

THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, AUGUST, 1904.

No. 8.

CURRENT TOPICS.

THE September number of *Bookseller and Stationer*, which will be published on the 11th day of that month, will be the Special Fall Number. This issue is the most important one in the year and the publishers are sparing no pains to make it a strong and valuable number. In it the Canadian

Our Special Fall Number. and such other publishers as are interested in the Canadian market will make their Fall announcements. The great stationery houses will announce what special preparations they are making for the Fall and holiday trade. The fancy goods houses and manufacturers of leather goods and art goods will make mention of their productions. In fact every branch of the book, stationery and fancy goods trade will be represented. We bespeak the attention of the whole trade for this special number.

COMPLAINT is constantly heard among booksellers of the increasing quietness in trade circles and, while various reasons are assigned, in some cases no strenuous effort is made to offset the evil. Many and various are the remedies proposed, but perhaps none contains more judicious advice than to keep the right class of literature. By this we mean essentially new, popular books.

Like clothes and recreation, literature is subject to fashion. Beyond a handful of born leaders the mass of humanity is of wonderful uniformity. Nowadays, new books may be said to be generated for rich and poor alike. The glad tidings of new achievements in literature are carried in diverse ways to remote country villages. Does the bookseller take adequate advantage of this following of the mode? It is safe to say the vast majority of readers are fast abdicating individual tastes, and accepting with sheeplike mood anything labelled "the latest." Traveling salesmen constantly are at hand to meet this demand through the medium of the retailers, but often extreme indifference is met. Every bookseller must be thoroughly aware of the difficulty of selling old books and many have heard the comment when a book of even a year's standing is mentioned to a customer: "That! Me read a last year's book!" The reading populace has been moulded much alike and this desire for the very newest should be both successfully and profitably

pandered to. Stock new books, display them, advertise them, they will sell and sell so quickly that the pernicious habit of lending will not have time to foster. Moderation is of course recommended, but a fair trial should prove a success.

• • •

JULY has been a quiet month in the book trade while the beginning of August marks the dull interval in between the Spring and Fall publishing seasons. The notable book of the month has been the "Pillar of Light," by Louis Tracy, which appeared in the second week of July and went with a great rush.

Along with "The Crossing," by Winston Churchill, it shared the favor of

The Book Trade.

the reading public. Several others of the Spring books continued to sell well, but the best sale was over in June. At present the chief item of interest in publishing circles is the opening of the Canadian branch of the Oxford University Press in Toronto, with Mr. S. B. Gundy in charge. Fall books are beginning to bulk more largely in the eyes of the publishers and next month we shall be able to supply definite information concerning them. As yet, owing to the uncertainties of the situation it would be impossible to forecast the character and extent of the Fall publications.

• • •

AT present there is a tendency among Canadians to carry the idea of patronizing home industries a little too far. With the great majority of loyal Canadians, we sympathize with the efforts of those who are aiming honestly and fairly to build up home industries and we hope to see the phrase "Made in Canada" become the synonym of what is the very best in the industrial world. But with the efforts of those men and firms who are making use of this loyal movement to further their own ends, it is impossible for us to sympathize. There are some excellent articles made in Canada. But at the same time there are many articles, which, under present circumstances, are not made as well in Canada as they are elsewhere. Is it right that Canadians should refuse to purchase these goods, if they are better made than the home product?

A Fair Policy to All.