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CURRENT TOPICS.

BOOK business has been quiet for the past month. With the exception of a few paper editions of recent novels, there have been scarcely any new publications. The attention of publishers is being directed instead towards securing attractive manuscripts for Fall, and in this they have been successful.

Book Trade so far as lending books are concerned. **Of the Month.** Thus, one publisher has secured the Canadian rights for a new Corelli book; another will open his Fall campaign with a strong novel by Hall Caine; whilst a third is banking on the success of a more pretentious work by the author of "Wee Macgregor." The feature of book sales for the month has been the widespread popularity of "The Crossing," by Winston Churchill, of which a second edition is now almost ready. Other books that have sold well include: "In the Bishop's Carriage," "Strong Mac," "Deliverance" and "The Imperialist." Paper editions are being featured at present, and according to latest reports, sales are shifting from the cloth to the paper editions. This is merely a temporary phenomenon, however.

A PERTINENT question, which might be asked of all readers of Bookseller and Stationer, is: "Do you read the advertisements?" The reading matter in such a trade paper as Bookseller and Stationer is certainly of much value and assistance to the dealer, and we

would not hesitate for a moment to impress on subscribers the importance of **The Value of** reading and acting on what the reading **Advertisements.** columns contain. But, at the same time, the value of the advertising pages must not be minimized, as, unfortunately, is too frequently the case. Subscribers are not getting the best value out of their subscriptions, if they do not systematically read the advertisements. By watching the advertising columns, many a dealer will be able to increase materially the volume and importance of his business, while at the same time he will be adding to his store of knowledge. Bookseller and Stationer is proud of the appearance of its advertising pages and, in addition to deriving trade information from them,

the dealer can get practical pointers on how to prepare and display his own advertising.

CANADIAN booksellers are to-day in the enjoyment of an advantage, of which a large proportion of them are oblivious. This advantage can be best explained by the experience of a Canadian bookseller with a visitor from Chicago, who chanced to enter his shop. After inspecting the stock of books on the shelves and show-stands, the visitor expressed his delight with the many fine editions of noted books, and the general excellence of the stock. He stated, in fact, that he did not know of a bookstore in the United States which contained such a variety of both handsome and serviceable books. The bookseller was surprised, and for a time was unable to explain this seeming impossibility. Then it suddenly dawned on him that the visitor's delight was occasioned by the presence of a great many English editions, which, owing to the stringent copyright laws in force in the United States, were not to be seen in that country. Owing to the increasing tourist traffic from the United States, the sale of books to travelers is on the increase, and, in their ability to handle choice English editions, the Canadian booksellers possess a valuable advantage.

A Pleasant Advantage.

THE majority of book and stationery stores lose sight of the fact that a few good standard books would find a sale if properly displayed. At present the ordinary store caters only to the demand for fiction, and people desirous of securing standard works have to look to the book agent for what they want. Publishers to some extent **Stock Standard** are to blame, carrying two different **Works.** classes of publications; the fiction for the bookstore and standard works for the book agents, but so long as the bookseller neglects to keep a supply of standard books, he cannot complain if sales do go to book agents.