

THE MONTREAL BOOK TRADE

THE Easter season is being taken full advantage of by Montreal booksellers and stationers in the matter of store decoration and window dressing, and many of them show some very fine displays. Easter goods, too, come in for their proper share of attention. In Phelan's an attractive window display of Bibles, hymn books and prayer books, drew deserved attention from the passers-by. All sizes and sorts of these books were shown, tastefully arranged on glass stands. Besides the assortment of Easter gifts shown in Wm. Foster Brown's window, a number of large photographs of Canadian Winter and Summer scenes were much admired. Mr. Brown has an ingenious way of making two distinct features in his window, by partitioning off one end, which he uses to show such goods as writing sets, small-leather goods or school supplies.

The book trade of the month of March was fairly good, a feature of it being the comparatively large sales of theological books. Among the latter is one by Professor W. G. Jordan, D.D., of Queen's College, Kingston. It is entitled "Prophetic Ideas and Ideals," being a study of "Old Testament prophets and prophecy from the viewpoint of the preacher of to-day." Those who have examined the book agree that it is well written, scholarly and modern; and should not only be helpful to those who desire to study the prophets, but should also inspire in others the desire. Fleming H. Revell Co. are the publishers. The third volume of the Expositors' Greek Testament, by Robertson Nichol, is now ready, the price is \$7.50, and the publishers are Dodd, Meade & Co.

Other books of a religious character are "The Creed of the Presbyterians," by Smith, price net 60c., postage 10c., and the Story of the Churches Series. Of this series only two volumes have yet been published, "The Baptists," by Henry C. Volter, and "The Presbyterians," by Charles L. Thompson. The price of each is \$1.00. "The Better Way," by Charles Wagner, author of "The Simple Life," is on the market, and meeting with a fair sale.

Wm. Drysdale & Co. have had very good sales for two new "Nature" books, "My Woodland Intimates," by Edie Bignall, and "With the Trees," by Maud Going, the price of each being \$1.00 net, postage, 10c. Maud Going is a Montreal lady whose former book, "With the Wild Flowers," met with a ready reception.

New books of fiction are, as usual, numerous, and those which are selling well are, as usual, not numerous. "The Pit" continues to be one of the best in Montreal. It has lately been dramatized, which should further help sales. "Lovey Mary" also keeps a front place; indeed, with some booksellers it is in greater demand than its popular predecessor "Mrs. Wiggle of the Cabbage Patch." "Calvert of Sunnyside," by Carter Goodloe, is in fair demand. "The French Revolution," from an American point of view with Jefferson and Morrison as prominent characters, is original enough to arouse the curiosity of book buyers. "Love Thrives in War," by the author of "A Daughter of New France," Mary Catherine Crowley, is attracting favorable attention, although too recently on the market to be selling well.

Christian Science is represented by "The Life Within," by an anonymous author. This is a novel favoring the

Christian Scientists' point of view; and the interest aroused in that doctrine during the past few years should be a splendid advertisement for the book. It is to be hoped, however, that "The Life Within" is not overlooked in the rush for Mark Twain's book on Christian Science, which is coming out immediately, and which, like all that writer's books, is bound to go well.

Two interesting books written by girls are on the market, and both give promise of being successful. One is sure to be, so well known is its author, Helen Keller. In "The Story of My Life," the blind, deaf and dumb author tells of her education, how she learned to read, write and understand. It is one of the most remarkable biographies which has ever appeared. The price is \$1.50. Doubleday, Page & Co. are the publishers. "A Girl of Ideas" is by Annie Flint, and is called the "business career of a girl whose only capital was her imagination."

A new book by Ian MacLaren is announced, and Messrs Dodd, Meade & Co. have arranged to publish it. The title is "Our Neighbors." Prof. R. J. Hurley, B. Sc., Thomas Workman, professor of mechanical engineering at McGill University, has written "Kinematics of Machines," Wiley & Sons, New York, are the publishers.

A new art magazine comes out this week, being a collection of pictures from Burr Macintosh's studio. "American Country Homes" is a beautifully illustrated periodical which is gaining a foothold on the market. Some attention is being paid to the Canadian side of the subject. The magazine has recently almost doubled in size. "World Wide," published by The Montreal Witness, is an interesting weekly, well spoken of in Montreal. Its circulation is growing satisfactorily, and it is being patronized as an advertising medium by retail booksellers both in Toronto and Montreal. Its readers are the best book buyers.

Apropos of modern methods of advertising books we quote an interesting paragraph from the London correspondent of the New York Times. He says: "Not long ago a London publisher sent out post-cards calling the attention of those to whom they were sent to a new book. This has often been done before; but the peculiarity of these particular post-cards was that they hinted that the recipient would find himself under a thin disguise in the book to which they referred. Also the writer of the post-cards represented himself to be an old friend of each of the persons to whom the card was sent. The 'Times' ventured the suggestion that this was an illegitimate form of advertising and that it reflected no credit on the advertiser. The publisher thereon pleaded that the post-cards were virtually from the author of the book. The author insisted that he had had nothing to do with the affair. Now the publisher is printing extracts from the author's letters in support of his contention that the latter is the true culprit, and a very pretty quarrel is in progress."

This reminds us that a German publishing house a short time ago inserted in the daily papers a notice saying that a well known nobleman of wealth had fallen in love with a heroine in a certain novel and was looking for a wife resembling her as nearly as possible. The result was a great sale for the book; for every marriageable woman bought a copy to see what the heroine was like. It will not do, either, to overlook the English author, who had the name of his new novel stamped in gold letters on a large number of Egyptian cigarettes and scattered them among his friends with the request to place them where they would do most good; or the small publisher who collected several wagon loads of sea shells, had the name of a certain novel written on them and then scattered the shells over the sands of a fashionable watering place.