

THE Bookseller and Stationer

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CURRENT TOPICS

A special SUMMER READING NUMBER of THE BOOKSELLER AND STATIONER will be published on Wednesday, June 10. It will contain classified and illustrated lists of the popular books for the coming holiday season, with brief and comprehensive outlines of their characteristic features. Though fiction will be predominant, other books will not be neglected. Nature books, art books, recreation books and children's books will all receive attention. In addition, other needs of the Summer guests at our resorts will be touched on. Travelling necessities, stationery, fancy goods and sporting goods will all receive consideration. In fact, the number will be invaluable to the throngs of pleasure-seekers who will crowd our Canadian Summer resorts.

Though primarily a periodical, the June number of THE BOOKSELLER AND STATIONER will partake more of the nature of a guide-book. It will be so designed as to be of use all through the Summer. In order to afford it the widest sphere of usefulness, its circulation will be largely extended to embrace not only the booksellers of the country, but the consumers of Summer reading as well. It will accordingly be found at all the Summer resorts of the country and in such places as will enable it to catch the eye of those for whom it is intended.

The Spring demand for sporting goods has been exceptionally good. There seems to be a growing tendency on the part of that portion of the public, which goes in for outdoor sports of all kinds, to secure new and up-to-date supplies. Moreover the sporting and pastime spirit has invaded classes who never before indulged in such amusements. The outlook for the trade is consequently bright. It is unfortunate, however, that so much business is being done through mail-order houses. Our booksellers and stationers should bestir themselves to secure as much of this trade as possible. It is quite legitimately in their hands and they should not give it up without a struggle.

Much activity is to be noted among the publishers at present and the season is practically at its height. A great many popular novels are appearing, for the most part written by United States writers. The feature of the past month was the displacing of "Lovey Mary" from the position of best-selling book and the substitution of "Lady Rose's Daughter." In the United States, however, the former still held first place, though it was closely followed by the English novel. The remaining positions in the set of the best six in Canada are still held by the old favorites such as "The Pit" and "Letters from a Self-Made Merchant." The Scotch triumph, "Wee Macgregor," by J. J. Bell, has at length invaded this market and it is understood that immense quantities of it have been disposed of to the trade. It is to be regretted that no copyright was secured on this side of the Atlantic.

In "Our Departmental Series" this month the subject of picture-framing is taken up at some length. Considerable care has been taken in securing data, all of which has been gathered from reliable sources. The writer of the article has also been guided to a certain extent by the apparent needs of the case. Realizing that many merchants would only be able to go into the work in a small way, he has governed himself accordingly. We believe that the hints given will be of value to our subscribers and we trust that such as have not yet attempted picture-framing will make an effort in that direction. Any questions that may be asked by our readers will receive careful attention and we trust that our services will be requisitioned when needed. Such as desire information about where and how to purchase supplies should address their enquires to the Editor of BOOKSELLER AND STATIONER.

It is a fact that retailers generally like to see the wholesale firms from which they buy advertise. The weekly or monthly advertisement in the trade paper is good reading, and a trade journal with no advertising would be rather flat and without sparkle. But the wholesaler or jobber has a right to look for recognition of his efforts to keep the trade informed. An advertisement is a call for business. Orders by mail are extremely satisfactory to a wholesale house, and with all well ordered firms the salesman covering the ground gets credit for such orders. And when responding to advertisements in our columns never fail to mention BOOKSELLER AND STATIONER. It does you good, it pleases the wholesaler and adds honor and strength to ourselves.