

reference to new books. We give The New York Bookman's list for the United States. It will be noticed that the popular novels there are only issued in cloth at \$1.50. In Canada, our publishing firms always issue an edition in paper at 75 or 50c. The cloth edition, likewise, is usually \$1.25 instead of \$1.50. This concession to a market which could not purchase \$1.50 cloth bound books as readily as the United States readers do is appreciated by the booksellers here. What they would do if restricted to the American cloth editions it is hard to see. It seems almost certain that few new novels could be sold here if they were all issued in cloth at \$1.50. One thing in favor of the Canadian books is that while cheapened in price they are not cheap looking productions by any means. Our books are handsome and well made, creditable to printer, binder, and publisher. The development of Canadian publishing is something to be desired.

**Better Times and Stationery.** There is noticed a distinct improvement in the trade in papeteries, notepapers, etc.

The fashionable new tinted papers have sold well during the past year, and the purchases of stock for Autumn and Christmas trade by dealers are larger. The public, too long given to cheap stuff, are improving in taste. Too much of the stationery handled in departmental stores has engendered a carelessness in the quality of notepaper demanded by ordinary purchasers which is now hard to root out. The dealer can seize the chance afforded by improved trade to push the better qualities. In fact, this has already been done in the larger centres of Canada, so that the past six or eight months have shown better results, with an increase in profits. There are some very nice lines in the market, as will be seen elsewhere, and as stationery now cuts a larger figure in the holiday present line, the coming season should be a satisfactory one.

**The Wall Paper Trade.** We notice in English exchanges of late some favorable comments on wall paper as a paying line for the stationery dealers to carry. It has proved so in many instances in this country. During the past year a very large business has been done in wall papers. Perhaps the most notable feature has been the marked development in producing fine patterns in our own Canadian factories. Canadian wall papers are now equal to any in the world and are being exported to foreign countries, so thorough is the work put into them, so new the design and so perfect the coloring. Like everything else, there is a special taste in wall papers required for Canadian trade. This point is kept in view by our manufacturers, so that the retail

dealer finds it pays him to handle the Canadian lines, and that, when the country is prosperous, his turnover is large. In the department devoted to this subject our readers will find the latest information regarding this line, and any dealer who intends to add it to his business can get further details by writing for the handsome catalogues issued this season by the manufacturers.

**Improving the Store.**

When trade is to be had that is the time to use every proper means for getting it. Do not let the "look" of the place deteriorate. Do not let the stock grow dingy by remaining untouched on the same shelves. Utilize the window in every possible way. It is surprising how some dealers neglect opportunities in this line. One dealer—a live man— informs us that tourist trade the past Summer was exceptionally brisk. During one month he doubled his sales. He deserved to, because the store was kept bright and the windows attractive. It is well known how British stationers catch the tourist trade. Their windows, even in the dull old towns, are always dressed so as to catch the passing eye. Many small articles are shown. Price tickets are freely used. A line of purses and pocketbooks will be grouped together, all ticketed. Ornaments, perhaps, with some local designs, will form another group. A tourist will drop in to buy some of the illustrated postcards which are the rage now. Buying them, he sees some small article, not too expensive, portable and suitable for a present. If the salesman knows his business the tourist spends from one to ten shillings before he leaves the place. But much depends on the way the stock is displayed.

**Of Trade and Personal Interest.**

The past few weeks have brought a great many buyers to town, and they all speak cheerfully of the prospects of trade. Toronto especially has been favored with visitors from other points. Mr. Wm. Armstrong, managing-director of The British Columbia Stationery Co., Vancouver, has been east this month and was welcomed by many friends in the trade. So has Mr. Thomas Evans, of Evans & Hastings, Vancouver. Mr. S. F. Huestis, of The Halifax Book Room, has been in Toronto lately.

Prof. Chas. G. D. Roberts, the Canadian poet and novelist, will shortly take up his residence in London, England, where he intends remaining for the future.

Mr. I. J. Richer, of E. H. Richer & Son, St. Hyacinthe, Que., has returned, after a trip to Europe, having visited Paris, London and other centres.

## BEST-SELLING BOOKS.

ESTIMATES FOR THE MONTH IN THE UNITED STATES AND TWO CANADIAN POINTS.

During August the six best-selling new books in the United States, according to The Bookman, were:

1. "David Harum" (Appleton, \$1.50.)
2. "Richard Carvel" (Macmillan, \$1.50.)
3. "When Knighthood was in Flower" (Bowen-Merrill, \$1.50.)
4. "The Market Place" (Stokes, \$1.50.)
5. "No. 5 John Street" (Century, \$1.50.)
6. "The Fowler" (Dodd Mead, \$1.50.)

## IN MONTREAL.

The best-selling new books here in August were:

1. "David Harum" (Briggs, cloth, \$1.25; paper, 75c.)
2. "Richard Carvel" (Copp, Clark, \$1.25 and 75c.)
3. "The Market Place" (Briggs, \$1.25 and 75c.)
4. "Bonhomme" (Briggs, \$1.25 and 60c.)
5. "When Knighthood was in Flower" (McLeod, \$1.25 and 75c.)
6. "No. 5 John Street" (Richards, \$1 and 75c.)

## IN TORONTO.

The best-selling books here up to September 1, were:

1. "David Harum" (Briggs, \$1.25 and 75c.)
2. "Richard Carvel" (Copp, Clark, \$1.25 and 75c.)
3. "When Knighthood was in Flower" (McLeod, \$1.25 and 75c.)
4. "Mr. Dooley" (Morang, \$1 and 50c.)
5. "A Double Thread" (Briggs, \$1.25 and 75c.)
6. { "The Market Place" (Briggs, \$1.25 and 75c.)  
"Red Rock" (Publishers' Syndicate, \$1.25 and 75c.)

## A SUCCESSFUL FIRM.

Anderson & Langstaff, Kemptville, Ont., have one of the most successful businesses of Eastern Ontario, their business having in the past six years more than trebled in volume. They have had to enlarge their floor space, which is now over 14,500 square feet. They carry on a general business mostly for spot cash having credit customers only who pay on short dates.

Mr. Anderson carried on the business for six years, when he took in Mr. Langstaff as partner, and the business stands to-day a model of energy and enterprise second to none in that section.