



MAGAZINE COUNTER



NEWS COMPANY SERVICE IN THE WEST

A LETTER from a subscriber in Wetaskiwin, published elsewhere in this issue, raises the question of the character of the service given western booksellers and newsdealers by the Canadian news companies. Inquiry among the trade in Winnipeg reveals general dissatisfaction with the service given, although the booksellers freely acknowledge that the news companies are doing their best with inadequate facilities to supply a rapidly growing trade. The complaint is made that there are delays in delivery of magazines and that it is impracticable to order extra supplies of any magazine on which there is a special run because of the long delay in filling orders. In fact, the leading Winnipeg dealers obtain their supplies almost entirely from New York and St. Paul. Undoubtedly there is a strong feeling in the west that the time is ripe for the opening in Winnipeg of a branch depot of a Canadian news company, or, failing that, for the organization of a distinctively western news company, with headquarters in Winnipeg. It would be no surprise to Bookseller and Stationer to learn of the organization of such a company at an early date.

But while the trade seem unanimous in their opinion that the opening of such a depot in Winnipeg would be a great convenience, some of the shrewdest dealers are doubtful whether the enterprise would be profitable. They point to the large expense of maintaining such a branch or independent concern in Winnipeg, and consider it doubtful whether the field is yet large enough to warrant the expenditure. The general feeling seems to be that the Canadian companies would establish Winnipeg branches if they considered the enterprise profitable and that they are in the best position to know.

W. A. Davis.

W. A. Davis, Winnipeg, when interviewed on the subject by Bookseller and Stationer, said that for some time he had almost entirely discontinued buying from the Canadian news companies because of irritating and costly delays in the delivery of magazines.

"I am buying practically all my magazines now in New York," said he, "and since I made the change I have had very little trouble."

"The Canadian service is not satisfactory," he continued. "Take the case of the Delineators, for which an eastern news company are sole agents in Canada. Of course we have to buy our Delineators from this firm, and what do we find? Very often it happens that the Hudson's Bay Company have their supply a week before I can get mine. Now that isn't right or fair. The Hudson's Bay Co. are agents for the Delineator patterns, but they are not agents for the magazines and the ordinary book stores should be able to get their Delineator magazines as soon as the big department store."

"Did you have any trouble in getting additional supplies of any magazine in special demand?" Mr. Davis was asked.

"Yes, we had a lot of trouble," was the reply. "Sometimes it would take two or three weeks, and occasionally a month, to get a new supply. I find I can

send to New York and get my magazines back in eight or nine days at most."

"Would you favor the establishment of a western news company, or the opening of a branch here by an eastern house?"

"It would be a great convenience to have a wholesale supply here in Winnipeg, but I doubt if the country is large enough to make the enterprise profitable."

Russell, Lang & Co.

Lisgar R. Lang, when questioned on the matter by Bookseller and Stationer, said that his firm get their magazines in St. Paul. A Winnipeg news company would be a great convenience, but he was very doubtful whether it would be a paying venture. The expense would be at least \$4,000 per year, and he doubted whether the business is sufficiently large to warrant it.

John A. Hart Co.

John A. Hart informed Bookseller and Stationer that he gets his magazine supplies in New York. He was disposed to think that there is an opening for a western news company.

CURRENT NUMBERS.

THAT highly artistic publication, the Craftsman, presents a valuable table of contents in its April number. The leading articles are as follows: "Tendency Towards a Distinctly American Style of Architecture," "Making a Modern Stained Glass Window," "A Public Architecture to Meet the Needs of Our Country," "Modern Mural Painting Defined." The number is full of well-executed illustrations.

For May, the publishers of Appleton's Booklovers' Magazine have provided several readable articles, notably "The Morocco Conference," by Ion Perdicaris, "The Unwritten Laws of Annapolis and West Point," "America's New Inland Sea," by Frank G. Martin, "The Ironie Monte Carlo," by Ward Muir, "The Failure of the Educated American Indian," by Francis E. Leupp, "Modern Quarantine," by Alvah H. Doty. There will also be a group of stories and poems.

The May Century will be a garden number. Among the appropriate contents may be noted "An Ancient Garden" by Helen E. Smith, "Where to Plant What" by George W. Cable, "The Old Garden at Mount Vernon" by Francis E. Leupp, "The Gardens of Cornish" by Frances Duncan, "The Architectural Treatment of a Small Garden," "Why do Boys Leave the Farm?" by Prof. Bailey. All these articles are in addition to the serials, poems, pictures, etc., which make the Century so attractive.

A feature of future issues of the Cosmopolitan will be a series of articles by Mr. Jack London, narrating his experiences during a trip around the world in a forty-foot sailboat. To interest women, Gertrude Lynch will contribute an article on yachting for women, to the May Cosmopolitan.

In the May Pall Mall readers will find a long and interesting conversation on art with Josef Israels, the