

THE Bookseller and Stationer

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SOME EDITORIAL CONFIDENCES

OUR August number is still being talked about, and that in a most friendly fashion, all of which goes to prove that we did a good thing when we celebrated our coming of age by issuing such a number. It pleased the jobbing trade, it pleased our readers in the retail stores, and it was gratifying to us. Last month we were proud to quote the commendation of the leading book trade paper of the United States, the Publishers' Weekly. This month we are equally proud to print what the great English authority, the Publishers' Circular, of London, has to say about us. In a recent number that paper says:

"The August number of the Canadian Bookseller and Stationer is its 'coming of age number,' and certainly reflects great credit on the MacLean Publishing Company. It includes over 100 pages of matter and advertisements; accounts of Canadian publishing houses are given, with portraits of publishers and booksellers. It gives one the impression that the bookselling and stationery business is sharing in the general good trade which Canada has enjoyed for some years now. The fact that Canada is fast becoming the granary of the empire is full of promise for the continued prosperity of the country; last year even the United States had to import grain from Canada."

It is with pleasure that we present our readers with this Fall Announcement Number. Much time and trouble have been spent in gathering the information, in putting it into proper shape, and in printing it. We have gone to considerable expense in presenting an attractive number. For instance, the cover has been the outcome of much thought and money. It is, in our opinion, about the best thing in the way of a special cover design that we have yet secured, being most appropriate to the present number. Readers will find the contents of the number as complete and serviceable as it has been possible to make them. The lists of Fall books, with their accompanying descriptions, are all authoritative. Other departments of the paper have not suffered at the hands of the book department, but one and all will be found to be full of interest.

As soon as this number is off the press it is the intention of the publishers of Bookseller and Stationer to commence the publication of a Christmas Book List. Already circulars have been sent to the trade advising them of this list, and a good many orders for copies of it have come to hand. In a word, the list is intended for distribution by booksellers among their customers and prospective customers. It will consist of about forty-eight pages fully illustrated, with descriptions of all the leading Fall books. Booksellers' names will be inscribed on each copy of the list, when a sufficient number are ordered. The time for ordering will be extended until about a week from the publication of this number of Bookseller and Stationer, after which it will be impossible to accept orders. The moral obviously is to order at once.

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Up to date the results of our advertising competition have been somewhat disappointing so far as the number of entries is concerned. But as there is still some time before the competition closes, viz., November 1, there is still a chance that a good many dealers will have a try for the prizes. Let us again urge our readers to submit their advertisements to us. There is every possibility that you will win a prize, as it is not as if hundreds of dealers were going to try. In reality, advertising by book and stationery dealers is in a very backward state in this country, and seriously needs quickening. That is our reason for inaugurating this competition.

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On another page appears a display advertisement that merits attention from such of our readers as are in the habit of handling magazines. The MacLean Publishing Co. are adding another publication to their long list of trade newspapers, this time in the form of a magazine for business men, which they are calling The Business Magazine. The contents of the new periodical are of a light and readable character, insuring a wide popularity. The offer made to dealers in the advertisement referred to is a generous one, and should be taken up with alacrity.