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## THE MACLEAN PUBLISHING CO.

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### MAGAZINES AND THE MAILS.

**B**OTH the Ottawa and the Washington Governments have been for some time considering the standing of a number of periodicals which contain very little letter press and are chiefly mediums of advertising.

Objections have been made from many quarters that such publications should not be allowed the special mail privileges they now enjoy, and it is now mooted about that both in Canada and the United States they will be ruled out as second-class matter.

### LACKING IN ENTERPRISE.

Evidence is continually before us that many of our booksellers do not show sufficient enterprise in their business. If they want to successfully compete with the rapidly growing departmental stores they must be more alive to their work, and quick to take advantage of every opportunity afforded them for the advancement of their interests.

We learn of a peculiar case of slowness on the part of a bookseller in a thriving Canadian town, which slowness lost him considerable business.

The dealer in question, when Dr. McKay's "From Far Fromosa" was issued from the Revell press, ordered half a dozen copies.

These were sold out in a day, and six more were ordered. These were quickly disposed of, and then the dealer placed another big order for six copies.

A day or two after an agent entered the town, and in a few hours sold 50 copies of the book.

The natural deduction from all this is that the bookseller did not grasp the situation at all. The city in question has a population of several thousand, and the dealer, if he had known what he was doing, would, when he saw the volume was taking so well, have at once placed a decent-sized order and pushed the sale of the work.

### THE COPYRIGHT BILL.

The only matter of importance discussed at the last meeting of the Booksellers' and Stationers' Section of the Toronto Board of Trade was the amended draft of the proposed Canadian Copyright Act.

The members were practically a unit on the bill, and will likely at their next meeting unanimously endorse it.

The Speech from the Throne at the opening of Parliament, January 2nd, contained an announcement that copyright would be dealt with this session.

### THE STORE COMPETITION.

The keen competition which booksellers and stationers in Britain, Canada and the States are meeting from departmental stores must put them on their mettle. The book and stationery business calls for a large degree of intelligence. The successful man works up a clientele of his own from his personal knowledge of the trade and his acquaintance with his customers. The department stores cannot, in the long run, take away his best trade. A policy of slaughter may dislocate business for a while and tax both the pocket and the patience. But the dealer will live through it. Let him buy

with judgment and keep thoroughly up-to-date. Let him retain the confidence of his customers and they will not stray far away. There is a current belief that the cut price mania, which alone sustains the department store, will, like a fever, burn itself out.

### WHY HE BOUGHT.

A Christmas purchaser thus relates his experience: "I bought all my presents this year at B—'s stationery and book store. I don't quite know how it came about. I always go in there for my daily paper, and B— is a pleasant fellow to exchange a word with, and always knows what's going on. He showed me some fancy goods he had in stock, and, before I realized it, I had bought half-a-dozen different articles, enough to go round the family. The goods were attractive, not too costly, and unlike what I saw in other stores." There is no doubt this purchaser was well served, and bought also because the right kind of goods were in stock. Probably they were tastily arranged, too—another strong point.

### INATTENTION.

The writer went into a large store the other day to choose a book. The man in charge (not the proprietor) was showing a lady customer some dictionaries. Or, rather, he was gazing pensively across the store, his thoughts probably miles away, while the lady turned the books over slowly. No doubt the man was tired. The lady was a bit tiresome, and the hour was five p.m. There were several people in the store, and the staff were all busy. The writer chose his book unaided, and then tried to catch the salesman's eye. But it was still fixed dreamily on the opposite wall. So the writer selected the volume and handed it over the counter to be tied up. The salesman woke from his reverie, passed the book to a small boy to be wrapped in paper, and turned—to