

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XXI.

MONTREAL AND TORONTO, CANADA, DECEMBER, 1905.

No. 12.

OUR PLANS FOR THE NEW YEAR

WITH this number another volume of Bookseller and Stationer is completed. To say that we are satisfied with our work during the past year would be misleading. Of course we have reason to be proud of the record made—large numbers, increased advertising patronage and more subscribers. But we can never be satisfied while there are still new fields to conquer. We realize our shortcomings, and it will be our aim to overcome these to the greatest extent possible during the coming year.

Many people have obtained a wrong idea of the function of a trade newspaper. They imagine it to be merely an advertising medium, published for the benefit of advertisers, edited for their own ends, and distributed gratuitously. This may be the root idea of some so-called trade newspapers. It certainly is not the idea of the publishers of Bookseller and Stationer. We believe that in giving our readers a first-class, well-edited, monthly, in which they are shown how to strengthen and develop their business, as well as where to buy their goods, we are doing far more both for their own welfare and our own welfare than if we became merely a trade circular for the convenience of advertisers. We unite the three functions, viz., a news medium, a business instructor, and a trade directory, and we believe that in so doing we are fulfilling the highest end to which any trade newspaper can be called.

Our readers should pay particular attention to the reports from trade centres that appear regularly in this paper. In this issue Winnipeg, Montreal, Halifax and Toronto are all heard from. Special correspondents are located in each of these cities at some expense to the publishers. With the New Year we expect to have regular correspondence from one or two other points, making a chain right across Canada from ocean to ocean.

The January number of Bookseller and Stationer will as usual be given over largely to stationery inter-

ests. The publishers hope to make this a record issue in every respect. As the opening number of a new year it will contain all the special features that will be run during the year. Now is a splendid time for non-subscribers to send in their names for a year's subscription.

A word or two about our circulation. Unlike a great many trade papers, Bookseller and Stationer has no free list among retailers. This is a point about which we speak with no small degree of pride. It emphasizes two things. In the first place it proves that we cover the retail trade thoroughly. If we did not, it would be absolutely necessary for us to send out some free copies in order to keep faith with our advertisers. In the second place it enhances the value of the paper, not only as a newspaper but as an advertising medium. The man who has to pay for his trade paper appreciates it far more than if it came in month by month without expense to him.

Now about the New Year and our plans for it. We have several good things in store for our readers. One of the most important is a series of lessons in book and stationery advertising, which will extend over the twelve months and will be varied with competitions to see how the lessons are being received. There will also be a series of illustrated articles on window dressing and interior displays. Another group of articles will take up departmental work, showing how dealers can introduce new departments into their businesses. There will be a monthly portrait gallery. The series of leading Canadian stores will be carried on. Finally, all the regular departments will be in place, with such improvements as we find to be necessary.

We cannot close this page without a word of thanks to our advertisers and subscribers for their loyal support during the past year. To them it is due that we are able to announce the enlargements and improvements noted in the previous paragraph. To all alike we would wish a very successful holiday trade and a prosperous New Year.