

THE Bookseller and Stationer

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A CONFIDENTIAL TALK

OCCASIONALLY it is a good thing for a publisher to take his readers into his confidence and let them know just what he is doing. Magazine publishers have inaugurated this new custom, with the result that the pages in which they converse with their readers are scanned with almost as much interest as the regular reading pages. In the case of the trade paper, it is even more essential that the publisher should be perfectly open as to his plans. The ordinary magazine seeks merely to entertain its readers in their leisure time. The trade paper does more. It endeavors to help its readers in their business hours. Consequently it is a good thing for the publisher to keep his subscribers informed as to what he is doing to further their interests.

Favorable comment has been made from time to time on the typographical appearance of Bookseller and Stationer, both inside and outside. During the past two years covers of bright and striking design have been specially made for the papers. Capable artists have drawn the pictures, and the engravers have made plates from them. In several cases three plates have been called for to give the desired color effect. The printing has all been done in our own office, reflecting no little credit on the mechanical department. Inside the paper every care has been taken to give each reading page and each advertising page a clear-cut and striking appearance. Special pains have been taken to reproduce the illustrations effectively. All in all, the publishers have every right to feel proud of their paper, realizing that there are few trade papers in its class equalling it in appearance.

A word or two about our advertisers, who are, after all, the main bulwark of the paper, should not come amiss. They represent the best in the trade, for the reason that only the best advertise. It is the firm which is up-to-date, which is constantly and rapidly turning over stock and which has new goods to sell every month, that has news for our advertising columns. These are the firms that are progressive, and that it pays to buy from. Firms which do not advertise must be looked on as unprogressive and behind the times, whether they really are so or not. The moral to be deduced is a two-fold one. It should teach the retailer to patronize the advertisers, because they are the progressive firms and have the latest goods. It should teach the firms who do not advertise to

get up with the procession, because they are otherwise regarded as back numbers.

Many book papers, both literary and trade, are issued by book publishers. Whether intentionally so or not, they are frequently biased in favor of the publications of the firms, and are often used to boom particular novels in which such firms are interested. The opinions expressed cannot be relied on to be impartial, nor can their lists be termed complete. Bookseller and Stationer, on the other hand, is entirely independent of any book publisher, and in consequence its opinions can be considered as impartial. This is an important point, and it merits the consideration of all readers of this paper. Nor can it be said that Bookseller and Stationer is influenced by its advertisers, for the simple reason that every one of the large Canadian publishers makes use of its advertising columns, and all receive identical treatment from the editorial end.

In presenting this number of Bookseller and Stationer to its numerous subscribers, the publishers do so with no small degree of pride. This issue for May, 1905, is the best number ever sent out for a corresponding month in any previous year. It has only been surpassed by the special Fall numbers issued in September, which have naturally been large and important publications. The May number has been called the "Summer Reading Number," because of the special attention which has been paid in its columns to Summer books. But other departments have not suffered. The picture postcard section, the art section, and the playing card section, are stronger than usual this month. They have been reinforced with interesting illustrations which have been well reproduced.

In August, 1881, the first number of Bookseller and Stationer, then known as Books and Notions, made its appearance. In August, 1905, the paper will have attained its majority. It is the intention of the publishers to mark the occasion by issuing a birthday number. The contents will be of an historic nature, tracing the growth of the book and stationery business of Canada from the time the paper was founded down to the present time. The number will be embellished with interesting illustrations, and will be a souvenir which everyone connected with the trade will be eager to possess. The trade paper is a modern institution, and few of them can point to a twenty-one years' existence.