

## WHY NOT?

THERE have come to us some complaints from dealers in towns saying outsiders go in and take away library supplies from the local retailer. For instance, the village of X, ten miles from the town of Z, will start a free library. The outside agent comes in, gets the order, and the books are brought in duty free. They are mostly of a cheaper kind than what the booksellers of Z could supply, and they think it unfair, etc., that the trade should thus go past the local man who pays taxes, supports his locality, and has a prior claim to the patronage.

Why cannot the local bookseller do this business himself? There is nothing to prevent him. Let him keep an eye on local attempts to start a library. Let him put in a tender quoting prices of the American firms who supply the cheaper books. Being on the spot, if he keeps his eyes open, he can secure the order, forward it to the foreign publisher, charge his commission and the books will be shipped direct to the library duty free.

The local bookseller should take care to do this trade himself. No outsider can undersell him, for he can get just as good quotations from the publishers as anyone. Of course, if you are determined to sell from stock you may miss an order, but at any cost meet the outsider on his own ground and keep local trade for yourself. It's just a question of being enterprising and up to date.

## FOR THOSE WHO SELL STAMPS.

A departmental circular which has been issued prohibiting stamp vendors from purchasing postal stamps from merchants who receive them through the mail from customers is explained by the post office officials. They say that it has all along been against the regulations to sell stamps at a discount. If parties have more than they require and above the value of \$2 they may send them to the departmental authorities, who charge a fee of five per cent. for the trouble of handling. But any selling at a discount would, as explained by the Deputy Postmaster-General, open the way for frauds of all kinds against the department. The publication of the rule was a reminder in view of the fact that at a recent case in Toronto there was said to be jobbing on the

part of a vendor, who was able to make money at both ends. The department have also found that sale at a discount opened the way for reselling cleaned stamps not in the sheet, and have had a notable instance of this nature come under their observation. It is held, therefore, that if the sale of stamps at any discount is countenanced it will lead to trouble in many quarters.

## MUNSEY'S AND THE NEWSDEALER.

THE reduction in the advertising rates for Munsey's Magazine does not help the newsdealer any. As will be seen from the following letter, they have a grievance:

QUEBEC, Oct. 16, 1896.

Editor BOOKSELLER AND STATIONER:

SIR,—We remark your article in the October number in regard to the reduction in advertising rates of Munsey's Magazine, and feel sorry that Mr. Munsey's generosity has not extended to the newsdealer.

We receive Munsey through the Montreal News Co., and pay 8½c. for it, and, as you will see by enclosed invoice, about ¾c. for express charges, thus netting us 9¾c. If we have any copies to return they cost us 2c. each, as we have not stamp rates on returns. Do you not think it would be more just to give us the book at 8c. and charge Montreal dealers, who escape both express charges, about 9c. for it?

Yours, etc.,

T. J. MOORE & CO.

We sympathize with the trade in the matter of the cheap magazines. There is no money in them except for the publishers, and probably the supply companies feel the same on the general question as our correspondents. The case outlined in the above letter, however, deals with special circumstances. As related, the trade in any city outside the one where the News Company happens to be situated are at a disadvantage, as compared with other dealers. The matter is one for arrangement between firms situated like Messrs. T. J. Moore & Co. and the News Company.

## OUT PRICES.

Our retail readers often direct attention to the disastrous nature of department store competition, and ask how it is possible to meet it. Certainly in some cases the cutting is hard to put up with. One of the latest complaints refers to pencils. A large Toronto store lately advertised Faber's pencils at 8c. a dozen. Our retail informant, in order to test the matter, bought some and found that the same article which the whole-

salers charge him \$1 a gross for was being retailed for 8c. a dozen! This is certainly a real grievance, and the booksellers ought to see that makers who allow their goods to be slaughtered at city stores are prepared to take the consequences from the legitimate trade. If they cannot bring the question before the manufacturer themselves, they can at least let the wholesale houses from which they buy know what they think about it.

## THE CABOT CALENDAR.

THIS calendar, both in originality of design and beauty of execution, is the handsomest Canadian production of the sort that has come to our notice. It has been compiled by Sara Mickle and Mary Agnes Fitzgibbon, with a devotion to the historic traditions of this country and an appreciation of popular taste which should meet with marked success.

A word as to the details of the work. As 1897 is the 400th anniversary of Cabot's discovery of Canada, when the work of all our national pioneers will be fittingly commemorated, the compilers have gathered together portraits, many dates of Canadian importance, etc., and produced an historic calendar the like of which has not probably been presented before in Canada. The 12 pages forming the calendar are illustrated with sketches of Canadian worthies, and each day has an event entered opposite to it. In addition there are full-page lithograph portraits of Champlain, Frontenac, Wolfe and Brock. The retail price is 50c.

A very artistic poster has been issued by the ladies who are publishing the "Cabot Historical Calendar for 1897." It was designed by a well-known litho artist, and it combines all the qualities of good drawing, color directness and symbolism that a good poster should have, and it will be considered a valuable contribution to poster collections by those who have taken up the new craze. The idea of the poster, as well as the calendar of which it is the forerunner, is suggested by the fact that 1897 will mark the four-hundredth anniversary of the discovery of British North America, and which is to be celebrated in so many ways next summer in Toronto. The central idea in the poster is Cabot's ship in full sail for the great unknown west. Other ideas of an historical nature are suggested in conventional designs. The ladies, the Misses Mickle and Fitzgibbon, who have undertaken the publication of the poster and the suggestion of the artistic design as well as the compilation of the historical selections for the calendar, deserve great credit for the painstaking energy displayed in this important undertaking.

The Methodist Book Room supply the trade with the calendars and posters.