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## THE MACLEAN PUBLISHING CO.

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### LOOK OUT FOR SPECIALS.

IT WILL pay the dealer, in the town as well as the city trade, to keep a watchful eye on passing events and push his lines accordingly. One dealer reports to BOOKSELLER AND STATIONER having done quite well in maps of Venezuela when the war scare broke out recently. He took care to label them prominently in the window, and sold in addition a number of general atlases which commended themselves to customers ignorant of geography, which, we should say, number about 95 per cent. of the population. Speaking of maps reminds us that The London Graphic issued as a supplement to a recent number a new colored sheet map, with the political divisions marked. There is opportunity for some trade in this line. The Armenian question is also a burning topic just now, and apropos of this we hear that a Canadian book on the Armenian problem, from a popular up-to-date standpoint, is to be issued in a couple of months. In lines like these the bookseller must keep not only abreast, but a little ahead, of the current taste. There is no business where superior intelligence counts for more than in the bookselling and stationery trade. A popular biography of Mr. Chamberlain, the celebrated Colonial Secretary, ought to go well in a colony just now, if well illustrated and sold at a low figure.

### THE TRADE IN VALENTINES.

This year's business in valentines shows no marked increase. The reports from the States, indeed, indicate that it is rather duller than last season. For some years this tendency has had to be recorded, and nothing has occurred to revive the trade to any extent. In Canada, from such reports as we have received, a fair trade has been done. "Quite up to the average, and a nice trade," is what one leading house reports. It would not be surprising if valentines showed a marked revival one of these days. Popular taste is fickle, and if a rage for valentines sprung up once again a nice range would prove a profitable investment. It is essentially a trade that can be worked up by the dealer himself. As the festival falls off in popular estimation the possible buyers have to be got at by the dealer himself. A card with "St. Valentine's Day is Coming," might precede a tasteful display in the window.

### A ONE-SIDED ARRANGEMENT.

There is a paragraph in The Publishers' Weekly which contains a germ of instruction on the subject of copyright. It reads:

Edward Arnold hopes to publish Slatin Pasha's long-expected "Fire and Sword in the Soudan," on the 22nd inst. The type for the book was set in this country, and sheets were shipped to England by the Cephalonia for simultaneous publication, when she came into collision last fall. They were so injured by the water as to be wholly useless. The American edition was held back until the English edition could be made ready, according to the exigencies of the copyright law. It will no doubt make its appearance on the date specified.

This candid confession of the absolute dependence of the British publishing interest upon the American arrangements is very refreshing. The English printer has, of course, long ago been thrown to the wolves. The work is done in the States where formerly it was done at home, and the request of the printer that he be regarded with some consideration is treated with the

same amazement as Oliver Twist's request for more. Canada's demand to do its own publishing is similarly received. No wonder that The British and Colonial Printer is talking in the most extraordinary fashion about the present tendency in England toward protective measures. There is, of course, much to be said for the present law from the British author's point of view. He was formerly pirated in the States without mercy. Now he is protected. That is good, so far as he is concerned. But there are others to consider, and the arrangement seems to have little consideration for the mechanical and other interests involved.

### "MADE IN GERMANY."

THIS is a common theme in the British press and magazines just now. The enormous imports of all classes of stationery goods from Germany is awakening much uneasiness in the English mind. A writer in The New Review goes so far as to say that Germany is distancing English makers in all lines of production. Certainly in many lines of toys, fancy goods and stationery specialties the advances made by German goods are astonishing. Formerly English toys had a great name, but the cheapness of the foreign article has driven English toy-makers into other lines. Last year a public exhibition of English toys was held in London in order to try and resuscitate the trade. We do not know what success it had, but it directed attention to the decadence of the home industry in popular demand.

So far as Canada is concerned, German goods find much favor here. Some of the most attractive novelties BOOKSELLER AND STATIONER has seen this month are of German make. They are very cheap, very ingenious and very brightly turned out. That probably accounts for their growing success. We have taken the import figures of the past