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THEIR ADVERTISEMENT IN THIS PAPER

CURRENT NOTES.

A CORRESPONDENT writes: "Complaints are being made of the price now being charged for many paper-covered books, viz., 75c. Fifty cents certainly seems enough for a novel so bound, and it is questionable whether publishers are wise in charging more. There is no question but that to many readers the additional quarter is of little consequence, but, to the larger portion of the reading public, it must have the effect of limiting purchases, and of depriving many from coming in contact with the latest and best fiction."

We have heard this compaint before, although the prices are regulated by con-

ditions which Canadian publishers neither create nor are able to modify. A great many of the books issued here in paper at 75c. are not issued in the United States in paper editions at all, and can only be had in cloth, at prices ranging from \$1.25 to \$2.00, the average price being about \$1.50. If, therefore, we were handed over to the tender mercies of the United States publishers in the issue of new popular novels we would have to either pay American prices or go without. Of course, we think 50c. as a price is better suited to the Canadian market than 75c., but it all depends on the terms which a Canadian publisher is able to make in securing a book for this market, so that when the cost of printing and royalty are added together it is often found impossible to bring a paper edition out at 50c. However, we notice that all our publishers are making a point of securing a varied list of books to retail at 50c., in which policy we think they are wise.

As will be noticed in our Montreal correspondent's letter, the habit of giving books for wedding presents has attained the height of fashion. The list of people who gave books at the recent wedding of .he Earl and Countess of Crewe is instructive. No doubt, books for this purpose will be greatly in vogue for a year at least. June is the month for weddings, and booksellers may well begin to say something in their advertisements and in their windows to buyers on this point.

It is true of books and stationery, more than of any other business, that you do not know what you can do till you try. A Canadian dealer had a supply of books, fiction, which did not move and which did not seem to promise anything like a sale. He notified the house which issued them that he was afraid he could do nothing with fiction. It was suggested to him that, as there was a good margin of profit on each book, it would be well to encourage sales, such as making a display of them in the window. He did so. Next day he wrote the house: "We put them in the window, and are glad to say we were sold out during the course of the morning. Please send us another supply."

A long connection in business is sometimes a pleasant thing to look back upon. A few days ago. T. Driffill & Sons. of Bradford, Ont., who have sold their book, stationery, and hardware business to Mr. Andrew Thomson, remitted a sum of money to The Toronto News Co., stating that it was "in settlement of our account and closes a long, pleasant, and satisfactory connection with your house and the manager, Mr. A. S. Irving." It seems that Messrs. Driffill began dealing with Mr. A. S. Irving away back in 1862 and continued on with The Toronto News Co. down to date—a period of 37 years, and yet to look at Mr. Irving you would imagine he could not have been more than five years old in 1862.

The trade in this country continues very good—the best for a number of years, and payments are considered satisfactory. In Ontario, the book dealers look forward to an excellent Autumn trade.