

# THE Bookseller and Stationer

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## SOME EDITORIAL GOSSIP

We are calling this issue of Bookseller and Stationer our Summer Number. It is intended to help along Summer trade, which, in many cases, is pretty hard to keep moving. If the suggestions we have to offer prove useful to you, reader, we will feel that our efforts have not been in vain. There are also several matters of importance to the trade taken up in the next few pages. Don't pass over them without giving them some thought.

The annual meeting of the American Booksellers' Association takes place in New York on May 14 and 15. We are sure Canadian booksellers will be made most welcome at this meeting. There will be papers read on topics of vital interest to all booksellers. The banquet will come off at the Aldine Association on the evening of May 15. Among the speakers will be Gellett Burgess, author of "Are You a Bromide?," R. F. Outcault, the creator of Buster Brown, and W. F. Hornaday, author of "Camp Fires in the Canadian Rockies."

This meeting of the American association naturally calls up the question, When is the new Ontario association going to meet? As arranged at the organization meeting last February, this event is to come off in the latter part of August, during the Toronto exhibition. Further particulars will be supplied later, but meanwhile every bookseller in the province should bear the meeting in mind and form the resolution now to attend. We must have a good crowd present to justify the existence of the association.

Readers of Bookseller and Stationer who have occasion to visit the Old Country at any time are reminded that our offices at 88 Fleet St., E.C., London, are entirely at their disposal. It is always convenient to have an address to which letters and papers can be forwarded and our English staff will be only too pleased to co-operate in the manner suggested with readers who visit Europe. Those who have availed themselves of this service in the past can bear us out in our assertion that we will be very good friends to Canadian travelers.

We are reminded by the approach of Summer that the publication day of our Special Fall Number, scheduled

for August 14, is drawing rapidly near. This number is our greatest effort during the year and it naturally requires a great deal of preparation. It is none too early for us to turn our attention to it even now. We hope that both our readers and advertisers will help us to turn out a number this year better than ever and entirely worthy of the trade.

A new department devoted to photo supplies has been inaugurated in this number and we trust that the information supplied in it will be found useful. It seems to us that there should be a nice profit in handling these goods, especially as the supply men seem to be so willing to do everything to relieve dealers of unsalable stock. It is this feature which so often deters a retailer from investing in this class of goods. We hope to be able to continue this department regularly and make it one of the best and most instructive in the paper.

The editor of this paper is most desirous to have pictures of interiors of stores and window-displays for reproduction purposes. Any reader who has opened a new store, enlarged and improved his old store or made a specially attractive display is urged to have a photograph taken for reproduction in Bookseller and Stationer. It won't do the dealer any harm and the chances are it will do him good, for it will mark him as a progressive and reliable merchant. A reputation for push and enterprise is always a useful possession and that seems an easy way to acquire it.

Joining a trade organization is a step you will never regret. It will help you through your difficulties and will keep you in touch with those whose motto is "Defence, not Defiance." The cost is very small and you may never know when you may need its aid. By coming into direct touch with each other, unity of action is assured, and inter-communication on questions affecting the trade is facilitated. By joining your association you can render efficient service in defence of your business interests. In unity and resolution there is success. Don't stay outside of the Booksellers' Association if you can possibly help it.