German Book-trade Methods.

L. OPOLOD KATCHER, in a recent letter from Berlin to the Boston Literary World, gives the following interesting description of the German book-trade, which, he says, is divided into three branches: publishing, bookselling (which includes second-hand dealing), and commission business. Publishers are those who furnish the book—i.e., who obtain it from the author and cause it to be printed and circulated. Booksellers are those who sell to the public, and the “commissioner” is a sort of middleman who connects publishers and booksellers. Let us imagine that fifty books are ordered daily at a bookseller’s, all of which are published by different firms. If the bookseller were in direct communication with the publishers, he would daily have to write fifty letters, to pay their postage, to pay for the packet, and to dispatch fifty remittances. This would necessitate labour and costs quite out of proportion to the trifling gain to each order. Now, since the greater portion of the German publishers reside at Leipzig, the custom has become institutionalized in the course of time that the intercourse between publisher and booksellers is conducted via Leipzig. The bookseller from whom a book is ordered writes the title and publisher upon a small memorandum and sends this, together with a large number of similar little pieces of paper, to his commissioner in Leipzig. The latter in his turn distributes the memoranda to the commissioners of the respective publishers. The commissioners of the publishers send the memoranda to their respective firms, who then pack the books ordered and send them to their commissioners, who distribute them to the bookseller’s commissioners, through whom they are finally sent in bales to the booksellers. If a bookseller wishes to pay a publisher in ordering the book, he requests his commissioner to pay the money to the commissioner of the publisher. As a rule, books are not paid for in cash, but during the fairs that take place at Easter and Michaelmas. At this period books that have not been sold are also returned by the booksellers to the publishers. Both the money and the goods go first to the bookseller’s commissioner, and then by the same process as the memoranda find their way to the publishers. Exactly the opposite method is employed when it is a question of books ordered by the bookseller à condition, merely to be bought if suitable. That is, before a book is completely “made,” the publishers send circulars to all the booksellers, informing them of the title, price, and trade conditions of the forthcoming work. The bookseller either leaves this circular un-regarded, or he orders the book—either definitely, so that he must keep it in any case, or à condition, that is to say, with liberty to return. In the first instance, the margin of profits allowed him by the publisher is far larger (thirty to fifty per cent. of the retail price), while a book ordered à condition and kept is only twenty-five to thirty per cent. When the advertised book is ready, the publisher dispatches it in the above-named manner to the various booksellers. To the layman, this mode of procedure probably seems involved, but in reality it is marvelously simple, and, because of the large number of circulars, book-parcels, etc., that pass through the hands of the commissioners, very cheap. Various arrangements facilitate this yet further; for instance, the offices for delivery that many foreign publishers have on the premises of their Leipzig commissioners, so that the memoranda have not to be sent to these latter. Further, the organ of the Booksellers’ Association, the Börsenblatt für den deutschen Buchhandel, which appears daily in Leipzig, and duly notes all novelties, offers, etc.; and further, the Order Institute, which facilitates for the Leipzig commissioners the distribution of the memoranda, circulars, etc., that constantly flow in, and which does, by the aid of ten persons, the work which required one hundred before the founding of this institute. Of such commissioners there are in Leipzig 126, who represent 5,130 German, Austrian, Hungarian, Swiss, Anglo-German, Franco-German, etc., publishers and booksellers. Finally, there is the Booksellers’ Exchange, a sort of clearing-house, in which the commissioners settle their respective accounts, which are often very high, by paying the differences, often amounting to trifling sums. What extent the Leipzig book commissioners’ business has assumed is shown by the fact that at present far more than £1,500,000 annually are paid through them from the booksellers to the publishers.