

MONTHLY REPORTS FROM TRADE CENTRES

MONTREAL.

Easter Business Occupying Attention of Retailers at Present—
Several New Books Noticed—Personals
of Interest to the Trade.

Office of BOOKSELLER AND STATIONER,
222 McGill Street, Montreal.

April 5, 1906.

EASTER trade is occupying the attention of book-sellers and stationers here at present, and many Easter cards, books, etc., are being displayed. Much better business is expected this year than was transacted during the same season last year, and in consequence Easter stocks have received particular attention. The modes of display adopted to attract the Easter trade are many and varied. Each store is making a specialty of some line. Prayer books, bibles, and hymn books are featured by many. Most have a large table display of Easter cards and illustrated post cards suitable to the season, within the store, and the tying up of handsome leather-bound books with colored ribbons is practiced by nearly all bookstores. These ribbons are of various colors, and the words "Easter Greetings" are generally inscribed upon them. A book fixed up in this manner is very much in demand, as it makes a very dainty gift.

Several new books have found their way onto the counters of Montreal bookstores during the past month. All of these have met with a more or less good sale. Indeed one of them, "Hearts and Creeds," heads the list of best sellers. The authoress of this book is Anna Chapin Ray, who wrote "In the Shrine of Good St. Anne," and this, and the fact that the book deals with a burning question in this province, will tend to make it a good seller.

Among the other new books a new one by Morley Roberts, "The Idlers," has enjoyed a very good sale. "Saints in Society," "The Mayor of Troy," and "The Lady Noggs," are regarded as coming good books. The Copp, Clark Co. have published a beautiful book by E. B. Greenfields, of this city, "Landscape Painting and Modern Dutch Artists." It is selling well.

Montreal booksellers have received a circular letter from a large American magazine publishing house, in which the latter state that dealers will have to make some new arrangements to meet the action of the Canadian post office authorities, who have seen fit to withdraw the second-class matter privilege whereby American houses have been able to send their magazines into Canada at the rate of a cent a pound postage. By the new regulations postage will cost six cents a pound. As the magazines mentioned in the circular retail at ten cents, it would be necessary then to sell them at fifteen cents, which it is not deemed would be a wise policy. To offset the changes in postage, however, dealers will hereafter receive these magazines by express.

The window displays of the Harmsworth Self Educator which were seen in two or three uptown book-

stores during March attracted much favorable comment. The displays were a credit both to the retailers and to the Harmsworth people, who supplied the necessary books, posters, etc., required for the dressing of the window.

Paper editions of the latest fiction are selling well. Many stores are making a special display of these, and are giving such books a share of newspaper advertising.

Mr. E. M. Renouf reports a very good sale of the pamphlet he published, "Science and Religion," by E. W. McBride. This is an address which was delivered by Mr. McBride before the McGill Y.M.C.A. Mr. Renouf has issued a couple of very handsome catalogues. They are neatly prepared and profusely illustrated.

Mr Foster Brown, who recently underwent a serious operation, is almost entirely recovered, and is able to get down to his store every day now.

Mr. R. J. Soden, of Peterboro, and Mr. Stevens, of Ottawa, both of them booksellers and stationers, were in Montreal on business the latter part of March.

Mr. E. J. Kastner, manager of the L. E. Waterman Company, of Canada, Limited, is expected back from Europe the middle of this month.

Mr. W. R. Houston, of Toronto, editor of the Canadian Financial Review, and the "Directory of Directors in Canada," was in the city for a few days week of March 12.

J. J. G.

WINNIPEG.

The Easter Trade—Sale of Drummond's Books—
Blackwood & Hagel Move—
Popular Fiction.

Office of BOOKSELLER AND STATIONER,
511 Union Bank Building, Winnipeg, Man.
March 31, 1906.

EASTER novelties are being featured by John A. Hart Co., Russell, Lang & Co., W. A. Davis, and one or two other stores. Results seem to be favorable, although the goods have been displayed only a few days. March business has been fairly active for the season of the year, but none of the local stores have been exceptionally busy. Following the special sales in February, trade has been of moderate volume.

The recent visit to Winnipeg of Dr. W. H. Drummond gave the local stores a good opportunity to push the sale of the "Habitant" sketches. The books were prominently displayed and results were satisfactory.

Blackwood & Hagel have moved from their location on the corner of Portage avenue and Main street to a store on Main street near the C.P.R. tracks. The stores on the corner of Main and Portage are to be removed to make room for a new office building.

"When It Was Dark" and "St. Cuthbert's" seem to be the best sellers among the new fiction.

F. R. M.