

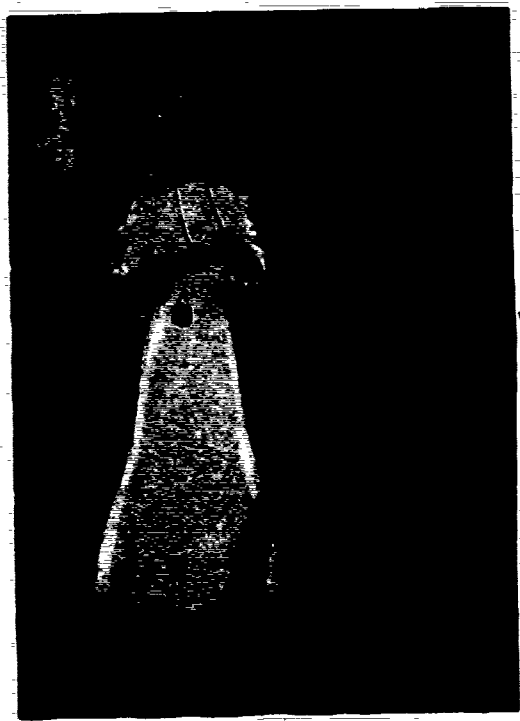
Dear Sir,—In reply to your letter of the 18th, re results of using collecting forms, I might state that I have had excellent returns. In fact, most of the cases that I used them were for accounts that I had considered as lost or no good, as I was anxious to give them a good test, and I have received over \$20. This seems like finding money, as I had used several other methods and could not get any results, so that I am convinced that they are the best thing that I know of, and I intend using them continually.

F. A. HOAR.

Barrie Sept. 20, 1907.

### How Booksellers May Profit.

What has all this got to do with the booksellers, some reader may ask. Simply this—the Booksellers' and Stationers' Association are going to afford precisely the same service to their members. Through the courtesy of the secretary of the Hardware Association, the secretary of the Booksellers' Association, is in a position to supply members with the identical means of collecting, which have proved so satisfactory.



Frontispiece of "The Shuttle."  
By Frances Hodgson Burnett, (Copp, Clark).

The service will, of course, be confined strictly to members of the association in good standing. Any booksellers, outside the organization, who desire to benefit by it, must first make application for membership and pay up their dues. The advantages to be derived from membership, in this one particular alone, are sufficient to induce every bookseller to join the association.

For the reason that the association members alone are to benefit, it is impossible to explain the scheme in detail here. Suffice it to say that the collection letters and follow-up letters are supplied to members at cost. An outlay of \$1 is sufficient to secure letters, follow-ups and envelopes, with which to reach 60 delinquents. Add to this the membership fee in the association of two dollars and it will be found that every bookseller has at

hand a cheap and efficient way of collecting his bad debts.

### How to Secure the Service.

The way to secure the service is to communicate at once with W. A. Craick, Secretary of the Booksellers' and Stationers' Association, 10 Front Street East, Toronto. If you are already a member of the association and want to make a trial of the scheme, send in \$1 and secure sufficient printed matter to cover 60 delinquents. If you are not a member, send in \$3, which includes \$2 for membership and \$1 for the printed matter. In any case, give the scheme a good trial. It has helped others and it is quite likely it will help you.

Officers of the association, who have been shown the collection forms, express their approval of the idea and believe it will be found beneficial. One officer stated that he considered it the best thing the association had yet done for its members and he expected that the membership would be very considerably increased by means of it.

### Organize Everywhere.

There should be provincial trade organizations all over Canada, and a central organization to link together the various provincial bodies. Cannot something be done to bring this result about?

Take, for instance, the collection scheme outlined in the preceding columns. This scheme should be available by every bookseller in Canada, whereas, as it stands, it can only be used by the Ontario dealers.

Mr. Douglas, of Edmonton, was shown the collection plan when in Toronto, and was so impressed with its value, that he determined on his return to the west to get the Alberta booksellers together and suggest an Alberta Association. We hope he will be very successful in his efforts to bring about this result.

### CO-OPERATIVE BOOK LIST.

Arrangements are being made by the secretary of the Booksellers' and Stationers' Association, of Ontario, to issue a co-operative Christmas Book List for the benefit of members and for such other booksellers as may care to avail themselves of the offer.

Typographically, the booklets will be dainty little productions, printed on coated stock and well-illustrated. The cover will be specially designed in holly wreaths, in two colors, and in each case will bear the dealer's imprint. No publisher's name will appear, so that the booklet will apparently be the bookseller's own production.

To members of the Association, the booklet will be supplied at cost. Only orders for one hundred or more booklets will be accepted, and the maximum price will be \$3.00 per hundred; \$5.50 for 200 copies; \$8.00 for 300 copies; \$14.00 for 500 copies, and \$25.00 for 1,000 copies. These prices will be reduced should the edition run over 5,000 copies.

Non-members of the Association, resident in the Province of Ontario, can secure booklets by paying an additional charge of \$2.00 in each case, which will entitle them to membership.

As for booksellers outside the Province of Ontario, the Association is willing to supply them with booklets at the above figures. It hopes that many of them will avail themselves of this offer.

Any further particulars will be gladly supplied by the Secretary, 10 Front Street East, Toronto.