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## PROGRESSIVE BOOK SELLING

IN the cycle of progress which has come upon the business world in recent years, the bookseller could not hold aloof, even if he wished. Perhaps no business retained its old conservatism as long as this. The traditions which have been handed down from time immemorial, still clung to the shop of our own time. We are accustomed to think of bookshops as the homes of old musty tomes and older and mustier bespectacled men. This was the condition which subsisted up to within our own memory.

### Modern Methods.

A change, however, has come over the scene. The prevailing spirit of unrest and innovation has banished the mustiness of the shop, and the dull, legal bindings of the books have given way to all manner of resplendent colors. We may heave a sentimental sigh at the passing of these landmarks of antiquity, but much is to be said for the change on the business side.

Year by year the race for existence becomes harder and eternal vigilance, more than ever before, is the price of salvation. Business has become a contest in which only those who develop and progress are going to win. The keenness of present-day competition leaves no place for the sluggard. Accordingly, the bookseller cannot sit back and look with admiration and wonder on what has been already accomplished. The wave of progress is still advancing and the business man must be carried along with it, or sink under it.

### Progress Necessary.

How will the bookseller progress and infuse life into his business? This is the question that confronts him and its correct solution is of vital importance to him. It is a difficult one to solve, as is every question which is worthy of solution. Yet, it is not an impossible one. One way which has been tried in various quarters is the introduction of new departments. This can be done with the utmost advantage in most stores. The fancy goods

department can be made to include a limitless variety of goods. Each season brings forth some novelty which should mean an ever-increasing volume of sales. In recent times, we have but to mention the souvenir post cards, the new games, leather goods, etc., to illustrate the possibilities along these lines. The shop might be made fresher and brighter with a well-selected stock of fancy china and glassware. Such departments do not require the investment of much capital, and by their own daintiness they improve the whole store.

### Legitimate Expansion.

This matter of expansion is worthy of the greatest consideration. For a long time the introduction of new departments was looked on with disfavor, and booksellers hesitated about introducing them. Now, however, the trend of business has overcome all obstacles and the question that arises is rather how far the dealer will go in this development? This condition does not subsist any more in the bookselling business than in any other. It is just the characteristic of the present time to strike out into new channels and work all lines which even remotely relate to the main business. The condition which gave rise to the big departmental stores subsists in a smaller degree in every locality. Without theorizing on the desirability of the matter, a business man has to accept the condition and make the most of it. In his fight for commercial existence he must seize all the fair weapons which come to his hand, and undoubtedly subsidiary departments and side lines are some of these.

These are some of the methods of invigorating the business. They do not exhaust the list by any means. Original advertising supplies another source of life. But whatever the means, the aim must always be to develop and progress with the advance in general business methods. Activity and life are essentials to good business.