

the other side, at No. 377. The store is larger than the old one, having two spacious show windows. Text books, second hand books, and almost every other kind of book are dealt in by Mr. Sutherland, who also carries a good line of stationery, but no fancy goods or post cards.

There is no alteration so far in the magazine counter trade. One dealer—a lady—thinks that British periodicals will never supplant American periodicals to any extent. Her experience shows very little demand for the British magazines she already carries, except for the cheaper grade of three-cent weeklies. One of the large wholesalers also holds this opinion.

The business of the Methodist Book and Publishing interests during the past year has exceeded that of any former year in its history. This was the finding of the central section of the Book and Publishing Committee, which met recently, with Rev. J. E. Mavety, of Montreal, in the chair. The net profits were also the largest ever accruing from the concern. A certain proportion of the profits will be kept for legitimate extension, and the rest will be devoted to the superannuated ministers' fund, the appropriation this year to that fund being larger than ever before.

A few late spring books are still coming from the publishers, but attention is now being concentrated on the long list of fall publications. Western travelers are expected back shortly. Orders from this field surpass all previous seasons. With the stationers and fancy goods dealers, it is between seasons and there is little activity. Orders for school supplies are reported to be large.

ST. JOHN, N.B.

Effect of the Postal Changes on Magazine Sales—Picture Post Card Trade—Backward Season.

Office of BOOKSELLER AND STATIONER,
St. John N.B., June 1, 1917.

Owing to the unusually cold and backward weather of the past month, business has been rather quiet among the booksellers and stationers here. It is expected, however, with the advent of warmer weather, trade will pick up, and a good tourist business is looked for.

The new postal regulations have resulted in the subscriptions of some of the newspapers and periodicals being raised. Some of the dealers have advanced the prices of magazines printed in the United States from thirty to fifty per cent., though several are still holding to the old prices.

In conversation with one of the dealers who is still selling at the old rate he said that it was not costing any more to get magazines in here now than it did previous to the increase in rates as the majority of the publications come by express and up to the present time no change has been made in the express charges. Several dealers however have taken advantage of the new postal regulations as an excuse for getting higher prices and as a result there is a howl from the consumer. These dealers are asking 15 cents for magazines that formerly sold at 10 cents. As about 75 per cent. of the magazines sold are American publications, this means quite an increase in the profits. It is predicted that if the new rates are continued it will have the effect of decreasing the sale of United States publications, but is not likely to help out the Canadian, unless the demand creates a source of supply on this side of the border. At present there is almost nothing published in Canada of the class which is most popular and sells most widely.

An official of one of the express companies who was interviewed said that since the new postal laws went into effect they have had a great many more parcels of newspapers and magazines to carry than ever before, as their rates are somewhat less than the postal rates. The bulky American newspapers are now brought here in this way instead of by post. The deliveries are not quite so prompt, but it is contended that the cheaper rates compensate for the slight difference in time.

The demand for picture post cards seems as great as ever and shows no indications of diminishing. Many new lines are being added to the stocks from time to time and the class of cards shown in the bookstores, and those for which there is the greatest demand, are the more artistic colored varieties. The action of the police in seizing a lot of suggestive and obscene cards from a stock displayed in one of the city cigar stores has had a good result and cards of this type are no longer on sale, at least openly. None of the booksellers handled any of these objectionable lines.

The visit here of Rev. C. W. Gordon (Ralph Connor), who lectured in the opera house on May 31, under the auspices of the Marathon Athletic Club, has created quite a demand for the books of this author and several of the booksellers who displayed his works prominently at this time have reaped the harvest of the advertising for his appearance here.

WINNIPEG.

Business Fairly Active—A News Wagon—Opening of an Educational Department.

Office of BOOKSELLER AND STATIONER,
Room 511 Union Bank Building,
Winnipeg, May 21, 1917.

Spring business has been fairly active with Winnipeg book and stationery stores, although, like all others, they have suffered somewhat from the unseasonable weather. Good window displays and aggressive advertising during the month have helped to stimulate business.

Morris & Taylor, who opened a news stand on Portage Avenue opposite the Free Press a few months ago, have used aggressive methods from the start and during the last month have introduced something decidedly new. They have a news wagon that travels the business streets of the city, carrying papers and magazines. They specialize in Canadian, English and American newspapers.

Russell, Lang & Co. have opened an "educational department" in connection with their new Portage Avenue store devoted to school books and teachers' supplies. On May 23rd they held a reception for teachers and their friends which was attended by about 200 guests. Refreshments were served in the first room which was decorated for the occasion with American Beauty roses. The opening was highly successful.

Dr. Blewett's new philosophical work, "Nature, a Vision of God," has met with a large sale in Winnipeg for a book of this character, owing partly to the fact that the author was, until recently, a citizen of Winnipeg. R. J. Campbell's "New Theology" has met with a ready sale.

Bookseller and Stationer had a call during the month from Mr. Charles C. Gaudet, representing Millar & Lang, of Glasgow. Mr. Gaudet was in Winnipeg calling on the wholesale trade in the interests of the picture post card business.

M. E. Keroack, stationery and fancy goods merchant has sold out to M. Keroack.