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J. J. DYAS, Publisher.

FROM EAST TO WEST, from the stormy Atlantic to the gentle Pacific, may your Christmas be a pleasant one, and may you remember that now in your harvest time, reaping a full crop that there is many a Ruth who would in her poverty gladly gather up the few stalks neglected to be bound together in the full sheaf. Like Boaz do not gather too closely. Make happy some one less fortunate than yourself by timely Christmas cheer.

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WE would be very much pleased to have reports of the holiday trade from the various points in the Dominion, so that in the January number we would be able to furnish even a more comprehensive view of the volume of business done than we did last year.

The reports will not necessarily be for publication—only to give us accurate information on which we can base our statements.

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It is proposed to call a meeting early in January to form a District Association with Brantford as a centre.

We are waiting to hear of a like move in London, Guelph and other points. Be stirring—lengthen the cord and strengthen the stakes.

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SORTING up season on—business looking up, particularly in cities—money a little more plentiful—so sums up the present aspect of affairs.

A PLEA FOR FAIR TRADING.

FOR a good many years there has been existing in trade circles in Toronto a soreness that has been all the more difficult in that no attempt has been made to settle it in any definite way. It has been growing worse yearly, owing to the fact that no frank, outspoken statement of the differences have been made.

The trouble we allude to is that which has caused the complaint by the retailer in our line of business, that the wholesale houses have sold to those outside of the trade at prices such as they would sell to dealers, also that each year, shortly before Christmas, one or more wholesale houses would supply goods to dealers in other lines of goods, or open up themselves retail stores in the very heart of the city. This, unfortunately, has been the case, and the rumours on the street that the same thing was to be done this year caused the Toronto Association to pass a resolution, published elsewhere, warning wholesale dealers against repetitions of the act.

We are glad that the Association has boldly taken this step. We believe in getting at the root of a grievance, and finding out how, if possible, it may be remedied.

During the last year or so, the selling to outsiders has been in a great part stopped. Whether it was that the houses who had been in the habit of selling to consumers saw that they were doing retailers an injustice, or that the pressure of opinion in the trade was such as to warn them of their danger, it may be left to conjecture, but that it is a fact we are perfectly cognizant of.

We start out with this definite statement: No wholesale house should interfere with the trade of their own customers, or that of the customers of other houses. In using this last phrase, we know we conflict with the views of some jobbing houses, particularly in their treatment of small towns, but the axiom is nevertheless just and fair. Nor should any wholesale house, under any pretext whatever, open up a retail store during the holiday season, or support another to become that most objectionable of all business men, the transient trader, who seeks to reap the profits of a year in a couple of months of Christmas trade.

A member of a wholesale firm remarked that he would feel justified (though he said his house had no such intention) in opening up on King Street a retail store for the season's trade. Our answer was a decided no, that to attempt to cut off the trade from the all-the-year-round dealer who had to put up with the poor months' business as well as the good, would not be just and fair, and we told him that though we could have several special lines to dispose of, and one