



Editor BOOKS AND NOTIONS:

HALIFAX, N.S., July 30th.

SIR,—As per your request, I have much pleasure in sending you a few lines giving our impressions of book stores and the book business generally down east. We four Toronto book men had very little time in St. John to look around. The leading stores appear to be J. & A. McMillan's, C. Flood & Son, T. H. Hall, E. G. Nelson & Co., Barnes & Co., and A. Morrissey.

Halifax has too many book and stationery stores for a small city—about six too many, I should think. On Granville street alone there are the following: Methodist Book Room, A. & W. Mackinlay (two stores), Knight & Co., Bible and Tract Society, Knowles' book store, Baptist Book Depot, and T. C. Allen & Co. (two stores.) On Hollis street are: C. H. Smith, novels and periodicals, and W. E. Hebb; on Barrington street, C. C. Morton & Co. and Connolly's book store; also Griffin's on Jacob street, and Daley's on Brunswick street. This makes 13 in all, not counting numerous smaller stores—an unlucky number, too, by the way. Have we as many in Toronto?

A. & W. Mackinlay have two fine stores, the wholesale and retail separately. They do their own manufacturing and printing, and publish several school books. Their stores are models of neatness. I do not think we have in Toronto as neat and clean a store as their retail shop.

T. C. Allen & Co. also have two stores, retail and wholesale. T. C. Allen is an old Toronto boy, and Will Allen, his manager, is from Allandale, I believe. They carry a big stock of books, and do a first-class retail business. I notice that they price their books considerably lower than we do; 30c. to the shilling is the standard rate here.

They have embossing and lithographing plant on the premises, although their copperplate engraving is done in Montreal. Mr. Allan thinks the new duty, on the whole, is not as good for them as the ad valorem rate, and the other dealers in Halifax agree with him. The Methodist Book Room has made several recent improvements in their building and arrangement of stock. They carry a heavy stock of books, mostly juveniles and theological—perhaps the largest in the Maritime Provinces. They do business largely through the Methodist Publishing House, Toronto, buying with them, but getting goods direct from England, thus saving freights. Rev. J. F. Huestis is the book steward. They have a pretty, bright store.

The Tract Society carries about the same lines as our own Tract Society. The store

is centrally located, and the salesroom is quite large and well kept. Their sales are principally through colporteurs and to the trade in Society bibles. R. Mellish is the manager. The Baptist Book Room is about same size as the Toronto house; has an immense plate glass front which is not an improvement. Geo. Macdonald is their manager.

Knight & Co. and Knowles' bookstores have both excellent stands and very nice stores. The Halifax booksellers do not appear to pay any particular attention to their window dressing. Several of the stores look as if once a month was the rule. One would think it would be advisable to have an attractive window at least, considering the large number of tourists passing through the city. About the prettiest window I saw was Hebb's, on Hollis street. He carries a small stock, and appears to be doing well. Mr. H. does a good deal of personal canvassing through the offices, etc. Knowles' bookstore (Mr. Orr, manager), has a bright appearance, and carries a good stock of novels and periodicals, etc. None of the stores, however, seem to have the newer novels. Bryce's editions and cheap 25-centers appear to prevail. I saw Longman's Colonial Library in only one store—Allan's, I think. The day of the 50c., 75c. and \$1.25 novel has not yet reached Halifax evidently.

C. H. Smith has a news stand down by the hotels and does a good business with strangers—also sells a lot of novels.

Toronto News Co. and Cooper & Co. largely supply the market with novels as their lines are in almost all the stores.

Bookbinding is done by Phillips & Co. and Cunningham & Co.

I have written thus fully in the hope that this letter may, in a way, serve as an introduction of the Eastern booksellers to their brethren in the West.

Yours truly,

ONE OF THE FOUR.

KIND WORDS.

The fall announcement number of this journal, issued on August 1st, was much approved of by the trade. Some proofs are given herewith.

Editor BOOKS AND NOTIONS, Toronto.

SIR,—The Fall Number of BOOKS AND NOTIONS is neat and attractive with abundant information for stationers. No stationer can do business without it. I look for BOOKS AND NOTIONS like a daily paper.

Yours truly,

WM. WESTERN.

Fort William, Ont., August 4th.

Editor BOOKS AND NOTIONS

SIR,—It has been gratifying to us, and we are confident to the book and stationery

trade generally, to observe the efforts you have put forth from time to time to improve the appearance and increase the usefulness of BOOKS AND NOTIONS—our trade journal.

The "Fall Trade Number" issued this month, is so very neat in appearance, well printed and illustrated, and so thoroughly comprehensive, that it has prompted us to congratulate you on its production. It is a most satisfactory evidence of your enterprise, reflects much credit on your establishment, and must prove of great interest to the trade.

Trusting that your efforts to maintain our official organ in the first rank of trade journals will be eminently successful, we are,

Yours truly,

WARWICK BROS. & RUTTER.

Toronto, August 6th, 1894.

HOW THE WAR WILL AFFECT TRADE.

WAR between China and Japan can affect Canada's trade to a certain extent, but the effect will not be very appreciable unless Great Britain and Russia are drawn into the struggle.

The three most important ports for this trade are Hong Kong, Shanghai and Yokohama. It is unlikely that Hong Kong will be affected, as it is virtually a British port. Shanghai may be blockaded by Japanese warships and trade be interfered with. Yokohama will not likely be affected, as it is a Japanese port, and if the Japs are defeated in Corea, and in their aggressive attack on China, they will give up the struggle before China becomes aggressive.

Canada sends some cottons and a few other articles to Japan. There is no reason to fear that this trade will be interfered with. On the other hand, there is a possibility of an increased demand springing up.

The imports from China and Japan are mostly teas and silks. Considerable raw and manufactured silk is sent to Canada, but even if this trade would be annihilated there are other markets which could supply what little Canada needs of this commodity. Teas, of course, cannot be procured elsewhere, and if this trade is stopped it will seriously affect the Canadian Pacific Railway's carrying trade on both land and water, and will deprive it and Victoria and Vancouver of considerable revenue.

The possibilities of this war are terrible in their aspect; the probabilities are that nothing serious will happen. War is fast becoming a matter of history. Once it occupied the chief attention of man. Now the advance of civilization, the greater international contact, and the increased attention paid to trade and internal national improvement have rendered war a nuisance instead of a glorious occupation.