

OUR MONTREAL LETTER.

The books and notions trade during the past month has shown no marked improvement over the previous one. Trade on the whole has been fair in all lines. The wholesale houses say things might be better, but they have no cause to complain, as trade so far this year is as good as last. The following is a sketch of what the different dealers have to say regarding trade. In plush goods the men are all out and are sending in large orders. This, no doubt, is due to the nice line of samples the trade are sending out.

Wall paper has been moving in fair lots, and the new designs on the market seem to meet with good call. The factory here has all it can do to keep up with the orders. The travellers out are pushing sales with a vim.

The stationery trade are satisfied with the way things are working. In talking to some of the largest dealers we learn that trade this year has been as good, if not better, than last year. The travellers out are sending in nice orders, and the prospects for future trade look very bright. The paper bag men are working along as usual. This line is always in steady demand. The book trade is about the same as noted last month, when we remarked that the summer trade helped it along somewhat. All the publishing houses are working on new books, which will be out soon. The fancy goods houses are doing a nice trade, both locally and out of town. The men out are giving a good account of themselves, as orders received are large. Toys and notions are beginning to pick up, now that we are nearing the holiday season.

NOTES.

In our trade notes of last month we said that Barber, Ellis Co. bought the Burland card stock. The amount mentioned was \$2,500, this should have been \$25,000.

C. L. Davidson, Montreal manager for Barber Ellis, is spending his holidays at Old Orchard Beach.

D. P. Brown, of St. John, N.B., is in town sorting up.

Mr. Ellis, of the Barber Ellis Co., was in town last week. During his stay he went out to look over the Rolland paper mill at St. Jerome.

The Barber Ellis Company Montreal branch are doing a nice trade in this and the lower provinces. In speaking of trade, their manager says it is far ahead of last year.

Messrs. Porter, Kemp & Co. had a fire in their place of business on Saturday. The damage was heavy, but the firm have not closed down.

There have been rumors afloat in town during the week that one of our large paper mills will be sold to a large Toronto paper house.

Henry Morgan & Co. have been doing a nice trade in their book department lately, as all their customers out of town want something nice to read.

C. McArthur & Co. now have all their men on the road, and the way the orders are coming in show that the travellers are working hard. The wall paper designs this firm have placed on the market are so fine that the trade can't resist.

C. Ashford, the Dorchester bookseller, says the past month's business has been one of the best he has had for some time.

The Reinhardt Manufacturing Co. say their men are doing a rushing business,

and the firm are satisfied with the state of trade.

Messrs. Porter, Teskey & Co. say that since the fire they have had their hands full to run off the damaged stock.

Henry & N. E. Hamilton have been doing a large paying trade in their new fancy goods department. They have had to enlarge it.

W. Street, in speaking of the music business, says it is not as good as last month, but expects it to pick up as soon as the out-of-town people return.

B. Marcuse has been doing a nice trade lately in Japanese goods.

John Lovell & Son have been doing a nice paying trade in all their latest publications. In talking of trade one of the members of the firm say it is very good.

Mr. Johnston, the Toronto representative of the Rolland Paper Co., attended the celebration at St. Jerome on Saturday last. Mr. Johnston says the firm is doing a nice trade west.

A HUGE CELEBRATION.

Dalhousie Square Station, on Saturday, the 6th inst., saw quite a gathering of Montreal's prominent merchants and wholesale men, especially those interested in the stationery and paper trade. There were lawyers, newspaper men, and other smaller fry as well, sufficient to fill two of the big C. P. R. coaches. In fact the ticket agent had quite a surprise party in the extra number of customers. The occasion of it all was, as BOOKS AND NOTIONS found out, the fiftieth anniversary of the founding of the big wholesale and manufacturing stationery firm of J. B. Rolland & Fils. Mr. La Brie, the general secretary of the Rolland Paper Co., received the two hundred odd travellers at the station, saw them comfortably on board the train, and attended to their comfort on the hour and a half's journey to St. Jerome, where a celebration and dinner were enjoyed. On arrival at their destination the jolly whiskered face of Montreal's chairman of finance, Ald. Rolland, greeted the party. Ald. Rolland is not only chairman of Finance, but is president of the Rolland Paper Co., and to whose sagacity and mercantile ability the success of the Rolland Paper Co. is largely due. Ald. Rolland had with him his three brothers, Messrs. Oelave, S. J. B., and P. D. Rolland, who are his able lieutenants in the management of their extensive concern.

The party were received with the polished courtesy which is characteristic of the Gallic race. There was a long string of carriages ready to take the party on a drive through the pretty little town of St. Jerome. Messrs. Rolland's establishment has contributed largely to the progress of the place, and employs a large staff of employees, who were all given a holiday, and it was natural that the town should have on a gala appearance. There was bunting, arches and decorations galore, and the party had a right royal tour to the strains of St. Jerome brass band, which, led by Dr. Prevost, one of the influential citizens of the town, is a very creditable organization of amateur musicians. The town dome, the mills were visited under the guidance of Mr. S. J. B. Rolland, who is the general manager of the mills. All the interesting technicalities and details of the manufacture of paper, from the raw state to the finished product, were thoroughly described. They are too

extensive and elaborate to permit of description here. It should be stated however that the mills are in every respect a modern establishment, with the most improved machinery. It was also pointed out that Messrs. Rolland are the only firm in Canada who turn out the higher grades, such as cream laid and fine ledger paper. An unqualified compliment from an expert like Mr. Angus, who was one of the guests, is the best thing BOOKS AND NOTIONS can mention about the mills. He stated that the quality of the paper he had examined was equal, if not superior, to the goods turned out in any other country.

After an instructive hour in the mills the party retired to one of the large rooms in the establishment which had been turned into a dining place for the time being. There were appropriate decorations, a portrait of the late Senator Rolland, founder of the firm and father of the Messrs. Rolland, occupying a place of honor. Ald. Rolland presided, and after full justice had been done to the good things, proposed the toast of the Queen, which was given the usual honors. It was followed by the toast of the late Senator Rolland, which was responded to by Ald. Clendenning and Mr. Augier, two of the late gentleman's oldest friends. They both paid just tributes to the late Senator, pointing out how much his business ability and enterprise had done for the town of St. Jerome. Toasts of The Guests, The Present Firm, The Town of St. Jerome, etc., called for replies from the following gentlemen: Senator Ogilvy, J. A. Archambault, John Lovell, Rev. Mr. Lonergan, L. Sauvalle, the mayors of Longueuil and St. Jerome and others. The following gentlemen were present: Senator Ogilvy, J. D. Villeneuve, M.P.P., John Lovell, Robert Lovell, Jos. Archambault, Q.C., J. Hardy, C. A. Chenevost, ex-M.P.P., Jos. Amyot, Quebec, J. P. Dery, Quebec, Dr. Foucher, W. Angus, Ald. Clendenning, Robert Miller, Ex-Ald. Alard, A. Pastoul, Z. Chapleau, Geo. Horne, Mr. Leclerc, Dr. Prevost, Mr. Angier, R. L. Dillon, A. Foteau, A. Pernaut, A. A. Archambault, Rev. Dr. Boswick, and representatives of the following papers: The Herald, La Monde, La Canadienne, La Presse, La Minerve, The Gazette, and BOOKS & NOTIONS. L. E. Morin, Geo. Leclaire, Jas. Hope, Ottawa; A. Granger, J. B. R. Dufresne, J. H. Lapcar, Rev. Jas. Lonergan, J. H. Mace, Recorder Demontagny, J. A. Gagnon, Mr. Faiteau, Fred. Thibault, L. E. Thompson, Quebec. The secretary-treasurer, Mr. La Brie, handled the transportation in such an able manner that every one returned home satisfied with their day's outing.

The following wholesale stationery firms were represented by the following gentleman: Gideaux & Berome, by A. Martin and L. N. Veilleux, Joseph Fortier, by Ernest Fellay; C. O. Beauchemin, by Oscar Tessier; J. M. Valais, by O. Cartier, Senecal & Fils, by A. Payette.

Hemming Bros., of York street, have had a great sale for their fancy goods this season. Up to August 1st their sales for fall delivery have been more than double the sales for the corresponding period of last year. This speaks well for the lines they are manufacturing. Many of their lines are at most sold out.