

5386

## WESTERN METHODIST BOOK CONCERN,

*Cincinnati,* March 2, 1891.

### A WORD WITH AUTHORS.

The times demand a literature at once wholesome and cheap. Vicious prints outsell good ones, and hence can be offered at lower prices. Good books must be cheapened. This Concern recognizes its evangelistic mission. It would increase sales. But to make very low prices it must own the copyrights represented on its catalogue, or pay small royalties. You know from our reports how your book is selling. As we reduce prices, we reduce royalties, which are based upon a percentage of the retail price. We are buying some copyrights at nominal figures, authors preferring to thus close their claims out to the Church rather than to keep up the small royalty accounts from year to year. This enables us to give their books a wider usefulness, by placing them on our cheapest lists. We shall be pleased to receive any proposition you may have to make looking to such an end. Many new MSS. are offered us at low figures. This, in part, influences us to the plan of owning all copyrights, if possible.

Yours fraternally,

CRANSTON & STOWE.