

# THE Bookseller and Stationer

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## FROM THE EDITOR'S SANCTUM

AUGUST 9 will be a red-letter day in the history of Bookseller and Stationer, for on that day this trade newspaper will have completed twenty-one years of existence and will signalize the event by publishing a Birthday Number. The most interesting feature of this issue will be the portraits of the leading men in the book and stationery trade, which will be reproduced in the best manner possible. Then, too, there will be historical sketches of the leading wholesale and retail firms of the Dominion. The story of the life of Bookseller and Stationer, the organ of the trade, will prove of considerable interest, for it will include much matter of a reminiscent nature, which will call up half-forgotten memories. There will be an appropriate cover, specially designed for the occasion.

In a few days more, the circulation manager of Bookseller and Stationer will be figuring out the "run" for the August Birthday Number. The order will be taken to the supply department and stock for the issue will be prepared. After that it will be impossible to increase the number of copies of the August Number. There will just be enough printed to cover requirements nicely, and if any of our readers find that about August 15, no more copies are procurable, they can understand that it is their own fault. Now is the time to send in word about the number of extra copies you will require. A post-card to the circulation manager will accomplish the purpose, and you will thus be guaranteed the extra number that you desire.

Since the June issue we have received several letters from Canadian booksellers and stationers, expressing their willingness to accept our offer to illustrate their stores in Bookseller and Stationer. This is very gratifying and demonstrates the interest which is being shown in our series of "Leading Canadian Stores." In case readers may not have noted what was said in the last issue in this connection, we repeat our offer here: Any dealer who can show a clean, bright, creditable store is eligible to enter the series and is at perfect liberty to communicate with the editor and have his store illustrated and described in the series. This is a splendid opportunity and we hope many will take advantage of it. The wide circulation of Bookseller and Stationer in Britain, the United States, the West Indies, Australia, etc., affords a world-wide publicity.

During the past month it has happened that several Canadian booksellers have directed our attention to a grievance under which the retail trade suffers at the hands of the publishers. We have this month published one of the letters received and have commented on the difficulty in the editorial columns. It is much to be hoped that the campaign thus opened will bear fruit to the advantage of all concerned. This leads us to the point which we wish to make, viz., that we are anxious to have our readers make more and more use of our columns to remedy abuses. Our paper is a medium through which one man's experience may be made known to many and be brought to the attention of the parties interested. It will always be prepared to advocate measures in the best interests of the trade and to endeavor to suppress grievances.

Another point about this much-talked-of August Number: It is not going to be given up entirely to an illustrated account of the Canadian trade. On the contrary this feature will only form a part of the number. It will prove an important part, we have no doubt, but then there will be other features worth noting. This August Number will include all those departments which have made the Special Fall Numbers of the Bookseller and Stationer important publications in years gone by. Instead of waiting until September before issuing the 1905 special, as has been the custom in previous years, the special features will be amalgamated with the birthday features in the August Number and a mammoth publication will doubtless be the result.

Here is an editorial confidence, which we whisper in the ears of our readers: Not so long ago our representatives used to have their difficulties interesting the jobbers in the paper. They were kept waiting in ante-rooms, were treated with abruptness and were generally made to feel that they were a semi-nuisance. To-day there is the greatest imaginable change. The jobbers are most courteous and eager to serve us in any way possible. Is this change due to an altered and reformed character among the jobbers? Not at all. They are the same keen-business men they were ten years ago, but they see that in the interval Bookseller and Stationer has become a power in the trade and consequently they realize that it is sound business to cultivate its good graces.