

THE BOOKSELLER AND STATIONER and Fancy Goods Review.

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Rintoul & Co., Dauphin, Man.—"Herewith find subscription to BOOKSELLER AND STATIONER. We find it a very useful and profitable paper."

BRITISH PERIODICALS IN CANADA.

For years there has been a strong agitation in this country for a reduction in the postal rates on British periodicals coming from Great Britain to Canada. Resolutions have been passed by various clubs and associations, pointing out the necessity for prompt action in this particular. It was felt that it would be good for the Canadian people and good for the British connection, if more English magazines were read. United States magazines could come in at the rate of one cent a pound whereas British magazines were handicapped by an excessive rate of eight cents a pound.

Primarily as a result of the agitations of imperialistic organizations in this country, a reduced rate has been secured and the British publisher can now mail his magazine to a Canadian subscriber at the rate of two cents a pound. And not only this, but a handicap has been placed on the United States publisher by the raising of the rate between the United States and Canada from one cent a pound to four cents a pound.

The door having thus been opened for the British magazine at the earnest desire of many loyal Canadians,

the question naturally arises, is the British publisher going to take advantage of it? We, Canadians, have done our share. Those of us, and the number is regrettably small, who are familiar with British periodicals, will send in our subscriptions to the magazines of our choice, but what about the general mass of the people whose knowledge of British periodical literature is so slight?

If the British publisher wants to profit by the opportunity afforded by the reduction in postal rates, he must start in and educate the Canadian people to the value of his magazine. He must see to it that the newsdealer knows about and handles his magazine. As has been pointed out, the newsdealer is going to become the great distributor of magazines in Canada, because of the postal change that increases the rate on United States periodicals. That being so, our advice to the British publisher would be to cultivate the Canadian newsdealer at the earliest possible moment.

Have you joined the Booksellers' and Stationers' Association yet?

ABOUT ENCLOSURES

When writing letters or sending out circular letters, stationers should not forget that a two-cent stamp will carry one ounce through the mails. A neatly arranged little booklet or folder, snappily written and, whenever possible, snappily illustrated, should invariably be enclosed in all business correspondence. The better looking the booklet, the more readers it has.

It must not be forgotten that money spent in this way is an investment sure of results, if it is properly conducted. You don't buy your general stock in a haphazard way you consider well before placing an order for goods and the same amount of business discretion should be used in buying advertising.

Booklet advertising is only useful among a certain tasteful class of people, who like to be approached in an artistic manner. The bargain sale dodger rarely appeals to this class. What they like to read in the shape of advertising literature is something which pleases their artistic sensibility. It so happens that the goods dealt in by the stationer lend themselves more readily than those of any other kind of a merchant, to artistic treatment. This should be continually taken advantage of by the stationer and should form a part of his business plans for every month.

You will help us, if you mention our name in writing to advertisers.

MAPS AND SCHOOL SUPPLIES.

Bookseller and Stationer has unceasingly reminded its readers of their neglected opportunities in the line of maps, globes and other schoolroom apparatus. In conversation a short time ago with a prominent school supply dealer, he said that he considered it a thankless