

WALL PAPER.

THE bulk of the orders for spring delivery have been placed, and the domestic manufacturers have increased their hold on the trade. There can be no doubt that the domestic papers of this year are favorites in their particular classes, and the houses are jubilant over a wonderful increase in orders. And this in spite of an influx of United States travellers never before equalled in the history of the trade. Each factory which is represented in what is commonly known as the American Wall Paper Trust, has the privilege of sending out travellers, the only condition being that such traveller shall, besides his own samples, carry those of one other factory. Every factory sent a representative into Canada this year, for the reason that the volume of this year's sales will to a great extent determine the status of each factory next year. The consequence was that each factory was breaking its neck to get orders, and the staff of travellers was increased. All the jobbers from the United States got a hustle on and started in for the Canadian trade, until the poor buyer had to buy, before he had any show whatever of keeping selling agents at arm's length.

The glimmer whites were the leading line this year. They are displacing grounded browns for the simple reason that the duty on each is the same and consequently the browns must be sold at nearly the same price retail as the whites in order to make the same profit. But retailers cannot do this. It is just as hard to sell a brown for 10 cents as it is to sell a white for 15 cents, consequently orders for browns are meagre. Ingrains are selling fairly well. The city trade sell a fair quantity for business offices, public halls and like institutions. The rural trade is taking them more freely. Gills have sold well except in the cheaper grades, where some buyers substituted glimmers. Independent borders did not sell as well as in former seasons, although a fair volume was sold to match domestic papers. Still the match borders have the supremacy, and seem inclined to increase their lead very fast.

Messrs. Gage & Co. report a sale fully up to expectations in all the lines they carried.

C. M. Taylor & Co. claim a better season than usual in both domestic and trust goods.

PAPER
MANUFACTURERS ASSOCIATION.

The manufacturers of rough paper in Canada have formed an association. It will be known as "The Strawboard, Wrapping and Building Manufacturers' Association of Canada." The leading mills are Miller Bros., Glen Miller, Ont.; Joseph Ward & Co., Portneuf, and the Northumberland Paper Co., Campbellford. It is recommended that the following scale of prices be adopted by the association:

Plain strawboard, 60 cents per roll.

Tarred strawboard, 70 cents per roll.

Fibre paper not less than the above prices.

O.K. or I.X.L. paper, 70 cents per roll.

Tarred felt, \$30 per ton.

Terms, four months, 3 per cent. off cash 30 days.

THE GOLDEN SECRET.

It is said that ninety per cent. of the business failures in this country are due to bad debts and unpaid accounts. Knowing this, it has been the duty of this journal to warn its readers of these pitfalls. Monthly rendering of accounts is the thing we have advocated as being the nearest approach to a purely cash business as it would be safe to venture. One bookseller in Collingwood has pursued this course of prompt collections for sixteen years, and if a man doesn't pay up, his patronage is discouraged. Yet that firm during the past two years has had to work day and night to keep up with the demands of their customers. If accounts are not paid when rendered the first month, then the second month's rendering should be carefully looked after. AN ACCOUNT SHOULD NEVER BE RENDERED A THIRD TIME. Thus and thus only will any retail book, stationery, or fancy goods business be run on a proper and safe basis. The dealer who renders his accounts once a year—say January 1st, is coming on his debtor just when everybody else is hitting him hard. Then it is like pulling teeth—hard on the debtor and worrying on the creditor.

VALUABLE INFORMATION.

Every article that appears in BOOKS AND NOTIONS is valuable to every bookseller, stationer and fancy goods dealer in Canada. Not so much because they are in this journal; but because they contain the crystallized experience of the leading wholesalers and retailers in Canada. No article is written unless it has been suggested by some leading man in the trade; and from such men all the information herein contained is gathered. It is not the editor speaking, but the most successful men in the trade giving through him, the information which they have had first access to, or information gathered from a wide experience and a broad acquaintanceship with all manner of business men. The articles, if carefully studied, are worth dollars to the reader. This is not said boastfully, for we know whereof we speak. There is one article in this issue which alone is worth \$50 to \$150 to nearly every newsdealer who reads it.

Most of the readers of this journal save their copies and bind them at the end of the year. They are wise in so doing. Our leading bookseller in one of our smaller Ontario cities marks every article in each issue which he thinks would ever be useful to him again, and thus his bound volume is full of guide marks. When he looks over that volume, his eyes will be attracted to many a useful passage or article, and he will be accordingly benefited.

OUR MONTREAL LETTER.

No feature so striking as to call for special comment has arisen during the month here, but business has moved along on very steady lines. All the jobbing houses dealing in fancy goods, books, etc., are now able to say definitely what their fall business has been, and, as a rule, they report it fully up to the average. In plush goods and other holiday notions the turnover

on country account has been fair, and now city customers are more urgent in their demands owing to the near approach of the holiday season; and already the windows of the various big retail establishments are beginning to put on their holiday look.

The book trade has been rather quiet during the month, and the publishing houses do not report anything special in the way of new publications for the holidays, but the big retail establishments have imported the usual supplies from the States and elsewhere.

NOTES.

Messrs. John Lovell & Sons have their usual lines of goods on hand, and are issuing some new publications for the Christmas trade, which they will advertise in due time.

Mr. Davidson, of the Barber & Ellis Co.'s Montreal branch, says that trade in stationery is quiet at present in a wholesale way. But this is the usual thing, as their customers naturally have supplied themselves ahead.

The Reinhart Manufacturing Co. report trade quiet on outside orders now, but the demand from city retailers is filling the gap. The latter are sorting up and arranging their stocks in anticipation of the holiday rush. All kinds of notions go to fill the bill from simple plush cases for hair brushes and combs to the large dressing cases with complete paraphernalia of the toilet, scissors, hand mirrors, brushes, etc., etc. Some of the latter are of very handsome design, and even goes so far as to have a music box with an extensive list of popular tunes that can be wound up to play sweet airs to while away the tedium of dressing.

When your correspondent called on Mr. B. Marcuse that gentleman was too busy to talk, but it only required a glance around the warehouse to show that the supply of novelties was ample. There was Christmas cards, Japanese porcelains, curios, fans, screens, lacquered ware, in fact, an extensive list of articles suitable to the holiday trade.

Mr. H. J. Brophy, the manager of the Montreal News Co., said that they were principally engaged in pushing holiday publications just now. They were handling the Star almanac and the various Christmas numbers, the sale of which up to the present averaged about as usual. Business in novels, etc., was rather quiet.

The Star Almanac, which it was expected to get out last month, was kept back owing to the changes in the Federal Cabinet, a list of which the publishers wished to embody. What was said about it last month can be repeated, but the public will be able to judge for themselves shortly, as it will be out this or next week.

The warehouse of H. A. Nelson & Sons on St. Peter street would be a regular paradise to the juveniles just now. To use the expression of Mr. Fred Nelson, they were busy as nailers, and he correspondent was invited to walk around and look for himself. The fact that there was a regular bewildering array of goods testified that Mr. Nelson had taken care to cater for everyone. The demand for these goods on city account is just commencing, and the firm expect the usual rush during the next week or so in supplying the wants of their city customers.