

MONTREAL TRADE NEWS.

FROM THE BOOKSELLER AND STATIONER'S SPECIAL
CORRESPONDENT.

MONTREAL, August 1.

THIS year's Summer trade will not make the Montreal bookseller rich. Of course, July and August form the quietest season of the year, but, as a general rule, the holiday months present redeeming features to the bookman. The schools are closed, and the sale of those staple lines, school and college text books, comes to a sudden halt, while many of the citizens of Montreal, who compose the book-buying public, convert themselves into tourists and patronize the counters of other dealers in other cities. But the hot weather usually brings the bookman customers from outside. The Montreal bookman especially looks for a large tourist trade, for is the Canadian metropolis not the porter's lodge standing at the entrance to the great Canadian pleasure-resort manor? So our hotels and book-stores have found it in previous years, but this year's tourist traffic, in comparison with that of former years, has fallen off, and the bookseller must needs look for sales to that class of Montrealers who stay at home and take their holidays on Saturday afternoon.

The reasons given for this decline of the Summer traffic to the city are various. Some would have us think that those guardsmen whom we occasionally see sitting on doorsteps about the city, carefully fulfilling the duties of a steady job, are keeping tourists out of the city. One who knows the civic language can read "small pox" labeled upon them. Of course, it is not serious (the disease, I mean), but the general vaccination which has been inaugurated may have given rise to the idea that an epidemic is amongst us. A little smallpox, at any rate, does not seem to improve Montreal as a Summer resort. This year, we have very few fishermen coming up from the Saguenay and such places. Aside from this, perhaps, the attraction in directions other than towards Montreal is acting strongly upon tourists this year. In spite of the fact that wars in foreign lands furnish three or four large type headlines for the front pages of the daily newspapers, yet the dangers of foreign travel seem to have no deterring influence upon the traveling public. Unfortunately for the Montreal book trade, the papers have confined their wars to South Africa, Kumassi and China, and have left a clear road to the Paris Exposition. I saw a pile of 30 unsold July Munsey's in one store. Those who are acquainted with the trade of the Maritime Provinces, on the

other hand, assert that bookselling over that area is as active as usual. They report business quite steady.

There is no new book on the Montreal market that is creating anything like a stir. The demand seems best for "To Have and To Hold," "The Farringdons," "The Redemption of David Corson," "A Kent Squire," "The Bath Comedy," "Reign of Law," and "Boy," by Marie Corelli. The tourists' chief favorites are "The Golden Dog," by Kirby; "The Habitant," by Dr. Drummond, and "Three Men on Wheels," by Jerome K. Jerome.

The Montreal News Co. announce for early publication "The Master Christian," by Marie Corelli, in paper and cloth, and "Quisante," by Anthony Hope. Both ought to be quick sellers.

Interest in the Transvaal War continues unflagging. Steevens', Winston Churchill's and Benet Burleigh's books are in chiefest demand. Hon. David Mills' book is also popular, and speaking of the war carries one to another subject. "Canadians in Khaki" is the appropriate title of a valuable work published in aid of a worthy cause by the secretary of the Soldiers' Wives' League.

Mr. Grafton has a particularly excellent display of "war-works," of which "Canadians in Khaki" is the leader. In the centre of his window he has a large copy of Woodville's famous picture "The Last Stand," painted in life size, and colors. On either side are large Union Jacks. A few rifles are placed in position judiciously. All this forms the background. In the front of the window are the books, arranged in rows. It is quite an attractive display.

Ward, Lock & Co. have lately placed a 60c. board library edition on the Canadian market. It includes "A Veldt Official," by Bertram Milford; "The Expatriation of Wynne Palliser," by Bertram Milford; "A Secret Service," by Wm. Le Queux; "Chronicles of Martin Hewitt," by Arthur Morrison, and "Clement Waynflete" by Bertram Milford.

Henry T. Thomas, 128 St. Francois Xavier street is just now placing some attractive subscription works upon the market. Their excellence merits more attention than it is possible to give them here. The first time the imprint of the firm has gone into a book is to be found in a 20 volume edition of Balzac's novels. They are well bound, illustrated profusely and richly, and are supposed to contain the best translation in existence. "The World's Great Classics" is the designation of a 40-volume library, divided into the four departments of history, political and philosophical science, orations and essays and literature. "The Cyclopædia of Practical Quotations,"

by J. K. Hoyt, is a well-recommended work just placed on the market. The particularly valuable part of it is an index of 40,000 quotations. Funk & Wagnall's "Cyclopædia of Classified Dates," by Charles E. Little, is another work worthy of mention. It has been completed for the use of students of history and for all persons who desire speedy access to the facts and events from the earliest recorded dates. An artistic edition of 74 parts, at \$1.25 each, giving reproductions of the works, a part to be found in Le Musée du Louvre, is now appearing on the market. Its publication will extend over two years, and, to judge from the samples issued, it must be scored as a remarkable achievement of the press. An illustrated edition, giving the "Histoire du château de Versailles" in 16 parts, at \$5 per part, which is now also beginning to make its appearance, is one of the richest publications that has been placed on the Canadian market and has to be seen to be appreciated. Lovers of art will be pleased with these works.

In the Anglo-American magazine for July is a clever article on "Had Britain the Right to Interfere in the Internal affairs of the Transvaal?" by Mr. J. S. Buchan, Q.C., a clever young Montreal lawyer.

The \$24 edition of Parkman's works that has been offered for some weeks by Wm. Drysdale & Co. at reduced prices has found quite a number of purchasers.

Works on China are in active demand. Perhaps the chief is "Village Life in China," by — Smith and published by Revell & Co. Maps are eagerly secured.

E. H. C.

BUSINESS NOTES AND CHANGES.

THE Methodist Book Room has acquired a block of property on Temperance street, Toronto, to the east of their present premises, where they intend to make additions to their plant. They will also add a storey to the present block.

A charter of incorporation has just been granted Matthews Bros., Ltd., Toronto, picture frame, etc., manufacturers, as a limited liability company with a capital of \$75,000. The chief members of the company are: Messrs. H. L. Matthews, A. M. Matthews, and C. F. Matthews, Mrs. M. A. Matthews and Miss S. T. Matthews.

M. S. Hall, bookseller and stationer, Fredericton, N.B., has had his bright store newly painted, both exterior and interior. This store is pure white and is always as chaste and neat as though it had just emerged from the decorator's hands. Mr. Hall has one of the finest show windows in Fredericton, and Mr. C. W. Hall, who does all the window-dressing, uses it to full advantage and