

Miscellaneous.

CATALOGUES.

A catalogue to be effective must be amply illustrated, fully descriptive, and logically or alphabetically arranged. A catalogue requires more careful editing than a magazine. The man who compiles a catalogue must have a knowledge of the business for which that particular catalogue is issued and combined with it the ability to edit and arrange it systematically, or the result will be a failure.—*Alfred Meyer.*

THE "FOREST AND STREAM'S" JUBILEE.

With the issue of June 25, the New York "Forest and Stream" will complete its fiftieth volume. To mark the event in a becoming manner, the issue will be a Special Souvenir Number, enlarged in size, handsomely illustrated and containing in each department many striking features.

The "Forest and Stream" is the oldest established journal of shooting and fishing in this country, and during its twenty-five years of publication has exerted an important and abiding influence in the promotion of rational sport with rod and gun.

S. S. McCLURE.

His success has been a matter of wonder among all of his friends and business acquaintances. He graduated from Knox College in Illinois in 1882, and landed in Boston a few weeks later with scarcely a cent in his pocket. He found employment with the Pope Manufacturing Company, and went to cleaning bicycles at \$1. When the company wanted a man to teach the riding of the wheel McClure got the job, although at the time he had never ridden a wheel in his life. The Pope Company became interested in the "Wheelman" magazine, and while looking about for a man to run it, asked McClure if he could edit it. He replied that he could, and did. When the magazine was consolidated with "Outing," McClure started a syndicate for furnishing literature and news articles to the newspapers. Then came "McClure's Magazine," over which he now presides.—*The Fourth Estate.*

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We wish to sell you only what you wish to buy.

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JOHN R. BARBER

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—*Printer's Ink.*

THE AREA OF TRADE.

In matters of business the same differences in vision seem to prevail as differentiate ordinary human optics. One man is near-sighted and never sees beyond his nose, while another occasionally fixes his eye on the distant horizon and takes in all that lies between it and his standpoint. The man whose business vision is narrow is incapable of seeing anything but a limited market, while the expansive tradesman is aware of the possibilities, makes his preparations accordingly, and reaps a large harvest. There is no trade of which these remarks are truer than the book-trade. The bookseller has to deal with an ever-increasing market, and he should not forget that his capacity is shown in getting to the area that lies outside of his regular customers. That such an area exists there is no manner of doubt, for the army of readers is being constantly recruited. A little work will demonstrate the fact that there is always a fresh field to be taken into cultivation, and the intelligent bookseller is the one who keeps his eye on the new people who may be attracted to his store. If he does his business well the old ones will be retained while he is on the look-out for fresh ventures.

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