

MONTREAL.

Book Bargains in Order—Holiday Books Arrive—The Leading Sellers—About Picture Post Cards.

Office of BOOKSELLER AND STATIONER,
232 McGill Street, Montreal

Nov 13, 1905.

STOCK-TAKING was the order of the day in most book stores last month, and this served to weed out many undesirable and slow-selling titles which were placed upon the bargain table. Every store had a collection of more or less interest, and the advisability of these sales was again proven. Lines priced at 25c., or even lower, proved attractive, while the 50c. and 75c. reduced lists were comparatively slow. Some of the stores announced these book bargains in the daily press, and in conjunction utilized their windows, as one of the cheapest and most effective forms of attracting trade. Cards in the store were wisely used to draw attention to the sales, reading in one instance: "Cheap books behind." "The book bargains. See other side."

The first of this month saw the arrival of many of the holiday books and initial displays and arrangement are commendable in most stores. Early trade is pronounced highly satisfactory, and the St Catherine street bookstores are thronged with customers. Windows are changed frequently, and the new arrivals are pushed separately in individual displays in many cases. E. M. Renouf is a leader in this respect, while Foster Brown, F. E. Phelan and A. T. Chapman are believers in a general display scheme.

Department stores continue booming sales by attractive titles at bargain prices. W. H. Scroggie Co., Limited, offered a great deal of popular fiction, well bound, at 18c., or two for 35c. Another attractive table in this store was Books by Famous Authors, 59c. The Life of King Edward VII is taking well. The book is priced at 49c.

A. T. Chapman did well with a line of books under the title "Books Worth Having." These were well bound and attractive, and the price was within the reach of everyone—50c.

A unanimity prevails regarding the success of "The House of Mirth," by Edith Wharton, and "St. Cuthbert's," by R. E. Knowles. Early sales place these two as popular leaders. "The Divine Fire," by Mary Sinclair, has had a run in one store. "The Making of the Canadian West" is selling. "The Gambler" still keeps up its sales. Other titles well spoken of are "The Cherry Ribband," "The Speculations of John Steele," "Nedra," and "Rose O' the River."

Picture post cards are demanding more and more attention, and sales are phenomenal in every store. The ingenious arrivals in comics and tags arouse new enthusiasm. The fad has become a craze, and the harvest is for the most strenuous in the field. Display devices and window displays are much resorted to.

November magazines are being displayed with a great deal of cleverness. Scribner's is taking a new lease of life; "Queen's Quarterly," for October, November and December, 1905, is the most interesting number yet published, and Prof. Watson's article on "Humanism" has aroused favorable criticism. Adam Shortt's timely comments on "Current Events" are appreciated.

G. E. F.

HOTEL DIRECTORY.

WINDSOR HOTEL, HAMILTON, BERMUDA.

This House is pleasantly and conveniently located on the East Side of Queen Street. The rooms are bright and cheerful. Every attention paid to guests. Billiards and pool. Hot and cold water baths. A. McNicol, Prop.

TOWER HOTEL, GEORGETOWN, DEMERARA, BRITISH GUIANA.

This first-class hotel is most conveniently situated in the coolest and healthiest part of the city. Five minutes from railway station and steamer wharves, and near to all principal public buildings. Cool and lofty bedrooms. Spacious Dining and Ladies' Rooms. Billiard Room. Electric light throughout.

VICTORIA LODGE

Mrs. J. F. SMITH, Proprietor.

HAMILTON, BERMUDA

Opposite Victoria Park and Cedar Ave. Private board \$12 to \$14 per week.

BOARD AND ROOM

"THE ARGYLE,"

Mrs. FRASER

Terms moderate.

Cedar Avenue, HAMILTON, BERMUDA

Also furnished cottages.

THE AMERICAN HOUSE

A. PASCHAL (Prop.)

HAMILTON, BERMUDA

Centrally located.

Open all the year round.

WOODSIDE BOARDING HOUSE

(CORNER OF MAIN AND TAMMAM STREET, GEORGETOWN, DEMERARA.)

Cool and airy Bedrooms, Excellent Cuisine, Attendance Qualified. Terms Moderate. Electric Car Loop at gate of premises. Patronage Solicited. Managersess, K. COTTAM.

WINTER RESORT—QUEEN'S PARK HOTEL.

PORT OF SPAIN, TRINIDAD, B.W.I.

JOHN McEWEN, Manager.

For Rates, etc., apply Trinidad Shipping & Trading Co 29 Broadway, New York.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO.

JAMES K. PAISLEY, Prop.

Successful Advertising—How to Accomplish It

By J. ANGUS MACDONALD

A volume of 400 pages packed full of good stuff for advertisers. Price \$2.00.

Sent post paid upon receipt of price.

TECHNICAL BOOK DEPARTMENT

MACLEAN PUBLISHING CO. LIMITED, TORONTO.



THE TELEPHONE

Is a companion, friend and servant combined.
Invaluable for convenience in the household.

LONG DISTANCE TELEPHONE SERVICE

Has no equal for the facility it affords in business life.
Full particulars as to rates and service at the nearest office of

THE BELL TELEPHONE COMPANY OF CANADA