

his canons of business is promptness. No letter remains unanswered, no order remains unexecuted beyond the time that prompt attention requires for the forwarding of goods or information. This is a more important cause of success than many imagine. Its opposite is certainly one of the most fertile causes of decline in business. He believes in employing as travellers men who possess ability for their work, who are of gentlemanly and steady habits. As a rule he considers he has been happy in his selections. He is a judicious advertiser. His theory is that the trader is the man to make the impression upon. He consequently addresses his advertisements through mediums that reach the trader, and finds that the latter works up the demand among consumers better than advertisements to consumers do.

### UNIMPROVED COPYRIGHT.

The consummation of international copyright between Great Britain and the United States hurried the copyright question in this country into its acute stage. As was stated in last issue, the reciprocal arrangement between the Motherland and the United States was not long effected before applications from authors of the latter country were made for copyright here. Under the advice of Sir John Thompson, as was also reported in our last number, these applications were refused by the Minister of Agriculture. There have been no new developments since the taking of that decided step.

The position of Canada in this matter is logical whether it is legal or not. If her publishing industry were kept down by the unconditional copyright-tenure of non-resident authors who were eligible for protection before the international arrangement, much more would that industry be depressed by adding to the incubus upon it the protection of the authors of another great country. Acquiescence in such an arrangement would virtually amount to self-exclusion from rights of publication of anything but Canadian books. Since the unproclaimed Act of 1889 aimed at the redress of a grievance, it is unlikely that the Government which introduced that Act or the two Houses which unanimously passed it will countenance a large extension of the grievance which it sought to remove.

Prior to the international agreement, entered into last summer between Great Britain and the United States, the process whereby a citizen of the latter country could become possessed of copyright in Canada, was somewhat roundabout. He had first to become a resident of some part of the British Empire, and the most nominal sojourn in any corner of it constituted legal residence, as was proven in the recognition of Mark Twain's claim for copyright. A few days' stay in Montreal made that author eligible. The next he had to do was to publish his work in London. That condition

was met by an equally shadowy and fictitious fulfilment. Publication did not necessarily mean printing, and the appearance of two or three copies in London before the book was issued elsewhere, at once secured the author the monopoly of the right of publication in every province or territory in the British Empire. Then the book would be published in the United States, and on copies exported into this country the author collected his royalty under the Foreign Reprints Act of 1847.

Under the international copyright arrangement between Great Britain and the United States, a citizen of the latter country is supposed to be directly eligible for protection here, without residence, without registration or publication in London. Availing themselves of the privilege thus believed to be secured to them, certain United States authors sought to register here, but have not been permitted. They are met by the statement that Canada is not included in the arrangement any more than she is in the Berne convention, from which she gave notice of withdrawal some time ago. Of course, if Great Britain is not competent to involve Canada in the one, she is not in the other, and according to Sir John Thompson's opinion, she is not in either, as Canada's autonomy in copyright legislation is as full, he considers, as it is in trade legislation. Hence, though the two years are up during which the reserve of proclamation is tantamount to the repeal of it, it is expected that some sort of proclamation will be given the Act by the Canadian Government, if the address of the House of last session is not followed in due time by royal proclamation.

All legal rights should be attended by legal duties. The right to obstruct was never intended in the concession of copyright. An unimproved copyright should lapse, as a land patent does in default of settler's duties. When an author is given the power to restrain others from publishing his book, it is on the assumption that he will do it himself.

### BOOK POSTERS.

A great many publishers of magazines and books send out book posters to the retailers, but most of these never accomplish their purpose, because they are not used as they are intended to be. The carelessness of retailers in this respect is much to be condemned, because these posters will help to make the windows and bill-boards attractive, and undoubtedly aid in the sale of the book or magazine they advertise. Every news-dealer or bookseller should have some place where he can paste these posters to advantage, such as a board just outside the door. Besides being an aid to sales, they would indicate to the public and to the news-dealer's customers that this dealer is pushing the sale of the best works on the market, and that his place of business is the place where,

in all probability, they can secure the best and newest goods in every line that he carries. Also, these posters, being larger than copies of books or magazines, draw attention to themselves and what they concern more readily.

### WHO BUY BOOKS?

It is strange how general is the custom of borrowing books. The possessor of books usually loves them, and has collected them at the expense of time and money, but he is almost expected to lend them to his friends. The average reader does not have the earnest wish to own the books which he delights to read. When he wants to read the latest novel he looks for a friend who has bought it and borrows it from him.

This kind of man is excelled in meanness only by the man who buys a cent newspaper and then reads all the periodicals which the bookseller has displayed on his counter for sale. If the right spirit were in readers they would deny themselves many things to have books, and if properly educated, instead of reading over another's books, they would desire to own them as completely as they own a costly reproduction of an oil painting which hangs in their drawing-room. The real love of books is still rather a weak seedling in our lives, and we are not training it as well as we should and as is our privilege to do.

Books are very valuable presents from which much real and lasting pleasure can be taken, while much bracing mental food is being absorbed. More pleasure and benefit can be obtained from them than from non-descript vases and ornaments, card receivers, paper cutters and such like articles which find favor as presents.

### ANTICIPATE THE RUSH.

The week before Christmas is always a busy time for all merchants, but for none more than for dealers in books, fancy goods and toys. Everybody waits as long as possible until all come with a rush, sales are made hurriedly and even carelessly, while this period lasts. Then after Christmas day the merchant takes a view of his stock and finds that in one or two lines he has a large quantity left, which must be carried over or sold at a sacrifice. In most cases these goods would have been sold if there had been time and opportunity to show them, but in the hurly-burly they were overlooked. Then how aggravating to have a customer come in and remark, "These are nice; I wish I had seen them. I was just wanting something of that kind for a present, but I could not find anything to suit me."

This could be avoided, to a great extent at least, in several ways. If the dealer would send out to his best customers a pleasant invitation to call early and inspect his stock before the last week, stating that he had several nice articles which he knew