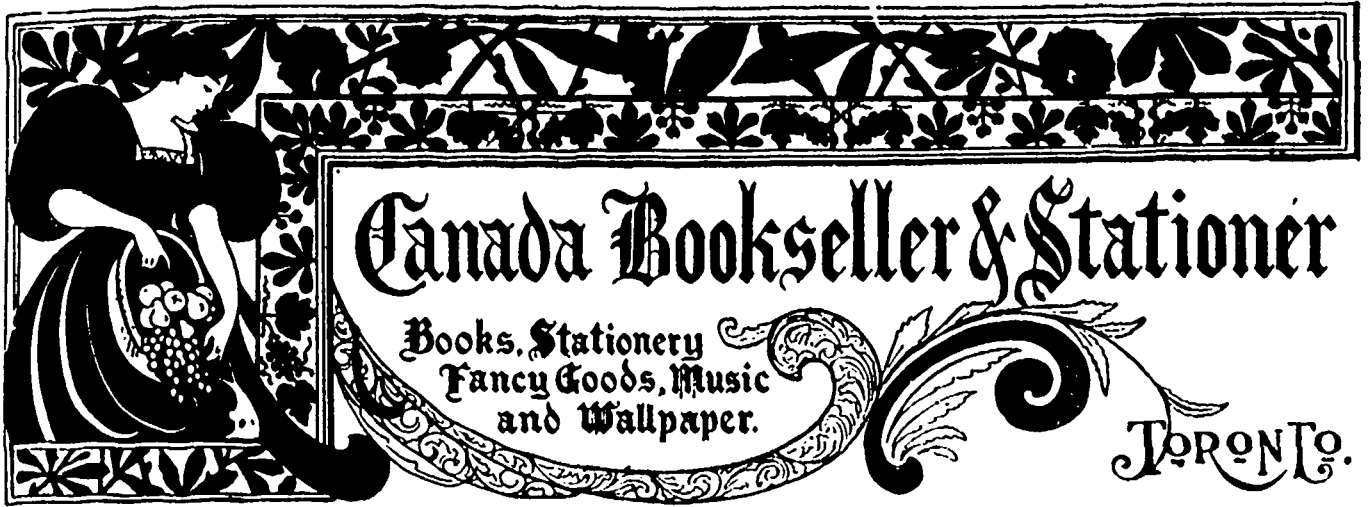




VOL. XII.

TORONTO, NOVEMBER, 1896.

NO. 11.

THE MACLEAN PUBLISHING CO.

OFFICE :

26 FRONT ST. WEST, TORONTO

Subscription, \$1.00 a Year in Advance.

Montreal Office - Board of Trade Building.
Telephone 1235.

J. B. MACLEAN, MANAGER.

European Branch:
Canadian Government Offices,
17 Victoria St., London, S.W.
R. HARGREAVES, Agent.

A PRACTICAL SUGGESTION.

HOW to meet department store competition is a live question everywhere. A Chicago paper advises that the booksellers should imitate some of the best features of department store management, and, as to price, try and sell for cash as far as possible. This is a good rule for the local book store. Take your cash discounts and you will be able to offer greater inducements to your customers.

A suggestion that more particularly concerns city trade is this :

"To further meet the opposition of the big stores the retailers in different lines of business are advised to co-operate by taking adjoining stores in the same block and then connecting them during business hours by doors opening into each other. A co-operative delivery run in connection with such a scheme would help to make the system complete."

Now, work this out and it will be found a practical remedy in some cases. There should be a readiness amongst all classes of merchants, whatever line of business they are in, to combine for the general good. Trade jealousy and personal misunderstanding

ings should be dropped, and the big department stores will lose much of their hold on trade.

But the bookseller and stationer must keep a well-assorted stock. There is a pretty general complaint that the retailer loses trade because he doesn't keep what his customers require. That, at least, is their excuse for buying in the city by mail or personal visit. Remove any ground for this charge by supplying your customers with what they want. The store must be made attractive with the newest books and novelties, or trade will naturally drift away.

THE COMING TARIFF CHANGES.

THE wholesale trade in Toronto have been discussing those questions affecting the booksellers and stationers which may soon be dealt with in Parliament. A deputation of the Ministers will shortly visit Toronto, and the views of the wholesalers are to be laid before them.

Several reforms, it is understood, will be pressed upon the Ministers. First, the wholesalers favor the removal of the duty of 6 cents per pound on books and the substitution therefor of an ad valorem duty not exceeding 15 per cent. In this, it is said, they also voice the views of the Toronto retail trade. The present duty on the weight presses unduly on certain classes of bound books, which should not be discriminated against, and favors, to a corresponding extent, cheap paper-covered novels.

The trade also favor the importation of

fashion magazines on the same terms as other magazines.

Another reform, referring to the postal regulations, not the tariff, is the demand that the postage on all paper covered books shall be 1 cent per pound to all parts of Canada.

Perhaps the most important question which will be brought up concerns the duty on books imported for free libraries. At present they come in without payment of duty. This, the trade find, discriminates against Canadian book firms. Because, in order to get the exemption from duty, library boards naturally order from a foreign house, and thus the native firms lose the business. The Toronto trade think, and we agree with them, that this is a condition of things which demands a remedy. The plan they propose is probably the best that could be devised under the circumstances. There would be great difficulty, we fear, in getting any Government to restore the duty. There is a sentimental feeling for free libraries, and a proposition to make the books imported for their shelves pay duty would probably be met with a popular outcry. The trade suggest that when a Canadian house fills an order for a library, and some of the books are taken from stock which has already paid duty, there should be a refund of the duty paid on these particular books. This could be effected by means of sworn statements certified by the officials of the library.

These reforms are to be laid before the Ministers who visit Toronto next week.