

claimed "would be a credit to Boston." In Trade Notices will be found a description of the store.

BACKED OUT.—Last month we gave a letter from the four booksellers in a western town, asking the wholesale trade not to give prices to the school trustees of that place. The rule has been to invite tenders for school supplies for the year, the consequence of course being that the prices ranged very low—no profit to any one and the business principle of competition done away with. But the wise agreement not to tender (as expressed in the letter) fell through, and although the four entered into a bond of \$100 each, one became afraid that the order was going to be given outside the town, and at the last moment sent in a tender, which was accepted.

Really it is too bad that cities and towns where are supposed to exist true business principles, should thus be a century or so behind their neighbours. The book trade is the only one that suffers. The simple trouble is that while there is a grand scramble for the honours of Alderman or Councillor, there is little or no interest taken in the election of School Trustees. There may be a mover and seconder with the candidate at the nomination, but sometimes the returning-officer has had to wait some time for even those. Till this is remedied we may expect some very eccentric action on the part of those who obtain their election so easily.

CONSISTENCY.—We would suggest to our friends that they secure the insertion of an advertisement in their local papers somewhat like this (it would make the school-book tender consistent):—

SOAP.

Whereas the regulations require that the children attending school shall be decently dressed and clean, therefore the School Board of Ironstock will receive tenders for the supply of a good common soap to be sold to the families having children at school, at cost price.

ANCIENT DAYS, Chairman.
TOBEY SLOWBOY, Secretary.

N.B.—The Board is considering the question of receiving tenders from a woman in each ward to wash the children of the ward before going to school.

PROSPECTS.—It is seldom that all men agree. To a certain extent they may coincide with each other's views in general, but on some particular points differ. So when all agree in predicting a good—not extra—Fall Trade, we must come to the conclusion that 'Trade will be good. As we write there is certainly every indication of it. Dealers have by this time found out pretty accurately how the crops have turned out in their respective neighbourhoods—well

almost everywhere—and have made up their minds that it will be safe to give fair sized orders. There is no disposition as far as we can learn to give extensive orders. All are ordering but in quantities that do not appear to be too large. Bills, considering the time of the year, are being on the whole promptly paid. To add to the satisfaction of Toronto wholesale dealers a bevy of Nor'-Westers are here or on their way. We hear of Richardson, Alex. Taylor, and Mrs. Rowles, of Winnipeg; Thompson, of Calgary, and others.

In the United States the feeling is, we learn from *The American Bookseller*, that "the tide has turned." It says, "More business has been done by leading houses this fall than at the corresponding period of last year and at the same time collections have been easier."

THE BOOKSELLERS' AND STATIONERS' ASSOCIATION OF ONTARIO.

To the Book and Stationery Trade of Ontario.

GENTLEMEN.—Having been elected President of the Ontario Book-sellers' and Stationers' Association, I desire to say a few words to the trade, but especially to the retail branch of the trade, with a view to having them become members of the Association. There are now in this Province between five and six hundred persons engaged in the Book and Stationery business, all working it seems to me as a boat without a rudder. True, there are some who are successful; but how many are there who make only a bare living who ought to be, and might be much more successful if they were members of a permanent and well organized association, such as it is intended the Ontario B. S. & S. Association shall be?

The question then is naturally asked, will joining the B. S. & S. A. help me in my business? I say in reply, "Yes, decidedly; in many ways," and will try to show how. One of the chief causes why so few are successful in the retail trade, is the practice of slashing and cutting in prices, especially is this the case in smaller towns where only two or three are engaged in the business.

I have seen many cases where, when a new man started in business, the established man would at once commence—to use a cant expression,—“to make it hot for him” by advertising to sell at cost” thinking thereby to crowd him out; and very often he is successful, all of course depending on the new man's staying qualities and the amount of capital he may have. But what is the result if he is sent to the wall? why his place is taken by another, and the same fight has to be gone over again, but this time under less favourable circumstances to the established man, as, very likely the second new comer has bought the stock of his predecessor at 70c on the \$1 and can afford to sell at less than a man who buys in the regular way. Now what has the established man gained? True he has succeeded in driving one man, perhaps two, out of business, but he has worked hard for three or four years and not made a cent; neither has he got rid of his opposition.

I think doing business in that way is a mistake,