

TRADE NEWS.

MR. CRANSTON'S NEW STORE.

James K. Cranston is now settled in his fine new store in the Buchanan block, Galt. It is a most commodious and handsomely fitted up place and well adapted to the requirements of Mr. Cranston's large and growing business. Mr. Cranston is now doing a big wholesale and retail trade, orders coming daily from all parts of the Dominion, which are promptly despatched by mail or express.

The first thing that strikes one as they approach the new store is the attractive window. It is beautifully dressed with new books, ornamental novelties and fancy goods. There is also a turning platform driven by water-power in the window.

Stepping inside, you see that the store is 20 by 90 feet in size, and filled to overflowing with a complete and choice assortment of goods of all kinds, including a large stock of wall paper. In the basement are the toy and game departments, the wholesale as well as the surplus stock. It is well filled, and is a light, airy and commodious place. Here are immense quantities of store supplies, such as paper bags, wrapping paper, twine, butter plates, etc., with which lines Mr. Cranston supplies local as well as the country merchant. Children's carriages, wagons, carts, bicycles and velocipedes are all stored away here till summer comes. At the front end you see the small water motor which runs the wheel in the window above. The motor is of $\frac{1}{4}$ horsepower, but it only requires a steam of water the size of a pin to run the turn-table.

BAPTIST HEADQUARTERS IN N.S.

BOOKSELLER AND STATIONER paid a visit last month to the maritime Baptist headquarters, known as the Baptist Book and Tract Society, 120 Granville street, Halifax, N.S.

This establishment, with its large plate glass front and handsomely arranged interior, enjoys the patronage of the Baptists of Nova Scotia, New Brunswick and Prince Edward Island, and also of the citizens of Halifax.

Manager McDonald informed BOOKSELLER AND STATIONER that their Christmas and New Year's sales were excellent, and he is looking forward to a good year's work. The stock, which has recently been taken and re-arranged, gives the store a clean, fresh and inviting appearance, and a few quotations, cheerfully given, showed that prices were right.

FIRE AT PETERBORO'.

On the morning of March 31, the stationery and fancy goods store of Sailsbury &

Co., Peterboro', was gutted by fire. The fittings were badly scorched and the stock spoiled by water. The fire has made a complete wreck of the interior of the store. It originated in the rear of the front shop near the stove, and must have smouldered for a longtime before being discovered, as the smoke had done most effective work in damaging the entire stock. The heat also developed in great shape, as the woodwork throughout is blistered and cracked. Mr. Sailsbury valued his stock at \$3,000, and it is practically a total loss. He had an insurance of \$2,000.

ANDERSON'S, OF LONDON.

John Anderson & Co. succeed Jas. I. Anderson & Co., whose business at London was advertised for sale in these columns last month. Mr. Anderson is a brother of the former proprietor, has had seven years' experience in the book and stationery line and was trained in the Old Country. He intends to run a thoroughly up-to-date store. Mr. Anderson has BOOKSELLER AND STATIONER'S best wishes.

NOTES.

The supply committee of the Toronto public school board has recommended the acceptance of the tenders of W. J. Gage & Co., and of Copp, Clark Co., their tenders being equal, for the bulk of supplies. Tenders of W. J. Gage & Co. and of Selby & Co. for the balance of the supplies are recommended to be accepted.

The store formerly occupied by A. H. Gibbard, Yonge street, Toronto, is now occupied by Williamson & Co., who have been in business in Toronto 20 years. The Stead books will be looked after by Mr. Gibbard, at Whitby.

CREDIT DESCRIBED.

Credit is the most precious possession a business man can have. It is priceless. It cannot be bought. It is acquired, maintained and preserved by certain qualities that I believe are inherent in the man. Credit is like a delicate piece of porcelain. You may break it and put it together again, and for purposes of utility it may possibly be just as good as it ever was, but the cracks are there, and you can see where it was broken. And so it is with the man whose credit is once impaired. He may be able to buy goods again, his standing among mercantile houses may be very fair, but it never can be restored to the superb condition in which it once was. And so I would warn all merchants, young and old, to regard credit as a priceless possession. Do not let it be trifled with, and allow nothing to impair it or injure it.—William B. Dean.

THE BOOK TRADE.

SOME OPINIONS UPON CURRENT PHASES OF TRADE WITH DEPARTMENT STORES AND REGULAR DEALERS.

WILLIAM S. LORD, of Elvaston, Ill., writing in the current issue of *The Dial*, a Chicago semi-monthly devoted to literary criticism, argues that, after all, the book department of modern department stores is not the dangerous competitor of the legitimate bookman that it is made out to be. He says: "The only argument urged in behalf of the 'book department' by the book-buyer is the one of 'cut prices,' and, with a few exceptions, they are not cut so very much after all. Illiteracy and ignorance is the rule behind the counters, and only less frequently in front of them. . . . A large proportion of American book readers are uneducated women, who rarely visit book shops and who frequent dry goods stores. There is no serious side to their reading; it is simply a habit. They seldom have the set purpose of buying a book. Their wants are gloves or hosiery; they buy books casually. This accounts for the book department in the big store and defines its success. It cannot take the place of the bookstore until it changes its atmosphere, which it is not likely to do in the immediate future."

Continuing, Mr. Lord points out that in many ways the publisher can assist the bookseller and promote the general good of the trade. Class distinctions should be abolished. Ministers and teachers, who form a large percentage of the book-buying class, should not be offered discounts by publishers. "I wonder," he asks, "how many publishers there are, who when they receive the price by mail from a customer living in a town where there is a responsible bookseller, would send the book to him, enclosing the difference between the list price and the wholesale price, and request that the book be delivered to the person who ordered it?" Both publisher and bookman would gain if such a course were adopted; the latter would feel that he was really the publisher's agent. Besides, it would help him to become better acquainted with the local book-buying public.

Mr. Lord believes that a more rigid adherence to the distinction between "wholesaler" and "retailer" would help the trade. The large department store, which buys in larger quantities than the jobber who sells to small bookstores, should not be able to buy as cheaply as the jobber, nor should the small bookseller pay more for the same book than the department store. These are live questions and are as interesting to Canadian bookmen as to their American brethren.