



LEADING CANADIAN STORES



C. W. COATES, THE MONTREAL BOOK ROOM.

A SALIENT and peculiar example of the best ideas taken from the old-fashioned bookshop, together with some of the essentials incorporated from modern stores and methods, is afforded by the establishment of C. W. Coates, the Montreal Book Room, 2176 St. Catherine street, Montreal. A glance at the illustration of the interior shows how the small space is utilized to advantage and gives an inkling of how the store has kept pace with new and laudable im-

provements. Publishing House, the Montreal Book Room naturally takes its stand as a forcible educating and uplifting power. The business specializes largely on Sunday school requisites and text books for various theological colleges, as well as hymn and revival books of various creeds. In this way a steady jobbing trade is transacted as well. By progressive cultivation a growing family trade in the better class of fiction has been acquired, and this is looked after with a good deal of attention. In modern fiction, pernicious literature is avoided and a



The Montreal Book Room.

provements. There is only about seventeen feet frontage and thirty-five feet depth, but the very high ceiling and the spacious shelving allows for the arrangement of a large stock of book and stationery lines. A good display window is regularly changed and the entrance door is used to announce the new arrivals by means of placards pasted thereon. In a quiet, dignified way display ideas are employed and a showcase and display rack illustrate modern ideas.

As a branch of the Toronto Methodist Book and

worthy effort is made to sell only healthy fiction. An expanding trade is being done in musical publications, particularly church music, and the firm acts as agents for a number of music houses. In all lines a large assortment is kept and the stock is constantly replenished from the surplus kept in the basement. The magazine trade has not been attempted, but some daily and weekly papers of a standard nature are sold. In the better class of Christmas and Easter cards, etc., a bid is made for business.