

actually advanced the price of a current novel to \$1.75, claiming that the increased cost of production demands it.

It will be interesting to note which of these tendencies is going to prevail. We, in Canada, have a general price for current fiction of \$1.25, with an occasional \$1.50 volume. The tendency here during the last few years has been downward.

READING THE ADS.

A trade paper cannot wholly exist on the money paid for it by subscribers. If Bookseller and Stationer, for instance, had to depend for its revenue on its subscribers alone, a vastly inferior paper (or no paper at all) would be the inevitable result. The reason we are able to turn out one of the best papers in the stationery trade is because of the support given us by our advertisers. Our advertisers know that we turn out a paper worthy of being carefully read by every man in the trade. It is because of that faith that they advertise with us. Moreover our advertisers understand fully that they are talking to business men when they take space in our advertising columns. Therefore they realize that any proposition they advertise in that space must be sound on the very face of it. Thus it is that only advertising really interesting to the stationery trade, and which is likely to result in mutual profit both to buyer and seller, ever appears in our columns.

We demand high grade advertising. This involves us in a duty to provide editorial and reading matter of the highest grade to match. The result is, Bookseller and Stationer is not produced by any indiscriminate use of the shears and paste brush. We endeavor to be worthy of both our readers and our advertisers. And as we urge upon our advertisers the necessity of advertising only that which appeals to the business man, so let us urge our readers to give more than a mere cursory glance at our advertising columns; for in them are to be found items of the greatest value to every progressive man in the trade.

LETTING IT SLIP.

Do you allow any local trade to slip through your fingers? Think it over for a moment! The mail order concern comes in for a great deal of condemnation from all kinds of merchants, including stationers. No doubt the depredations of such concerns are to some extent unavoidable. There is, however, another form of commercial depredation carried on throughout the country which is due to a large extent to the stationers themselves. It can be stopped. We refer to the business of typewriter supplies.

What's the matter with you stationers? Why don't you get out and hustle typewriter supplies? These were the queries put to Bookseller and Stationer the other day by a Toronto manufacturer of these supplies. He said that the great bulk of this profitable line was handled by the typewriter companies, who sent their men all over the country selling direct to the consumer.

Mark that. Any consumer of typewriter supplies in your locality is your customer. He is a citizen as interested as yourself in the prosperity of that community, especially if he is a merchant. He would not like to see you go out of town for any goods which he handles. Neither should you allow him to go outside for his typewriter supplies.

Put the question to him. You can sell him his typewriter supplies just as you can his business stationery. Moreover, you ought to do it. Don't sit behind the counter selling fireworks to the small boy. Let the young lady clerk do that. You get out among your fellow business men and see to it that no agent of a typewriter company or metropolitan stationery concern butts in on your own stamping ground.

"Not very much of that kind of business done in this town," you say. That doesn't matter. What little there is should be done by you. Moreover, there may be more done than you imagine. Jump on the typewriter company's agent and sell the goods yourself.

POINTERS FROM CITY STORES.

It will not be long until your salespeople take their vacations, and it would be a good move for you to encourage as many as possible of them to visit the city, if only for a day, and have a look round the big stores. There may be no definite information that you can instruct them to gather, but they are almost sure to pick up some helpful pointers. Among other things they could compare some of your prices with those which these houses are offering, see how stock is kept and displayed, etc.

RUSSELL, LANG'S RECEPTION.

In the letter from our Winnipeg correspondent, reference is made to a reception tendered to the local school teachers by Russell, Lang & Co. We have been favored by that progressive firm of booksellers with an invitation card which is very tastefully gotten up in script type.

The occasion of the reception was the opening of the firm's new educational book store on Portage Avenue. The reception took place in the rear end of the store, which is beautifully fitted up in weathered oak. This part of the store is intended for a rest room, where customers may wait for friends, etc. There is also a writing table at one of the windows to accommodate customers wishing to write a letter.

Among the 200 guests who attended the reception were all the highest school officials of Winnipeg.

It is things of this kind which lend a dignity to the bookselling trade, enjoyed by no other kind of retail business. From a business point of view, such a reception is an excellent idea, bringing, as it does, books and book lovers together, and leaving an impression of the store which will be hard to efface. The methods of this progressive western store deserve to be studied by members of the trade in the older parts of the Dominion.