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SOME EDITORIAL CONFIDENCES

ALLOW us to confess that it was a great relief to us to see the last form of our "Coming of Age" edition go to press about the middle of last month. Let us hope that all our readers have received their copies and have approved of the number. Several have been so kind as to write us congratulatory letters and our contemporaries have also referred to us in a very kindly way. While the number was not quite up to the standard we desired to attain, yet we were fairly well satisfied. No project ever went through just exactly as it was planned. Mistakes and omissions frequently occur and cannot be avoided in a publication of the nature of Bookseller and Stationer. For instance we regret that the Maritime Provinces did not receive their due, nor did British Columbia come in as we had hoped. These were unfortunate omissions, which, while not intentional, were unavoidable under the circumstances.

After detailing the contents of the "Coming of Age" number of this paper, the Publishers' Weekly of New York, the standard book-trade paper of the United States, says: "The Bookseller and Stationer is one of the ablest-edited book-trade journals in America and deserves the generous support of all interested in Canadian book-trade affairs. On behalf of the book-trade of the United States we congratulate it upon its anniversary, and trust it will enjoy many more years in prosperity." This is the kind of commendation which we appreciate, for the Publishers' Weekly does not often go out of the way to pat its contemporaries on the back.

Under the heading of "Our Canadian Friend," the Book and News Trade Gazette of London, England, says: "Our warmest congratulations to The Bookseller and Stationer, which, to celebrate its 21 years of useful and meritorious service to the trade, publishes this August its 'Coming of Age' number. We invariably read the complimentary copy sent us with the deepest interest, and find much in our contemporary which argues well for the soundness of its views and the weight of its opinions. The 'Coming of Age' number is nicely illustrated, and one of its most interesting features is 'The Story of Twenty-One Years,' which is briefly told."

On another page our readers will find an interesting offer, which merits their careful attention. It has forced itself on our attention time and time again that Canadian dealers are poor advertisers and it is to encourage adver-

tising in the local press that we are making the offer referred to. Let us urge our readers to submit their advertisements to us. It will be a liberal education for we guarantee to discuss carefully every advertisement sent in. Even though you are not so fortunate as to win a prize, you will yet be rewarded for your pains by being shown just where your advertisement is lacking. It may be asked what motive we have for making such an offer, in that it will be the local press which will derive the benefit. We reply that we, too, will be benefited, because we hold that what advances the welfare of the readers of this paper will advance our welfare. By making our paper readable we make it indispensable and that is the goal towards which we are struggling.

Our October issue will be the Special Fall Announcement Number, in which the publishers of England, the United States and Canada will have an opportunity of bringing their Fall and holiday publications before the Canadian trade. Hitherto we have usually made the September number the special Fall book number, but this year we will inaugurate a change, in the belief that October will prove a more suitable month for the purpose. The number will be brought out early in the month to allow of a careful selection on the part of booksellers and ample time to place holiday orders. As usual the issue will be copiously illustrated and every book which merits attention will have space devoted to it. We would urge our readers to wait for this number before placing their orders, as we feel sure it will be the authoritative medium for the consideration of Fall books.

It is pleasant reading that the newspapers are giving us about the Northwest crops. The harvest of 1905 will be a record-breaker and that means firm prices and a continuance of good times. It also means a vast development in Western Canada and an unprecedented influx of settlers. This will have a direct influence on the book and stationery business of the country, for it will mean a great increase in the demand for these goods. Can Canadian houses hope to cope with the increased demand? Some believe that with the greater facilities for producing goods, noticeably since the Toronto fire, the task should be easy, but there are others who shake their heads and say we will have to rely on the United States for the overplus. However this may be the demand is there and the goods must be supplied.