

## MONTHLY REPORTS FROM TRADE CENTRES

### MONTREAL

#### Business on the Quiet Side at Present—Preparations for the Tourist Trade—Music Business.

Office of BOOKSELLER AND STATIONER,  
222 McGill Street, Montreal.

May 2, 1917

Retail trade among the booksellers and stationers is very quiet at present. All merchants report having done an excellent Easter business, and this will in a measure offset the present dull period. The demand for books and post cards is fair, and stationery is selling well in the better grades. The tourist trade is now receiving very much attention in the way of preparations. Everything which is likely to appeal to a traveler is being stocked and when the season arrives some good business in all lines is expected.

A noticeable feature among the large St. Catherine Street merchants has been the number of special window displays throughout the last month. Stationery lines have been a feature in both table and window specialties. Another item of importance is the special sales of books. One large St. Catherine Street merchant offered his goods from 10 per cent. to 50 per cent. discount in an alteration sale. Other window displays of extracts from authors have been displayed to advantage, such as:

Collections of Church Subscriptions.....	9-10.
Book Agents and Advertising Men.....	10-11.
People with funny stories .....	11-12.
Ladies with tickets for sale .....	12-4.
People with insulations. ....	4-5.

The rest of the day for miscellaneous calls

WE ATTEND TO OUR OWN BUSINESS AT NIGHT.

Among the new books issued since last report, is "At the Sign of the Beaver," by Samuel Mathewson Baylis, published by William Briggs, Toronto. This author's first book "Camp and Lamp," was so kindly received by the reading public, and won such high commendation from the critics, that retailers are looking forward to another large sale for this author's latest work. "Running Water," by A. E. W. Mason, published by the same house, is still to the fore. "The Chronicles of Rebecca," by Miss Wiggin, and "The Saint," by Antonio Fogazzaro, published by the Copp Clark Co., both of which are, comparatively speaking, new books, are among the best sellers at the present time.

Pictures and picture frames are still active. Water colors are having preference over blacks and whites. There will be a demand for tourist maps next month and everything relating to the tourist trade in general.

In the stationery department Whiting's French Chamberlay and Eaton-Hurlbut's hot pressed vellum continue to sell well. These goods retail at 30c. per quire.

The music business continues to be brisk. There is a great demand for songs rendered in "The Little Cherub" recently performed in Montreal. "Experience" and "My Irish Rosie" are among the most popular in this play. "San Antonio," a cowboy song, by Williams and Van Alstyne, has achieved great popularity. Another good song by the same authors is "The Tale the Church Bells Told." Herbert Ingraham's song, "I Would, if I Could,

but I Can't. Because I'm Married," is very popular in New York just now. It will be introduced into Montreal shortly. Vesta Victoria, the popular English comedienne, has created quite a demand for "Billy Green." "Waiting at the Church" is also used to great advantage by this talented actress. J. Fred Hell's song, "When You Know You're Not Forgotten by the Girl You Can't Forget," is a very pleasing composition and is now taking very well in Montreal.

Harry H. Crawshaw's song, "Don't You be Offended," published by the Delmar Music Co., Montreal, is now being used by many of the leading vocalists throughout the country. Miss Mabel McKinley, a niece of the late president of the United States, has written a very catchy piece of music, entitled "Golden Rod." It is brought out in both song and two-step. In instrumental music, "G. E. M.," a march and five-step; "Egyptian Waltzes"; "Ye-Lady Faire Waltzes," and "Sonoma," an intermezzo, have met with marked favor this season. "Cinderella," a two-step, is also doing well. A new music publishing firm in New York has issued two very catchy pieces, entitled "Let 'er Go" and "Loving Hearts." Many of the music stores here are displaying these pieces to advantage.

The post card and album business continues remarkably good. It was thought by many retailers, when this fad first took hold of the public fancy it would, like many others, have only a brief life. This trade has now been running successfully for over five years, and gives no sign of diminution up to the present. The general tendency all points the other way in fact. When cards first appeared they covered a wide range of subjects. Among the most prominent just then were views, scenes, comic and sentimental cards. At the present time views and scenes are holding first position. Comic and sentimental lines are away behind schedule, with a few exceptions. The scenes and views have sense to back them up, and they also are very instructive as well as interesting. The postal card trade on these lines is growing every day.

An interesting little booklet entitled "Recollections of a Traveler," published generally for the tourist trade and retailing at 10c., has been brought out by one of the leading and up to date postal card merchants of Montreal. In this interesting booklet are views of the Park Toboggan Slide, Dominion Square, Notre Dame church, the Windsor hotel, with the new addition, the Park Incline Railway, Shooting the Lachine Rapids, a general view of Montreal and a modern departmental store. While this booklet is interesting, it also proves itself an advertisement, as it contains a view of the house, as above mentioned.

### TORONTO.

#### Retail Trade Dull—Some Good Displays—Survey of the Month—Some Visitors.

Office of BOOKSELLER AND STATIONER,  
16 Front Street East, Toronto.

May 4, 1917

Business during the greater part of April has been dull, on account of the poor weather, but is picking up again. One dealer says he has experienced very dull business; most of his sales being very small ones. He has it from good authority that the department stores have been having as dull a time as the rest of the trade. Another dealer says that he was ahead last month over the same month of last year.

Toronto's bill for stationery and blank books for the