

and would not occur if the parties belonged to an organization that would have a right to be consulted on such matters. Another source of weakness to the retail trade is the buying of goods three or four months in advance of delivery, or what is known as giving import orders. This question was discussed pretty fully at the last meeting of the association and generally condemned, as leading men to overstock themselves and in many cases to give duplicate orders. Of course there are some goods that it is necessary to give an advance order for, such as annu- als. Christmas cards, etc., but I think it a great mis- take to give import orders for general stock that can be bought from any respectable wholesale house at any time, and in quantities that are required, and if the discussion that took place on this subject at the last meeting of the association, leads to the discon- tinuance of this practice to any extent, the associa- tion can lay claim to having accomplished much good already.

Another difficulty the retail trade have to contend with is the bolstering up or carrying of bankrupt dealers by wholesale men. This practice should cer- tainly be frowned down by all dealers, both whole- sale and retail, it having a demoralizing effect on the retail trade, and certainly can be no source of profit to the wholesale merchant.

The above are a few of the troubles that could be remedied by all dealers joining the association, and when once it is in good working order with a large majority of the trade as members taking an active interest in it, I am fully persuaded all the trouble and difficulties that the trade have now to contend with, will to a great extent be removed.

To those gentleman who may express a doubt about the association accomplishing so much good I would say, that at least it is worth a trial, and as it only costs \$1 per year to become a member, I think they ought, for the good of the business they are en- gaged in, to become members of the association.

Trusting that when next we meet the secretary will be able to report at least three quarters of the book- sellers of Ontario are members of the association, I remain,

Your obed't servant,

H. FRED SHARP,

St. MARY'S, Sept. 1, 1885.

Prest.

Publishers' Notices.

SATISFACTORY.—In answer to the request in our supplement of last month we have received many kind wishes with the remittances.

S. B. Ganton, Oakville, says :—"When the first two numbers of BOOKS AND NOTIONS reached me, I returned them not wishing to subscribe. You, how- ever, continued to send the paper. I am now glad to see BOOKS AND NOTIONS make its appearance, and I enclose \$1 for payment of two years' subscription from date of first number sent me."

H. Dobson, Simcoe, writes :—"I feel that BOOKS AND NOTIONS is too necessary to think of having it stopped.

From St. Boniface, Manitoba. A. Keroack's Mes- sage is :—"I wish success to BOOKS AND NOTIONS and The Booksellers' and Stationers' Association of Ontario."

TRADE NOTICE.

PLAYING CARDS.

I would inform the Trade in Canada that I have lately started the manufactur- ing of American Style of Playing Cards and that the first edition is now ready. Round Corners. Packed in boxes.

Retail Price, 10c. per Pack.

Trade Price, \$9.00 per gross.

Discount according to quantity.

All my own made cards will be

ROUND CORNERS,

Indexed. Each pack in a box. It is my present intention to make only Round Corner Cards and pack only in boxes, but the Trade if they so desire can have in paper wrappers.

New Designs and Nos. each month.

I have in stock at present a large supply of fine English made Cards from the celebrated house of De La Rue & Co., and which will be offered to the Trade at

SPECIAL LOW PRICES TO REDUCE STOCK.

I will fill Sample Orders, one pack each time, in stock at dozen rates to enable the Trad to see goods.

Send for Samples.

W. BRYCE,

Publisher and Fancy Goods Importer,

LONDON, ONT.