

be kept posted. Say to him: 'Here's a new thing I want to show you.' Don't even hint at a sale. Interest him in all the new things. He may not buy, but he tells others, and when he finds the dealer a live man he likes to drop in."

"In selling games the dealer should know the game. Who is to explain it to the customer if he cannot? Yet, I believe it is very common for the dealer to have merely a passing knowledge of new games. That is neglecting opportunities to make sales."

THE BOOKSELLER AND STATIONER is a good deal struck by some of these remarks. They are from a successful man, and while they may not apply to you, Mr. Stationer, who are reading these words, just consider whether you do not know some man or other to whom they may fairly be applied. There is talk of better trade. We hope so. The holiday season offers a chance to recoup after a dull summer when tourist travel has been poor. Keep and push novelties in stationery. It's a safe rule.

REQUIRES REMEDY.

A DECIDED grievance of the bookselling trade is being brought to the attention of the new Government. It arises from the duty on magazines in bulk, which, however, pass through the mails free in single copies when ordered through a United States dealer.

This works unjustly to our own dealers. Take the case of English periodicals like *The Young Ladies' Journal*. In quantities they enter the United States free, and the agents there get subscribers in Canada and send them, in single copies, through the mails. This deprives the Canadian trade of a legitimate source of revenue, and cuts away business which they ought to be in a position to handle as well as any foreign dealer.

The United States took off this duty on magazines, as they found it impossible to work in practice. It looks as if the same course would have to be followed here. This is only one of several anomalies connected with the Canadian duty on books, which, with other duties, will probably undergo revision at the next session of Parliament. The matter will not be allowed to drop into forgetfulness. Mr. Irving, of the Toronto News Co., has called attention to it, and the whole question will be brought before the proper authorities speedily.

THE PRESBYTERIAN HYMNAL.

THE Committee of the Presbyterian Church have awarded the publication of the new book of praise to Mr. Frowde, the Oxford Press, London. Messrs. Frowde and Wilkinson, the manager of the house, have lately been in Canada, and this is their first colonial contract. Some feeling has been created by the fact that Canadian printing houses have been passed over. The committee claim to have, however, exceptional advantages. Several editions, one for Sunday schools without the music score, will retail for 8 cents. The dearest will be 90 cents, with full score. Several editions at intermediate prices have been arranged for. The publisher is also at liberty to issue other editions, and it is supposed will bring out editions to bind up with the Oxford Bibles, a large number of which are sold to Presbyterians in Canada when bound with the metrical version of the Psalms.

A feature which will give the local dealer a chance is that the retail prices are to be fixed, and no supplies will be given to departmental stores to sell at cut prices.

KATE CARNEGIE.

THE Fleming H. Revell Co., of Toronto, announce that this new book of Ian Maclaren will be ready about the 20th inst., and they have taken out interim copyright in Canada to protect their rights. The introduction of the American edition into this market will not be allowed. One or two of the trade in cities are, we notice, advertising the book as ready "in a few days" at \$1.25. This doubtless refers to the American edition, which will not be permitted here. In our column of copyrights, just recorded at Ottawa, will be found the granting of interim rights for "Kate Carnegie" on the 9th inst.

THE OCTOBER MAGAZINES.

THE first magazine so far received this month to utilize Lord Wolseley's remark regarding the Indian army is Lippincott's D.C. Macdonald has a eulogistic article on "England's Indian Army." A complete novel in twenty-five chapters, "The Crown Prince of Rexania," by Edward S. Van Zile, is very good. Lippincott's price continues 25c., and is worth the money.

A ten-cent American edition of *The English Illustrated Magazine* is now being is-

sued. Its fiction, illustrations and general articles are modelled somewhat after the fashion of *The Strand*. The latter, so far, in our opinion, is brighter and more original. It continues to meet with a large sale in Canada.

The Westminster, the home magazine published by the Westminster Co., Confederation Life Building, Toronto, has now reached its fifth issue with October. It is a good 15c. worth, and always has an attractive cover. Rev. J. A. Macdonald, the editor, is turning out the best magazine of this nature ever produced in Canada. There are plenty of illustrations, and the fiction, poetry, general reading matter and other departments are attractive.

Outing is a most readable number and carries many fine illustrations. A strong, complete story of the old south, by the brilliant pen of Sara Beaumont Kennedy, will please all readers. Other notable features include "Football," by Walter Camp; "Trotting Road Teams and Their Drivers," by E. B. Abercrombie; "A Day on the Uplands," by Ed. W. Sandys; "Racing Schooners," by R. B. Burchard; "Bear Hunting in British Columbia," by W. E. Coffin, and "American and English Boats and Oars," by Chase Mellen.

The Canadian Magazine has articles by Sir Charles Tupper, Martin J. Griffin, Thomas E. Champion, a poem by Arch. Lampman, stories by good writers, etc. It is a first-class number, one of this periodical's best.

Massey's has a special article on the Governor General's Body Guard, by T. E. Champion. The illustrations accompanying it are fine, especially the frontispiece, which is a work of art. The mechanical get up of Massey's is equal to any periodical.

THE QUEEN'S REIGN.

"The Gentlewoman's Record of the Glorious Reign of Victoria the Good," just to hand, is a large 32-page issue with profuse illustrations on every page. Its features include a series of marginal sketches illustrating the chief event of each year since 1837 in most of which the Queen took part: fac-similes of old portraits of Her Majesty, her father, mother, etc.; a group of the five Queens of England, etc. As a compendium of illustrations relating to the present Sovereign's reign it is unsurpassed.