

# THE Bookseller and Stationer

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## CURRENT TOPICS

**D**ESPITE the large number of new books which publishers placed on the market during October, sales have not been particularly heavy. Booksellers in nearly all parts of the Dominion report business dull. However, this state of affairs is by no means extraordinary. Prior to the Christmas rush, a lull is quite a usual occurrence, and just now we are in the midst of it. The arrival of several new and popular novels on the market is noticeable, and their sales, we believe, have been fairly good. Louis Tracy's "Wings of the Morning," G. B. McCutcheon's "The Sherrods," and John Fox, jr's "Little Shepherd of Kingdom Come" have been widely advertised and seem to have caught the popular taste. "Barlasch of the Guard," "The One Woman," "Gordon Keith," "Mettle of the Pasture," and "The Grey Cloak" have become settled favorites, and "Lady Rose's Daughter" and "The Virginian" still find purchasers. Morley's "Life of Gladstone" has taken well in Canada, considering its character and its cost. Sir Gilbert Parker's "Quebec" is also doing well on the market.

**B**OOKSELLERS have not yet lost all influence over the reading public, nor need they fear for some time to come that their office of counsellor and adviser will be taken away from them. A recent experiment by a New York publishing house proves indisputably that of all the influences which guide a purchaser of books, that of the bookseller is paramount. A new novel was selected and in each copy a postal card was inserted, on which the future purchaser was requested to set down the influence which led him to buy the book. Twenty-six per cent. of the replies showed that the bookseller's recommendation had been the guiding force; sixteen per cent. were due to the author's previous fame; fourteen per cent. to the recommendation of friends; twelve per cent. to reviews; ten per cent. to advertisements; nine per cent. to appearances; five per cent. to the attraction of the title; three per cent. to colored illustrations, and the remaining five per cent. gave no reasons whatever.

**T**HE war which is in progress between Canadian manufacturers and the transportation companies over the Canadian freight classifications, has received a new complexion so far as manufacturing stationers are concerned, by a recent action of the railway companies. Hitherto a single schedule of rates for the whole year has been in force, covering such stationer's products as blank books, envelopes, etc. This, it seems, was granted on the condition that the shippers refrain from using the steamboats in Summer. Alleging that the condition had been violated the railways have put in a Winter schedule, which differs considerably from the Summer schedule. So far as can be ascertained, however, but little damage will be done to the manufacturing stationers through this action of the railways. Only such houses as are accustomed to pay freight charges will be affected. It may, for instance, slightly affect some Toronto houses which pay freight charges to Montreal on consignments going east to compete with eastern houses.

*Freight Rates  
on Stationery.*

**T**HE constant introduction of new lines and novelties of sterling character into the bookseller and stationer's store is good for business. It is all well enough for the public to learn to depend on your store for the staples of your trade. This is essential as a ground work. Over and above this, however, a store which can show variety, novelty and a constant display of new and up-to-date ideas, holds altogether a different position in the community. The public learn to turn to such a store for the many and varied requisites of daily life. Incidentally the public will purchase their staple requirements from you at the same time. BOOKSELLER AND STATIONER endeavors to keep you posted on all the latest products of the manufacturer's skill and art. New directions for developing business are monthly being hinted at, and there should consequently be little difficulty for our readers to keep well abreast of the times.

*Novelties  
versus Staples.*