

MONTHLY REPORTS FROM TRADE CENTRES

ST. JOHN, N.B.

Trade Conditions Satisfactory—A New Magazine—Improvements in Hall's Store.

St. John, N.B., Oct. 1, 1907.

St. John dealers feel quite satisfied with the business of the past few months. The tourist trade this summer, it is stated, has been fully up to the mark of previous years, if not a little ahead. There was a good demand for souvenir goods, such as pottery, jewelry, books, etc., and stocks of these goods were pretty well depleted. Christmas goods are arriving now and will be made ready for placing on the counters.

A new magazine which has been issued in September is the New Brunswicker, and the booksellers are pushing the sales because it is a home product. The publisher is W. E. Skillen, of St. Martins, and the magazine is a very interesting and attractive periodical. Mr. Skillen aims at making the New Brunswicker a home magazine which will be found at every fireside in the province. Judging from the first number, if bright, clean, interesting reading matter will commend it to the people, it has come to stay.

Hall's bookstore is being improved by the addition of a large and roomy salesroom on the second floor. The new room will give Hall's about double their present store-space.

The sale of souvenir post cards continues very heavy and the dealers predict that picture post cards will be increasingly popular for some time to come.

Douglas S. Biggs, the well known representative of Warwick Bros. & Rutter, of Toronto, was married on Sept. 14 to Miss Margaret E. Rodd, of Amherst. Miss Rodd was formerly in the stationery business in Amherst. They will make their home in the Nova Scotia town.

Rudy rd Kipling, who is now visiting Canada, has been invited to address the Canadian Club here, but it is not yet known whether or not he can do so.

Bedford Dixon, Thomas R. Anderson, J. H. Secord, C. C. Avard, Frank Cole, Henry Knapp and C. N. Beal are seeking incorporation as the Sackville Paper Box Company, with a capital of \$20,000.

J. & A. McMillan, of this city, have issued a very attractive booklet of views of interesting places about the city. The title is "Picturesque St. John, N.B." It is being sold by the principal booksellers.

M. O. Hammond, of the staff of the Toronto Globe, and Newton McFavish, of the Canadian Magazine, were in the city last month, in the interests of their publications.

MONTREAL

Preparations for Christmas Trade—Some Good Books Issued to the Public—Trade Continues Active.

Montreal, Oct. 3, 1907

Booksellers are busy and fall trade is in full swing. Since the public school openings, towards the beginning of last month, trade has been extremely active, beginning

with school books and other school requisites, and gradually branching off with the falling off of school books, etc., into regular fall supplies. All the merchants approached report having had an excellent season for school books and other necessities required by school children. Just now merchants are making all necessary preparations for the Christmas and holiday trade. Christmas supplies, in the way of calendars and Christmas cards, etc., have been ordered, and most firms expect to have all lines in stock and on display on or about the first of November.

The tourist trade has been very satisfactory during the past summer season, large St. Catherine-street stores and other local establishments reporting a big turnover in picture post cards and various lines of souvenir novelties.

The sale of fountain pens is on the increase year by year. It is seldom you see a business man without one. Further, doctors find this article quite a convenience in making out prescriptions while on their daily calls. Since the opening of the different colleges, in September, there has been a steady demand for all makes, especially of good manufacture. Of late the better pens have been in more request than formerly, the public in general are beginning to find that one good pen gives more satisfaction than three of a cheaper variety.

The picture post card business, while bringing good profits to the merchant, during the summer months, showed a very marked increase during the last few weeks. People returning from summer holidays are all somewhat busily occupied in sending souvenir cards to the numerous friends whose acquaintances they have made during summer vacation. The demand for local views has fallen somewhat behind of late. The feeling just now seems to be towards fancy novelty cards, and all cards pertaining to the holiday trade. Comic cards are expected to sell well from about the 15th till the end of the month.

In the book field, in retail realms, there is quite a large demand for "The Weavers," by Sir Gilbert Parker, published by Copp, Clark. "Satan Sanderson," by H. E. Rives, published by McLeod & Allen, is also quite active. This book promises to become very popular. "The Younger Set," by Robt. W. Chambers, published by McLeod & Allen, continues in splendid request. The Montreal News Co. have a very good thing in "Beatrix of Claire." "The Port of Missing Men," by Meredith Nicholson, still continues to have ready sales. There seems to be a renewed interest for Antonio Fogazzaro's works.

H. H. Hebb, traveler for the L. E. Waterman Co., Montreal, started towards the middle of the month on an extended business trip to the Pacific coast. Mr. Hebb is taking orders for the Christmas trade. He expects to return about the first of December, when he will immediately leave for St. John and Halifax. John N. Marley, with the same firm, has left on his fall and Christmas trip through Ontario. A. R. Whimby, also with above firm, will be leaving shortly, when he will work the Province of Quebec.

The John Britnell firm, booksellers, Toronto, have been granted a charter incorporating them as a limited company. The names of the charter members are: John Britnell, Alice Hasselman and Julia Emma Gardner, Sarah Britnell and George Macgregor Gardner. The company are to deal in new and second-hand books, engravings, pictures, bric-a-brac, curios, etc., the share capital of the company to be \$39,500, divided into 3,950 shares of \$10 each. The provisional directors of the company are Alice Hasselman, Sarah Britnell and George Macgregor Gardner.