

## MONTHLY REPORT FROM TRADE CENTRES

### TORONTO.

Macmillan & Co. to Open a Canadian Branch—E. H. Harcourt & Co., Limited, Start Business—The Leading Books.

Office of BOOKSELLER & STATIONER  
10 Front Street East, Toronto  
Nov. 13, 1906

ANOTHER notable move is being made in the publishing business of the Dominion. Last year, it will be remembered, Henry Frowde, of the Oxford Press, decided on the expediency of opening a Canadian branch. This step was taken, and for the past year the Oxford Press has been doing business at 25-27 Richmond street west, Toronto, with marked success.

It is now announced that the Macmillan Co., of London and New York, one of the largest and most progressive of the world's publishing houses, is about to follow suit. Mr. Wise, of the New York house, has been in Toronto recently, and arrangements have been completed whereby an office will be opened above the Oxford Press, at 25-27 Richmond street west, Toronto, under his management, about January 1st.

The agency for the Macmillan Co. has been held up to the present by Morang & Co., Limited. This connection will, of course, be broken off, when the new office is opened. The Canadian branch will hereafter publish all Canadian editions and act as agents for the general publications of the parent house.

For this month the leading sellers in order of sales are "The Gambler," by Katherine Cecil Thurston; "Starvecrow Farm," by Stanley J. Weyman; "The House of Mirth," by Edith Wharton; "The Trident and the Net," by the author of "The Martyrdom of an Empress," "Divine Fire," and "A Specimen Spinster," by Kate Westlake Yeigh.

The department stores are heaping up large piles of cheap juveniles, annuals, and gift books for the Christmas trade.

The E. H. Harcourt Company, Limited, whose incorporation as a firm of manufacturing stationers was announced last month, have secured a building at the south-west corner of Windsor and Wellington streets and already a part of their plant is in place. It is understood that building operations are soon to be begun on the lot to the west.

The Poole Publishing Company, Limited, of Toronto, are now settled in their new premises at 100 and 102 Church street. A new and complete bindery plant is being installed, in fact a portion of it is already working. The company intend putting in type-setting machines at an early date and will eventually have a complete book-making plant.

Mr. William Tyrrell, of William Tyrrell & Co., book-sellers, Toronto, has returned from a lengthy visit to England.

A meeting of the creditors of Langton & Hall, Limited, wholesale booksellers and publishers, has been called for November 17th.

Mr. George H. Doran, manager of the Chicago branch of the Fleming H. Revell Co., was noticed in town recently.

This year the regular business in private greeting cards has been seriously affected by house to house canvassers. Notwithstanding, several good orders are being booked. W.A.C.

### HALIFAX.

Brisk Business in All Lines—Unique Order for a Halifax Stationer—Some Good Window Displays.

Halifax, Nov. 13, 1906

TRADE in this city is reported good, with excellent prospects for the holiday trade, supplies for which are opening.

At A. & W. MacKinlay & Co.'s the rush due to the issue of new readers to the schools of Nova Scotia is nearly over, and orders are coming in in large numbers in all departments of the business. Three of the series of new readers were published in Edinburgh, and two in Toronto, and the supply was somewhat delayed.

At T. C. Allen & Co.'s trade is reported brisk, with the Fall prospects opening splendidly. Here, also, the rush consequent upon the introduction of new readers has been felt, but the delivery is about completed. In the bookstore the current good sellers reported are "The Gambler," "Starvecrow Farm," "Ayesha," "St Cuthbert's," "Rose O' The River," and "Sandy."

At L. Clyde Davidson & Co.'s, Barrington street, business is good, and the holiday trade promises well. The window dressing at this store is always noticeable. At present one window shows diaries for 1906 in styles and colors and bindings, attractively arranged, and the other commercial and office stationery and fittings.

Davidson & Co. report the works of fiction at present in most demand as "The Gambler," "Nedra," "Tales of the Road," "Dr. Luke of Labrador," and "Rose O' the River." The firm have placed in their store for the use of patrons a writing desk fitted with stationery. Everything but the postage stamp is provided free for anybody.

J. L. Connolly, Barrington street, pays great attention to window dressing, and his show windows are always attractive. At present one of his windows is given up to a display of the Eaton-Hurlbert Paper Co.'s (Pittsfield) paper, prettily arranged. The decorations of the windows consist chiefly of Autumn leaves, even the 200 incandescant lamps being in Autumn leaf shades, and the effect, with the red paperies and Fall shades of green, yellow and red, is charming. In the other window is a picture card display. It was to Connolly that the order was given for the invitation cards for the grand ball to be given by Rear Admiral Prince Louis of Battenburg, on H.M.S. Drake, and the copper plate work was finished and the cards placed on board the Drake before she sailed from Halifax. "The Gambler," "Nedra," "My Friend the Chauffeur," "A Servant of the Public," and "Ayesha," are the books most in demand at Connolly's. J.L.G.