

that if this agreement was put through, the main part of the article should be towards the maintenance of published prices on all current literature, also that there should be no discounts whatever to the public. His suggestion for bringing about a successful settlement of the present general mix-up, was that instead of giving a discount, as in most cases, the difference should be spent in good reliable newspaper advertising. Mr. Phelan stated that some of the American publishers spend large amounts of good money every year in advertising, previous to the publication of a new book. In this way, to a large extent, a good demand is created, and the cutting of prices can be done away with in most cases.

When asked regarding the written agreement, signed by Montreal merchants, and now in his possession, he stated that Mr. Allen, of Melrod & Allen, Toronto, spent a day in Montreal, some four months ago, in getting booksellers and department houses to sign. In the interval since that time, to Mr. Phelan's knowledge, the agreement had been lived up to till within the last two weeks. The cutting at the present time is general. Mr. Phelan thought that the feeling now seemed to be a want of confidence among the booksellers and department houses, and that a new agreement, if made, would be broken in the same way as in the past. His opinion in the matter was that if another agreement could not be

reached, the only way to overcome the difficulty was for the publishers to refuse to supply the cutters.

A Firm Stand.

When asked about the present book situation, Mr. Renouf, another large up-town bookseller, said, "Yes, I am willing to enter into any written agreement which will protect booksellers' interests." Continuing, he suggested that publishers should notify the trade that if a continuation of price cutting was followed, they (the publishers) would cut off the supplies of the cutters.

He also stated that he was selling current literature at the figures agreed upon, namely \$1.50 publications at \$1.25 and \$1.25 literature at \$1.10. He further stated that he had no desire to cut prices and did not intend to cut them, unless compelled to do so to protect his interests.

Mr. A. R. Grafton, a down-town bookseller and stationer, stated that as far as any new agreement was concerned, he was perfectly willing to consider the matter, although he had not been consulted in regard to the previous agreement made. He claimed that if such another article were put through, it would be to the advantage of booksellers and stationers to have prices at the publishing figure, and have no discount whatever. Further, he stated that for the protection of all interests one price should be agreed upon.

CATCHING TRADE IN PHOTO SUPPLIES

The photographic season is now in full swing all over the country; enthusiastic amateurs are snap-shooting everything they can lay their eyes upon. This snap-shooting fever is a good omen for the supply business.

At this time of the year there are two prolific sources of demand. They are the tourist and the beginner, and both sources are capable of great development if dealers put their thinking caps on and reach out after the trade.

In considering the question of how to get at the tourist and stimulate his demand for supplies it must be remembered that he is careful of his supplies because he is not sure that they can be refreshed. It is important, therefore, to give the photo supply department great publicity. The tourist must be informed that new supplies are available. To this end a dealer is wise if he goes right to the spot where visitors congregate. The railway station and the steamboat wharf (if you are located in a lake port) are the places to get at the tourist when he first arrives. Have a sign placed at some prominent point in the depot or on the wharf, emphasizing the words "photo supplies." This sign will at once attract the attention of a visiting amateur, because his hobby is liable to be uppermost in his mind. Then it would be well to have a cotton sign on a frame, protruding from the store front, so that it may be seen from all directions, so that the feet of the amateur will not go astray. Then, inside the store be well prepared for tourist customers. His chief want will of course, be plates and films, especially films. These will vary in size from the smallest to the medium, few of the larger size of plates or films being required by the traveler. There will also be some demand for general supplies, like developers, papers, mounts and trays, but they will be much more active in the fall. Pocket cameras, too, should be fairly active during the tourist season. It would be unwise, however, to lay in

a large stock of these, as you will be able to send in orders to the jobbers and have them filled immediately. Keep some, though, in case a customer wants one in a great hurry.

Then it is within the power of the local dealer to encourage local amateur photography, and in this local talent a great deal of profit lies dormant. "It's up to you," as the saying is, to wake up and stimulate the amateur talent in your locality. The beginner generally wants a complete outfit, and many jobbers sell these outfits for beginners complete, with full directions. It would be well to stock some of these complete outfits and get after the beginners.

Last month a competition was suggested as a means of arousing photographic enthusiasm among the younger generation. The idea of a competition applies equally well to adults.

Advertise well, and all summer long keep some photographic materials in the window. A good idea is to set up a camera upon its tripod, and surround it with supplies of all kinds, and with some advertising material illustrated with real photos, which all jobbers readily supply. This, with a good show card or two containing invitations to come in and investigate, will arouse some dormant talent in your community which only needs waking up.

Mr. John Morgan, Canadian manager Raphael Tuck & Sons Co., Ltd., with headquarters at Montreal, is traveling in Western Ontario with fall samples. Mr. F. A. Hutchison, eastern representative, and John K. Gay, western representative, both with the above mentioned firm, are traveling in the interests of the firm.