

We will be pleased to have letters upon this subject from any of the gentlemen mentioned in Mr. Robinson's letter, or from other members of the trade. While discussing this subject it would be just as well to take a wide field and study up news rates generally on daily, weekly and evening papers.

ESTABLISHING PRICES.

The wholesale trade of Ontario has agreed upon a selling price on bound volumes such as the "Boys' Own," "Cubs' Own," "Leisure Hour," "Sunday at Home," etc., as well as on other English books.

Annuals will be sold at net list price up to \$50 net, over \$50 at 10 per cent. discount. Allowances in all cases net. Terms, Net cash, January 1, 1890.

Miscellaneous books, published by the Religious Tract Society, at not less than 20c. on the shilling.

Miscellaneous books, published by the Society for promoting Christian Knowledge, at not less than 21c. to the shilling.

Miscellaneous books, published by other English houses, at not less than 19c. to the shilling, with the exception of job lines, which, to avoid confusion, are to be quoted so much net and not at a rate to the shilling. The following exceptions may be made when desired: In orders amounting to \$500 and over such amount to be made up net of miscellaneous books and toy books, but not to include Bibles, prayers or booklets. No restrictions as to prices excepting in the publication of the R. T. S. and S. P. C. K., which, without exception, remain 20c. and 21c. to the shilling respectively.

No restriction as to quality or price need be made to customers reselling in Toronto or Ottawa.

No import order for books to be dated later than November, unless shipped after that date, in which case they are to be dated at time of shipment.

Terms of payment as follows. Four months from Nov. 1, or from later date of shipment, or 5 per cent. for cash thirty days from Nov. 1, or from later date of shipment, or 3 per cent. for cash net January 1.

CUTTING PRICES OF PERIODICALS.

We have before us circulars sent out by subscription agents in the States offering English and American periodicals at less than the trade here can supply them. These agents are likely to do a great deal of harm for their business is of a most vicious character, and they are sending their circulars all over Canada. One man says that he is offering these papers at low prices with the object of counteracting the influence of the cheap and immoral literature. Here is a list of a few of the principal papers they are offering and the prices at which they will take sub-

scriptions. Observe that the prices they quote are all post paid.

	Publisher's Price	Offered by Agents at
Atlantic Monthly	\$4 00	\$3 35
American Agriculturist	1 50	1 10
Century	4 00	3 65
Harper's	4 00	3 10
Harper's Young People	2 00	1 65
Puck	5 00	4 00
Popular Science Monthly	5 00	4 15
Scribner	3 00	2 60

In durable periodicals these agents leave the Canadian trade out in the cold entirely. For example. The regular price of *Demorest* is \$2. Coming to the trade in the regular way this magazine would pay a duty of about 7 1/2c. per copy or 90c. per annum. Yet these fakirs offer it to our customers and the general public at \$1.65. We might also add to this the difference in postage. It is decidedly unfair to the trade that the Post Office Department should allow this discrimination in favour of the American dealer. The remedy lies in the hands of the American publishers, and the Canadian Booksellers Association should see that the matter is represented to them.

RUDE CUSTOMERS.

When the customer professes to know so much and to be so positive in his assertions, and when there is nothing really in the character or price of the goods warranting the invidious remarks he may make, the best way to parry them, if it be desirable not to give offence, is by a little gentle rallery, which he cannot take amiss, by which he is given to understand that he is saying what he does not truly think about the goods, so that he may have them offered cheaper. The extent to which this resource can be availed of must depend upon the acquaintance and relative position as to age, etc., of the salesman and the customer. It is at best a dangerous remedy, and unless there is a fair certainty that it will answer the purpose in any particular case it is best to avoid risk by a silent submission to the remarks, with perhaps a simple expression of regret that the article does not suit. Still there will occur instances where the salesman's self respect requires that the customer should be informed in the politest way possible that his unjust assertions and remarks are without influence or effect. [How to Keep a Store.]

A FEW DON'T'S.

Don't advertise your competitor's establishment. If he wants to compete with your shop for the trade of your town, let him do his own advertising. Advertising is too valuable to give away. In other words, don't talk about your competitor's shop or his work. That is, don't run down his work. If you are overloaded and must shoot off your mouth at something, don't aim at your business rival. If he be the subject of conversation, and you must say something about him, draw it mild.

If a customer is within ear-shot, draw it very mild indeed!

From a business point of view, advertising a competitor by continued criticism is not only wrong, but foolish. Perhaps your hearer has never before heard of your rival and his "slop shop," as you term it. But it is quite possible that his curiosity may be aroused. He may think he will go around and see what is going on there. He may find the situation not just as you represented it to be, and he may conclude that, if you do not tell the truth about your neighbour's work, you possibly don't about your own. Or, he may see something there that just suits him, and buy it, when, if you had not thus advertised the opposition establishment, you might have made the sale yourself. In any case you see it is practically giving your neighbour a loaded gun with which to blow off your own head.

I have several times had positive knowledge of competitors making sales and obtaining good customers from such free advertising by indiscreet rivals. "I didn't know there was any shop here until old Brown told me about you," remarked one customer. Another said: "I declare I hadn't thought of this place at all until Smith down there happened to mention it."

VALUE OF OLD STOCK.

Some dealers are very reluctant to take a sufficiently reduced view of the value of their old stock when they are really desirous of selling it off. As they go over their stock piece by piece, one article after another which should be sold off is reserved and laid back on the shelves, because it is cheap enough already, or is intrinsically worth more than is asked for it. Or perhaps because it is not just the season for selling it. Of course there are periods of the year when certain goods sell better than at other times, and some things may be reserved for the appropriate season, but to a man who wants to reduce his stock there is no time like the ever-present now. It is a good method, in passing judgment on the value of such old stock, for the dealer to consider what he would be willing to buy more of it at, and be governed by this view as to its real worth.

The Copyright Bill has been printed, and it is thought it will become law this session.

There is nothing new to note in the matter of postage, but the trade are promised that the difficulty about postage and duties will be made satisfactory.

Standard baseball goods are selling very well this year owing in no small degree to the favourable weather. One house has sent a third re-order this week.

We learn that Mr. C. M. E. Ridge, who has represented Brown Bros. for many years will this month transfer his services to Buntin, Gillies & Co., for whom he will cover same ground as at present.