

which our Government receive nothing for postage. Would it not be more satisfactory to have a large portion of these cheap books distributed through the Dominion from Toronto and Montreal instead of from New York and other American cities. But the tendency of the present system is to discourage this. The wholesale price may be the same in Toronto as in New York, yet so long as the postage from Toronto is 20 and the postage from New York is only 5, of the value of the goods, just so long will the retail dealers send their orders to New York instead of to Toronto.

I venture to say that there are a thousand pounds' weight of cheap books go into Winnipeg from American cities for every ten pounds that go from Toronto. Why? Simply because the retail bookseller there can save 15 in postage by not buying in Canada. The same thing may be said of all distant parts of the Dominion and of a great many places nearer home. The fact is retail book sellers are given a premium to send their orders out of the country.

The interest of the Canadian publisher of the same class of books is also seriously affected by the same cause. He is protected by a tariff of 15 on books, but he is charged 15 more for distributing his publication through the mails than his American competitor has to pay. The benefit of the duty is neutralized by the extra expense of mailing, while if he desires to send his publications into the United States, he is met by a duty of 25 and also an export charge in the shape of postage of 40 more. The American duty in itself is not prohibitory, but with the additional Canadian charge it is almost so.

There is only one remedy for this state of things, and that is to allow publishers, booksellers and newsdealers to mail all printed matter known as second class matter in the United States at 10 per lb. Such a law would not only benefit the dealer, but would benefit the revenue as well. The Canadian Government are carrying one hundred times as much of this class of matter for nothing as they are getting from Canadian dealers at 40 per lb. If the law were changed instead of carrying it free for the American trade, they would receive one cent per lb. for a large portion of it from the Canadian trade. At the same time the profit on the business done would be earned in Canada.

No other business in Canada has been treated so unfairly as ours has been in this matter of postage. While other classes annually journey to Ottawa to seek for a little advantage over his foreign competitor, the bookseller only asks for equal privileges. Let us have postage at 10. per lb. If the

revenue suffer a little the country can stand it better than we can. A few dollars should not stand in the way of doing justice to an important branch of trade. However, I believe, as previously stated, that the revenue will be increased rather than diminished by the change.

Salesbury Bros., of Peterboro, send sample sheet of their news checking book. It is ruled as follows. First column, ledger folio, second, name, then fifty-two columns for the fifty-two weeks of the year. They say, "Of course you would have to use a book about the size of a sheet of cap. Either make it a thin book, good for three years, 12 leaves, then a full page and 12 leaves more, one for each paper, except when the list is small. In regard to the marking of papers for subscribers who call at the store, the simplest plan, and ours, is to write the names on a stiff piece of cardboard and number them consecutively, then we can mark them in two minutes. Your memory will tell you who have taken them before you get them marked."

One of the best of Western Ontario news men, who, unfortunately, will not let us mention his name, sends in another checking with these remarks: "The sample of book as sent, I have used for 15 years or more. The lists for newspapers mean transferring every six months, but as there are changes in newspapers almost daily, you get a correct list twice a month, and by the checking over, it is like taking stock, you can personally notice any delinquent, or any person who should have been charged up in his account and was not. I do not like the index style. Daily papers should be put down in separate routes, No. 1, etc., and listed as delivered, and for weekly or monthly you have no check as to whether you marked them off or not. The reason I send you this is that I think it is good. Mr. Rothwell's is very near like it, but he has no space for marking in each month to show if marked off or not."

His check sheet is ruled as follows: 1st column, "Call or deliver," 2nd column, "Home," 3rd, remarks such as "Where delivered," "Post Office," "Paid in advance," "Other account," etc. After that, 52 columns for the weeks, and at the end, one and one-half inch space for remarks.

He goes on to say: "For newspapers I prefer cap size opened at side, ruled for six months only, payments marked in same way. Weekly collections made by boy, in a book with weekly customers only, then transferred to large book, thus keeping a check on the boy. The names are placed in the book just as the boy delivers them. In case the boy should take sick, you thus have a list of his route handy for a substitute. For monthly

magazines I use the back half of the book, ruled the same, only 12 columns on the page."

HOW TO BUY OPERA GLASSES

Opera and field glasses, though generally classed with spectacles and other optical goods, are unlike them in many business respects. Spectacles, for instance, will find a demand in every settlement, no matter how small, being, as they are, actual necessities to those whose eyesight may be failing. They are not to be classed as luxuries, except perhaps in the finer grades of gold rims and pebbles. Opera glasses, on the other hand, meet with but little sale in any town in which there is no music hall, and field and marine glasses are sold almost exclusively at seaports and in the larger cities. From this, however, it must not be inferred that the trade is an undesirable one where it can be obtained. Unlike spectacles, very little skill is required to sell a pair of opera glasses and no sale need ever be effected without a good round profit. There is no special rule as to what trade should sell this class of goods, and being regarded largely as gift goods, they can be handled quite as advantageously by a fancy goods dealer or stationer, as by a jeweler or druggist, who keep other optical instruments in stock.

To buy opera glasses successfully, the dealer should treat them just as his customer will do. Each sample should be carefully focussed upon some object at a distance and tested as to its magnifying capacity and penetration or power of "bringing up" the object from its surroundings. Every glass, too, except the very cheapest—which are by no means the most salable lines—should be ACHROMATIC. The word ACHROMATIC is derived from two Greek words A, not and CHROMOS, color, and means, "when applied to optical instruments, that the lens is so made as to prevent a ray of light passing through it from separating into a rainbow of color, and thus spreading a tinted halo around everything viewed through it. This serious imperfection is averted by making the lens of two pieces of glass of different substance, one being flint and the other crown. These are carefully ground to fit one another exactly and cemented together. The color of the two glasses being slightly different, there need be no trouble in satisfying oneself of the quality of the lens by unscrewing the bottom cap and examining the sides. As this is the most expensive part of the instrument, it is natural to suppose that cheap glasses will not be ACHROMATIC. Hence their slow sale.

The best opera glasses are made in Germany, although in Canada, Parisian goods meet with an exclusive sale, Lemaire being the favorite manufacturer. It is a mistake, however, to suppose that Lemaire's goods are so very far superior to those of other makers. In small points of finish he seems