

## MONTHLY REPORT FROM BOOK CENTRES

### MONTREAL.

Office of BOOKSELLER AND STATIONER.  
227 McGill Street Montreal  
May 5, 1905

**E**ASTER brought forth the usual demand for prayer and hymn books, and trade generally was of a satisfactory volume. Price cutting is less resorted to than formerly, and more attention is paid to establishing a reputation for having the latest in fiction, as well as scientific and historical books. Progressive window displays and small space judiciously used in the daily press has tended to arouse and sustain interest in book circles.

Fiction has occupied a premier position from a sales standpoint, and ingenious methods have been used to stimulate trade. A creditable special window had as the centric attraction two white seals, thrown into relief by the entire window being draped by white crepe paper. Scattered throughout the window were some thirty copies of works suggested by this mode of display. These included "The Lure of the Labrador Wild," "Dr. Luke of the Labrador," "The Hound From the North," and the "Harvest of the Sea." A busy corner in another store is given over to books of a peculiarly "smart" nature, with special stress laid upon "A. C. C. C. Meditations," and such titles as "Naked Truths," "Don'ts for Girls," "The Wisdom of the Foolish," etc.

Current fiction, which is highly spoken of, includes "The Marriage of William Ashe," "The Fugitive Blacksmith," "The Masqueraders," and "The Garden of Allah." "Endymion," published by the Cambridge Society is featured in another store. Local interest is given "Strange Partners," by Gilbert Wintle, by the recent determination of this noted Englishman to make Canada his home. Paper editions of "Held Apart," and "Queen's Quay," are doing well.

The occasion of the Montreal Horse Show is well utilized by one progressive store to call particular attention to "In the Bishop's Carriage." A window display, backed by a large colored poster illustrating the character of the book did much to put sales of this old-time favorite on the gratifying side. A war book of the highest standard is "Japan, by the Japanese," edited by Alfred Stead. Nature books and Summer recreation stories are already being displayed. Paper editions of the latter are featured at 10c.

G. E. F.

### TORONTO.

Office of BOOKSELLER AND STATIONER.  
10 Front Street East, Toronto  
May 5, 1905

**B**USINESS during April is reported to have been quite satisfactory. The Easter holidays and the Horse Show brought many shoppers to the city, who patronized local bookstores extensively. The trade in Easter cards and novelties was somewhat disappointing and did not nearly approach the trade in valentines in February. A good business was done in books of travel and guide books, especially those dealing with the countries along

the Mediterranean, indicating the popularity of that trip to Torontonians. Nature books are now being brought forward in large variety.

Sales of fiction have continued very fair, with "The Marriage of William Ashe" well to the fore. The early sales of "Sandy" by Alice Hegan Rice have been good. There is still an appreciable demand for "The Masquerader" by Mrs. Thurston, while "The Garden of Allah" by Robert Hichens is asked for by people of literary tastes.

In a letter to the publishing and stationery trade throughout the United States and Great Britain, the Bain Book and Stationery Co. are making the following announcement. "Owing to the expiration of our lease and our utter inability to find suitable premises elsewhere, we have decided to discontinue business after the 31st of May." This notice means the disappearance of one of the most enterprising of the Toronto book and stationery stores.

To advertise "The Plum Tree," the new novel of American politics and love, by David Graham Phillips, an artificial tree, with artificial plums upon it, appears in the Bain bookstore window. All around the tree copies of the book have been disposed.

A window which always attracts attention and possesses excellent facilities for display, is that of the McKenna bookstore. Mr. McKenna always has a splendid array of the best fiction of the month disposed on his display stands. This week the "John Henry" book is the feature.

W.A.C.

### WINNIPEG.

Office of BOOKSELLER AND STATIONER.  
Room 511 Union Bank Building, Winnipeg, Man.  
May 2, 1905

**A**PRIL book sales seem to have been in excess of the expectations of the local trade. Several books of fiction have been selling remarkably well and the general run of trade has been unusually brisk for the month.

"The marriage of William Ashe" is still selling well and is, perhaps, the book of the month. "The Clansman" continues to attract popular favor, and "The Vicissitudes of Evangeline" and "Tommy Cartaret" are in demand from fiction lovers. "The Millionaire Baby" and "A Mysterious Disappearance" are also keeping up their record for March, when they were particularly good sellers.

Winnipeg stores are finding a ready market for architects' supplies, such as drawing paper, blue prints, etc. These are profitable lines which might be pushed to advantage in outside towns. Owing to the extent of Winnipeg's building operations there is a large market here for such supplies.

Souvenir post cards are receiving special attention in Winnipeg stores. A novelty which has proved very popular is a line of cards in burnt leather with typical Winnipeg scenes.

Easter novelties sold well, and it is likely that even greater attention will be devoted to this line next year. The Easter trade rivalled the valentine trade.

The John A. Hart Co. have been awarded the city contract for stationery during 1905.

F.R.M.