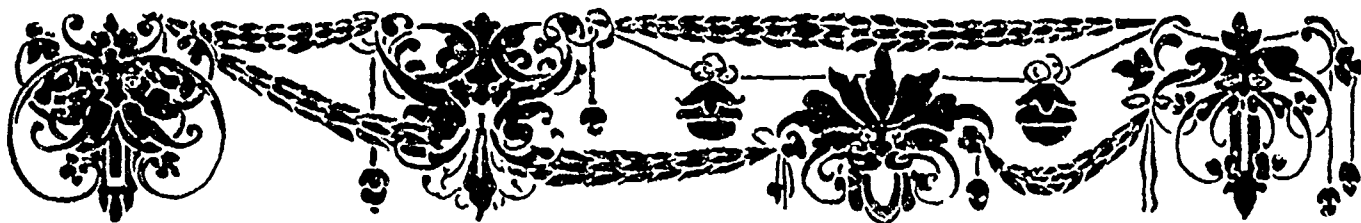


The Bookseller and Stationer



Vol. XVIII.

MONTREAL AND TORONTO, CANADA, JANUARY, 1902.

No. 1.

Topics for the Bookseller.

IN wishing our readers A Happy New Year for 1902 we have to thank them for encouragement and support, and to express the hope that they will find the coming year a good one. Our idea is not so ambitious as to think that the modern trade journal's mission is to teach any man how to conduct his business.

Mission of the Trade Journal. He knows better how to do that than any outsider can tell him. But if he wants to know how others are doing it, and if a knowledge of what is going on in the trade is useful to him, then the trade paper has its placed value. THE BOOKSELLER AND STATIONER, being issued in the interest of the whole trade, aims to be a vehicle of practical information, and not a political or sectional journal of any kind. Its readers are found from Nova Scotia to British Columbia, and, while this wide field is not easily covered, the desire is to cater to all, and not to a few only. We invite letters from correspondents on matters of trade interest, and shall be glad to receive suggestions at any time.

THERE has lately been some discussion in the newspapers about the large circulations often enjoyed in Canada by United States books. The point is raised that Canadians should support their own authors rather than foreigners. This is a sentimental, rather than a trade, question, with which we do not

United States vs. Canadian Editions. feel ourselves called upon to deal. But some remarks on the subject appearing in The St. Thomas Times suggest a remark or two. Our usually well-informed contem-

porary says: "If a Canadian author was to write a novel, could he get it published in Canada upon as liberal and advantageous terms as American publishers grant American authors? No. When a Canadian work is published, can it be, or is it, put upon the market as cheaply as American paper-covered publications? It is not, at any rate, although the cost of production is not so great in Canada as in the United States. People are willing to pay from 25 to 50c. for a book, but when it comes to paying \$1, \$1.25 and upwards, as is the common price for Canadian-published works of fiction, they turn to the cheaper publications from across the border."

The United States market being so much larger than ours it is probable that some books could be published in New York or Chicago on more advantageous terms to the Canadian author. As regards new copyright books, however, it should be kept in mind that no paper editions are issued in the United States at all. The cheapest are in cloth at \$1.50. Here the same books often appear at \$1.25 in cloth and a paper edition at 75c. or 50c., which United States readers cannot command at all. No Canadian book-buyer can get a new book cheaper in the United States than here. The cheap publications referred to, therefore, are old books, either standard works or English and United States works on which there is no copyright.

As to cost of publication, we imagine it is determined by the number the publisher can sell. The population of the United States being so much larger than ours,

naturally forms a more valuable market, and we cannot, therefore, suppose that a Canadian publisher could issue at so low a price.

"his condition will always exist more or less. So that to protest is useless. The time, no doubt, will come when cheap Canadian editions of standard authors may pay, but not at present.

WHAT a Canadian bookseller can do is to educate his public up to a better class of works. He can stimulate curiosity by getting a news item in his local paper (in which he usually advertises) every time he passes into stock some new book in which much interest is taken. He should

Aiding Sales of Books. invoke the aid of the school-teachers (a most influential class in training the youthful taste about books) and get them to speak often to their older pupils about the subject. Years ago a school-teacher said to a class of which the writer was one: "Boys, be sure when you leave this school to begin a collection of books for yourselves. Always prefer good books, and don't go in for cheaply-bound, trashily printed editions. These never last, while a good edition will be a friend for life. If your stock of cash is limited, your parents will seldom be unwilling to buy good books for you." On other occasions this advice was repeated, so that a love of the best books was instilled into the minds of those boys. The school-teacher is the natural ally of the bookseller.

W.L. reproduce from The Publishers' Weekly of New York an opinion of the net price system as it has worked during 1901 in the United States. The fact that it does not cover fiction, and that