

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, APRIL, 1904.

No. 4.

CURRENT TOPICS

DURING the month of March the Inspectors' Department of the Winnipeg post office, which has in charge the opening up of new post offices in Manitoba and the Territories, made a record. Twenty-six new offices were established, being one in excess of the number opened in September, 1884, the month which has hitherto held the record. The rapid extension of the postal service opens up new areas of influence to the merchant, the jobber, and the manufacturer. The tradesmen who occupy these new fields are for the most part strangers to the trade. They have no established connections with any house. They are as the unbroken prairie, waiting to be tilled. There is in them the same rich promise as is in the soil. The wholesaler or manufacturer who cultivates their trade is sure to have an abundant return as the years pass.

The speediest and most potent means of impressing one's name and business upon these alert tradesmen of the West is through advertising in their trade newspaper. To establish a good impression is the first requisite in going after a new account. We are all prone to give our money more willingly for advertised goods than for non-advertised goods, to houses that advertise rather than to those that come to us out of the darkness.

NEXT issue of Bookseller and Stationer will, as last year, be the Special Summer Reading Number.

Attention will be directed to books for the holiday season, pleasant fiction to enliven the Summer journey, books of travel and topography to interest the seeker for new things, books of nature, etc. In fact the May number will be prepared with the express purpose of giving the bookseller an idea of just what the publishers have prepared along these lines. The number will also take up the question of tourist trade and will endeavor to explain what the bookseller and stationer can do to attract the trade and to serve it. The various departments which cater to the Summer visitor will be taken up in turn and their requirements discussed. The number will also devote attention to Canada's Summer

resorts, with a view to attracting the tourist trade and thereby increasing the business of local dealers.

AS much of the success of any newspaper, and a great part of its usefulness to the subscriber, depends upon its advertisements, it seems only fair that the name of the journal should be mentioned when answering advertisements. A newspaper cannot be run profitably without the advertising matter, and from a successful journal the subscriber reaps a two-fold benefit—one from the advertisements themselves, and the other from the added prestige and greater resources which accompany them. Apart from the justice of giving credit where it belongs, the good it does the journal, and the little trouble it is to include the name in the correspondence, there should be some consideration shown for the advertiser. He spends, it may be, thousands of dollars annually in bringing his goods before the public, and some of the mediums employed are used experimentally. At the end of his term he culls out the publications which have, in his estimation, been unprofitable, and a few are sure to suffer through no fault of their own, but from a carelessness on the part of their subscribers. When an advertisement in Bookseller and Stationer induces you to write to the advertiser, mention the fact.

*Credit where
it is due*

SPRING has opened up in the book trade satisfactorily. Travellers for the various publishing houses, who have been covering the country, report business in good condition. The new Spring novels seem to have taken well. Several representatives of English publishing houses have recently visited Canadian centres. They one and all express the utmost satisfaction with trade in this country, though they note that the competition of the United States publishers is very keen. However, English standards are still in good demand in Canada and, when it comes to establishing Sunday school or similar libraries or adding volumes to them, the English publisher reigns supreme.

*A Satisfactory
Season*