

The Newsdealer

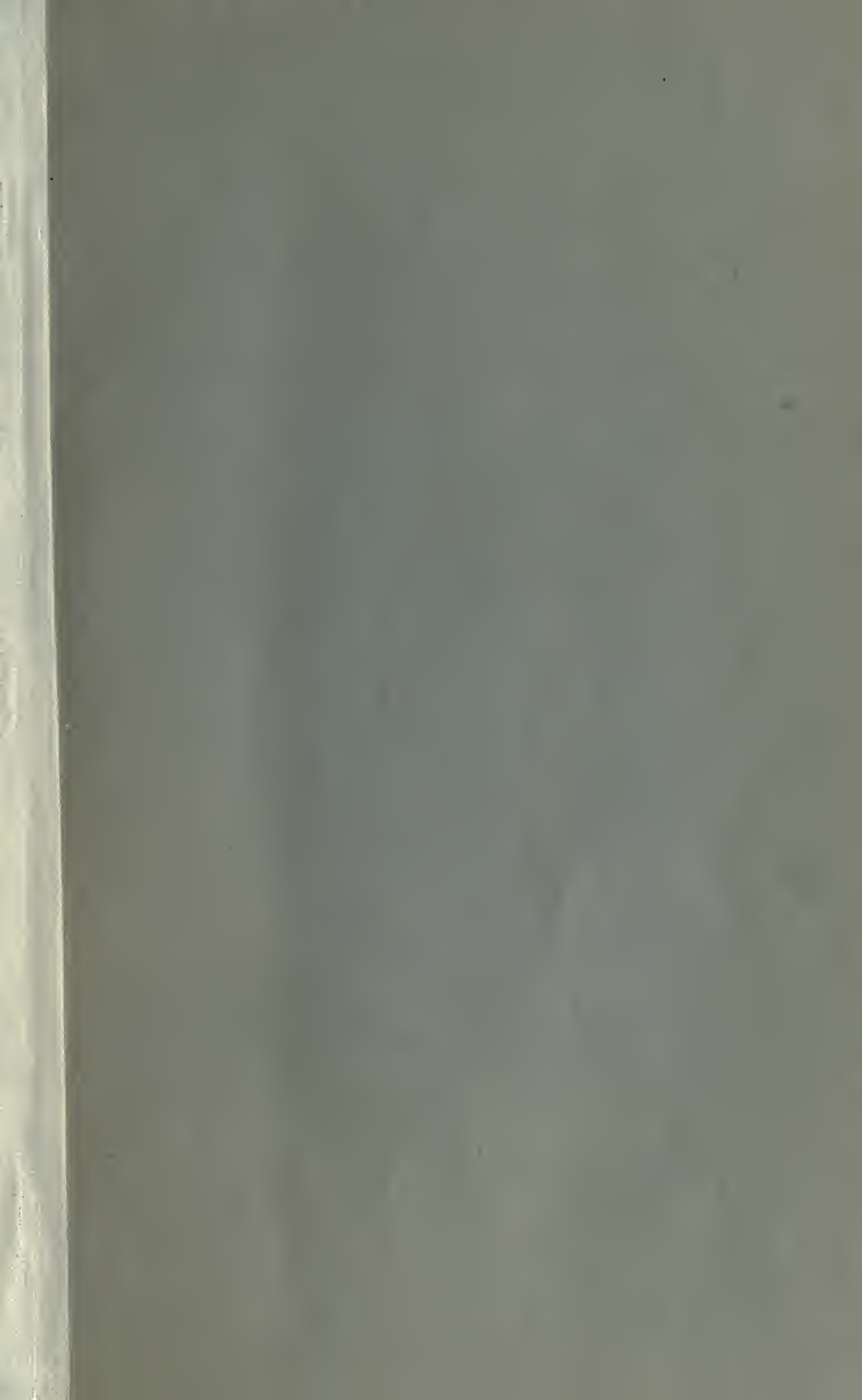
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THE NEWSDEALER

APRIL 1, 1891.

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NEWSDEALER

VOL. II.

APRIL 1, 1891.

No. 18.

HOW TO SELL GOODS.

At a Territorial Fair held in Salt Lake City prizes were given for the best essays on various business subjects. One of these prizes was for the best essay on "How to Sell Goods." It was won by B. F. Cummings, Jr. His essay is as follows:

A moment's reflection will serve to show the infinite importance of this subject. It not only concerns the salesman and merchant, but every member of civilized society; for, as all members of civilized communities are compelled to purchase and consume merchandise, it follows that all are interested in the manner in which the merchandise they buy is sold.

Methods of selling goods may be pursued which are hurtful to the interests of merchant and customer alike, and which result in disappointment and injury to the latter, and a loss of custom and final failure to the former. Or the merchant may pursue a system which, while yielding an excellent profit to himself, will please, gratify and benefit his customers, make them feel that they can do better with him than elsewhere, and so secure their permanent patronage. How to avoid the results of one method, and secure those of the other, is comprised in the art of selling goods.

The process of selling goods is intimately connected, indeed begins with that of buying them; for, as the proverb has it, "Goods well bought are half sold." He, then,

who would become a successful seller of goods must first learn how to buy them; and it is an open question among merchants which branch of their calling, buying or selling, requires the longer experience, the shrewder judgment and the higher order of business ability. As the present purpose, however, is to treat of the methods to be pursued in selling goods, it will be assumed that the stock to be disposed of has been well bought, is suited to the wants of the community, and only awaits skillful and judicious handling by the salesman to yield satisfactory returns to the merchant.

MARKING THE GOODS.

One of the most important matters connected with the mercantile business is the marking of goods. In doing this three objects should be kept in view: Profit to the merchant, ready sale, and satisfaction to the customer. This last object is often lost sight of, but we insist that a policy on the part of the salesman who does not aim at securing satisfaction to the customer is a short-sighted one, and will ultimately prove disastrous to the dealer. A customer will pay for a suit of clothes a price which will yield to the merchant a fair profit, and yet be content with his bargain; but were a sack of sugar marked to yield half as large a profit, a customer would feel that an attempt had been made to impose upon him. On some kinds of goods, then, customers will willingly allow the merchants a good profit, and others

they will purchase only at a very small margin above cost.

It is the duty of the salesman to consider all the circumstances attendant upon this feature of his business, as the amount the capital invested ought to earn, the probable amount of the year's sales, the running expenses of the establishment, kinds of goods handled, the competition to be met, the class of trade to be catered to, what will and will not satisfy his customers, etc. A volume could be written upon this one feature of mercantile business, but practical experience and native good judgment are the only means by which a salesman can become proficient in it.

Having considered every circumstance which ought to influence him in marking the goods, the salesman should make his prices and then adhere to them. A rumor that a house has two or more prices, according to the customer who is buying, will spread rapidly, and soon create a distrust very hurtful to its business. It is unfair, undignified and downright dishonesty to make different prices to different customers, other things being equal, such as quantity, time, etc. Uniform dealing one-price houses command a respect and confidence among customers which sliding scale dealers never enjoy.

Careful investigation has shown that in nearly all cases of bankrupt retail dealers, a large proportion of the goods on their shelves were unmarked, and hence in a condition of confusion which could not but result in loss and disaster. The retail dealer who puts his goods on the shelves without marking them is tolerably certain to learn by bitter experience sooner or later the folly of his course; and the wholesale dealer who fails to keep a suitable record of prices as the market fluctuates is omitting a vital feature of success.

THE WHOLESALE SALESMAN.

Whether employed in the estab-

lishment at home, or sent "out on the road" in the capacity of what is called a drummer, the first duty of the wholesale salesman is to make himself thoroughly and perfectly familiar with the entire stock of goods in the department or house in which he is employed. If an article is mentioned, he should be able to state instantly whether or not it is in stock. It is of the utmost importance that he should be thoroughly posted on prices, and able to give from memory or his pocket price-book the price of any article the instant it is asked. He should be able to discriminate accurately between brands, grades, qualities, etc., and explain differences between them to a customer.

Next to having a thorough knowledge of his own stock and business, it is important that the wholesale salesman should be familiar with those of his customer. He should know what kind of business his customer is doing, what class of people patronize him, and what goods will be most popular and best suited to the needs of that class. A wholesale salesman should not try to load up a retail dealer with goods not suited to the latter's trade. If this is done, the retailer will meet with disappointment and loss, and in consequence of dead stock will be unable to meet his payments. Disgust at his own bad judgment will be mingled with distrust of the salesman who induced him to take the unsalable goods, and he will thereafter buy elsewhere. Thus the retailer is injured and the wholesaler loses a good customer. All this may happen when the goods causing the trouble are really first-class and sold at a reasonable price, the difficulty lying in the fact that the wholesale salesman either did not know or did not regard what the real interests of his customer required.

All wholesale salesmen of experience understand perfectly well that, having once won the confidence and

patronage of a retail dealer, he is influenced to a great extent by their advice and recommendations. It follows, then, that these should be offered intelligently and in the strictest good faith, with an earnest purpose on the part of the salesman to subserve the best interests of his customer. Their interests are identical. The more goods the retailer sells, the more he will purchase from the wholesale house which has won his confidence. A bill of goods which is unprofitable for him to buy is unprofitable for the wholesale house to sell to him, and *vice versa*. In fact, a trunk and branch relationship exists between a wholesale house and the retailers whom it supplies, and the policy of the wholesale salesman should be to cement more and more closely that relationship, and strengthen the ties of confidence and friendship between the two, always having in view the interests of the buyer as well as those of his own house.

It is essential that the wholesale salesman should be thoroughly posted respecting the financial standing of his customer. Upon this point depends to a great extent his success in the art of selling goods. It requires little tact or ability to sell goods to a customer who is bent only on getting all he can on credit, without due consideration of the matter of making payment when due. It may, however, require considerable tact to properly treat a customer whose intentions are honorable, but whose resources, ability or experience are limited. If a buyer is known or suspected to be dishonest, sell to him for cash only. If necessary, tell him frankly that you do not know him to be a man whom you can afford to carry, and that your rule is to extend credit to those only whom you can depend upon. If your customer is worthy of credit up to a limit which, however, you do not wish to pass, avoid what, to a good salesman, is second nature,

pushing goods upon him. Endeavor to furnish him with what he really needs, and to satisfy him, without going beyond the limit fixed for his credit. But should it be necessary, tell him plainly, but in a frank and friendly way, that at present you do not wish to carry him for more than a given amount. If he is a sensible man, he will take no offense, and if he is not a sensible man, it is unsafe for you to carry him on your books.

Selling goods by traveling salesmen with samples is expensive, but long experience has shown it to be the best method for wholesale dealers in many lines. The sample trunk, if properly prepared and packed, is the wholesale establishment in miniature. By its aid the country dealer is conducted through the big store in the city, from the basement to the highest story, and is able to make selections as intelligently as if he had paid his fare to the city and was personally present in the establishment he is dealing with. The salesman should see that his sample trunk is complete, neatly and systematically arranged, and that samples correctly represent the stock. He should acquire facility in displaying them, in describing grades, qualities, etc., and in giving prices. The stationary or traveling wholesale salesman should keep complete price books, and post them as often as the prices vary. The memory should not be depended upon without their aid.

THE RETAIL SALESMAN.

Much of the foregoing applies to the retail salesman, especially in regard to familiarity with stock and prices and the giving of credit. He should be perfectly familiar with the goods he handles and with the prices at which they should be sold. If his employer deems it best to give him the "cost mark," as will generally be the case if he proves a good hand, so much the better. He should know exactly where to find any article called for. Time is

money to buyer and seller alike, and the time lost by both while a clerk is hunting for some article for which a customer is waiting often amounts to a heavy percentage of its value. It is thus necessary for a retail clerk to be orderly and methodical to a strict degree in handling his stock. He must at once return to their places on shelves or in drawers, etc., the goods he has been showing a customer, and he must do this in such a manner as to preserve the stock in perfect order. A failure to keep the stock in order and the goods in their places and neatly arranged is possibly the most common fault of the retail salesman. To avoid it he must put in the spare moments between customers in arranging shelves, drawers, showcases, etc., and in so displaying the goods as to cause them to appear new, fresh, varied and attractive. A retail salesman who can and will keep the goods arranged and displayed to the best advantage will command a high salary and will be a favorite with customers.

A very important auxiliary to the success of the retail salesman is the keeping up of his stock so as to avoid being out of any article. Vigilance and good judgment are required in ordering various lines as fast as they will be needed, but not fast enough to overstock.

The retail salesman, to be successful, must learn to read human nature. He must be able to perceive quickly the sort of person he is dealing with, and to form an accurate judgment as to what sort of an article, and about what price will be likely to suit the customer. Scarcely one customer in ten who enters a store to purchase an article knows in advance exactly what he wants; and it is the province of the clerk to aid him in coming to a conclusion. The art of doing this may be acquired to a great degree of perfection, though not without long practice and experience; and, when acquired, it adds immensely

to the value of the services of the salesman possessing it.

QUALITIES NECESSARY IN ALL SALESMEN.

Be industrious; exert yourselves actively to show goods to customers and to find what will suit them.

Be patient; preserve perfect equanimity, even though your customer appears trifling, fastidious or exacting. Sincere efforts on your part to please him will win in the long run.

Be polite; under no circumstances speak to or treat a customer with impoliteness. To do so is to make a mistake inexcusable in a salesman. Your politeness to customers is money to your employer, and is one of the considerations for which you are paid a salary.

Be considerate of poverty; do not try to sell a poor person a more expensive article than he can afford to buy. By so doing you may wound his feelings, and cause him to avoid you in future. Rather try to suit him with an article within his means. If you succeed he will try you again.

Be attentive to small purchasers; if a lady wishes only a spool of silk, and you politely furnish her with the shade desired, she will come to you when she has a larger purchase to make.

Be truthful; never resort to deception in representing the quality of the goods you sell. Truthfulness is in a salesman a virtue which will soon begin to tell in a pecuniary as well as a moral way, for people will flock to the clerk whose word they know they can depend upon respecting the value they are getting for their money.

Be honest; not merely because honesty is the best policy, but because without it life is a failure, though wealth flow in to the amount of millions, and the world lavish its honor and applause. The most hopeless and contemptible of bankrupts is the man who has lost his honesty; and the most useless

to all employers—the one who is most expensive while least worthy of a salary, who is most to be avoided by customers and abhorred by merchants—is the dishonest salesman.

THE NEWSMAN OF TREMLEY POINT.

Tremley Point is the name of a little spot in Jersey where trains are obliged to come to a halt before crossing a river bridge. There are altogether six dwellings at Tremley Point, four being farm houses, one a saloon, and another the lowly abode of the man who acts as station master, postman, telegraph operator, switchman, flagman and newsdealer.

Tremley Point being a favorite bay snipe locality of mine, I soon became companionable with the inhabitants—a very wise accomplishment for a man who knows the biting qualities of Jersey dogs—and entertained particular affection for “the principal office holder of the country,” the gentleman who flagged the trains, ticked the wires, handled the mail, switched the cars and *tried* to sell the newspapers. He was an interesting person, and I used to find great amusement chatting with him while waiting for the train. One day, as I was changing my rubber boots for a pair of city shoes he used to care for during my shooting time, I noticed that he was unusually busy in the periodical department of his establishment—a pine-board shanty no larger than an ordinary mail wagon.

“You’re hurrying to-day,” said I.

“Yep, got ter get these yere papers and maggiezeenes off on the five train,” he replied.

“Why, you get all the dailies, the weeklies and the monthlies—everything published that amounts to anything, don’t you?” said I. “Everything from the penny paper to the half-dollar magazine?”

“Yep, get ’em all—*Harpers’s*, *Plece Guzett*, *Jedge*, *Puck*, *Journ’list*,

Life, *Home Journal*, et cetta, et cetta, et cetta; durn big heap on ’em to get ready fer the five, I tell yer.”

And truly the man had his little counter and show-case filled with copies of every one of the leading publications of the day, the heaviest, the brightest and the funniest, papers devoted to politics, trade papers, religious papers, fashion papers, and papers and magazines of all sorts and colors.

“Have much sale for them?” I asked.

“Nope, only one, the *Haome Journal* there; send thet to Miss Disosway; takes it every week, begosh!”

“Don’t sell any of the others, eh; hardly pays to hauld them in a place like this, I suppose?”

“Wall, I don’t mind it nauw; wife, she reads ’em all over, and my boy, Palm, he kinder hankers arter the picktures, while dad, he has lots time jes nauw, and seems to enjoy hiself with several. Yo’ see, don’ corst enythin’ for ’em, outside the time to undo and tie ’em up agin, and I s’pose I might jes as well have ’em come as not. Couldn’t sell papers here anyway; people as kin read is all frin’ stingy; them as kant ain’t got no money. Thar comes the five now, begosh!”

And my friend hurried out of the place with one of a half-dozen bundles he had tied up. As I bid him good-bye, “Palm” came in and said:

“Par, mar wants the *Yankey Blade*, the *Neversink Times*, and the *Christmas Wide Awake*.”—*Charles Barker Bradford in The Journalist*.

“THE SERVANT OF SATAN,”—Prado—having had its day, has been dropped from the *Sea and Shore Series*, of which it was number seven, and “Ruy Blas,” founded on the drama of that name, by Victor Hugo, has been issued in its stead.

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SOMETHING ABOUT "SCRIBNER'S."

If publishers can be brought to understand that newsdealers everywhere are watching them closely, they will be less ready to fall in with schemes of other publishers to get a few subscribers by offering their periodicals way below regular rates. The "club rate" referred to in Mr. Weiser's letter, printed below, is out of all proportion when compared with the regular rates of the publications in question. A dealer wishing to subscribe for the two would have to pay \$3.45—\$2.60 for *Scribner's* and \$.85 for the *Inter-Ocean*—yet to the general public a rate of \$2.90 was made, and the dealer, for the time at least, was quite forgotten. *Scribner's* could not legitimately exist without the universal assistance of the trade, and it does not speak well for the publishers' appreciation of the newsdealers' successful efforts in their behalf, that they descend to such petty business as is revealed in their *Inter-Ocean* combination, on which the following letter from a valued supporter of THE NEWSDEALER sheds a new and intelligent light:

"FAIRBURY, Neb., Feb. 26, '91.

"Inclosed find an advertisement that I cut out of a copy of the Chicago *Inter-Ocean*, which was brought in to me about the first of January. This paper states that they will send the *Inter-Ocean* and *Scribner's Magazine* for 1891, to any one in the United States or Canada, for \$2.90. The publishers' price of the *Inter-Ocean* is \$1.00 a year, and *Scribner's* is \$3.00 a year. Now, I should think that Charles Scribner's Sons would rate their magazine above any such combination as this.

"Give them a raking over in next issue of THE NEWSDEALER. I have got THE NEWSDEALER through the Omaha News Company since number thirteen, and would not be without it now. It is

a crimper from the word go, and let the good work go on, and in the future I think that the newsdealers of the United States will be able to ascertain what a little paper out in California has done for them. Give *Scribner's* and the *Inter-Ocean* a jacking up. I am,

"Yours truly,
"GEORGE W. WEISER."

A QUERY ANSWERED.

Recently a St. James, Minnesota, reader wrote the NEWSDEALER, saying: "I have had some complaints in regard to selling the *Police Gazette* on news-stands. Will you please mention in your next issue whether there is a law against selling the *Police Gazette* or not?" Not feeling quite certain on the subject, the inquiry was referred to the publisher of the paper in question, with the following result:

"NEW YORK, Feb. 26, 1891.

"In reply to your favor of the 14th instant, regarding inquiry of A. J. Knorr, will say that there is no State in the Union in which there exists a law prohibiting the sale of *Police Gazette*. Every State has a statute prohibiting the sale of obscene literature and papers made up of deeds of crime and blood, which the *Police Gazette* does not come under, as the paper is devoted to theatrical, sporting and sensational news only.

"Yours very truly,
"RICHARD K. FOX."

NEW BASEBALL GUIDE.

The trade will be glad to learn that the publishers of the *Sporting Life* have commenced the publication of an annual official Baseball Guide. The issue for 1891 is nearly ready, and, as it will be returnable, will no doubt meet with a cordial reception—to the detriment of the other guides which, having had things all their own way so long, have grown too independent.

**MORE ABOUT "ONCE A
WEEK."**

I have frequently given reason in these columns why the trade should do everything possible to drive all publications bearing the imprint of P. F. Collier out of the market. The success his agents, which swarm over the country, are meeting with in "knocking out" the regular trade is intimated in the following paragraph from a recent impression of *Echoes of the Week*:

"We went through Mr. P. F. Collier's new publishing house one day last week. It is something to take one's breath away to go through the immense establishment. There is nothing in this county like it. Twelve double-horse trucks can drive into the building, and stand there in the great court without interfering in any way with the workmen and presses. There are miles of offices and rooms in the building, and regiments of busy-bodies. We never saw so many bundles of printing-paper in our lives as there are in that building, and the immense presses were reeling off *Once a Week*, George Eliot's Works and Rudyard Kipling's, until you couldn't rest. Mr. Collier has a thirty years' lease of the building. He has ordered a new Hoe press that will print 8,000 *Once a Weeks*, on both sides, per hour. The house-warming will come when it comes, and it will be one that will make the eyes of you stick out half-way across the Atlantic."

"LESLEIE & COMPANY," who have traded on the well-known firm name for ten or twelve years, with more or less (generally less) success, are again trying to work up a little boom for the only two living out of the round dozen periodicals they have at divers times tried to establish. The two referred to are the *Fireside Monthly* and *Lady's Bazar*, certainly the worst specimens of magazine making to be

found on earth to-day. The pictures used are old beyond redemption, and are worse than none at all. The fashions in the *Lady's Bazar* are useless, so reliable dressmakers say, and the stories in either are the laughing stock of all who see them. Some way or other, somewhere or other, the publishers have picked up the played-out plates of the old five-cent edition of the *Brookside Library* and *Fireside Novelist*, and are running them out again in the two magazines. In spite of the fact that not a line of new matter or an original picture appears in either, dealers are asked to sell them for the same price and profits as the standard magazines. There is no sufficient reason why any dealer should handle either of the magazines as they are now, and the sooner they are cut off and the publishers forced to discontinue or improve them, the better.

YOUNG clerks who desire to rise should never hesitate about doing any work that comes in their way. They should crush out the idea that many seem to have, that it is the proper thing to do as little work as possible for the largest pay. If a clerk expects to make a successful business man, his first thought must be for his employer's interest. He should turn his hand to whatever he sees to do, and not let his employer's interests suffer because the work happens to be the duty of someone else. The clerks who advance to positions of trust and importance, and possibly become members of the firm, are those who stand ready to perform any required duty, no matter who has neglected to perform it.


MANY dealers do not seem to have been informed that the *Weekly* is returnable from any dealer located in a city or town in which there is no wholesale news company.

IF you see it in THE NEWS-DEALER, it's so!

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19	Phillip Augustus,	" " "	72	Sylvester Sound,	By Henry Cockton
22	Mary of Burgundy,	" " "	73	The Love Match,	" " "
24	The Gipsy,	" " "	99	Valentine Vox,	" " "
28	Henry Masterton,	" " "	133	The Sisters,	" " "
29	John Marston Hall,	" " "	74	The Clock Maker,	By Sam Slick
36	Attilla,	" " "	77-78	Ten Thousand a Year.	By Samuel Warren
49	The Robber,	" " "		Parts I and II,	" " "
54	The Huguenot,	" " "	138	Now and Then,	" " "
83	Forest Days,	" " "	87	Tough Yarns,	By The Old Sailor
90	Morley Erstein,	" " "	93	Two Old Men's Tales,	By Mrs. Marsh
98	The Brigand,	" " "	97	Mount Sorel,	" " "
100	The Smuggler,	" " "	112	Amelia Wymbdam,	" " "
111	Arrah Neil,	" " "	94	Margaret Catchpole,	By R. Cobbold
145	Agincourt,	" " "	127	Mary Anne Wellington,	" " "
59	The Pickwick Papers,	By Charles Dickens	107	Tag Rag & Co.,	By James Greenwood
62	Nicholas Nickleby,	" " "	108	Odd People in Odd Places,	" " "
63	Oliver Twist,	" " "	109	Dining with Duke Humphrey,	" " "
75	Barnaby Rudge,	" " "	113	The Ghost Hunter and His	By J. Banim
76	The Old Curiosity Shop,	" " "		Family,	
96	Martin Chuzzlewit,	" " "	116	The Young Duke,	By B. Disraeli
20	Tom Cringle's Log,	By Michael Scott	117	Venetia,	" " "
25	The Cruise of the Midge,	" " "	118	Alroy,	" " "
26	Two Years Before the Mast,	By R. H. Dana	119	Henrietta Temple,	" " "
38	Pelham,	By Lytton Bulwer	120	Vivian Gray,	" " "
39	The Disowned,	" " "	121	Sybil,	" " "
40	Devereux,	" " "	122	Coningsby,	" " "
41	Paul Clifford,	" " "	123	Contarini Fleming,	" " "
42	Eugene Aram,	" " "	128	The Tower of London,	By Wm. H. Ainsworth
43	Last Days of Pompeii,	" " "	129	Windsor Castle,	" " "
44	Rlenzi,	" " "	130	Rockwood,	" " "
45	Ernest Maltravers,	" " "	135	The Miser's Daughter,	" " "
48	Alice,	" " "	140	Old St. Paul's,	" " "
66	Night and Morning,	" " "	132	The Missing Partner,	By T. M. Cobban
84	The Last of the Barons,	" " "	137	Jane Eyre,	By C. Bronte
143	Harold,	" " "	139	Mine Own Familiar Friend.	By A. L. Harris
31	The Wolf of Badenoch,	By Sir T. D. Lauder		A Modern Vendetta,	

FREDERICK WARNE & CO.,

COOPER UNION, NEW YORK.

RECENT BOOKS REVIEWED.

Under this heading it is intended to print original and selected comment concerning current books, which will enable dealers to converse intelligently about them with their customers, and consequently to their own profit, without being compelled to wade through much matter of little or no interest, even had they the spare time to devote to it. Prosy, analytical reviews will be avoided. Only paper-covered books will be noticed, and the mention will be made timely as possible. The retail price will be appended for the convenience of those who, not having the books in stock, may wish to order them.

"THE CRUSADE OF THE EXCELSIOR," one of the Best of Bret Harte's California romances, forms the latest addition to the *Riverside Paper Series*. The story turns on a strange adventure in the Gulf of California, and the picture of the peaceful mission life of the padres is as fine as anything Bret Harte has ever drawn. 50 cents.

"WHOM GOD HATH JOINED," by Frank Cahoon, is a piece of vulgar trash, called by courtesy a novel. It has nothing to commend it except its possible fidelity to nature, since hundreds will drink and be unfaithful to their wives, and wives will seek elsewhere the love which they do not find at home; but there are some phases of life which are better left untouched, and this book deals with such topics to the exclusion of all others. 25 cents.

"THE CARTARET AFFAIR" is a detective story by St. George Rathborne, in which the author has departed from the customary rule of such stories, and has introduced a young lawyer who strikes the right scent of the authorship of a crime while the detective is pursuing a wrong one. The book has an abundance of action and incident, and does not violate the probabilities as so many of this class of stories do. The writer's style, too, is above the general run of authors of this class of novels. 50 cents.

"CONSTANCE WINTER'S CHOICE," a novel written several years ago by a Chicago woman, Anna Louise Beckwith (Mrs. Cutter), is now republished in the *Globe Library*. The

story is a bright, entertaining narrative of the light order, and its heroine, "they say," is our popular quondam actress, Mary Anderson. The story is sweet and wholesome, and enlivened with some quiet digs at fashionable ideas of the dramatic profession. 25 cents.

THE NEW POEM.

"The Light of the World." The verdict upon Sir Edwin Arnold's new poem, "The Light of the World," will probably be that, while it is full of passages of exquisite melody, with here and there flashes of dramatic force and passion that remind one of Browning at his best, still it lacks the sustained beauty and sweetness that has made "The Light of Asia" one of the most popular of modern poems. In the preparation of the great Buddhist story, Sir Edwin had steeped himself in Indian tale and legend. Something of the sensuous charm of the Oriental songs was breathed into his verse, and gave it the stamp of novelty. In this new poem, which treats of the life and death of Christ, the author has depended for his inspiration purely upon the Scriptures, though he has made skillful use of Buddhism as a foil to Christianity. The result is that while certain passages reach a lofty plane, which he seldom gained in his first poem, yet as a whole the work is not so rich in imagery nor so striking.

It is difficult to understand how so accomplished a literary artist as Sir Edwin could write the prelude to this poem, entitled "At Bethlehem." It is an account of the visit of the three wise men attracted by the star, but, though written with great care, it is deadly dull. The blank verse appears to be over-elaborated, and the only thing that redeems it is the angels' song, which comes in as a refrain at the close of each book. It is unfortunate that this stretch of thirty pages of dreary blank verse should be placed

at the opening of the poem, for it will serve to repel all except those who have the wisdom to merely glance through it. In fact, it bears a strong likeness to the custom-house preface to Hawthorne's "Scarlet Letter," which always put the elder Dumas in a deep sleep whenever he attacked it, so that he never reached the first page of the greatest of New England romances. We would suggest to any one who wishes to enjoy this poem that he skip the Bethlehem prologue and begin at the real beginning—the entrance of Pilate upon the scene. Great art is betrayed in making Pilate the tetrarch of three years after the crucifixion, haunted by visions of the prophet and leader whom he gave to a shameful death on the cross, and eager to learn from Mary Magdalene the story of her experience with Christ. In the introduction to the book, Sir Edwin surpasses himself in his pictures of Palestine and the changes that have been wrought in the places made sacred by the Scripture story. Perhaps the finest bit of description in the poem is this sketch of how spring comes in Palestine :

And oft-times, in the Syrian spring, steals
back
Well nigh the ancient beauty to those
coasts
Where Christ's feet trod. The lily which
he loved
And praised for splendor passing Solo-
mon's—
The scarlet martagon—decks herself
still,
Mindful of his high words, in red and
gold,
To meet the step of summer. Cyclam-
ens
Lift their pale heads to see if he will
pass ;
And amaryllis and white hyacinths
Pour from their pearly vases spikenard
forth,
Lest he should come unhonored.

In figure pictures, the portrait that is worthy to stand by the side of this flawless sketch of Palestine is the picture of Mary Magdalene, once a queen of sin, now a humble follower of her dear Lord. She is described :

* * * * * Pale
As moonlight's heart the low, smooth
forehead framed,
Under the black waved hair—forehead
and hair ;
And eyebrows, bent like the new moon ;
full lids ;
Silk lashes, long and curved, shadowing
with touch
Of softest melancholy that worn place
Where the tears gather—all declaring her
A daughter of the sun, in those climes
born
Where light and life are larger.

The book ends with the fierce outburst of Pilate, who dares not stay to hear more of Mary's wondrous story, but starts forth at early dawn for Sepphon's. The remainder of the poem is cast in the form of conferences between Mary and an Indian, who was one of the three Magi that came to Bethlehem when Christ was born. He is full of questions about the mystery of this new faith, and the poet makes admirable use of the Buddhist's lore to bring into greater relief the purity and simplicity of the Gospel. To him Mary relates in full the sacred story ; how she first saw Christ teaching by the wayside, and how his words compelled her to cast aside the old life of sin and lawless desire, and follow meekly in his train. Then follow pictures of the anointing of his feet with the precious spikenard, the parables taught by the roadside, the raising of Jairus' daughter, the crucifixion and the rising from the dead. In verse of great sweetness and strength Sir Edwin has told again this old familiar story ; told it with a pathos that no reader can fail to feel, and with a power that carries one along to the noble climax. It is a great poem, worthy of careful study, for a single reading cannot reveal all the wealth of beauty and of wisdom that lies in its measured lines. Fifty cents.—*San Francisco Chronicle*.

It is worth always remembering that the *Detective Library* is the only ten-cent series allowing a clear profit of forty per cent.

Something New.

Out April 1st.

The
Sporting Life
Official
BASE BALL
GUIDE 1891
PRICE 10¢

It will be issued through the American News Company and its Branches, and will be "on sale." Price to Dealers, 7 cents; sells for 10 cents. Unsold copies RETURNABLE. Send in your orders. Keep a good supply on hand.

THE OPEN COURT.

Being a department in which dealers' opinions reign supreme, and therefore of special interest to publishers wishing to keep in the swim.

OLYMPIA, WASH., Mar. 5, '91.

"We believe it a good idea to print retail as well as wholesale prices of newspapers."

J. BENSON STARR.

NEWPORT, ARK., Feb. 11, 1891.

"I get THE NEWSDEALER every issue from St. Louis News Company, and can't get along without it."

I. D. PRICE.

HANNIBAL, MO., March 10, 1891.

"All papers folded. THE NEWSDEALER is what we needed for a good many years."

JOS. MORRIS.

SUMNER, WASH., March 5, 1891.

"I would like all the story papers folded and made returnable. Success to THE NEWSDEALER in its fight with the subscription sharks."

T. B. DARR.

CYNTHIANA, KY., March 9, '91.

"I endorse the letter written by E. S. Kelley, of Wellsville, Ohio, of date February 7, 1891, in number seventeen. He expresses my thought exactly."

K. H. PALLMEYER.

NORFOLK, VIR., Feb. 27, '91.

"I notice your request to dealers, to notify you if they prefer papers folded, etc. I do not think you will find one on top of the earth who does not. Not only for convenience, etc., but they look so much neater on the table, as we cannot fold them as well."

J. G. SPRUILL.

GRAYVILLE, ILL., 3-10-'91.

"Because of the pig-headedness of the publishers, we make it a point to see that the sale of the ' Fireside Companion ' is not pushed, and, as a result, its sales have fallen off, while the more liberal story papers have increased. Keep up the fight."

MERCURY NEWS Co.

7029 S. BROADWAY, }
ST. LOUIS, MO., Feb. 24, 1891. }

"We think THE NEWSDEALER a grand help, and like the idea of having the story papers come ready folded. They look so much smoother on the counter, and save time. We always favor the returnable papers in preference to those not returnable."

A. ELLIOTT & Co.

SILVER CITY, N. M., Feb. 24, '91.

"I am certainly in favor of receiving all papers ready folded, and I think it an imposition on the part of the publishers in sending out their papers unfolded, as the newsdealer's profit is comparatively small on all weeklies. The more I see of THE NEWSDEALER the better I am pleased with it."

C. M. NOLAN.

WINNEMUCCA, NEV., Mar. 10, '91.

"Permit me to second the motion to have our papers come to the retail dealers cut and folded. It is a shame to have a lot of papers rolled up the wrong way when they are damp and green from the press. By the time they reach us in the mountains they have dried, and it becomes next to impossible to fold them and break them in the right way, so as to make them appear half way decent. Thanks for kind offer to quote wholesale and retail prices of regular publications. I for one would esteem it quite a favor."

C. CHENOWETH.

HARPER, KANSAS, Feb. 23, '91.

"THE NEWSDEALER is a great boon, and ought to be taken by every newsdealer in the United States. I have taken from the Southwestern News Company of Kansas City, since I received a sample copy from you. I am very decidedly in favor of receiving all papers ready folded. They are such a nuisance to fold that I never take any trouble with them. You pitched into the *Fireside Companion* last week, which I was very glad to see. I would like to speak a favorable word for *Good*

News, I only hope it may supplant the *Youth's Companion*."

E. E. MACHELL COX.

BEATRICE, NEB., March 3, 1891.

"Your valuable paper comes regularly through the Omaha News Company, and we read every word in it. So far you certainly have voiced my sentiments in all you have said for the good of the news agents. The profits are small enough, and forty per cent. at least should be given, with a return privilege, and *all weekly papers should come folded*. It is almost impossible to fold them neatly, besides taking up valuable time. If every news agent in the country would push the papers that give forty per cent. discount and come folded, there would be a little better profit in the business."

F. H. CROWELL.

OGDEN, UTAH, March 4, 1891.

"Copy for 15th is to hand. I am glad to see you fire into the 'Lovell Outfit.' Since they left the News Company, January 1st, they seem to hanker more after the newsdealer's business. I have given them the cold shoulder, and only handle their books on direct order, as I can buy most everything they publish at a lower price elsewhere. Your work on the folding of papers strikes me to a 'T.' I spend two or three hours Sundays folding papers, and of course, place those already folded on sale first. The *Fireside Companion* is lowest on my list, and all its sample copies I simply throw into the fire. I am trying to discover whether you are part of the News Company or not."

GEORGE R. MORSE.

SEATTLE, WASH., March 6, 1891.

"THE NEWSDEALER is sent with trimmed edges when desired.' For my part I think it is a great comfort to take a magazine or a book that is uncut, place it on the table before you, and with a good paper-cutter proceed to open the leaves; in the operation there is a pleasant anticipation of good things to be discovered when the pages are opened for

inspection. You get yourself ready to digest the contents, and, as leaf after leaf is cut, you run across a heading here or an item of interest there; you get somewhat familiar with the book in hand. When all the leaves are cut you are quite ready to enjoy the contents. I am glad THE NEWSDEALER comes out semi-monthly, and I would be pleased to receive your publication *every week*. It seems the other publications in the interest of the newsdealers find time to criticise you now and then. That shows you are up to the times, or they would not trouble themselves to mention 'that boisterous contemporary on the Pacific Coast.' Hoping the day is not far distant when we will receive the *weekly papers folded up*, and wishing success, I remain,"

A. T. LUNDBERG.

LOS ANGELES, CAL., Mar. 8, '91.

"The article headed 'This Means You,' in THE NEWSDEALER of March 1st, struck me, and I hastened to join 'the great majority' by writing you a postal card. Since then I have read your March 15th number, and feel more than ever the necessity of the work you have begun. To say that I am in favor of having papers and magazines made returnable as well as sent to newsdealers in a proper form (by which I mean cut and folded), only mildly expresses my sentiments on this subject. I am comparatively new to the news business, but I realize as keenly as the oldest newsdealer in the land the advantages of getting one's papers cut and folded. There is some talk here of a protective society for newsdealers, and I hope that before many moons we shall have one. As for sample copies of the *Fireside Companion* in Los Angeles, I think they are principally used by dress-makers and the like for *wrapping paper*. I do not care for notoriety through THE NEWSDEALER or otherwise, but if my name as that of a newsdealer will be of any help in bringing the

newsdealers of the country to see that the only way to make the return privilege *universal* (as it ought to be) is to boycott the non-returnable papers and to push those that are returnable, please print my name in *capitals*. Kindly print the publication day of the *Art Interchange*, if the publishers *have* any regular day (which I very much doubt)."

A. W. DUNNING.

CENTERVILLE, IOWA, Feb. 24, '91.

"I received sample copy Number 11 of THE NEWSDEALER, was well pleased with it, and immediately ordered my wholesale company (Western News Company) to send it to me regularly, and with each succeeding number have found it to meet my highest approbation. I also have used my best efforts to bring it to the notice of my friends in the trade, and all have expressed themselves as highly pleased with THE NEWSDEALER. In regard to papers folded, returnable, etc., it has been my practice to always favor the publishers who favor me, and, as a matter of course, *Family Story Paper* heads the list in numbers sold. The old *New York Weekly's* sales ran down until I only had *one regular*, but since the return privilege was given, the sale of '*Weekly*' is coming up, and I now have seven regularly, and *none to return*. If *Fireside Companion* wishes to keep up with the procession, they must keep step to the music. Make the *Companion* returnable and folded. In my trade I receive publications issued for Saturday on that day, and in the same mail that I do the morning dailies, and of course, have no time to fool with papers not folded, but those that are find a place on the counter immediately; while those that are not have to take a back seat until a more convenient season. Robert Bonner's Sons must look after the interest of the newsdealers more carefully if they expect many favors from them. *The Ledger* should be returnable, and issued to the trade the same day that

it is to subscribers, and not three days *later*, as it is now."

J. L. MORGAN.

THE BEST NEW BOOKS—TO SELL.

Under this heading it is intended to list *only* salable new books and fresh cheap editions of standard books. The literary excellence of those listed may not always be apparent, but they are of the kinds the masses squander their shekels for. All are in paper covers unless otherwise noted. Books listed are all mailable at one cent a pound except those marked with a *. Postage on such books is eight cents a pound.

"Money," Emile Zola, Nile Series 4, 25 cents.

"His Last Passion," Martius, Minerva Series 41, 25 cents.

"Ruy Blas," Victor Hugo, Sea and Shore Series 7, 25 cents.

"Put Asunder," Bertha M. Clay, Primrose Series 16, 50 cents.

"The Gay Captain," Mrs. M. V. Victor, Select Series 79, 25 cents.

"A Goddess in Exile," Philip S. Warne, Select Series 81, 25 cents.

"Sappho," Alphonse Daudet, Sea and Shore Series 29, 25 cents.

"Bel-Ami," Guy de Maupassant, Nile Publishing Company, 50 cents.*

"Texas Jack," Ned Buntline, Sea and Shore Series 28, 25 cents.

"Beryl's Husband," Mrs. Harriet Lewis, Ledger Library 34, 50 cents.

"The Lone Ranch," Captain Mayne Reid, Primrose Series 15, 50 cents.

"The Cartaret Affair," St. George Rathborne, Library of Choice Fiction 13, 50 cents.

"Thrice Wedded, but Only Once a Wife," Mrs. Georgie Sheldon, Select Series 80, 25 cents.

"VALMOND, THE CRANK," first issued in Albany, has been purchased by New Yorkers, and is now issued as a number of the *Twentieth Century Library*. The retail price has been increased to thirty-five cents.

THE NEWSDEALER.

WARREN ELBRIDGE PRICE, Editor.

Entered at San Francisco Postoffice as Second-Class Matter.
March 5, 1891.

Vol. II. APRIL 1, 1891. No. 18.

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Publisher's Notices.

THE NEWSDEALER is published semi-monthly.

The price of subscription is \$2.00 a year, in advance, to any address in the United States or Canada. Foreign postage 50 cents extra. Remittances should be sent to THE NEWSDEALER, 1203 Market street, San Francisco, California.

News companies professing to supply current publications are obliged to fill orders for THE NEWSDEALER, which is always obtainable. Papers are not sent to subscribers after their subscriptions have expired unless renewed.

TERMS OF ADVERTISING:

	Each Insertion.	
One Page,	- - - - -	\$10.00
Half Page,	- - - - -	6.00
Quarter Page,	- - - - -	3.00
Eighth Page,	- - - - -	2.00

Applications for space honored strictly in order of receipt.

A discount of 25 per cent. on space occupied three or more successive months.

Advertiser's copy should reach the editor no later than the tenth and twenty-fifth of each month; earlier would be preferable.

EGO NOTES.

RETURN unsold copies of the World Almanac *before* April 1st. After that date it will not be returnable.

IF you wish to see this journal grow in size, introduce it to your brother dealers, and carry out so far as may be possible the excellent ideas advanced by E. S. Kelley in number seventeen.

IT is well to keep a close watch on the price of every *Seaside* sold these days. A good many thirty-cent numbers are now being issued, and, as they are no larger to the eye

than many twenty-cent ones, mistakes—always the wrong way—are apt to occur with anyone.

IF the pleasantly increased number of advertising favors is continued, THE NEWSDEALER will at once enlarge, in order that dealers may be given their full quota of reading matter.

"FRANCIS BACON AND HIS SECRET SOCIETY" is the startling title of another contribution to the literature of the Bacon-Shakespeare controversy. The author is Mrs. Henry Pott, of London, editor of "Bacon's Promus." Strange to say, she has chosen a Chicago publishing house (F. J. Schulte & Company) to bring out her book, which will appear in May. Those who have been permitted to see the manuscript pronounce it a work of great literary merit and wonderful scholarship.

QUITE a number—and the very best—of Bertha M. Clay's novels are now to be had in Laird & Lee's *Pastime Series*. Owing to their greater bulk, they will sell more readily and bring better prices than the Trust editions of the same books. As the profit on the Laird & Lee books is far ahead of that allowed by the Trust, they should be given the preference every time.

COMPETITION among publishers is a good thing for the trade in more ways than one. The beautiful way in which the Nife Publishing Company "scooped" the field in getting the earliest edition of "Money," the new book by Emile Zola, on the market, is a neat example of the vim and enterprise which must be behind this house to produce such results in advance of the old stagers, whom one might well suppose would know the ropes, and thus ward off defeat.

WEST COAST DEALERS.

Wishing prompt supplies at proper prices of such saleable books as "Bel Ami," "Money," "Woman of Fire," "Caesar's Column," "Heptameron," "Fortunio," "Fortune of the Rougons," "Mlle. de Maupin," etc., etc., should call on or address WEST COAST BOOK STORE, 1203 Market St., San Francisco.

"ILLUSTRATED AMERICAN." ANOTHER MAGAZINE COMING.

The publishers of this publication continue to keep what is commonly called "a stiff upper lip," but they cannot hide the fact that the paper is not holding its own by any means. The numerous little black-faced notices offering a "sixty-four page handsomely illustrated weekly for less than twenty cents per week" to the public at large, have been withdrawn, because with number fifty-four the size of the journal was cut down from sixty-four to forty-eight pages per issue. Not a word about this great reduction in size was mentioned in the paper, but the public observed it just the same, and look at it as an indication of approaching dissolution. Whether this is so remains to be seen, but it is not easy to believe any great number of people will give twenty-five cents for forty-eight pages of *Illustrated American*, when 128 pages of *Scribner's* or *Cosmopolitan* can be had for the same money. The publishers are perhaps beginning to realize they did wrong in antagonizing the trade, but still blunder along, not seeing any way of retrieving their falling fortunes.

LOVELL'S *Leather-Clad Tales*, *Detective Series*, and *American Novelists' Series* are worth making standing orders for—something that cannot be said of many series the Trust produces. All three are returnable, if uncut, and allow a clean profit of forty-four cents on every dollar's worth disposed of. The increased profit on these books was directly produced by THE NEWSDEALER'S readers refusing almost absolutely to handle them at the former price, and so brought the old lady to terms.

OF SPECIAL INTEREST.

There is small profit in the subscription business at the best, and, in order that you may get the lowest possible rates, always send your orders through the Kenyon News and Postal Subscription Co., 260 South Clark St., Chicago. Send a postal for their trade catalogue. It will pay you all the year round.

THE PHOTO AMERICAN REVIEW,
92-94 Fifth Avenue,
NEW YORK, March 7, 1891.

I shall publish a monthly magazine similar in size to *Century*, *Harper*, *Cosmopolitan*, etc., amongst the principal features of which will be at least thirty-two pages devoted to short reviews and a complete record of current periodicals and books, and at least thirty-two pages of illustrations of different localities of interest in America, with short descriptive matter. There will be not less than 10,000 copies of each issue, which will be circulated amongst publishers, book-sellers and the reading public. I propose to spare no expense necessary to make *The Photo American Review* as perfect as the art of the present time will permit, especially the illustrations, which will be original and executed in my own establishment.

I remain, yours respectfully,
HARRY C. JONES.

Edition for December, 1888, 16,000 copies.
Edition for December, 1890, 100,000 copies.

The Brilliant Success
— OF A —
BRILLIANT MAGAZINE
THE
Cosmopolitan

Published Monthly in New York City, has had the effect of rousing other magazines, which were already strongly attractive in their literary skill and pictorial art, to a still greater effort.

Could the most favorable criticism of

The Cosmopolitan

Be more significant than that one luminous fact?

NEWSDEALERS

Take notice that this magazine is RETURNABLE.
If you do not now keep it for sale, order a few copies; let your patrons see it. It will do the rest.
If you wish posters, etc., address

The Cosmopolitan Pub. Co.
BROADWAY and FIFTH AVE.
NEW YORK CITY.

PUBLICATION DAY TABLE.

This list, which will be kept standing, aims to show at a glance the day of the week the leading weekly periodicals are put on sale in the more important cities of the country. Assisted by this, a moment's thought will inform a dealer, no matter where located, just what day he may expect to receive the papers quoted. In this list Monday is considered the first day of the week, Tuesday the second, and so on, the days of the week being represented by the figures 1, 2, 3, 4, 5, 6 or 7. The editor will consider it a favor if dealers in the cities named will notify him of any permanent change in the programme.

<i>Publication.</i>	<i>N. Y.</i>	<i>Chicago</i>	<i>S. F.</i>	<i>Denver</i>	<i>St. Lo.</i>	<i>K. C'y</i>	<i>N. O.</i>	<i>Boston</i>
American Field.....	5	4	1	6	4	5	5	6
American Machinist.....	4	4	1	6	4	4	5	4
American Musician.....	6	1	4	2	1	1	1	1
Argosy.....	6	6	6	6	6	6	6	6
Banner of Light.....	5	5	2	6	5	6	1	4
Banner Weekly.....	6	6	6	6	6	6	6	6
Boys of New York.....	6	6	6	6	6	6	6	6
Clipper, N. Y.....	3	4	1	6	5	5	5	3
Courrier des Etats-Unis. W.....	3	4	1	6	4	5	5	3
Dramatic News.....	3	4	1	6	5	5	5	4
Dramatic Mirror.....	3	4	1	6	5	5	5	4
Electrical Engineer.....	4	4	1	6	4	5	1	5
Electrical Review.....	3	6	1	1	6	6	1	4
Electrical World.....	3	5	1	6	5	5	6	4
Family Story Paper.....	6	6	6	6	6	6	6	6
Fireside Companion.....	6	6	6	6	6	6	6	6
Forest and Stream.....	4	5	2	1	6	6	6	5
Fox's Weekly.....	5	1	2	1	1	1	1	6
Frank Leslie's Illustrated Weekly	2	3	5	4	3	3	4	3
Freeman, Dublin. Reprint.....	2	3	6	5	3	4	4	2
Free Press, Detroit.....	3	2	1	4	3	3	3	3
Golden Days.....	6	6	6	6	6	6	6	6
Golden Hours.....	6	6	6	6	6	6	6	6
Golden Weekly.....	4	4	4	4	4	4	4	4
Good News.....	4	4	6	6	6	6	6	6
Graphic, Chicago.....	6	5	1	1	5	5	5	6
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Country Gentlemen.....	W..	5	Frank Leslie's Pleasant Hours.....	R..	M.. 11
Courrier des Etats Unis (N. Y.).....	W..	9	Frank Leslie's Popular Monthly.....	M..	20
Couturiere, La.....	R..	M.. 22	Freeman's Journal.....	W..	5
Critic (Literary criticism).....	W..	7½	Freethinkers' Magazine.....	M..	13
Current Literature.....	R..	M.. 20	Free Press (Detroit).....	R..	W.. 2½
Chaperone.....	R..	M.. 19	Freiheit (Die).....	S..	W.. 2
Catholic Herald.....	W..	3	Freund's Music and Drama.....	R..	W.. 7½
Danbury News.....	W..	2½	Fur, Fin and Feather.....	M..	37
Decorator and Furnisher.....	M..	26	Golden Weekly.....	R..	W.. 4
Delineator (Butterick's).....	M..	10	Goldthwaite's Geograph' Mag.....	R..	M.. 17
Demorest Fashion Journal.....	M..	4	Garden and Forest.....	W..	7
Demorest's Magazine.....	R..	M.. 15	Globe (The).....	W..	3½
Demorest's Portfolio.....	S..	A.. 16	Globe (Phila.).....	R..	M.. 32
Deutsch-Amerikanische Dichtung.....	M..	8	Globe-Democrat (St. Louis).....	W..	3½
Dispatch (N. Y.).....	W..	4	Godey's Lady's Book.....	R..	M.. 15
Doll's Dressmaker.....	M..	7	Golden Days for Boys and Girls.....	R..	W.. 5
Domestic Monthly.....	M..	11½	Golden Days (monthly parts).....	M..	20
Donahoe's Magazine.....	R..	M.. 15	Golden Hours.....	R..	W.. 4
Dorcas Magazine.....	M..	3½	Golden Weekly.....	R..	W.. 4
Drake's Magazine.....	R..	M.. 7½	Good Health (Battle Creek).....	M..	7½
Dramatic News (N. Y.).....	R..	W.. 7½	Good Housekeeping.....	R..	90 days.. M.. 15
Dramatic Times.....	R..	W.. 7½	Good News.....	R..	W.. 4
Dramatic Mirror.....	R..	W.. 7½	Graphic (Chicago).....	W..	7
Dramatic Mirror Quarterly.....	R..	Q.. 17	Great Divide (The) (Denver).....	M..	7
Dress Maker Zeitung (N. Y.).....	R..	S.. M.. 6½	Geyer's Stationer.....	S..	M.. 9
Druggist's Circular.....	M..	14	Hall's Journal of Health.....	M..	8
Dublin Freeman (N. Y. edition).....	R..	W.. 3½	Harper's Bazaar.....	W..	7½
Echoes of the Week.....	R..	W.. 3½	Harper's Magazine.....	M..	30
Eclectic Magazine.....	M..	34	Harper's Weekly.....	W..	7½
Economist.....	W..	10	Harper's Young People.....	W..	3
Edinburgh Review (reprint).....	Q..	1.. 12	Harvard Lampoon.....	S..	M.. 12
Education.....	M..	25	Hausdoktor.....	S..	M.. 8
Educator (Buffalo).....	M..	3½	Herald (N. Y.).....	W..	3
Educational Review.....	M..	28	Herald of Health.....	M..	7½
Electrical Age.....	W..	7	Hessen Darmstaedter Zeitung.....	W..	3½
Electrical Engineer.....	R..	W.. 7½	Holiday.....	Juvenile.....	W.. 3
Electrical Review.....	R..	W.. 7	Home and Country.....	M..	7½
Electrical World.....	R..	W.. 7½	Home Journal.....	W..	3½
Electric Power.....	R..	M.. 14	Home Knowledge.....	M..	15
Engineer.....	R..	S.. M.. 6½	Home Magazine.....	M..	4½
Engineering & Building Record.....	R..	W.. 7	Home Maker (The).....	R..	M.. 15
Engineering and Mining Journal.....	W..	7½	Horse and Stable.....	W..	3½
Engineering News.....	R..	W.. 8	Horseman.....	W..	6½
Engraver and Printer.....	R..	M.. 15	Horse World (Buffalo).....	W..	3½
Enquirer (Cincinnati).....	W..	5	Household (The).....	R..	M.. 7
Epoch.....	R..	W.. 7½	Household Companion.....	M..	7
Epitome of Practical Medicine.....	M..	17	Household Monthly.....	M..	3½
Evangelist.....	W..	7	Housewife.....	R..	M.. 4
Examiner and Chronicle.....	W..	5½	Hub.....	M..	25
Export and Finance.....	W..	7	Humorist (St. Louis).....	W..	3½
Familien Blätter (N. Y.).....	S..	M.. 7	Hungaria.....	W..	3½
Family Story Paper (N. Y.).....	R..	W.. 5	Illustrated American.....	R..	60 days.. W.. 18
Far and Near (30 days).....	R..	M.. 7½	Illustrated Catholic American.....	W..	7½
Farm-Poultry.....	R..	M.. 3½	Illus. Monthly Fashion Report.....	M..	4
Fashion Bazar (Munro's).....	R..	M.. 19	Illustrated News (N. Y.).....	R..	W.. 7
Fashion and Fancy.....	R..	M.. 22	Illustrated News of the World.....	W..	7½
Fashion Monitor.....	M..	4	Independent.....	W..	7
Financial and Mining Record.....	R..	W.. 7½	Ingall's Home Magazine.....	R..	M.. 10
Fire and Water.....	W..	6½	Inland Printer.....	M..	16
Fireside Companion.....	W..	5	International Chess Magazine.....	M..	24
Fireside Monthly.....	R..	M.. 19	Inter-Ocean (Chicago).....	W..	3½
Folio (Musical).....	M..	7	Investigator (Boston, Infidel).....	W..	7
Forest and Steam.....	R..	W.. 7½	Irish American.....	W..	4
Fortnightly Review (reprint).....	M..	33	Irish Pennsylvanian.....	R..	W.. 3
Forum (The).....	R..	90 days.. M.. 38	Irish World.....	R..	W.. 4
Fox's Weekly.....	R..	W.. 7½	Iron Age.....	W..	9

Jenness Miller Mag. "Dress" M. 20	Observer (New York) W. 8
Jester (Philadelphia) W. 3½	Office M. 7
Jeweler's Circular W. 8	Official Inter-State Railway Guide M. 10
Jewish Messenger W. 9	Oil, Paint and Drug Reporter W. 9
Journalist R. W. 7½	Once a Week R. W. 7
Journal des Modes R. M. 32	Open Court W. 4
Journal of Progress M. 16	Our Little Men and Women M. 7
Journal of the Telegraph M. 7½	Our Little Ones M. 10
Judge W. 7½	Outing R. M. 19
Kate Field's Washington W. 3½	Painters' Magazine M. 13
Kentucky Stock Farm W. 6	Pansy M. 7
Kunkel's Musical Review M. 20	Pattern Illustrator S. A. 20
Ladies' Home Journal (Phila.) R. M. 7	Peck's Sun W. 3
Ladies' Monthly Review M. 4½	Peterson's Magazine R. M. 14
Lady's Bazar R. M. 19	Pharmaceutische Rundschau M. 15
Ledger (New York) W. 4	Philadelphia Weekly Times W. 2½
Lefell's Mechanical News S. M. 3½	Philatelic Journal M. 4
Life (Comic) W. 7½	Phonetic Educator M. 9
Life's Calender R. M. 18	Phonographic Machine M. 13
Lippincott's Magazine R. M. 18	Phonographic World R. M. 7½
Literary Digest (N. Y.) W. 8	Photographic Times W. 8
Literary News M. 7½	Phrenological Journal M. 13
Literary World S. M. 8	Pilot W. 4
Living Age W. 16	Police Gazette (Ill., Fox's) R. W. 7½
Locomotive Engineer R. M. 7½	Police News (Ill.) W. 7½
La Mode de Paris R. M. 25	Political Science R. Q. 57
La Mode R. M. 10	Popular Science Monthly, R. 60 days, M. 35
L'Art de la Mode R. M. 25	Popular Science News M. 7½
Magazine of American History M. 40	Popular Recitations Q. 7
Magazine of Art R. M. 28	Poultry Bulletin M. 7
Magazine of Poetry Q. 36	Poultry Monthly M. 8
Manufacturer and Builder R. M. 12	Poultry World M. 11
Manufacturer's Gazette W. 3	Power and Steam R. M. 7½
Mechanics M. 17	Practical Electricity M. 7½
Medical Journal (New York) W. 8½	Prairie Farmer (Chicago) W. 4
Medical Analectic W. 4½	Presbyterian Review Q. 70
Medical and Surgical Reporter W. 10	Public Opinion R 5 W. 7
Medical Record W. 9	Publishers' Weekly W. 7½
Medical Times (Phila.) S. M. 9½	Puck (English or German) W. 7½
Merchant Traveler W. 6	Quarterly Review (reprint) Q. 1. 12
Mercury (New York) W. 4½	Quiver (American edition) R. M. 11
Metal Worker W. 4	Railroad and Engineering Journal M. 19
Metropolis (The) W. 6½	Railroad Gazette W. 8
Metropolitan Fashions S. A. 20	Railway Age W. 8
Milliners' Guide Q. 25	Railway News W. 7
Missouri Republic W. 3½	Rand and McNally's R. R. Guide M. 19
Monist, Chicago Q. 34	Real Estate News (Buffalo) M. 7
Mother's Assistant M. 3	Red Cross M. 36
Munsey's Weekly R. W. 7½	Religo-Philosophical Journal W. 4
Musical Monthly M. 7½	Republic W. 4
Musical World M. 10	Republic Magazine R. M. 16
Nachrichten aus Deutschland W. 7	Revue de la Mode R 25 % only M. 25
Nation W. 7½	Revue Française M. 30
Nationalist (Boston) M. 15	Ridley's Fashion Magazine Q. 11
National Builder M. 16	Ridley's Millinery Designer Q. 19
National Car and Locomotive B'ld'r. M. 14	Rocky Mountain Celt W. 3
National Democrat W. 3	Rocky Mountain Mining Review W. 3½
National Live Stock Journal M. 22	Romance R. M. 15
Nature's Realm R. M. 16	Rural New Yorker W. 4
New England Magazine R. M. 18	Sail and Paddle M. 7½
New Englander and Yale Review M. 30	Samedi, Le R. W. 3½
New Nation (Bellamy's) R. W. 4½	Sanitarian M. 30
Newsdealer S. M. 7	Saturday Evening Post W. 4
Nineteenth Century (Reprint) M. 33	Saturday Night R. W. 5
No Name Magazine (Baltimore) R. M. 6½	Saturday Review (N. Y.) R. W. 7
North American Review R. 90 d. M. 38	Schwabesches Wochenblatt W. 4
Northwestern Railroad Weekly W. 7	Science R. W. 7½

Old Cap Collier Lib.	1 to 330	R.	3	5
Old Cap Collier " S.M. 331 up.R.			7	10
Old Sleuth Library		R.	Q.	7
Pastime Series		M.	15	25
Pinkerton Detective Series		M.	15	25
Primrose Series	S. & S.	R.	S. M.	30
Popular Series		R.	S. M.	15
Puck's Library		R.	M.	7
Red Letter Series, Lovell's		R. W.	8	25
Rialto Series		M.	30	50
Riverside Paper Series		M.	33½	50
Sea and Shore Series		R.	M.	15
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†Seaside Library, Pocket, R. D. " " "				
†Seaside Library, 25c ed.		R.	W.	14

†Untrimmed copies of the Pocket Seaside above 1274 and 25c Edition above 369 only are returnable. Previous issues are all trimmed and not returnable. Other issues will be supplied only trimmed and non-returnable, after regular orders are filled.

Secret Service Series		R.	M.	15
Select Dialogues		R.	S. M.	7
Select Ser. (Street & Smith)		R. S. M.		15
Select Speakers		R.	S. M.	7
Tn. & Country Lib. Appleton's		S. M.	33½	50
Wide Awake Library		R.	W.	3
World Library	R.	Q.	15	25
			30	50

Imported English and French Periodicals.

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Trade Price.

Academy	W.	9
All the Year Round	M.	30
Architect	W.	14
Art Journal	M.	38
Athenum	W.	9
Bailey's Magazine of Sports	M.	33
Band of Hope Review	M.	3
Belgravia	M.	35
Black and White	W.	19
Bow Bells	M.	18
Boys of England	M.	20
Boys of the Empire	M.	18
British Workman	M.	4
Builder	W.	14
Building News	W.	14
Chamber's Journal	M.	15
Chemical News	W.	12
Children's Friend	M.	4
Child's Companion	M.	4
Christian Million	M.	18
Commonweal	W.	4½
Court Journal (London)	W.	18
Cornhill Magazine	M.	20
Dispatch	W.	5
Dublin Nation	W.	10

Economist	W.	24
Edinburgh Scotchman	W.	8
Electrical Review	W.	12
Electrician	W.	12
Engineer	W.	20
Engineering	W.	20
English Historical Review	Q. 1	12
English Illustrated Magazine	M.	11
English Mechanic	W.	8
Era	W.	18
Family Herald	W.	5
Family Herald (part)	M.	20
Field	W.	22
Figaro Illustrè	M.	61
Fun	W.	5
Garden	W.	12
Gentleman's Magazine	M.	35
Gentlewoman, The	W.	18
Glasgow Herald	W.	8
Good Words	M.	18
Graphic	W.	20
Home Chimes	M.	12
Household Words	M.	18
Illustrated London News	W.	20
Illustrated Naval and Military Mag.	M.	60
Ill. Sporting and Dramatic News	W.	20
Infants' Magazine	M.	3½
Irish Catholic	W.	3½
Irish Society	W.	3½
Journal des Modes	M.	45
Journal of Fabrics	M.	27
Judy	W.	7
Knowledge	M.	20
*Labour World, Michael Davitt's	W.	3
Ladder	M.	15
Lady's Magazine	M.	35
Lancet	W.	17
Leisure Hour	M.	18
Little Folks	M.	18½
Little Gleaner	M.	3
Little One's Own	W.	3½
Liverpool Mercury	W.	7½
Lloyd's Newspaper	W.	5
London Journal	W.	5
London Journal (part)	M.	24
London Novlette	M.	18
London Reader	W.	4½
London Society	M.	35
*Longman's Magazine	M.	15
*Macmillan's Magazine	M.	30
Marine Engineer	M.	19
Mark Lane Express	W.	9
Mechanical Progress	M.	11
Mode Illustrè	M.	75
Murray's Magazine	M.	28
Myra's Journal of Fashions	R.	15
Nation (Dublin)	R.	4
Nature	W.	15
New Review	M.	19
Pall Mall Budget	W.	17
*Princess Novlette	R.	14
Printing Times and Lithographer	M.	15
Public Health	M.	17
Public Opinion	W.	8
Publishers' Circular	W.	7
Punch	W.	9

Queen.....	W..	20
*Rare Bits..R.....	W..	5
*Review of Reviews..R, 30 days strict	M..	15
Revue Illustree.....	S.M..	28
Reynold's Newspaper.....	W..	5
Saturday Review.....	W..	18
Science Gossip.....	M..	12
*Season.....	M..	24
Shamrock (Dublin).....	W..	4½
Sheep Breeder & Wool Reporter, Glas-	M..	7
gow.....	M..	19
*Something to Read..R.....	M..	17
Speaker.....	W..	17
Spectator.....	W..	18
Sporting Life.....	S.W..	4½
*Strand Magazine..R.....	M..	16
Sunday at Home.....	M..	11
Sunday Magazine.....	M..	88
Temple Bar.....	M..	35
Theater.....	M..	33
The Times (weekly edition).....	W..	8
Tinsley's Magazine.....	M..	20
Truth.....	W..	18
Universal Instructor.....	M..	20
Weekly Times and Echo.....	W..	5
*Westminster Review.....	M..	32
World.....	M..	18
World of Fashion.....	M..	35
*Young Ladies' Journal.....	M..	25

Imported German Periodicals.

First number gratis of those marked †. First and second number gratis of those marked *. All the numbers for the year must be taken to obtain free copies.

WEEKLY.

	Trade Price.
†Deutsche Gartenlaube.....	3½
†Familien Freund.....	3
†Fliegende Blätter..R.....	6½
†Leipziger Gartenlaube.....	4

SEMI-MONTHLY.

	Trade Price.
†Aus Fremden Zungen..R..S.M..	12.. 12
Allgemeine Illustrirte Zeitung.....	10
†Buch für Alle.....	9
†Chronik der Zeit.....	7
†Illustrirte Frauen Zeitung.....	12
Illustrirte Romane aller Nationen.....	6
†Illustrirte Welt.....	8½
†Kinder-Gartenlaube.....	3½
†Kunst für Alle.....	7
*Leipziger Gartenlaube..R.....	7
†Marlitt's Romane.....	11
†Modenwelt.....	7
†Neues Blatt.....	7
†Romanbibliothek.....	11
†Romanbibliothek (salon edition).....	13
†Ueber Land und Meer.....	13
†Universum.....	10
Wiener Moden.....	10
†Zur Guten Stunde.....	10

18 IN A YEAR.

	Trade Price.
Daheim (Part 1, 4c. ; Part 18, free).....	13
Deutscher Hausschatz.....	11
†Schorer Familien Blatt.....	11

MONTHLY.

	Trade Price.
Allgemeine Haus & Reis Bibliothek.R..	10
Alte und Neue Welt.....	14
†Daheim.....	23
Der Hausdokter.....	8
Deutsche Rundschau.....	46
†Gewerbehalle.....	35
†Humoristisches Deutschland.....	12
†Kinderlaube.....	8
Meisterwerke der Holzschneidekunst..	26
Moderne Kunst in Meisterholzschnitten.	26
†Neue Musikzeitung (8 parts per year)..	11
†Neue Zeit.....	13
Nord und Süd.....	43
†Schorer's Familienblatt Salon Ausgabe.	18
†Ueber Land und Meer.....	22
†Vom Fels zum Meer.....	21

Coast Publications.

San Francisco unless otherwise noted. "Coast Publications" ordered from any News Company east of the Rocky Mountains will cost a trifle more than here quoted.

	Trade Price.
Abend Post (German).....	W.. 4
Alta California.....	W.. 3
American Standard..R.....	W.. 3
Architectural News..R.....	M.. 25
Argonaut.....	W.. 6
Argus (City)..R.....	W.. 6
Breeder and Sportsman..R.....	W.. 6
Building Record..R.....	M.. 17½
Bulletin.....	W.. 2
California Architect.....	M.. 19
California Illustrated World..R..	W.. 6
Call.....	W.. 2
China News.....	W.. 7
Chronicle.....	W.. 2½
Coast Review.....	M.. 20
Commercial Herald and Market Review	15
Continent, The..R.....	M.. 6
Courier (French).....	W.. 8
Dramatic Brevities..R.....	W.. 6
Examiner.....	W.. 3
Fancier's Monthly (San Jose)..R..	M.. 7
Family Ledger (Stockton)..R.....	W.. 2½
Freethought..R.....	W.. 2½
Journal of Industry..R.....	M.. 10
Library and Studio..R.....	M.. 7
Monitor (The).....	W.. 6
Music and Drama..R.....	W.. 3

News Letter..R.....W..	6
New West (Oakland)..R.....M..	6
Orchard and Farm..R.....M..	6
Overland Monthly..R 4 M.....M..	25
Pacific States Illustrated Weekly.....	7½
Post.....W..	3
Rural Press..R.....W..	6
San Josean (San Jose)..R.....W..	5
Scientific Press..R.....W..	6
Spirit of the Times..R.....W..	7
Staats Zeitung.....W..	4
Wave..R.....W..	6
Wasp (The)..R 30 days.....W..	6½

Miscellaneous.

"Album of Gems," Song Books..R...	3½
Frank Tousey's Popular Music..R....	6
Players' Nat. League Base-Ball Guide..	7½
Police Gazette 25c Books.....	¾ off
Popular Dime Hand-Books..R.....	7
Reach's Base-Ball Guide.....	7½
Spalding's Base-Ball Guide.....	7½
Tousey's 10c Books..R.....	7
Wehman's Irish Song Books.....	14

AN UNPROMISING FIELD FOR
CANVASSERS.

The publisher of a weekly paper showed the following letter to a Dunsmuir *News* reporter:

"Dear Sir—Your letter asking me to act as your agent and subscription solicitor has arrived. I thank you for the confidence you place in me when you say that you trust in me to do a big business in getting subscriptions, including the twelve-by-twenty-eight copy of 'The Angelus' as a premium to every subscriber. From a perusal of your sample copy, I consider your paper to be a dicknailer of the first water; but owing to the fact that the crops were a failure last year, and the blizzard in January wiped out the cattle, and that the population in this place is only two families and a water tank, and one of the families is away at the hot springs, and the other one, which was only Jed Roach himself, is dead since December, and as, dear sir, I am going East because I have no society except freight trains and telegraph

messages that do not stop as they pass by, I do not think it would pay me to make much of a boom for your paper here, even if you increased the commission and threw in a three-bladed pocket-knife.

"You asked me to hand your letter to some other person in my town, provided I cannot work for you myself. I have no one to hand it to, but I will nail it on the water tank when I leave."

W. J. MORSE, the publisher of *L'Art de la Mode* and *Revue de la Mode*, writes to be enrolled among the few publishers who refuse to allow the shark subscription agencies to receive orders from people not directly in the trade at less than publishers' prices.

BOOKS RECEIVED.

"The Joys of Life." By Emile Zola. 424 pages. Peterson's New 25-cent Series.

"Told in the Hills." By Sarah Ellis Ryan. 362 pages. Rialto Series 33. 50 cents.

"Constance Winter's Choice." By Anna Louise Beckwith. Globe Library 144. 25 cents.

"Confessions of a Nun." By Sister Agatha. 337 pages. Jordan Brothers, publishers, Philadelphia, Pennsylvania. 50 cents.

"The Youngest Brother." A Socialistic Romance. By Ernst Wiehert. Illustrated. Library of Choice Fiction 17. 50 cents.

"Five-Minute Declamations for School and College." Selected and adapted by Walter K. Forbes. Part Second. 240 pages. Lee & Shepard. Cloth, 50 cents.

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115 East 23d St. New York City.

**THE ENGLISH EDITION IS
"THE SEASON."**

Franz and Frieda Lipperheide, proprietors and editors of the fashion magazine *Modenwelt*, have celebrated the twenty-fifth anniversary of the foundation of their journal, which is now published in twelve modern languages, with an issue of nearly half a million copies fortnightly. On the first of the year the successful editors started a pension fund for the benefit of their employees, donating \$50,000 as a stock capital. The pensioners are to draw annuities ranging from 200 to 1,500 marks, and the whole scheme is on a most liberal basis.

NEW SIMILE.

"As mum as an oyster" is now pointless and inexpressive. "As mum as *The Newsman* on the circulation question" is later and better in every way.

E. F. GAMBS, the pushing, thriving, enthusiastic philatelist of this city, lately has adopted a new method of advertising his coin and stamp business, which is quite novel and original. Fence advertising is his latest, and quite a number of fences in San Francisco are being adorned with his famous blue Egyptian stamp and showy white letters, on a bright vermilion ground work.

Near the corner of 14th and Howard streets, he has erected at no little cost, a mammoth fence 12 feet high by 50 feet long, and the Egyptian stamp thereon is without doubt the largest of its kind ever painted on any fence in the world.

So big is it that while riding on a Howard Street Cable, one can almost detect the sphynx winking, while passing.

HAVE you noticed whether you make more, or as much, profit on *Sporting Times* than *Sporting News*?

I AM very much afraid the *American Trotter*, of Independence (Iowa), is not booming the news business to the extent the publishers anticipated when they sent out the trade circular announcing that it would not be returnable, because the paper would *always* be completely sold out on every news-stand. J. H. Reynolds, of Harlan, Iowa, sends a sample page of the journal in question, in which "every man, woman and child" is asked to act as agent in their locality. A beautiful discount is allowed, and the *one* who sends in the most subscribers during the year will be presented with "one thousand dollars in cash." "After the first ten subscribers you will be allowed the fifty cents for every subscriber."

Oh, the ways of the wicked are many,
And the pubs. know tricks not a few,
But I doubt if schemers any
Can keep up with the *Trotter* crew.

IGNATIUS DONNELLY'S last book, "Caesar's Column," is now in its seventeenth edition. The publishers, F. J. Schulte & Company, Chicago, announce that a Swedish translation is now in press, and that a German translation, also, will be issued this year. Special editions for the English and European markets will be brought out by Sampson Low, Marston, Searle & Rivington, the great London publishing house, who have also arranged with the Chicago publishers to bring out Mr. Donnelly's forthcoming book, "Dr. Huguet," simultaneously with its publication in America.

A VERY inferior lot of five-cent song books and ten-cent "hand-books" are being shoved out on sale, by the Benedict Popular Publishing Company. Some of the hand-book covers are pretty good, but the insides are a sight to behold. Poor paper and poor print seem to rule where they come from. So many books of this kind are now being published, a dealer should frequently weed out the most unsalable ones and return.

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HELEN H. GARDENER,

Author of "A Thoughtless Yes," "Men, Women and Gods," "Sex in Brains," etc., etc.

With Full-Page Portrait of the Author, from recent Photograph by Sarony

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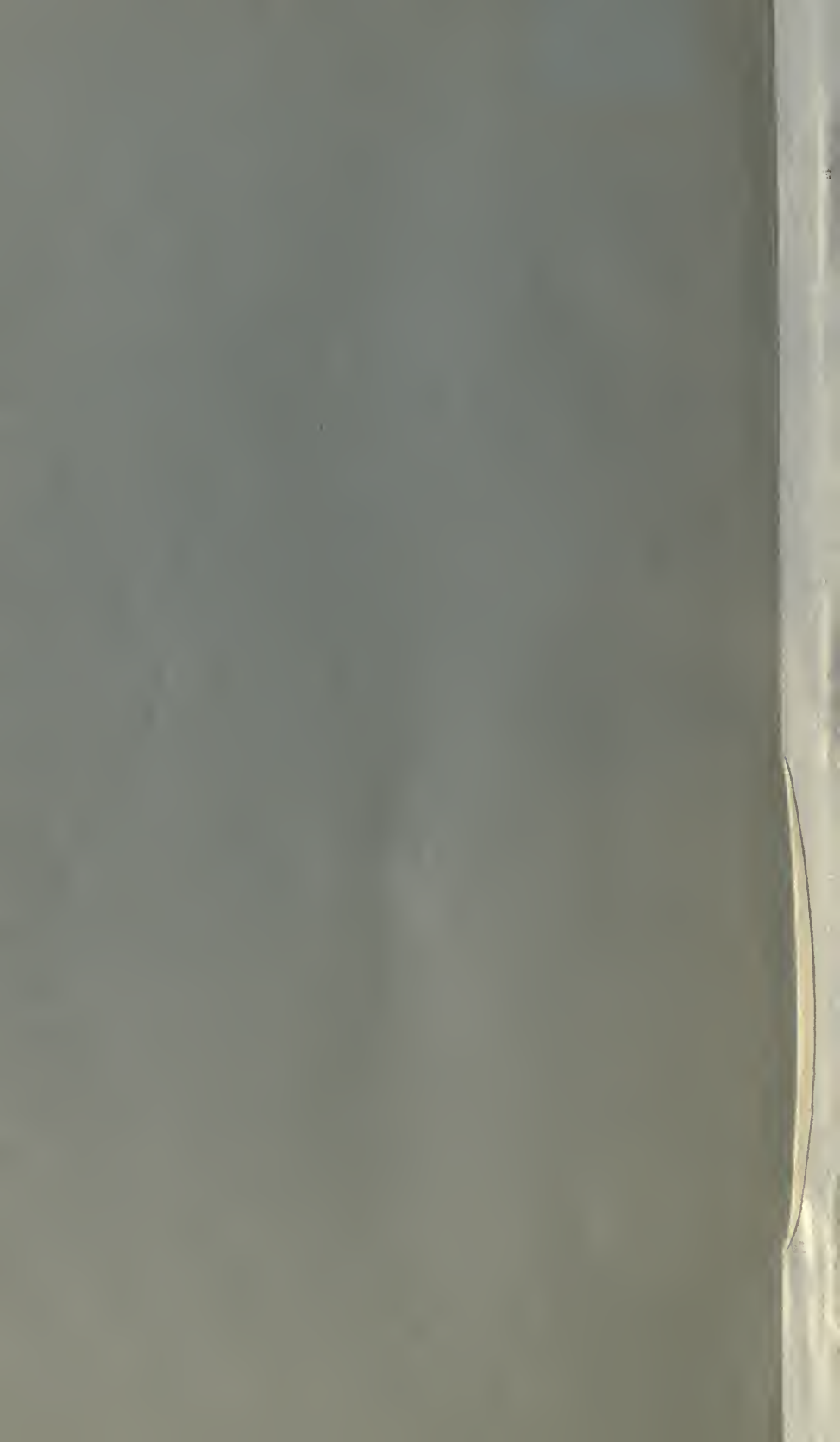
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