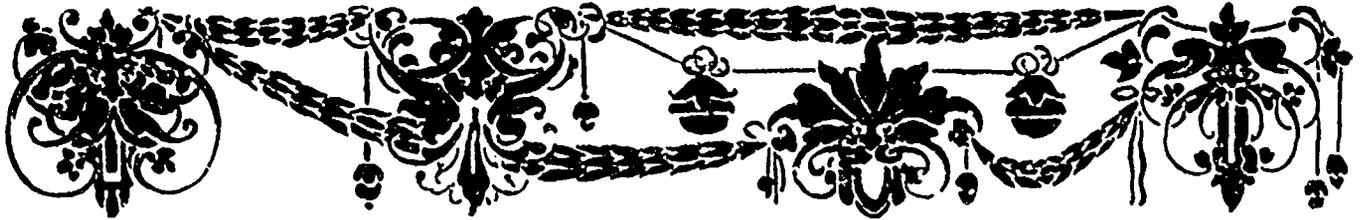


The Bookseller and Stationer



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No. 2.

Topics for the Bookseller.

A NUMBER of letters have reached us lately from readers, who, in renewing subscriptions for 1902, have been good enough to say a friendly word for BOOKSELLER AND STATIONER. These have our hearty thanks. Encouragement does no one any harm. The suggestions made by

A Paper and its Friends.

some readers of long-standing are practical. Those of Mr. Little, of Oshawa, are especially valuable, and we shall endeavor to meet his wishes in future issues. It is only by cooperation between editor and readers in this way that the paper can be made to serve the interests of the trade to the best advantage. We shall be glad to hear from our readers often. If an idea occurs to them let them drop us a post card if they have no time to write a letter. Make the paper the medium of communication between the various branches of the trade and its usefulness to all concerned will be increased.

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We hope dealers throughout the country will call attention to the experience of the Toronto School Board in relation to their silly socialistic fad of giving text books free to the pupils. One of the trustees, Mr. Hales, at the meeting of the board on February 5, said that "the books now being

Foolish Boards and Dirty Books.

supplied to pupils were, in many cases, filthy from long use. Some had been in daily use for 10 years. Books were put into pupils' hands which were falling to pieces, and books were rebound which were

all marked up and long past usefulness. He produced a number which he had secured that day, some of which fell to pieces when opened, and others were very dilapidated and filthy." Now, isn't this a nice state of affairs for an important city like Toronto, which boasts so loudly about its wealth, intelligence and all the rest of it? Of course, the board has been economizing. It has been attacked for its extravagance, and, desiring to cut down expenses, it has proceeded to cut the item of free text books. The board took the supplying of books out of the hands of the regular trade, a thing they had no business to do, and now we see where it has landed board, parent and pupil.

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More than once we have spoken of reading clubs as an aid in selling books. A number of these are in operation in different parts of the Dominion, and in Ottawa we observe that Mr. Thorburn, who runs one in connection with his store, advertises it in the daily press. The plan of the scheme is pretty well indicated by the card issued to borrower, which is as follows:

THORBURN'S CLUB LIBRARY

RULES:

Membership, \$1. One Book, 10c.

Books must be returned in 10 days
Books out over 10 days, charged 1c. per day.
Rules must be adhered to.

THORBURN'S CLUB LIBRARY
2 Sparks Street, OTTAWA.

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The extraordinary success in the Canadian book market of books written by

Canadians during the past season opens up an entirely new vista to the dealer. The fact that successful writers like Gilbert Parker, Ralph Connor, Seton-Thompson and Dr. Drummond are all Canadians gives

A Good Lookout.

them a certain circle of admirers in this country who do not require to be informed regarding the men and their works. It will be all the easier (if Canadian writers can keep up to their present rate of success) to push their books in Canada. The sale of a book now depends as much upon the way it is pushed as upon its merits. Under the new conditions of book selling it seems to us that the day cannot be far distant when the publisher will be obliged by extensive advertising to push his own books. That is done to quite a considerable extent already, but it is pretty sure to increase. The dealer will undertake to handle all books that are wanted, but will mainly devote his time to selling the books that people come in and ask for.

It will be noted that a valued correspondent of this paper at Picton, namely, Mr. Hamly, reports that he has had the best year in his history. Making due allowance for his own abilities, it looks as if the business of bookselling in this country were on the upgrade, and that our friends may look with hope and confidence towards the future. We hear, also, from an important man in the stationery trade that payments due in the month of January were exceedingly well met, and that nothing but an exceedingly good state of trade would have warranted so good a result. Here and there, it is true, the returns were slow, but these were, for the most part, expected, and wholesale firms are well pleased with their last year's business.