

the regular retailer must wage a war for his just rights. Only one mode of warfare is open to us, and that is to combine our forces in an association of all the retailers of Ontario, having for our war cry *protection*. The undertakers have an association so well formed, that none outside of it can get a single article in their line from their wholesale houses. Their organization is so close that they can even exclude healthy competition.

Bear in mind that I do not want to smother legitimate competition, but I do earnestly protest against our wholesale houses peddling out their wares to every corner grocery in the country. Let us move in the matter at once, put our shoulders to the wheel, and success is sure to crown our efforts.

Yours,
RETAILER.

TORONTO, Feb. 12th, 1887.

DEAR SIR,—In your last number a letter from Geo. H. Suckling appeared, in which he gives some advice to the trade on the subject of copyrights and cheap music, and invites a general discussion thereon by the music trade of Canada. Let it be understood that this letter is not inspired by any hard feelings whatsoever. We recognize Mr. Suckling's right to give expression to his honest convictions, be they, in our judgment, good or bad. It is our desire to continue our friendly relations with the firm of Suckling & Sons; and we admit that their business success is proof of much good the community has received at their hands. Has he forgotten there is such a science as political economy? Will he tell us that there are no laws of trade and commerce, no laws of prices and values, no laws of supply and demand? We think not. Then, if not, how is it that he gives advice contrary to the manifest operation of these laws?

Mr. Suckling makes two grave and serious charges against the music trade of Canada generally that we believe to be groundless. We place them in the reverse order in which they appear in his letter, because it is more convenient for us to so deal with them. The first, for brevity's sake, may be called the charge of stupidity. He says: "The most stupid policy of all dealers is to disregard copyrights and to encourage the sale of cheap editions, which is done largely all over Canada," etc., with the result, as he says, that no one makes any money.

In order to show the economic fallacy underlying this charge, we must first determine the functions of the merchant or commercial trader. . . . The solitary trader has done infinitely little to make the customs of his trade. He finds them already made for him. He must step into harness, or go to the wall. It is the function of the retail trader to keep a storehouse of such goods as will most likely satisfy the needs and demands of his immediate vicinity. The merchant who fills his store with goods that please him, without having previously studied the wants and requirements of those who are most likely to become his patrons, will find, when too late, that he has made a failure.

Our advice to the trade is neither Mr. Suckling's advice nor the opposite. It is: In purchasing goods, do not allow your judgment to be warped by your own peculiar tastes or wishes. Study the wants of your customers. If they demand cheap music, then handle cheap music; if they want high-priced copy-

STANDARD

BASE-BALLS

For 1887.

This line of **Base-Balls** is put on the market to supply the necessity for "**A Line of Balls which will Ever be the Same in Quality**," and the quality of which will be fully understood by referring to the description published in our List. Names heretofore generally believed to be found upon good Balls only, have often been used on such as were inferior in quality of material and workmanship; the **Standard Base-Balls** are guaranteed to the trade to be just what they are here described to be.

The higher grades are manufactured under the supervision of Experts in the game, and in accordance with the requirements of the American Base-Ball Association; these comprise numbers 1 to 7. The numbers 8 to 12 being machine-made balls, have a well-finished appearance and are absolutely uniform in size and perfectly round. All are put up in substantial and attractive boxes of one dozen.

This is their third season, and already the "**STANDARD BALLS**" appear to be recognized as "The" Standard for good balls.

At the ending of last season many letters were received by us, speaking in the most flattering terms of the quality and finish of our goods; and even before our Price-List for the third season is issued orders are coming in which indicate **A RUSH ON THE STANDARD BASE-BALLS**.

Please Send Your Orders in Good Time.

The Toronto News Comp'y

TORONTO & NIAGARA FALLS, Ont.

P.S.—We have now in stock our "Eubber Balls" for the coming season, having placed our order last fall before the advance in prices of from 15 to 20 per cent. by the manufacturers. We will continue to sell at **OLD** prices so long as this stock lasts.