

### THE MONTREAL TRADE.

From BOOKSELLER AND STATIONER'S Special Correspondent.

Montreal, December 28, 1900.

**T**HE holiday trade weighted the purses and lightened the hearts of the Montreal booksellers in a manner that makes it take precedence over that of other years. Every bookseller reports a brisk trade. People had plenty of money for holiday gifts and their taste seems to have run along the line of books and calendars more than ever before. Special efforts were put forth this year to induce customers, and articles both cheap and expensive were on view to suit all tastes. Cloth books sold particularly well, "Eleanor" doing better than any other in the majority of stores and "The Master Christian" in the minority. There is little doubt that if Conan Doyle's "Great Boer War" had come out in time to be boomed for the Christmas trade it would have been the book of the month and a great seller. Talk as you will, the British public is not yet tired of the Boer War. It may have grown weary of newspaper accounts but, as this war is making history, the Canadian reading public must have an unbiased and authentic account of the struggle fit to be placed in a well-chosen library. Such a want is filled by Conan Doyle's book and, as it sells at the popular price for cloth bound books, it ought to have proved a good holiday gift book. As it was, quite a number of copies were sold in that one week.

Among the more expensive works, Rosebery's "Napoleon" created the most talk. It was advertised in the city papers quite extensively and received in a favorable spirit. Many a man who can appreciate a good biography was presented with a copy of the work. "Flame, Electricity and the Camera," by Geo. Iles, a Montreal citizen, also made its appearance in many homes. Some \$5 autograph copies of "Eleanor," in two volumes, were on sale in the city, but they did not sell very freely. "The Palace of the King" and "Richard Yea and Nay" took fairly well for new fiction. Paper editions of these works are promised in January. "Eben Holden," "The Cardinal's Snuff Box," "Rule with a Difference," "Turrets, Towers and Temples," and "The Martyrdom of an Empress" are also worthy of notice. Paul Leicester Ford's "Wanted a Matchmaker," and Grant Allen's "Paris" were called for by many good customers.

E. N. Renouf is handling a book worthy of some attention. It is a work written by an ex mayor of Montreal, Mr. H. Beau-

grand, entitled "La Chasse Gallerie," and is composed of French-Canadian stories, illustrative of Quebec life. There are only 100 pages in the book, but Pelletier, of 36 Lawrence street, who did the printing, has executed an artistic piece of work and, as it is beautifully bound in fawn with lapping covers, and there are only a few copies to be sold, it is a valuable addition to our Canadiana, and is well worth the price, \$2.50. It was written originally in French, but has been translated into English. Mr. Renouf has the control of the sale of the book and reports that he has already disposed of quite a few copies.

In his holiday trade, Mr. F. E. Phelan made a leader of a very fine line of 25c. books published by Donohue, Henneberry & Co. They comprise some of the best works that have outlived their copyright, and, buying them in quantity, Mr. Phelan was able to offer a handsome little book at a low price and still make a 50 per cent. profit. This pushing of the cheap novel is probably one result of the cutting in the price of the 75c. current fiction, and that it was successful is proved by the fact that Mr. Phelan has only a few copies left out of a lot of several thousand. People bought these books in lots of half dozens and dozens; so Mr. Phelan made money—much more than by selling the 65c. book bought for 55c.

Messrs. F. E. Grafton & Sons had a most successful exhibit of Life's pictures during the rush of the holiday trade. As noticed last month, they transformed their second flat into an art gallery where they had on view (and on sale) original and Japan proof drawings of the many noted New York artists in the employ of the Life Publishing Company. Four large specimens of the work of Charles Dana Gibson were the principal features of the collection, but there were also sketches by T. K. Hanna, jr., Allan Gilbert, Albert H. Blashfield, Otto Cushing and others. The copies were sold at \$2 each and the sale was so large that Mr. Grafton had to telegraph for a second shipment. He had intended the display to be an advertisement but it turned out to be

a profitable investment. That it was an advertisement was proven by the fact that this year's December sales totalled to about twice the amount of last year. It drew quite a crowd of customers to his book counters. E. H. C.

### GOOD BUSINESS IN HAMILTON.

Wm. T. Lancefield, publisher and importer, Hamilton, Ont., opened up a retail stationery store in that city in November, and, notwithstanding the lateness of the season, did a lively Christmas trade in books, cards, Christmas papers, etc. The West End Book Store, as it is called, is well advertised, and will, no doubt, do a good share of the business in Hamilton. It is pleasant to hear that Mr. Lancefield, who has been a reader of BOOKSELLER AND STATIONER in the past, has "learned a good many things from it."

### NOTES OF THE TRADE.

James M. Hamilton, druggist, Blyth, Ont., has been burned out.

R. A. Bradshaw, stationer, Slocan City, B.C., has sold out to A. R. Rolderston.

The Scantlebury Wall Paper Co., Limited, Winnipeg, Man., has obtained a charter.

Stephen Nevison, dealer in fancy goods, paints, etc., Fenelon Falls, Ont., has given up business.

A. V. Des Roches, fancy goods dealer, Brockville, Ont., has assigned to R. Osler Wade, of Toronto.

A short time ago Dean & Son, Limited, London, Eng., publishers of children's books, issued a successful volume of "Pictures for Little Englanders," and also an "A B C for Baby Patriots," both of which met with marked appreciation from both old and young. A third volume has now been added to this amusing series of picture books. It is a new version of an old rhyme, and is called "Ten Little Boer Boys." There are 14 drawings in color by A. S. Forrest, and they are quite up to the standard he established in his first book.

Gold Medals, Paris, 1878:1889.

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