

MONTHLY REPORT FROM BOOK CENTRES

MONTREAL.

Office of BOOKSELLER AND STATIONER.
232 McGill Street, Montreal
April 3, 1905

MARCH trade continued quiet in book circles. Many stores avet that the late Easter this year had much to do with slow business. However, the opening of the month sees renewed activity and book-sellers in general are hopeful. Spring fiction is rapidly appearing on the shelves and increased interest is a natural result. Good displays of new fiction characterize progressive stores. Prayer and hymn books are in their element for Easter trade, and trade is pushed in these lines in most quarters. Easter cards of every description, and novelties, and various lines of fancy goods appropriate to the season, are incorporated also in many establishments.

Among the wealth of new fiction, which finds a ready reception, without any price-cutting, Mr. Humphry Ward's "The Marriage of William Ashe" is highly spoken of. "The Garden of Allah" is another new favorite. "The Fugitive Blacksmith," a book characterized as impossible to match in humor, has opened well. "A Mysterious Disappearance" is a tell well recommended, while "The Lute of the Labrador Wild" is an appropriate story which is well heralded.

Two new war books, "The Downfall of Russia," and "Under the Gate of the Japanese War Office," are having some attention. "The Opening of Tibet," with copious illustrations, is a book noticed in one progressive store. "For the White Christ," and "A Harvest of the Sea," are two other recent arrivals. William Drysdale has on his shelves "The Parochial School," by Father Crowley, a book of peculiar interest, owing to the present discussion in Parliament of this problem. "Dead Man's Rooms," in cloth, \$1.25, and in paper, 75c., is another of his new books.

A progressive idea employed by a Montreal store to further the sale of Easter prayer and hymn books, is a placard outside reading "Easter prayer and hymn books, large selection, choice bindings." An attractive window display vetines the card. An ingenious post-card window had as a background red crepe paper, upon which were fastened strips of heavy paper, with slits therein, in which were inserted the various picture post cards. This cut off the four corners and gave an attractive appearance. From six to twelve cards were shown on the various strips. Both leather and view cards were included.

G. E. F.

TORONTO.

Office of BOOKSELLER AND STATIONER.
10 Front Street East, Toronto
April 6, 1905

THE exceptionally fine weather of the past month has had a good effect on business. The stagnation which usually sets in for a couple of months after Christmas has given way to a decidedly better condition.

The book trade responds very readily to weather conditions. More than almost anything else, a book has to

be seen to be attractive. So the more the people are brought out on the streets and into the stores, the greater is the sale of books. The result this Spring has been that the stores have been kept uniformly busy.

A noticeable feature of the book trade recently has been the large number of books of travel which have been sold. The tourist travel is the cause of this. The number who have already left, or are about to leave, for a visit to the Mediterranean and Southern Europe much exceeds what it has ever been before. This has aroused an unusual interest in guide books and books descriptive of the people and countries of Europe. This is a department which will undoubtedly develop greatly in the near future.

A paper edition of "The Duke Decides" is being pushed strongly. "The Marriage of William Ashe" has aroused great interest and is sure of a good sale. "God's Good Man" and "The Man on the Box" have gone into new editions and continue to sell steadily. The public appearance of Ralph Connor before the Canadian Club on April 10 and of Dr. Grenfell on April 17 will create an exceptional demand for "The Prospector" and "The Harvest of the Sea." "The Clansman" and "The Return of Sherlock Holmes" are on the selling list.

The book counters of the departmental stores would seem to be a menace to the legitimate book dealers. But after all, they do not do much harm. The majority of the people who buy a cheap book at the bargain counter, do so because they can get one for a few cents. Otherwise they would not buy a book at all. It is not in the very cheap books that the real menace lies. It is in the reduction by a few cents from the list price of the better publications. This is always present and is not specially acute now.

F. P. M.

WINNIPEG.

Office of BOOKSELLER AND STATIONER.
406 McIntyre Block, Winnipeg, Man.
April 4, 1905

MARCH sales seem to have been quite satisfactory to the local trade. Winnipeg has the reputation of being a good town for the book trade. Departmental store competition has not yet been keenly felt, and it is possible to maintain prices on popular books. While departmental stores in Montreal and Toronto cut prices on "The Prospector" three months ago, the Winnipeg stores were able to get the advertised price.

Undoubtedly the book of the month has been Mrs. Humphry Ward's latest, "The Marriage of William Ashe." Several hundred copies were ordered by local stores and they have been sold quite readily. "The Clansman" and "The Masquerader," books mentioned last month, are still asked for frequently. Among the newer fiction, "Roland of Altenbury" by Edward Mott Woolley, "The Garden of Eden" by Blanche Willis Howard, "The Mysterious Disappearance" by Gordon Holmes, and "The Millionaire Baby," are meeting with popular favor.

"The Crisis" was in good demand for a week or ten days during March. The dramatization of the book was presented at the "Winnipeg" Theatre. The local stores were well stocked in anticipation of the demand.

Apart from fiction, the chief interest has been shown in "The Opening of Tibet," by Percival Lauder, the story of the Younghusband expedition.

F. R. M.