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Readers' Club of Canada Collection

This collection consists largely of generic shareholders' correspondence, shareholder reports and annual audited financial reports of the Readers' Club of Canada. There are also a few personal letters between Peter Martin and Patricia Blackburn.

Dates: 1959-81

Extent: 1 box (6.5 cm)

Administrative History: The Readers' Club of Canada, launched by Peter and Carol Martin in 1959, was the only book club in Canada to offer its members an entirely Canadian book selection. When the club got into financial difficulty in 1978, it was sold to New Leaf, the holding company that owned Saturday Night magazine. New Leaf president Ed Cowan ran the club for 3 years. Substantial investments in promotion failed to raise the club's membership from 6000 to a target 20 000, and it was eventually closed down by Saturday Night's next owner, Norman Webster.

Box 1

Folder 1	Peter Martin correspondence, shareholder reports, financial information, 1959-64
Folder 2	Shareholder reports and financial reports, 1964-65
Folder 3	Shareholder reports and financial reports, 1965
Folder 4	Shareholder reports, Annual report (1969), 1965-69
Folder 5	Shareholder reports, 1969-70
Folder 6	Annual Financial Report, 1970
Folder 7	Shareholders reports, Xeroxed reviews of various Readers' Clubs books, 1971
Folder 8	Shareholders reports, Annual Report, 1972
Folder 9	Shareholders reports, financial statements, 1973

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Folder 10

Shareholders reports, 1976-78

Folder 11

Shareholders correspondence and reports,
personal correspondence, 1979-81.

Folder 12

Share certificates, 1959, 1962-63, 1965