

borrow money from the bank for the purpose of discounting his bills. It is easy for him to figure out how he is going to profit handsomely by doing this.

• • •
Wherein lieth the benefit of loading a merchant up with stock, without at the same time showing him how to dispose thereof?
 • • •

YELLOW JOURNALISM AND POSTAL RATES.

ALMOST simultaneously with the significant statement of the Honorable Rudolphe Lemieux, Postmaster General, to the effect that during the present parliamentary session, steps would be taken to wards the discouraging of the circulation of yellow journalism in Canada and that the circulation of British literature would be encouraged, there comes the news from the United States, that strenuous efforts will be made to prohibit undesirable literature from using the mails under the guise of second-class matter. From Great Britain also comes the news that the Postmaster General there purposes introducing into the House of Commons a bill which will facilitate the mailing of British literature to the colonies.

The Postmaster General of Canada may have made his statement when in possession of the facts, but be that as it may, apparently sympathetic opinions are held by the Mother Country and Canada. Some few years ago, such action was advocated in this country by representative men. It is not for us to argue the question at any length, but from the booksellers' standpoint, the efforts of the three countries are regarded with pleasure, and should promote and stimulate the sales and taste for better literature.

• • •
Do you stock picture post cards? If not, why not?
 • • •

MAKE USE OF HOLLY.

A GREAT deal of holly is used for decoration purposes along about the holiday season, but not as much is employed in advertising as might be. Everybody likes the cheerfulness and brightness of a bit of green with red berries. It costs so little that any retailer can afford to be lavish with it, not only in and around his store, but in the shape of little good-will gifts to his customers. A little sprig of holly slipped under the twine around every package will be favorably noticed every time.

Last year a neighboring store put out a lot of circulars during the week before Christmas, and every circular was neatly folded and held in shape by a small wooden clothespin, which also served to retain in place a sprig of holly. The weight of the clothespin kept the wind from blowing the folder away, and the holly served as a mute appeal for attention which was not denied. Did it "go?" Well, people came from a dozen blocks away—outside the store's normal territory, and asked for the circular with the holly and clothespin.

That's one way. There are dozens of others. Study out some of them, and you may be sure that the green stuff will be heartily welcome wherever it goes.

THE TARIFF ON BOOKS.

UNDER the terms of the new Canadian Customs tariff, several changes have been made in the duty on books, which will generally speaking be to advantage of the British publisher. Cloth bound books came in under the old tariff at 10 per cent., with a preference of a third off on books imported from England. In other words books of English publishers paid a duty of 6 2/3 per cent. The new tariff, while keeping the general duty at 10 per cent., places the preferential duty at 5 per cent.

Under the old tariff text books for Universities, chartered colleges and normal schools were admitted free, but books for all other schools were dutiable. The new tariff admits all school books and text books duty free.

In the item of paper bound novels and novels in sheets, the general tariff has been increased from 20 to 25 per cent. Under the old preference, the importer paid 13 1/3 per cent., while the new preferential tariff is 15 per cent. This increase is slight compared with the general increase on American paper novels.

So far as booksellers and the book-buying public are concerned, the changes will not be felt, except in so far as they may lead to an increase in the importation of British books. Publishers will probably be inclined to import more sheets from England and less from the United States, in order not to diminish their profits more than they can help, while jobbing houses will undoubtedly pay more attention to the British market.

• • •
The man, who sells goods, must buy. Therefore, let us teach retailers, how to sell, so that our advertisers may derive profit.
 • • •

PRICE CUTTING OF BOOKS.

WITH the existing state of affairs in Montreal over the cutting of book prices, one is reminded of a similar state of affairs in the United States a few years ago and the subsequent upshot of the matter. In New York, Chicago and other large centres, dealers carried on a ruinous price-cutting warfare to such an extent that the trade was in a precarious condition. It was sapping the life-blood out of the business, yet efforts to reconcile the blind and hot-headed antagonists availed naught. The war was carried into the publishing houses and one undersold the other. Only a few stood firm and cool throughout the fray and endeavored to straighten out the tangle. The happy result was that an association of publishers was formed and a compact agreed to which rendered underselling impossible. It was further agreed that any retailer attempting to undersell would be boycotted by the association and his source of supply thus cut off. This worked to perfection and no complaint or disturbance has since been heard.

Any attempt to form an association of the same nature in Canada would, in all probability, be deemed as an attempt to form a combine to control prices, but in the face of the facts, some arrangement is essential. The bookselling business is subject to reverses much more than other businesses, and there are many things which tend to make it unprofitable.