

### IMPRESSIONS OF UNITED STATES TRADE.

**M**R. B. McEVOY, of George N. Morang & Co., has just returned from a trip to several United States cities, including New York, Boston, Philadelphia, Buffalo, and Rochester, where he saw the publishing and book trade. His observations upon features of his visit will be interesting to Canadian dealers, because he took a great interest in the corps of publishers and booksellers and the immense army of book-buyers which he found there. In answer to questions, Mr. McEvoy said that the book department at John Wanamaker's store in Philadelphia was like a public library which had just been provided with new books and had opened its doors to the public. The variety of books carried included some kinds which one was not accustomed to see in our bookstores, there being everything from the lightest novel to treatises on science and divinity. With an immense book buying class, who have more dollars than they know what to do with, it is easy to run a book or any other business. Something, however, must be laid to the account of widespread information about

books, continually given to the public, which encourages sales. In fact, the Yankee bookseller doesn't let the grass grow under his feet when after the sale of a book, and, if he has one to sell, there is not a member of his clientele who doesn't hear of it. This policy seems to run through the whole trade, from papermaker to reader.

To visit Boston after New York was a remarkable literary comparison, for in Boston there is an atmosphere of books and an appreciation of what is the best. In that city is gathered a population who seem to think it worth while to reflect and ponder, and where a book, to have success, need not discard all pretence to good literary workmanship. The atmosphere is of books, bookish, and the ground is hallowed by the steps of that unique group of writers for whom a substitute has never been found. The Boston Library is itself an institution that breeds readers, and in every house, small and large, it seems that the bookshelves are an indispensable adjunct.

Mr. McEvoy was much interested in seeing several old friends of Parkman, and the house where he wrote the histories. He also spent an evening with the surviving sister of Parkman who gave him some very interesting details of her brother's work. In most of the cities visited it was interesting

to find, on examining the shelves of the old book shops, that it was rare to come across anything not published in the United States. Everything else had presumably been greedily bought up by collectors, of whom there are a very large number. But what was left showed the extent to which the publishers of the United States have gone in providing their public with books.

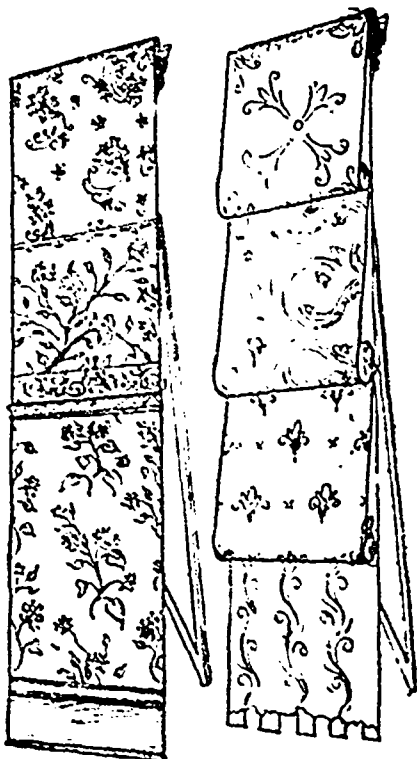
The conclusion that Mr. McEvoy formed regarding the success of "David Harum" was that it was due to its perfect portraiture of the ordinary American man and woman, and that David and his sister might be taken, practically speaking, as typical models. Except in Boston, the American reader seems to prefer a somewhat sensational pabulum, with lots of peppercorn and spice in it, rather than anything that pretends to literary spirit and finish. His appreciation of physical and material excellence is far better cultivated than his spiritual or literary taste. Mr. McEvoy is about to deliver a lecture on Parkman for which he has collected some very interesting facts.

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