

# THE Bookseller and Stationer

Subscription, One Dollar a Year.

Single Copies, Ten Cents.

Vol. XX.

MONTREAL AND TORONTO, CANADA, DECEMBER, 1904.

No. 12.

## CURRENT TOPICS.

IN presenting to the trade this, the last issue for nineteen hundred and four of The Bookseller and Stationer, we cannot do less than extend to our readers the warmest greetings of the season. The year just closing has been a most satisfactory one. Though

### A Glance at the Past.

the wholesale stationery trade received a severe set back by the fire which destroyed so many of the big warehouses in Toronto, the disaster was not without its respite. The Fall has seen a wonderful quickening of trade, and the new year will witness the beginning of a new era in the wholesale stationery trade, when the burned out firms will have returned to their own again. The Bookseller and Stationer has been growing in 1904 in many directions. We have turned out month by month trade papers which, typographically, editorially and artistically, compare most favorably with any other organs of the book and stationery trade. Our paper has been recognized by advertisers in Canada, the United States and England, as it never was before, and for the suffrages of our advertisers we return heartiest thanks.

• • •

BUT to be of real service to the Canadian trade our growth must be continued and, in close touch with the progress of our clientele, we must go on developing ourselves. During the coming year we are anxious to introduce the personal element more largely into our paper. To this end we intend to

### A Look Into the Future.

publish an illustrated series of "Leading Canadian Stores," describing the most progressive firms and how they are making a success in the business world. We intend to continue regularly our departments devoted to good advertising and the art of display, making them of close personal interest to one and all of our readers. Fuller and more detailed reports of the state of business all over Canada will be supplied month by month. There will be several special articles on subjects of vital interest to the trade. In the realm of books we shall endeavor to make our book lists and our general information indispensable to the progressive retailer. In our other departments we shall strive to give complete and full descriptions of everything new at the earliest possible moment.

IN a few more days the Fall publishing season will be practically over and, until Spring books are on the way, publishers will build all their hopes on repeats. November saw the opening up of the holiday trade, and the opening was certainly most reassuring. If December

witnesses a corresponding increase in sales retailers should have little to complain of. Business is naturally turning away from current fiction to the more purely holiday channels of trade, and gift books and standards are increasing their sales materially. However, the Fall books are being rapidly cleared out and publishers are experiencing no little difficulty in getting out supplies. The best sales of the month have been pretty well divided between "Beverly of Graustark," by G. B. McCutcheon, and "God's Good Man," by Marie Corelli. "The Masquerader," by Katherine Cecil Thurston, is a new favorite of the month and has sold well. Another newcomer is "Jess & Co.," by J. J. Bell, while "The Prodigal Son," by Hall Caine, is launching out on a prosperous sale. The older favorites, "Whosoever Shall Offend," by F. M. Crawford, "A Ladder of Swords," by Gilbert Parker, and "The Princess Passes," by C. N. and A. M. Williamson, maintain steady sales.

### The Book Trade.

• • •

A MONTREAL bookseller in conversation with a representative of Bookseller and Stationer, took strong objection to the questionable methods of departmental stores to catch not only city trade but the country store's trade as well. "The practice of selling popular books lower than publisher's price,"

he continued, "is certainly detrimental to the best interests of trade, and is pernicious in so far as being used as a bait to catch the unwary. This selling under cost to attract trade is doing much to kill off the small profits in the business." We all know the existence of such conditions, and no matter how much we may wish to alter them, they will remain the same. The question has been in one way or another frequently propounded and often answered with little satisfaction to anyone, so we scarcely feel competent to throw over so few rays of intelligence upon it. No one is in business for their health, and least of all the department store, and don't fail to let your customers know that fact.

### Selling Under Cost.