

and a traveler is an exception. It needs good judgment to properly select saleable lines for the trade.

#### *The Class of Fiction*

Although French-Canadians are readily picking up recent English novels with avidity, a goodly clientele still favor authors like Bourget, whose "Homme D'Affaires" ("A Business Man"), is well liked. M. Prevost's works, such as "A Lover's Confession" ("La Confession d'un Amant"), "Lettres de Femme," are in a good many families. Alphonse Daudet has endeared himself to all Frenchmen by such favorites as "Sappho," "Rose et Ninette," etc. A France with "Elio" has won a place. Bazin, with a list of over twenty books, and Coppee, with "Les Vrais Riches," as well as Ardel, with "Mon Cousin Guy," etc., are among the leaders.

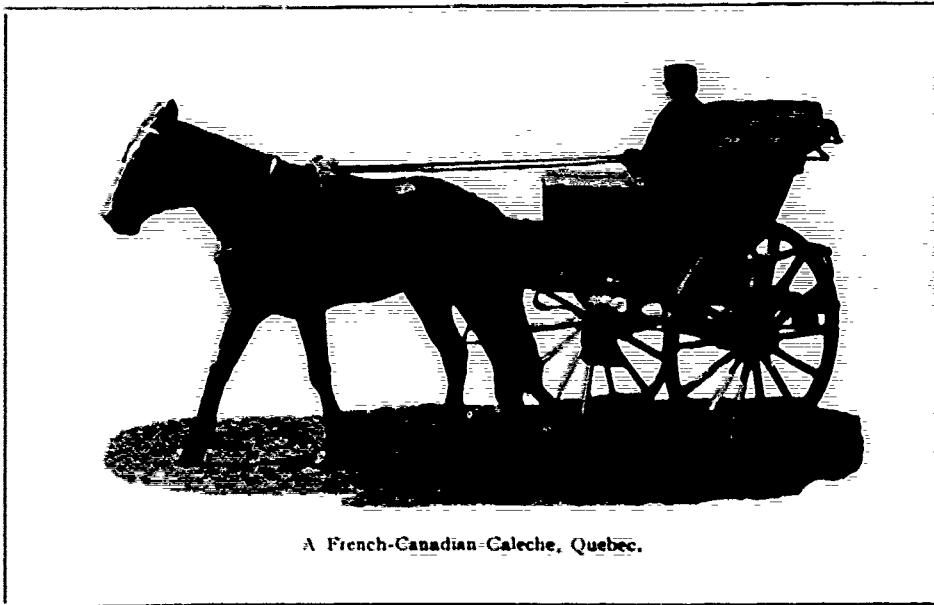
When a recent French novel is wanted, Montreal is regarded by all French-Canadians as the surest place to obtain it. With a possible exception of Three Rivers, St. Hyacinthe and Shethbrooke, the recent French fiction stocks throughout the province is infinitesimal. The bulk of sales is probably on 10, 15 and 25c lines, many of which are French-Canadian reprints. The better class of fiction at 90c., in a book like Bourget's effort on "Di-

monthly magazines, "Lectures pour Tous," for 15c., selling in France at 10c., stands at the head of the list. The sales in Montreal are about 2,000 copies per month. The postage on this monthly magazine is about 5c. and the profit about 20 per cent. This magazine, like all other French magazines, is imported direct from publishers without the intervention of any news company. A new magazine, "Je Sais Tout," the current issue containing 210 pages and 1,000 illustrations, sells at 30c. The postage on this is 10c. per copy. Another 30c. magazine is the monthly "Le Monde Moderne," which sells at 25c. in France. A magazine after the style of the Argosy is "Le Roman Romanesque," monthly, selling at 15c. and costing about 11c. One after the style of The Ladies' Home Journal is "La Femme Illustre," selling at 30c.

The number of these magazines brought into Canada is almost legion, but the best selling general ones are those outlined above. In addition to these a large number of music and comic magazines are imported. "Musica" and "Paris Qui Chante" are the leaders.

#### *The Comic Series*

At least an even dozen of this character are sold in



A French-Canadian-Caleche, Quebec.

voice, reaches fairly large figures, one store reporting a sale of over 150 copies.

#### *The French-Canadian Magazines*

If Canada has not numerous weeklies or monthlies of a magazine character, French Canada does its share at any rate. There are four weekly magazines published in Montreal, "Le Samedi," et "Le Monde Illustre," some ones retailing at 5c. and costing 4c., stand at the head of the list. They do not compare with "Judge" or "Puck," but have a good sale. "Le Passe Temps" is a weekly journal devoted to music and sells at 5c. "Le Canard," fulfils the popular want for jokes and comics and sells at 1c. In Sunday papers of a magazine character, the French-Canadian population supports three, "The Nationalist," "Le Bulletin" and "Le Croix."

#### *Imported French Magazines*

A wealth of magazine literature comes from Paris and traps a lucrative sale. This is somewhat restricted by the excessive postal rate of 8c. per pound. In popular

more or less numbers, none of the sales ever reaching phenomenal figures. Undoubtedly "Le Rire," "Le Sourire," "Le Pele Mele" and "Le Bon Vivant" are the leaders. They contain the work of the very best French artists and beautifully colored plates, and caricature the modern political and social life in a happy way. They all retail at 5c. and cost 3 1/2c. laid down.

#### *The Future of French-Canadian Trade*

As the reading public, which at its best is always limited, grows larger, there is a growing tendency to take up with English fiction, and even now the majority of French bookstores sell English magazines at any rate, and further than this, a vast quantity of modern French fiction is peculiarly unsuited to French trade. Bearing these facts in mind, the future of the French bookstore is none too bright, and unless more progressive methods are used it is doubtful if much progress will take place in this respect.