

# THE Bookseller and Stationer

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## THE BOOK AND STATIONERY TRADE OF 1904

Reports From Canadian Dealers

**I**N the book and stationery trade, 1904, has been on the whole a most satisfactory year. Reports from all parts of Canada indicate good sales and the maintenance of trade at a gratifying level. The following reports from dealers will be read with interest:

*William Tyrrell, William Tyrrell & Co., Toronto.*

The book business during the past season has been the most satisfactory in our history. The chief feature of the 1901 holiday trade was its steadiness. There were not the usual fluctuations from day to day, but every day for weeks before Christmas trade was excellent. This condition was mainly due to the good weather. Another point to be noted was that the demand was evenly distributed over our whole stock. No one line can be said to have had the preference. We did extremely well with calendars and Christmas cards, and sold clean out of nearly every line. We had a larger sale of papeteries than usual, especially the high grade lines. In finely bound authorized editions of the standard authors, we were very successful. Children's books were a feature of the 1901 trade. Current fiction did well, and our sales of handsomely illustrated novels such as "The Love of Azalea" were excellent.

*A. E. Huestis, The Blum Book and Stationery Co., Toronto.*

As a whole our business during the past holiday season exceeded that of the previous year. We had a phenomenal sale of calendars and Christmas cards and sold right out of all our lines. Papeteries and leather goods sold well, as did also art goods, including smokers' supplies, metal goods, etc. We made a specialty this year of high-grade children's books, and advertised them extensively in the daily papers, inviting the children to come and inspect them. We devoted about a third of the store to displaying them. The result was extremely gratifying and proved that the bookseller has a field of his own outside the department store. We did not handle toy books or annuals. A big feature also this Christmas was the heavy demand for Christmas postcards and cheques. We noted a distinct falling off in the demand for standard sets. The year before the demand was excellent, but this season proved to be an off one in this department.

*F. T. Philan, Montreal*

Trade during 1904 has been unprecedented, embracing increased volume in sales of all lines of books. My business is systematized, books, stationery, leather goods, school supplies and sundries, all being separated in the arrangement of my cash register, thus, I can say positively the book trade is on the increase. Fiction has done remarkably well, yet there are many objections against conditions in this city. Our profits are poor at the start, and department stores are slaughtering new books, thus necessitating meeting such unfair competition or losing trade. I am convinced means of protection are not only necessary, but feasible. Book-sellers in Montreal and other cities must unite in order to preserve their status. Publishers must be in such an organization as well. I have specialized in many lines of cheap fiction at 10 and 25 cents, and sales have been good. Girls' books, and boys' books, are other good lines that have done well.

I find it pays me to push my stationery trade, as profits are satisfactory. My line embraces 100 different kinds, and I aim to suit all tastes. Women insist on certain kinds, and it's a trade worth having. Leather goods is another strong department that shows up well, and many book-sellers can make good money on this line. Oddities and novelties of all descriptions are worth stocking. Profits range from 50 to 100 per cent., and the unsold stock is small. Sales are steady in this respect.

A new departure at holiday time, that was a marked success, is my boxed candy case. Sales are steady, and I fully expect to turn over my stock at least twenty times. I find \$5.00 boxes are in demand. In future, this will be a regular feature of the store.

*A. T. Chapman, Montreal.*

I am glad to state the book trade has been satisfactory the past year. Trade has been in demand. Holiday trade was of splendid volume, although a certain amount of hesitation was noticeable in buying larger sets, probably due to the knowledge gained in the past