



VOL. XIII.

TORONTO, CANADA, SEPTEMBER, 1897.

No. 9.

J. BAYNE MacLEAN, President. HUGH C. MacLEAN, Sec.-Treas.

THE MacLEAN PUB. CO.
Limited

Fine Magazine Printers

and
Trade Newspaper Publishers

TORONTO: 26 Front St. W. Telephone 2148.
MONTREAL: Board of Trade Bldg. Telephone 1255.

John Cameron, General Subscription Agent.
Major A. G. Campbell, General Subscription Agent.

CONSULTING NATIONAL FEELING.

IT is seldom—and the seldomer the better—that national feeling, usually of a quasi-political character, interferes in matters purely commercial. Still, there are times when it does. At present there is a decided impression in Canada that the rulers of the United States—not necessarily the people of the republic, but the politicians—have been acting in a very unfriendly fashion towards this Dominion. We need not recite the facts as to the Dingley tariff, the Behring Sea question, etc., because our object is not to stir up feeling or to talk politics, but to discuss the present tendencies in their direct relation to the book and periodical trade.

It seems to us that the bookselling trade should keep a watchful eye upon the opinions of their regular customers and endeavor to meet Canadian feeling in the matter of Canadian or British books and magazines as against those from the United States. There are apparently many Canadians just now who are in no mood to patronize United States productions. An incident occurred in a city store the other day which illustrates

what we mean: An old customer wanted an English review, and was offered one from the United States. The dealer, apparently, had no intention of starting an international discussion. The plain truth was that he did not keep the English review for counter sale, only ordering special copies for customers, but usually he kept one or two of the United States review for casual demand. The customer said vehemently he would not buy that Yankee thing! The dealer, instead of humoring this little display of national feeling, began to argue. One word led to another and the customer departed, vowing that in future he would buy from a bookseller who stood up for his own country. Of course, the dealer was just as stalwart a Canadian as his customer, but, in a hasty moment, forgot that a number of Canadians are in no mood to patronize United States publications.

While this is, in a commercial sense, regrettable, the bookseller and newsdealer should keep it in view. If temporarily there is this national feeling abroad, it should be catered to just like any other demand. If you do not happen to have the Canadian or British book or magazine wanted, alacrity should be shown in offering to send for it promptly. This is only business at any time. Just now it is doubly good policy.

CUTTING PRICES.

The trade will await with much interest the result of the attempt to maintain the prices of the new Presbyterian hymnal. There has been a large sale all over Canada, as this church, next to the Methodists, is the most numerous Protestant body in the

Dominion. So far we have heard very few complaints of cutting. The publisher, Mr. Frowde, of The Oxford Press, was in Toronto a few days ago and said that it was the aim of his company to protect the retail trade against cutting. Those who cut the price will get no more copies. Some people think this cannot be done, and it remains to be seen whether such a policy can be carried out with determination. If the Canadian trade will co-operate with the English publishers we believe it can. Those who are sceptical always say that the large department stores, for instance, will get a supply some way. Assuming that the English publishers stand firm—and no doubt in this case they propose to do so—those who sell cutting firms will be unable to repeat the performance. A little firmness, therefore, should work wonders. At least we hope so.

MAGAZINES.

WE return to the subject of the cheap magazine. Autumn sales are, as usual, likely to be large, and it is a practical question how far the dealer should encourage them. In the case of the better magazines, such as The Century, The Canadian, Lippincott's, etc., the profit is large to those who handle them. The Century is a very fine magazine of the very best class and really stimulates a demand for books. In the case of The Canadian Magazine, it has strong claims to favor as a literary venture, while, besides, it nets 10c. a copy to the trade. Its illustration work is now comparable with any. Lippincott's is a thoroughly deserving magazine, and the complete novel in each issue by well