

Books and Notions,

A MONTHLY JOURNAL,

DEVOTED TO THE INTERESTS OF THE

Book, Stationery and Fancy Goods Trades

OF CANADA.

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J. J. DYAS, Publisher.

THE BOOKSELLERS AND STATIONERS' ASSOCIATION.
—It was intended to hold a meeting of the Association on the day fixed for its annual meeting, the 28th inst., but the Executive Committee taking into consideration the short time between the August gathering and the one intended for this month, considered it advisable to postpone it. The absence of any new subject of vital interest largely influenced this decision. It is probable that the Association will be called together in early spring.

TRADE.—We were a little too buoyant in our remarks on trade prospects last month. In some localities the crops have not turned out quite as well as anticipated, but on the whole the outlook is good.

In many places there is a noticeable improvement in the volume of business, shown particularly in remittances which are pretty good.

The trade is on the whole in a healthy state, no immediate prospect of Dr. Assignee being called in, unless in very isolated cases. The volume of business done by the wholesale houses of Toronto, is so far in excess of last year.

Latest English and United States exchanges report a slow but sure increase in business in our line.

BOTH VIEWS.—One of the difficulties under which the retail trade labours is the habit, to some extent, of wholesale houses in selling to the customers direct. The question was brought up at the August meeting of the Association and a resolution passed denouncing the system. Yet sometimes the wholesaler is not to blame, for in Toronto, particularly, there is such interchange of business between houses dealing in different lines that it is almost impossible to avoid, to some extent, selling to the consumer. Houses doing both wholesale and retail business are of course not referred to. An instance which came under our notice last winter is a case in point.

A lady went into a jobbing house to buy Christmas cards, but not being in the trade she was refused. She then produced an order from a leading drug-house—with whom the jobber had some dealings—there was no option, the order must be filled.

Another case where the manager of another drug house sent to a wholesale book dealer a list of the school books he wanted. He could not be refused, for the house he represented had sold to and bought from the other large amounts of supplies.

These two instances show that there are two sides to the question.

Another illustration is where the firm may be a manufacturing stationer, and making many dollars' worth of blank books for the wholesale firms, cannot with any degree of decency refuse to sell a half-dozen pencils or a bottle of ink.

Still there are some cases where the salesmen do not take the trouble to find out whether or not the person proposing to purchase is really entitled to do so on trade terms.

Employés should have full, plain and definite instructions that only in very exceptional instances, such as already quoted, no orders should be filled, except for the regular trade.

We are satisfied that the wholesale dealer loses far more by the loss of legitimate trade than he gains by the paltry sums he gets from the consumers, for there are those who avoid as much as possible buying from those who have the reputation of departing from the rule of selling only to dealers.

A NEW INCORPORATION.—We notice in the *Gazette* an application for a Dominion Charter by W. W. Copp, H. J. Clark, and C. Fuller, merchants; H. L. Thompson, Manager; A. Thomas, Accountant, and W. Copp, Salesman, all of Toronto, to be incorporated under the name of **THE COPP CLARK CO., (LIMITED),** the purpose of the Company being to carry on the business now done by Copp, Clark, & Co., wholesale booksellers, stationers and publishers.

The business of Copp, Clark & Co. was established in 1841, by Hugh Scobie, a well known and promi-