

MONTREAL.

Holiday Trade is Booming—Some Handsome Window Displays Seen—Price Cutting of Books Causing Much Comment.

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal,
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CHRISTMAS trade started off very early this year, and there is every prospect for unprecedented sales of everything in the book and stationery line. Some very fine windows were to be seen at an early date and this fact alone had much to do with encouraging early holiday purchasing. Among the handsome calendars seen in the windows is the Maple Leaf calendar, which show the leaves grouped in artistic fashion in rich autumnal tints. They are being largely used for window decoration and are exceedingly attractive.

The McGill University magazine has in its recent issue some splendid features of great interest to the student and those interested in college life. The magazine is much larger than usual and does great credit to the committee in charge and to the publishers.

Mr. A. T. Chapman, the west end bookseller, was confined to his house through illness during last month.

Mr. F. D. Waterman of New York, President of the L. E. Waterman Fountain Pen Co., visited Canadian headquarters in Montreal last month.

Mr. T. Allen, of McLeod & Allen, Toronto, was in Montreal during last month on a business trip.

Mr. Chas. A. Musson, of the Musson Book Co., Ltd., Toronto, arrived home from England last month and paid Montreal a visit before leaving for Toronto.

Montreal travelers report rushing business in all parts of the East. They claim that never before have orders been so heavy for holiday trade. The wholesale houses have cleaned out their Christmas stock which was even larger than any previous year.

English Christmas numbers started off with a rush and are selling in greater quantities than ever before. Pete Murphy the veteran news vendor of Montreal sold over 100 copies of the "Figaro" the first morning it appeared and about the same number of "Pear's Christmas Number."

Mr. Tanguay, manager of the Montreal News Co., Ltd., speaks highly of the sale of Busy Man's Magazine and reports that the trade is becoming more interested in it as it is realized that it does not belong to the ephemeral class of publications that in the past have done much harm to the trade.

Mr. W. O. Houston, local manager for the Dennison Manufacturing Co., spent a portion of last month in Cleveland in the interests of his firm.

Mr. E. J. Kastner, Secretary for the L. E. Waterman Co., visited the New York Business Show last month where he met the representatives of Book seller and Stationer.

The Cambridge Corporation Ltd., are negotiating for a site in Ottawa where they purpose opening a branch. At the Fielding Banquet tendered by the Montreal Reform Club, the Honorable Rudolphe Lemieux, Post master General, made some significant statements with regard to the postal rates being so adjusted during the present session of Parliament that they would tend to discourage the circulation of American yellow journalism in Canada. This statement with the prospect of it being enforced has been hailed with delight by the vast majority in the trade.

During the past few weeks there has been some bit

ter price cutting of books going on both in book stores and the book departments of the departmental stores. Bookseller and Stationer has investigated the matter and has brought to light some facts which purport to be "causus belli." Of course, one blames the other for the present state of affairs and it is rather difficult to reach the very heart of it. It would appear that the manager of the book department of one of the largest department stores in the city orders largely from one publishing house. The manager, presumably he came alarmed at the large stock of current fiction accumulating, and ordered the prices cut down. A rival department store, noticing this, at once cut even lower, from one particular book it spread to others of the most recent publications. A third store then stepped in to the fray and went the limit by offering the latest book at 50 cents. Naturally, many of the booksellers had to assert themselves as still doing business and followed suit. Some kept the book on the shelf and, if asked for it, offered it at \$1.10, some others asked full price, but no attempt was made to sell it. Of course there is no illegality about this, but the state of affairs is derogatory to business and should be mutually ended.

The Timms Noble Co., wholesale and manufacturing stationers, suffered a loss through fire to the extent of \$1,500 during last month.

G. M. M.

TRADE NOTES.

THE stationery and fancy goods business of J. Fred Benson, Chatham, New Brunswick, has more than doubled during the past year. The business was moved into larger quarters in December, 1905, and since then, an addition has been made to accommodate his trade. A fraction of his business is picture post cards, and a sale of nearly 50,000 is reported for the past summer. The store is always attractive, well lighted, and is a model of both cleanliness and neatness. Mr. Benson also conducts a large printing and publishing business in the same town, and is proprietor of the Commercial newspaper.

Busby & Pollock, stationers, Montreal, have dissolved partnership.

Theophile Mattar, fancy goods, etc., Hawkesbury, Ont., has assigned to H. W. Lawlor.

M. E. Rodd & Company, books and stationery, Sackville, N.B., have sold out to W. R. Rodd.

W. H. Baldwin, bookseller and stationer, Toronto Junction, is advertising his business for sale.

George H. Giles, traveling salesman for the Carter's Ink Company, Boston, died suddenly at the Good Samaritan Hospital, Los Angeles, on November 3. Mr. Giles had a severe cold when he arrived in Los Angeles, but he thought nothing of it. He went to the Hollenbeck Hotel where he has always stayed when in Los Angeles and remained there until he was removed to the hospital. Uremic poisoning set in and for two days before he died he was unconscious. Mr. Giles was a native of Canada and has been the past three years in the employ of the Carter's Ink Company, representing them upon the Pacific Coast in their ribbon and carbon department and has been eminently successful in this work. Previous to this time, he was engaged in private business for a number of years in Montreal. His many friends in his home city and among the trade will be surprised and grieved to learn of his sudden death, as he was one of the most popular salesmen coming to the Coast.