

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXI.

MONTREAL AND TORONTO, CANADA, JUNE, 1905.

No. 6.

SOME JUNE CONFIDENCES

PLANS for the anniversary number of Bookseller and Stationer to be issued in August are moving on most satisfactorily. A bright and interesting number can be counted upon. As announced last month, it will be, in the main, an historical number, tracing the growth of the publishing business, the bookselling business, the stationery business, the fancy goods business, etc., during the twenty-one years that Bookseller and Stationer has been in existence. Much half-forgotten stuff will be brought to light, for the investigator and collector of facts, who is going through the old files of the paper, assures us that much material of deep interest lies buried there. One of the most notable features of the anniversary number will be the illustrations. If all the plans that have been laid out are brought to a satisfactory issue, the number will contain portraits of all the important people in the book and stationery business. There will also be interesting pictures of buildings, showing the immense progress that has been made since the Bookseller and Stationer was founded away back in August, 1884. If any readers desire to have extra copies of the anniversary number mailed to them, it would be as well for them to advise the publishers early, as the edition will be strictly limited to requirements.

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Have the readers of Bookseller and Stationer been noticing the series of illustrated descriptions of "Leading Canadian Stores," which have now been appearing for several months? The series has been evoking interest not only in Canada, but in England, the United States, and even in the West Indies. A large manufacturer of stationery in the United States, when shown the pictures of one of our Canadian stores which appeared some months ago in this series, exclaimed: "I had no idea you had such fine stores in Canada." A dealer in the West Indies addressed a letter to one of the Canadian booksellers, whose store had been described, complimenting him upon it and asking him for further information to aid in the building of a new store. These are but two of several instances, brought to our attention, in which the series has awakened keen interest. The idea must not gain credence that the booksellers, whose stores are written up, pay for the space in Bookseller and Stationer, or that the management of this paper are discriminating in any way. On the contrary, any dealer who can show a clean, bright, creditable store, is at perfect liberty to

communicate with the editor and have his store illustrated and described in the series.

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One of the traveling representatives of this paper, who was off the road recently, tells the publishers that Bookseller and Stationer was never in higher favor among its readers. At every store at which he called, as soon as he announced his connection with the paper, he was given a hearty welcome and words of appreciation were poured into his ear. For these gratifying manifestations of popularity the publishers are thankful.

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The publishers of Bookseller and Stationer are anxious to keep in close touch with the readers of the paper. So far as the latter are concerned it is an easy matter for them to learn all that there is to know about the paper. It comes to them regularly every month and is, we trust, read from cover to cover. But the relationship the other way is different. It is quite an undertaking for the publishers to find out about the readers. There are several channels through which information can be gleaned. The travelers for the publishing and stationery houses are probably the best source from which to secure news, but even that channel is an imperfect one. What would be much preferable would be a letter or a card direct from the reader to the publisher. Then there could be no misstatement of facts, no omission of important news and no mistakes of any kind. Cannot readers of Bookseller and Stationer let us hear from them a little oftener? An item of news, a hint as to the improvements, a protest against unfair conditions, would all be attended to promptly and would not only make the paper more valuable, but would benefit the dealer himself as well.

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In July, the half-yearly list of Canadian publications from Jan. 1 to July 1, will be published. It is now two years since this list first appeared in Bookseller and Stationer, and it has come to be regarded as one of the most valuable features of the paper. While the number of books published in Canada is not a large one, yet it is a growing one, and in future years the lists as now appearing will doubtless possess a considerable value. It would accordingly be a wise move on the part of booksellers to preserve the issues of the paper in which these lists appear.