

demand for post cards for special seasons, such as Christmas, St. Valentine's Day, Easter, etc. We show these early in the season in the windows and mention them in the newspapers or on the dodgers which we send out every week.

We sell a great many albums by having them displayed near the cards.

Although the craze is getting to be an old one, it does not seem to be lagging any, as there seems to be more demand than ever for the good cards, and we see no reason why it should not last for years.

Charles L. Nelles, Guelph.

The post card business has reached its limit, in fact it did that a year ago, and now it is more of a staple line than a novelty. The sale was created from the album business and the rivalry of procuring the greatest number of different cards from all parts of the world, but it has become so cheap and extensive that the collecting has become tiresome and the number so great that they are too common.

As far as our business is concerned, they will always be kept for transient use, this being the easier way of reminding those at home of your whereabouts, but we do not expect the volume of trade we had last season, and within a short time it will be restricted to local views and cards for the seasons such as Valentines and Christmas ones.

Four or five years ago we put up our own cards. Special photos were taken, half-tones made, cards cut from cream bristol boards and printed by local men. These we sold in thousands until the Canadian manufacturers got the craze, and now we have special views put up by them. The sale last year would be from 20 to 30 thousand in my store. We also have an exclusive book of Guelph views made up by the Albortype Company, Brooklyn, and which retails for fifty cents. Of these we sold 900 in three months.

Do not think I am pessimistic and that the post card business is finished, as it is not, but I consider that it has reached its highest point. Besides, the cheap comic lines, some of which are too nasty, have helped considerably to bring down the tone of the whole line, and also to reduce the price. At present I have an order in for twelve thousand, which goes to prove that I am not yet quite out of it.

As for general business, I think 1906 will hold its own in all lines, but it will be a very difficult thing to beat 1905, which was a record-breaker, I think, in all these parts of Ontario.

Jas. I. Anderson & Co., London.

The development of the post card trade with us in the last few years has been quite wonderful. We remember with what fear and trembling our first order was placed for 3,000 cards, and our elation at the rapid disposal of them. We were the first here to handle the local souvenir cards, and for the first two years had quite a snap, but, alas, for competition, which develops quite as rapidly as the article itself. Soon all the other stores were in line, and now bazaars and even drug stores have entered the contest.

The cards in greatest demand are those of local interest, though there has been an increasing demand of late for Canadian views.

We find it difficult to make a proper display of cards, the variety is so endless. Our local views, with some special lines, we show in a revolving stand on the

counter, and the other lines are shown in baskets. Assortments of Canadian scenes in one, comics in another, fancy in another, and so on. With regard to the possible continuation of the trade we are rather pessimistic. There will always be a demand, more or less, for the local view cards, but for the others we fear a slump at any time. There are signs now that in comics and fancy cards the demand is slackening.

There are altogether too many making souvenir cards. The market is fairly flooded, and speaking from our own experience, if we were to place orders with all the travelers who call on us soliciting, instead of thousands we would soon have millions.

One regrettable feature of the card trade has been the placing on the market by some dealers of numbers of comics which, to put it very mildly, are decidedly vulgar, and the writer has been more than surprised that some of the better class of retailers have given these cards a place on their counters.

We suppose the souvenir card line will be much the same as other lines, outside of those strictly staple; sales will fluctuate, some lines will drop out, and only those which appeal to the public will remain.

E. G. Nelson & Co., St. John.

The post card business has grown with us from a very small beginning about three years ago, to one of the most important branches of our business. We sell more of the local view cards than any other, but at the same time it seems that almost any artistic card will sell. We do not think there will be any sudden drop in the business and have little doubt that it will be good for some time yet.

AN IRREGULARITY IN THE BOOK TRADE.

IN the jobbing business in Canada there is an injustice being done that it might be well to refer to at the present time in the columns of Bookseller and Stationer. Most Canadian publishers represent certain other publishers either of Great Britain or the United States. As their representatives they alone are given a range of samples, enter into an agreement, in some cases introduce the whole line for the first time, and quite justly feel that they should be the proud possessors of the right to profit thereby.

The irregularity and injustice comes when another jobber with covetous eye observes that he has missed something, and immediately sets out to out-do the rightful representative in a legal but nevertheless not a straightforward way.

An instance of this comes to the writer's notice at the present time. The Musson Book Company have entered into an agreement with I. N. Foulis, of Edinburgh and London, to be their sole representatives in Canada. Their success with this line last year prompted others to endeavor to secure the agency, who, being unsuccessful, got some English publisher to buy samples in such a way that they are not suspected as having been bought for Canadian trade, hoping to be able to practice the same deception with the filling of subsequent orders. In the meantime the Musson Book Company, who are the rightful representatives, suffer to the extent that the other benefits.

Again, how often the Canadian resident representatives of the English and American publishers are unjustly dealt with, and in some cases the esteem in which these publishers hold their representatives is lessened by an attempt on the part of Canadian publishers to deal direct. Surely there are regular channels through which trade should pass, and the reputation of all Canadian publishing houses suffers because of the petty smallness of some few.