

THE Bookseller and Stationer

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OFF FOR ANOTHER YEAR

AND still we grow! In the year 1903 this paper gave its readers a volume of twelve numbers, totalling 354 pages. In the year 1904, a volume of thirteen numbers was provided, there being an extra issue on account of the Toronto fire, and the total of pages was run up to 500. Last year, twelve numbers were issued with a total of 568 pages. So in tabular form our growth looks like this:

1903.....	12 issues.....	354 pages
1904.....	13 issues.....	500 pages
1905.....	12 issues.....	568 pages

Naturally much of this increase has been occasioned by the growing demands of advertisers upon our space, but we have always gone on the principle that increased advertising patronage demands increased reading matter, so that during 1905 we gave our readers more information and more illustrations than ever before.

This month we have pleasure in reproducing the interior of J. J. Taylor's store at Sault Ste. Marie. Though we have never seen Mr. Taylor's store, traveling men pronounce it to be one of the best in Western Canada, and that is saying a good deal. Next month we will show pictures of Mr. R. A. J. Little's store in Oshawa, and in following months other stores have been arranged for. We hope to be able to illustrate a few of the stores in the Maritime Provinces during the year. Several of these places of business were inspected last Summer by a member of our editorial staff, who found them most interesting. At the opening of the year, let us repeat our offer to illustrate any up-to-date store in Canada.

In the next Bookseller and Stationer we will publish an article which we have secured from an advertising specialist, on the power of the small advertisement. The lessons it contains should be taken to heart by many of our readers. We all know how few booksellers advertise; some because they do not believe in it, others because they imagine they cannot afford it. We use the word imagine advisedly. If the bookseller would cease looking upon advertising as an out-and-out expenditure, and rather view it as an excellent investment, he would not be so diffident about it. Money put into advertising—the proper kind of advertising—is an investment that

pays a good dividend. Learn this lesson and then begin. As our instructor shows, the investment need not be large. The small advertisement can be made to pay its dividend as well as the large one. For brain power the small man often surpasses the big man. The New Year is an excellent time to begin this small advertising. If you have any questions to ask do not hesitate to write to us.

There are a few good points to be found this month in our editorial pages. Perhaps, reader, you are not accustomed to read these pages, deeming them to consist of mere dryasdust platitudes. There you are wrong. We endeavor to make the editorial pages the kernel of the whole paper, and every month some suggestion is to be found there that would do your business good. But be this as it may, we have started the year with an appeal to our readers to get out of the rut and do things.

Have you noticed how the bankers are doing business now? They no longer are content to sit behind their wickets and wait for customers. No, they advertise, they canvas, they lobby, and they work for business in a way that the old-timers regard as scandalous.

Have you watched the local printer? He doesn't wait in his office for the jobs to come in, like he used to do not so long ago. No, he puts on his coat and scurries round town, leaving blotters here and there, offering suggestions and making work come to him.

The bookseller and stationer should wake up and do likewise. Let him be a miniature wholesaler, with a local traveling staff. Blank books to-day among the business men, greeting cards before Christmas, books among the literary people—there are great chances on every hand.

We would like to hear from our readers now and then. Suggestions as to improvements in the paper, information as to grievances in the trade, personal paragraphs, will always be welcome. Reader, you may not think the petty grievance under which you are laboring worth writing about. But others may be suffering from the same grievance, and an agitation in this paper may do a lot towards removing it. We would like you to remember that we are your organ and your advocate. Use us whenever occasion arises.