

WESTERN LETTER.

CHICAGO, September 1, 1901.

The general condition of business has not changed to any material extent since last month's report, and the record of August sales shows that the upward tendency which has marked the summer months was well maintained. A very large quantity of books has been sold during what is called the dull season, so many, in fact, that it might well be considered abnormal. The steadiness and unbroken continuity of the demand, however, points to the fact that it is really due to the percentage of the reading public having greatly increased.

Autumn business is practically commencing as this is being written, and is certainly starting up well. Country orders so far for holiday supplies are quite liberal, especially in regard to the popular books of the hour, and it is already evident that the demand for this class of book will exceed, in all probability, during the coming season anything heretofore recorded.

D'ri and I, Irving Bacheller's new book, was received late in the month, and it is practically the first of the more important of the autumn books to reach the trade. The work was a pronounced success from the start, and will evidently obtain a wide reading. The handsome appearance of the book will also undoubtedly promote sales during the holiday season. *Cinderella*, by S. R. Crockett, was also very successful, and promises to equal in sale any of this author's books.

That the reign of the popular book is not yet over, nor even declining in any way, is evidenced by the fact that, in order to meet the demand, enormous editions are being prepared of quite a number of autumn books, the success of which is to a certain extent assured. A short time since, an edition of fifty thousand copies of a novel caused considerable comment; nowadays it is almost common.

The Crisis has as yet lost none of its popularity; in fact, its sale is still on the increase, the relative sale last month being better than during any month since it was first issued. *Graustark* also has a strong upward tendency, and *The Helmet of Navarre* is holding its own in point of sale very well. Of the other popular favourites, those which deserve especial mention, by reason of the activity of their sale, are *The House of De Mailly*, *Truth Dexter*, *The Puppet Crown*, *Tarry Thou Till I Come*, *Eben Holden*, *Richard Carvel* and *Alice of Old Vincennes*.

A good sale, both local and general, is being experienced for a recent book of poems by William Vaughan Moody. The appearance of a new poet with apparently real mercantile value is so rare, indeed, nowadays that the fact deserves mention.

The outlook for the fall season continues to be bright, conditions having, if anything, improved during the last month. The list of the books which sold best during August is as follows:

The Crisis. By Winston Churchill. \$1.50.
Graustark. By G. B. McCutcheon. \$1.50.

D'ri and I. By Irving Bacheller. \$1.50.
The Helmet of Navarre. By Bertha Runkle. \$1.50.
Tarry Thou Till I Come. By George Croly. Net, \$1.40.
Eben Holden. By Irving Bacheller. \$1.50.
Alice of Old Vincennes. By Maurice Thompson. \$1.50.
The Puppet Crown. By Harold MacGrath. \$1.50.
Truth Dexter. By S. McCall. \$1.50.
The House of De Mailly. By Margaret H. Potter. \$1.50.
Richard Carvel. By Winston Churchill. \$1.50.
Jack Raymond. By E. L. Voynich. \$1.50.
David Harum. By E. N. Westcott. \$1.50.
Like Another Helen. By George Horton. \$1.50.
To Have and to Hold. By Mary H. Johnston. \$1.50.

ENGLISH LETTER.

LONDON, July 20 to August 20, 1901.

Expectation rather than realisation is the customary experience of the trade during the present period of the year. The past month has, however, proved to be somewhat of an exception. The demand has throughout been rather above the average and well sustained.

Fiction is at all times the principal item in the trade, and it is therefore not surprising that with a large proportion of the public holiday-keeping an especial preponderance of this class of literature should have been in request. Certainly, the most popular of the new issues in the 6-shilling novels has been *Tristram of Blent*, by Anthony Hope; but the sales of many previous works, such as *The Crisis*, *The Grip of the Bookmaker*, *The Casting of Nets*, *The Serious Wooing*, *Both Sides of the Veil*, *The Luck of the Vails* and *Anna Lombard*, have been very good.

Although the actual publication of *The Eternal City*, by Hall Caine, does not take place until after we close this report, it has, nevertheless, formed an important feature in the business of the month. Orders for it have been coming in rapidly, and a considerable proportion of the one hundred thousand copies which form the first edition have already been disposed of.

In 3s. 6d. novels, *The Good Red Earth*, by Eden Phillpotts, and *Her Royal Highness, Woman*, by Max O'Rell, have continued to be in constant request.

A cheap edition of *Bam Wildfire*, by Helen Mathers, has also sold freely.

The Rights and Wrongs of the Transvaal War and Trooper 8008 I. Y. have been the two works most in demand in connection with South African affairs; and *Peace or War in South Africa*, by A. M. S. Methuen, has also been very successful.

The forthcoming celebrations in memory of King Alfred have created a demand for accounts of his life and reign. The most popular yet issued is the one by the late Sir Walter Besant.

Guide-books have continued to sell freely, the *Way About Series* being very popular.

Sixpenny reprints have formed a bulky part of the trade of the month, and very large numbers of the most popular have been sold. There is, however, a considerable amount of over-production now in this line, and several of the most prominent publishers have intimated that it is their intention to cease these issues.

The sale of periodical literature of a bright and chatty nature is always large during holiday seasons, and this has proved no exception to the rule. A considerable number of the most approved magazines and illustrated weeklies have been purchased.

The Hundred Best series of this or that subject have fallen very flat in several instances, and there is evidently an indication that the public have had more than sufficient of them.

The following is a list of the books which have been most in demand during the month:

Tristram of Blent. By Anthony Hope. 6s. (J. Murray.)

The Crisis. By Winston Churchill. 6s. (Macmillan.)

The Grip of the Bookmaker. By Percy White. 6s. (Hutchinson.)

The Casting of Nets. By R. Bagot. 6s. (Arnold.)

The Serious Wooing. By J. Oliver Hobbes. 6s. (Methuen.)

Both Sides of the Veil. By Richard Marsh. 6s. (Methuen.)

The Luck of the Vails. By E. F. Benson. 6s. (Heinemann.)

Anna Lombard. 6s. (Long.)

Cinderella. By S. R. Crockett. 6s. (J. Clarke.)

Sister Teresa. By George Moore. 6s. (Unwin.)

Cinders. By Helen Mathers. 6s. (Pearson.)

Penelope's Irish Experiences. By K. D. Wiggin. 6s. (Gay and Bird.)

The Lady of Lynn. By Sir Walter Besant. 6s. (Chatto.)

Life of a Bee. By Maeterlinck. 5s. (G. Allen.)

Gordon's "Our Country's" Series. Each volume 6s. (Simpkin.)

Secret Chambers and Hiding Places. By Allan Fea. 10s. 6d. net. (Bousfield.)

Trooper 8008 I.Y. By H. S. Peel. 7s. 6d. (Arnold.)

Rights and Wrongs of the Transvaal War. By E. T. Cook. 12s. 6d. net. (Arnold.)

The Good Red Earth. By Eden Phillpotts. 3s. 6d. (Arrowsmith.)

Her Royal Highness, Woman. By Max O'Rell. 3s. 6d. (Chatto.)

Bam Wildfire. By Helen Mathers. 1s. (Simpkin.)

Peace or War in South Africa. By A. M. S. Methuen. 1s. (Methuen.)

Story of King Alfred. By Sir Walter Besant. 1s. (Newnes.)

Various guide-books, especially the *Way About series*.

Sixpenny reprints and a large amount of magazines and illustrated periodicals.

BOOKS RECEIVED.

NEW YORK.

Abbey Press:

Cupid in Grandma's Garden. Mrs. David O. Paige.

Cat Tales. Elliot Walker.

How Tommy Was Cured of Crying. Gertrude M. Waite.

Tabby's Defence. Harriet Elliot.

Woodpile Recollections. Charles Louis Olds.

Green Valley. T. P. Buffington.

The Devil's Diary. L. M. Elshebus.

Birds Uncaged, and Other Poems. Burton L. Collins.

New England Folk. Mrs. C. Richmond Duxbury.

Love and Liberty. William C. Townsend.

Unique Tales. M. Y. T. H. Myth.

The Why of Poverty. George H. Hubbard.

A Singular Sinner. Charles R. Harker.

The Days That Are No More. E. B. Johnston.

Christ's Message to the Churches. William M. Campbell.

American Book Company:

A Brief French Course. Antoine Muzza-relli.

Appleton and Company:

The Eternal City. Hall Caine.

Crowell and Company:

Mopsa the Fairy. Jean Ingelow.

Heart. E. de Amicis. Translated by I. F. Hapgood.

The Hour of Opportunity. O. S. Marden.

Good Manners and Success. O. S. Marden.

Cheerfulness as a Life Power. O. S. Marden.

Character the Grandest Thing. O. S. Marden.

An Iron Will. O. S. Marden.

The Age of Fable. Thomas Bulfinch.

The Age of Chivalry. Thomas Bulfinch.

Legends of Charlemagne. Thomas Bulfinch.

Two and One. Charlotte M. Vaile.

Little Arthur's History of Greece. A. S. Walpole.

The Complete Works of John Keats. Vols. I., II., III., IV. and V.

Saul. Robert Browning.

Loving My Neighbour. J. R. Miller.

The Chouans. Honoré de Balzac.

Stories from Virgil. Alfred J. Church.

The Child's Don Quixote. C. D. Wilson.

Stories from Homer. Alfred J. Church.

The Little Crusaders. E. A. Madden.

The Candle and the Cat. Mary F. Leonard.

Our Uncle, the Major. James Otis.

Gulliver's Travels. Dean Swift.

Stevenson's Attitude to Life. John F. Genung.

A Pair of Them. Evelyn Raymond.

Mistress Barbara. Halliwell Sutcliffe.

Dodd, Mead and Company:

English Embroidered Bookbindings. Cyril Davenport.