



Vol. XII.

TORONTO, OCTOBER, 1896.

No. 10.

THE MACLEAN PUBLISHING CO.

OFFICE :

26 FRONT ST. WEST, TORONTO

Subscription, \$1.00 a Year in Advance.

Montreal Office Board of Trade Building.
Telephone 1235.

J. B. MACLEAN, MANAGER.

European Branch:
Canadian Government Offices,
17 Victoria St., London, S.W.
R. HARGREAVES, AGENT

THE TRADE TO MEET.

THE chairman, Mr. A. S. Irving, of the Booksellers' and Stationers' Section of the Toronto Board of Trade, is calling a meeting of the section to meet about the 15th. This is done in accordance with the wish of the Minister of Trade and Commerce that the trade should consult as to means of improving business, and make suggestions to the Government.

It is probable that the trade will discuss, amongst other matters, possible tariff changes, and some members will favor the substitution of ad valorem for specific duties upon imported books.

The copyright question may also be considered. It is the best practical scheme now proposed for brightening trade, as it would give publisher, dealer and printer the control of the Canadian market.

DU MAURIER.

DU MAURIER, while not a young man in the ordinary sense of that term, was apparently on the threshold of a remarkable success in novel writing. Few books in recent times captivated popular fancy more completely than "Trilby." The death of this talented man who, as

author and artist, seemed to have so prosperous a career yet before him, is sad. Possibly Du Maurier could not have equalled "Trilby" as a popular triumph. The sudden death of the writer of "Called Back" some years ago recalls to the mind another book which was for a time all the vogue. "Trilby" has more enduring qualities than Hugh Conway's success, but neither of them has the genius which will keep "Pendennis" or "Copperfield" in favor as long as the English language lasts.

A CANDID POLICY.

MR. MUNSEY announces that with the November number of his magazine the advertising rates will be dropped 20 per cent. His reasons for this course indicate a bold temperament not often witnessed in a magazine publisher. He says: "The advertiser is not getting the returns just now he would if business conditions were normal. It is to meet these abnormal conditions that the present concession is made. My circulation is just the same, and my reduction in price comes out of the profits. In other words, while the circulation remains the same, the power of an ad. to produce results is diminished in accordance with the prevailing hard times." Whatever may be thought of the business soundness of Mr. Munsey's policy, all will admit that it is courageous. A publisher acting so is open to the charge that his periodical is on the decline, but from local inquiry, at least, we cannot find that Munsey's sells less readily this year than last.

IS THE STATIONER ENTERPRISING?

IN spite of what you say about department store competition and bad trade, I continue to affirm that there's more money in stationery than in any other line." So said a man of experience to BOOKSELLER AND STATIONER.

Asked to defend this argument he went on. "Well, stationery requires less capital than the ordinary business, and there is a better chance to sell goods. The whole stock is attractive. There are many novelties, and if the dealer is alive these can be pushed and good profits realised."

"Of course, the department stores cut the life out of cheap stationery, but the dealer is apt to lose courage at this, and hesitates to carry a stock that will keep trade at home. He should always be careful to keep the novelties in stationery and be up to date."

"Then, why doesn't he change the stock about frequently? It is a habit with too many of us to leave the goods in their places month after month, and then wonder why it doesn't sell? A dealer will get a good thing, and then marvel that it doesn't sell. It will lie concealed. He will forget about it, and he has only himself to blame if it remains on his hands."

"Another vital point is salesmanship. I don't believe it is equal to the emergency in many cases. You go into a store and ask for writing paper, and will be met with the query: 'Do you want plain or ruled?' That's not sufficient. The customer's taste should be got at and catered to. Then, as to novelties. The regular customer should