fountain pen is having immense sale.

Porter and Coats' Florentine edition of George Eliot's great novel Romola, is a beautiful work in two volumes, with sixty photogravure plates, and printed in brown and black inks. It is a book that each retailer should get one or two copies of for the Christmas trade. The song of Hiawatha, bound in buckskin, liberally illustrated, and filled with relevant notes on the customs and mythology of the aborigines of this continent, is another valuable gift book, of which a copy or two might find ready sale during the time of the holiday demand. Hart & Company are the publishers' agents here.

Warwick & Sons' new tablets—the Duchess and Sultana—are so put up that the writer can use three surfaces of a folded sheet, without detaching, an advantage that will further popularize the tablet system, which heretofore gave but one half of the surface to the writer. Another fourth is gained in the two sorts of tablet named above. They are padded by the Johnson process, each tablet contains two quires of paper, and the retail price is 25 cents. The Duchess is a smooth ruled paper, the Sultana is rough. The central fold puts the paper into convenient form for ladies' correspondence. The retailer has a margin of 100 per cent. profit.

Gourley, Winter & Leeming is the style of a new firm, which has fitted up and stocked with musical instruments the fine warehouse at 188 Yonge street, Toronto. Their showroom is tastefully appointed, and is furnished with choice specimens of pianos and organs, of both domestic and foreign manufacture. In the assemblage of instruments therein exhibited are to be seen types from all the famous manufactures. the "Knabe," "Hardman," "Mason & Risch," "Karn," etc. The members of the firm are well known to dealers in musical instruments, having been for years connected with the Mason & Risch pianoforte manufactory.

The Scottish Canadian is the name of the newest Toronto paper. In a sample number it has tested its specific gravity in the atmosphere of popular favor, and finds that it can float. It surely should. The floating medium is well diluted with Scottish sentiment and the paper is not overcharged. The reading proportion of this colony comprehends perhaps more people of Scottish birth or descent than it does of any other element contributed by the British Isles. Also, there is no other class of people in Canada among whom affection for the old country, its customs and traditions, persists throughout so many generations as among the Scotch and their descendants. The Scottish Canadian should therefore find a

broad and strong current of circulation. Its merits entitle it to support, as it is well edited. It will issue weekly in 16 page form from the office of Imrie & Graham, 2 Colborne St., Toronto, beginning on the 13th inst. Terms, \$1.50 per year, paid in advance, single copies 5c. Order from the Toronto News Company.

"Asben," a musical novel, interesting to all lovers of music. It introduces under the name Boris Lensky the great artist and composer Anton Rubinstein, his life, genius and faults, and gives a true account of his romantic courtship and marriage to a Russian princess, his concert tour in America, and the production of several important musical compositions in Europe. It also describes his style of playing and the peculiar characteristics of his compositions. From the queer chromatic succession of tones said to prevail in these, the book takes its name. The author is a personal friend of the Rubinsteins, and it is supposed wrote the book as a warning to him.—Worthington & Co., New York, publishers.

Rowell's Diary, published by Rowell & Hutchison, Toronto, is ready for 1891. There has been a volume of this diary issued for every year since 1845, which makes it the oldest annual published in this country. In that forty-five years it covers the observing period of a long life time, so that a man might have begun early and ended late to use this diary, and yet have been outlived by it. In the 1891 edition every day is labelled in the ordinary terms of name and date, the chronology of the law and the church is staked out, holidays are noted, and a space in each opening is left for occasional memoranda. The ecclesiastical and legal calendar is given on the first and second pages, the names of the senators and members of the Canadian Parliament and Canadian Government, the names of members of the Ontario Legislature and Executive Council are given in their territorial connection. The postage law is also clearly stated. The last few pages of the diary are ruled for a cash account, with spaces for credit and debit entries for every business day of the year.

THE EXECUTIVE COMMITTEE.

The Executive Committee of the Booksellers and Stationers' Association, met at BOOKS AND NOTIONS office, and transacted routine business. Mr. Irving was re-elected chairman, on motion of Mr. Wilson, seconded by Mr. Bain.

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THE COSMOPOLITAN has jumped from 16,000 copies in January, 1889, to 75,000 copies for Oct. 1890.

Illustrated articles on Canadian subjects frequently appear in this Magazine. Stationers and newsdealers should handle it UN-SOLD COPIES BEING RETURNABLE. Write to publishers for a monthly supply of printed matter. Address

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To a dealer in such goods this is a favorable opportunity, as stock is well assorted and could be disposed of to advantage.

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THE RIVALRY OF NEWS-PAPERS.

Loyalty to the cause of its own self-defence is a virtue that time will inculcate in the general body of the Canadian book trade. Past lessons have not been without some effect upon the trade in tending to instil a widespread and just appreciation of the first great law of nature, but these lessons have not yet resulted in a practical and unanimous assention of the trade's sole right to sell books. Books have long been sold by travelling agents, by tea-dealers, and by department stores, but the righteous protest of the trade is yet only gathering strength, it has not finally mustered into one great swell all the voices of our book dealers. Until there is more consolidation of influence among the book dealers, there will be no reduction of the evil.

An agency which makes great inroads upon the trade of our booksellers is that of the daily and weekly press. The attempt of so many to occupy the same ground of circulation is a struggle for existence, in which the competitors have mostly long ceased to depend upon their intrinsic force. They have added the weight of premiums to their editorial gravity, and their premiums are usually books. In this country there are many newspapers that have an extensive circulation. As distributors of books these must immensely curtail the trade done over the counters of the booksellers. Not only do they spread their premiums over the extent that they would circulate over of their own popularity, but also over that which they win by the adoption of premiums. The premium feature expands their list and thus makes greater the encroachment upon the book trade. Also, to enhance the effectiveness of the offered premium, its value is usually exaggerated in the prospectus of the newspapers. One paper we know of which quoted a certain prize-book it was offering at \$5, while the same book could be bought wholesale at 90c to \$1, and could be retailed at \$1.25. The newspapers which adopt this mode of winning subscribers trespass upon the trade of the bookseller, and do it not by any inherent advantage their competition can offer, but by exaggeration. The subscriber gets his book and his newspaper, and it is for the booksellers to demonstrate in every case possible that the subscriber pays well for his seemingly cheap literature.

The list of inducements offered for 1891, by a weekly published in this city, comprehends seventeen different works, of which the subscriber may take his choice, send \$1.50 plus the reduced price of the book, and get both book and paper. The list is constructed so as to have something for nearly every class of reader, as it is made up of religious, artistic, juvenile, linguistic and other descriptions of literature. The prices to which the books are reduced range from

45c to \$5.75, so that they are scaled to the means of the various classes of subscribers, in the same way as are the adaptations of the list scaled to the various reading habits of the people. Also, the discounts are similarly elastic, running from 11½ to 40 per cent. off the prices that are alleged to be the ordinary retail prices. These diversities in literary purpose, value and discount make this list a study in the economy of the premium system. It aims to make that system penetrate as far as it can be pushed into the province of the retailer.

The newspapers are overlapping a margin of the bookseller's business in another department, namely, that of magazines and similar periodicals. The newspaper publishers club with these and offer one or more of them along with their own journal at a rate that makes competition on the part of the bookseller a hopeless matter. Herein, there is little doubt the newspaper men benefit themselves less than they do the magazine publishers, and the latter do the trade an injury by treating newspaper publishers as members of the trade. During the last few weeks we have had offers to club magazines with this paper, and were struck with the fact that some of the prices were below the figures at which the trade could buy.

A BRANTFORD CHANGE.

The book and stationery stock of Rothwell & Co., Brantford, has been sold to A. H. Mellish of the same city. Mr. Mellish is now carrying on business in two stores, namely, that kept by Rothwell & Co., and that formerly run under the style A. H. Mellish & Co. Mr. B. H. Rothwell will return to Detroit, whence he came fifteen years ago to this country. This, however, is the land of his birth and boyhood, and he leaves it because his wife's people live in Detroit, and special circumstances favor his entering another business there. He made a large sum of money in the book trade, but through speculation in real estate he lost much of it. His experience as a bookseller was begun in Strathroy in 1875, where he bought the branch store of Morrish & Co., of Chatham. Two years afterwards he sold out and went to Windsor. His next step, two years later, brought him to Brantford, where he remained up to the present. Mr. Rothwell was for five years a member of the city council in Brantford, was an active member of various societies, fraternal and benevolent, and was for a considerable time rector's churchwarden. We regret the withdrawal of so worthy a man from the Canadian trade, and hope he may thrive in the place and business to which he now betakes himself.

BOOKS AND NOTIONS published last month a complaint from retailers that an ink manufacturer after using the retail trade to introduce his goods was now selling direct to the consumer. The firm referred to was Underwood & Co., and the Canadian man-

ager stopped the advertisement in this paper and threatened an action for libel unless an apology was made. Mr. Underwood himself came here from New York, and after an investigation removed the manager from his position and appointed Mr. Tinning in his place. Mr. Tinning, who has been with Messrs. Underwood & Co. for some time, is very popular with the trade generally, and the steady increase in their business has been due to his exertions. He promises that retailers will have no further cause of complaint.

FORWARD FOREVER! A response to Lord Tennyson's "Locksley Hall Sixty Years After," "Heaven on Earth," and other poems, by William J. Shaw, the poet hermit. Square 12mo. pp. 25 cents. New York: Fowler & Wells Co., 777 Broadway. The "other poems" are "Stand Fast" and "The Evening Hour," altogether forming a little chaplet of thirty-four pages. In his "Forward Forever!" Mr. Shaw takes a more cheerful view of life's conditions at the present day than Lord Tennyson does in his late poem, and points in its Alexandrine lines to many features that intimate advancement in moral as well as material affairs. Without claiming to be a great poet, Mr. Shaw reads us in his quaint rhymes lessons of value in our domestic and secular life.

The Christmas edition of the *Cosmopolitan Magazine* is one hundred thousand copies. The order, as originally given to the printers, was for 85,000 copies, but while on the press it was thought advisable to increase the number to 100,000. It contains a feature never before attempted by any magazine, consisting of 123 cartoons from the brush of Dan Beard, the now famous artist, who did such wonderful illustrations in Mark Twain's book, "The Yankee at the Court of King Arthur." These cartoons are placed at the bottom of each page of the magazine, and take for their subject, "Christmas during the Eighteen Centuries of the Christian Era," with variations, showing the way in which we modern christians carry out some of the chief texts of the Christian Gospel. Above, and at each side of the page is a quaint border, the whole effect being novel and extremely pleasing, and with the unusually varied table of contents, will make such a Christmas number as is worthy to go into more than 100,000 households. The frontispieces of the *Cosmopolitan* have of late become noted for their beauty, some of them having as much as four printings. That for Christmas, while in but two printings, is not behind anything that has preceded it in an artistic merit. An excellent illustrated article is one on teapots, by Eliza Ruhamah Scidmore. Literary Boston is treated with numerous portraits, and an article which comes with the ninetieth birthday of Von Moltke, sketches the life of the great Field-Marshal in an interesting way, and is by Gen. James Grant Wilson. Elizabeth Bisland has one of her charming articles. The Christmas issue contains 228 illustrations, nearly double the number that have ever appeared in any illustrated magazine.

A CHRISTMAS NUMBER.

The Christmas number of "The Dominion Illustrated," which will be issued early in December, will, we believe, convince the reading public that a holiday issue comparable both in its pictorial and its literary contents to anything produced on either side of the Atlantic, can be compiled with Canadian co-operation alone. The best artists and writers will be represented in its pages, and it will be Canadian from title page to finish. The supplements, of which there are seven, are equal to, if not better than those given by well known foreign publications, and consist of: "The Balance on the Wrong Side" and "The Balance on the Right Side," companion pictures, printed in fifteen colors, which are alone worth the price. Then there is an illuminated copy of the Lord's Prayer, printed in fifteen colors, the National Anthem, with music, and lastly comes a four page colored comic supplement. The paper will consist of 48 pages—32 letter-press and 16 full page illustrations of scenery covering the whole Dominion. Among the contributors are the well-known names of Messrs. Thomson, Toronto; Douglas Sladen, England; Crolton, Halifax; Roberts, King's College, Halifax; Dr. Bryce, B.C.; Kirby, Niagara; McLennan; Lampman, Ottawa; Dr. Stuart, Que. This number will mark a new starting point in the history of illustrated journalism in Canada, and will comprise a more comprehensive representation of Canadian ability and enterprise (artistic, literary and industrial) than any preceding publication. The retail price is placed at 50c.

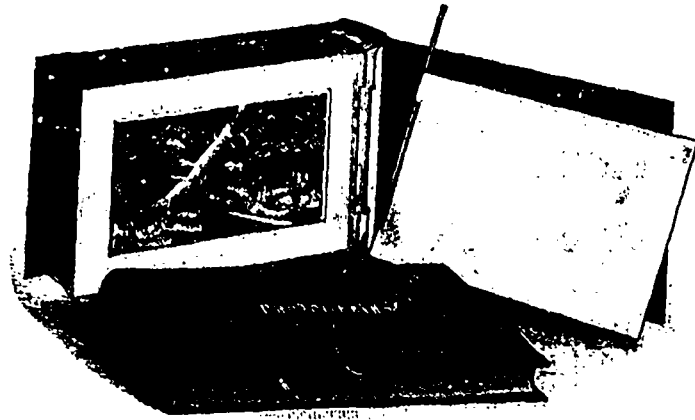
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THE "ECLIPSE" ALBUM.

The "Eclipse" album, with interchangeable leaves for unmounted photographs, is claimed to be the most perfect album manufactured, the interchangeable feature being superior in character. It contains twenty-four Collins' best cards, which are chemically pure and free from all matter that would injure a photograph. Each card or mount is distinctly independent, and may be taken out and returned or replaced with the utmost

move the pintle. The pintle thus removed gives an instrument with which to remove the others. A pin or hairpin also answers admirably.

By placing the flat or upper end against the flat end in the leaf, pressing it out, both the leaf and the pintle may be removed; each picture may then be finished and mounted on the card and burnished before putting the card in the album. In mounting the pictures it is very important to have them dry thoroughly between blotting paper, under



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The Empire, Toronto. John Atwater Wilkenson, Toronto Ont.

5594. Reports of Cases decided in the Court of Appeal for Ontario, during parts of the years 1889 and 1890. Reported under the authority of the Law Society of Upper Canada. Volume XVII. The Law Society of Upper Canada, Toronto, Ont.

5595 The Bell Telephone Company of Canada, Toronto Exchange Subscribers Directory, Ontario Department, September, 1890. The Bell Telephone Company of Canada, Montreal, Que.

5596 Division of Profits (pamphlet.) The Free Press Printing Company, London, Ont.

5597 McPhillips Brothers Map of the City of Winnipeg and Vicinity. George McPhillips, Windsor, Ont., Frank & Robert Charles McPhillips, Winnipeg, Man.

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5601 Picture of President Lincoln and the Members of his Cabinet considering the question of emancipating the Slaves, and entitled Shall They be Free? Mathias B. Eaton, Montreal, Que.

5602. My own Canadian Home. Poem by Edwin G. Nelson, St. John, N. B.

5603 St. Ann's Manual. Mrs. James Delaney, Toronto, Ont.

5604 Traite Theorique et Pratique de la Responsabilite des Architectes et des Entrepreneurs, par L. E. Pelisser. A. Perard, Montreal, Que.

5605 In the Autumn, Gavotte by H. Morey. Whaley, Rowe & Co., Toronto, Ont.

INTELLECTUAL COPYRIGHTS.

311 Bancroft's Eulogy on Lincoln, bearing date the 13th day of February, 1866, and addressed to the Hon George Bancroft, said Eulogy being the production of the Hon Joseph Howe, deceased. Wm. R. Dunn, Halifax, N. S.

312 The World's Desire, by H. Rider Haggard & Andrew Lang. Wm. Bryce, Toronto, Ont.

A collection of all the existing Copyright Laws and Treaties is being prepared by Mr. G. Hedeler, of Leipzig. The first part, just out, contains Germany, Austria, Great Britain, France, Italy, Switzerland, and the United States.

The News Dealer says:—The announcement that J. S. Ogilvie has surrendered his reprint plates to the Trust was the best news of the month. His out-put has for some time been handled mainly by dry-goods and bazaar stores, and has done more to demoralize the trade than that of any publisher since Lovell's jump in rates. Mr. Ogilvie will hereafter confine his publishing business to the production of American copyright works.

DO PERIODICALS PAY?

To Editor of BOOKS AND NOTIONS.

DEAR SIR, No doubt many in the trade have asked themselves the above question, and have been compelled to answer it negatively. In hopes, by starting the ball rolling, of hearing from other members of our craft, I beg to call attention to a few facts that have come under my own observation.

Owing to the precarious nature of the "News" department of our business, I have ceased to push it to any great extent—simply supplying my customers with the standard magazines and papers when ordered regularly. Now I wish to speak of the reasons that led to this. Some years ago I catered for that class of trade, and in order to compete successfully, I had to carry a heavy stock of all the different story papers, magazines and periodicals likely to be asked for, some of which were returnable, while many were not. Result—Some weeks I would sell completely out, and have to order extra copies of certain papers; next week the demand would drop off nearly one-half. Especially was this the case with standard papers, such as Frank Leslie's Illustrated Paper, Harper's Weekly and Bazaar, Puck, Judge, Grip, etc. Whenever there were specially fine illustrations, everybody nearly wanted them; then during the next few weeks perhaps not half of them would be sold. Most noticeably was this the case with Harper's Bazaar. The numbers containing pattern sheets were eagerly sought after, while others were often unsaleable, so that the loss on the unsold copies more than ate up the profits on those that were sold.

Let us take a few examples to illustrate the above. Suppose a dealer take five copies per week of Harper's Bazaar. Let us see how he stands at the end of a month (four weeks). The first week he sells five copies, the second week three copies, the third week four copies, and the fourth week two copies, in all fourteen copies. The other six copies he may not get anything for. He has paid for twenty copies at 8c., \$1.60, and express, say 5c., \$1.65. He sells fourteen copies at 10c., \$1.40. Net loss, if none of old copies are sold, 25c.

Another feature is the loss of express on returnable goods. These goods have been subject to two express charges, and no profits accrue from them. Let me illustrate. Suppose a dealer take twelve copies per month of "Outing." The express on these will be about 20c., as they weigh about 15 lbs. He sells ten copies, which would be considered a fair sale. He therefore gets \$2.50. The other two he returns, and has to pay, say 5c., as their portion of return express. His month's numbers have now cost him as follows: Ten copies, \$2.00, express 25c., \$2.25; net sales, \$2.50; profits, 25c., or 10 per cent., on which he cannot live and pay expenses.

Another source of loss is the frequency

with which parcels have to be received by express. People are in such a terrible hurry to get their magazines, etc., that they cannot wait for them to cool, after leaving the press. This frequent expressage greatly increases the cost, as all the goods for one week, if shipped at one time, would not cost nearly as much as when shipped almost daily. As it is, I have had small parcels sent on which the express charges were nearly as much as the profits on the contents. So, taking everything into consideration, I am of the opinion that the news department is not a factor from which fortune flows.

Another drawback is the fact that you cannot get people to pay in advance, as a rule, and when they do they want publishers' or club rates, which yield scarcely any profits to the dealer, and often when papers or magazines are not paid for in advance they fail to call for them after having ordered them, and had them put back.

Daily papers are another source of loss. With morning, midday and evening issues, the time in which to sell them is so short that you are almost sure to have a number of the different editions left. It would pay our news dealers to look sharply into this branch of trade and see how they stand. Many think, because they are selling large numbers, that they must necessarily be making money, but they fail to notice the leakages and expressage which rapidly absorb their profits.

Yours truly,

A TRADER.

The interior of Messrs. Warwick & Sons' warehouse is undergoing an improving change. All the blank stretches of wall are being reclaimed from the monotony of bareness, by the application of an idea which yokes together the æsthetic and the practical. In the blanks are being painted magnified representations of wares typical of the firm's manufacture. On the right hand side of the entry, between the foot of the stairs and the ceiling, is a magnificent picture of the Elkhorn tablet. It is an excellent example of art enlisted in the service of advertising, as well as of art for the sake of decoration. Both purposes are admirably accomplished by this picture. At the back of the staircase is another tablet, the Egyptian vellum, on an equally large and handsome scale. The counting-room enclosure is to be backed by a grand series of pictures representing the different bindings, etc., of office books made by the firm. This will be a rich piece of wall embellishment. The whole gamut of variety, which size, color, material and form unite in producing, will be illustrated on that wall.

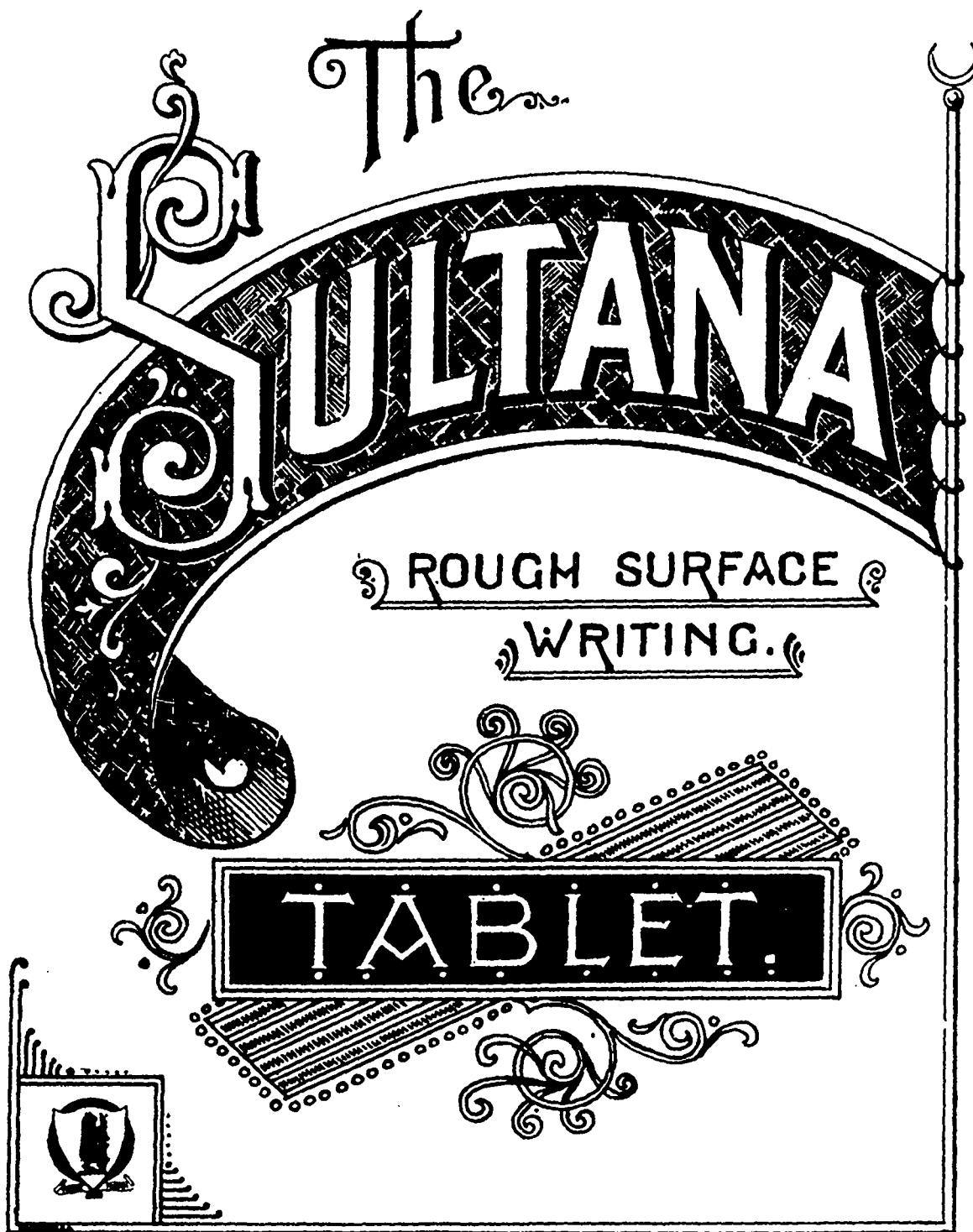
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