

street, but every fancy goods dealer has a selection. Needless to say the windows are always attractive to large crowds of pedestrians.

W. A. C.

WINNIPEG.

February Trade Good—Special Sales Draw Crowds—The Picture Post Card Business—A New Firm.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
March 6 1906.

FEBRUARY was a busy month with most Winnipeg book stores and the turnover was large. The Valentine trade was larger than ever, and it deserved to be, for the local stores went after it in the right way with effective window and interior displays, aided by a judicious use of printer's ink. This trade does a great deal to eke out what was once a dull month in the book and stationery stores.

The picture post card trade in Winnipeg is always large and local stores are preparing for a big business this coming Summer among tourists. Views of Winnipeg and typical western views are always good sellers here, while the picture post card of a general nature finds a ready sale.

Special sales in two or three of the stores were the feature of the month. Russell, Lang & Co. conducted a very successful clearing sale, which lasted more than two weeks. Evidently the object was to clear out stock, for tempting reductions were made on all lines. As a leader in the new books "St. Cuthbert's" was sold for 75c.

C. H. Black, Limited, a new firm of office furnishers, are meeting with good success. The president of the company is John A. Hart, the local bookseller, while the vice-president and managing director is C. H. Black.

F. R. M.

HALIFAX, N.S.

Trade Brisk—Charles C. Martin Goes to Kentville—C. H. Smith's New Store—Books in Demand.

Halifax, March 9 1906

CHARLES C. MARTIN, who has been identified with the retail stationery business of Halifax for over thirty years, is to leave the city in April, and is at present selling off the stock in his store on George street. He has purchased the book, stationery and fancy goods business of R. W. Eaton, at Kentville, N.S., and will remove there altogether next month.

John L. Connolly, the Barrington street stationer, is, and has been for two or three weeks, confined to his bed by illness. At his store business is reported as brisk as usual, and in the picture post card line a great run on local moonlight views in colors is noticed.

At T. C. Allen & Co.'s trade is good and in fiction work sales "Fair Margaret" and "The Gambler" continue to hold their own, while "When it was Dark" and "Conquest of Canaan" figure largely. In the picture post card trade the firm handle only their own series of twenty-eight local views, plain and colored, and they think the card craze is at the top notch this season. Allen & Co. also issued a series of six local views on letter cards, and there is quite a demand for them.

At L. Clyde Davidson & Co.'s, Barrington street Thorne's "When It was Dark" is reported as the great seller in fiction, though it is not a new book. It seems the rage here just now, and Davidson's have sold out two or three times and have placed another order in England. "The House of One Thousand Candles" continues to sell well. Moonlight scenes in colors and plain embossed are the picture cards in demand, and the magazine trade is

reported very brisk. The novelty this week are leather fringes for cushions made of leather post cards. Mr. Davidson was under the weather for some weeks and though back at his office now still feels the effects of his illness.

Clifford H. Smith, who has for some years occupied one of the oldest retail stationery stores—the Central corner of George and Granville streets, opposite the Provincial building—is forced to vacate it because of the Canadian Bank of Commerce having purchased the building and an adjoining one in order to get a central site for the new banking house they are to erect this Summer. For a time Mr. Smith was in despair of getting a central location suitable for his business and feared he might have to remove from the city. But he has just secured a lease of a fine store in the Whitehall building on Barrington street, just north of the city hall, and this will doubtless prove a good stand for trade.

J. P. Griffin, Jacob street, finds the demand in that part of the city in the picture card line is for blueish moonlight effects and comets.

J. L. G.



F. C. Port.

ANNUAL MEETING.

THE annual meeting of the shareholders of the Musson Book Company, Limited, of Toronto, was held at their offices on the seventh inst. A most satisfactory statement was presented, and the company have decided to increase their authorized capital to \$100,000.

They have been gradually adding to their premises more space, and from the list of new and forthcoming books given in their advertisement in this issue, their standing as Canadian publishers of fiction cannot be questioned.

Their London office at the Mansion House Building, Queen Victoria street, London (E.C.) England, is under the management of Frederic C. Port, who represented the firm of Eyre & Spottiswoode for a number of years on the Canadian route. Mr. Port's connection with the printing and binding trade gives him many advantages, and especially at the present time, as the Musson Book Company are busy publishing a new series of bibles known as the Canada New Type Series. By the beginning of the Fall trade they hope to have their range complete, so that the book trade may be supplied with the "Canada" bible.