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The Booksellers' and Stationers' Association

A Valuable Collection Scheme -- Christmas Book List.

The money shortage this fall is forcing merchants to realize the importance of insisting upon prompt settlement of accounts. Many retailers have been lax in making their collections in recent years, the general expansion of industry and the plentitude of money encouraging them to deal too liberally with credit customers. As a result, most merchants find it hard to meet the demands of the jobbers, who are being urged by the banks to reduce their loans.

If jobbers are forced to pay higher rates for money the burden will be passed on to retailers who are behind in their payments, and to escape this addition, retailers must collect hard and gather in every cent available, and the time to act is before the real squeeze comes during the winter.

The Ontario Retail Hardware Association is helping its members in a practical manner by supplying form letters at a nominal cost to enable dealers to collect hard accounts. These "collection department" letters have been in use by some merchants since last May, and the results have exceeded the most sanguine expectations of any member.

A Warm Testimonial.

One member, G. A. Binns, of Newmarket, is enthusiastic in his commendation of the scheme. Writing to the secretary of the Hardware Association, he says:

Dear Sir,—Replying to your favor of the 18th, asking for my opinion with reference to my experience with the "collection department" letters, I am glad to say I have found them more effective than any plan I have ever tried.

I sent out the forms to twenty dead heads that I had crossed off my books as N.G. The amounts were all small, from \$1.50 to \$5, amounting in all to about \$60. From the first letters I have had \$33.89 paid in. I think the business-like heading of the forms carries more weight than the ordinary collection department letter heads.

I feel confident there is nothing that will repay better than a few of these letters sent to dead heads.

G. A. BINNS.

Newmarket, Sept. 25, 1907.

A. W. Humphries & Son, Parkhill, had splendid results from their use of the Association collection forms. Their letter to the secretary reads as follows:

Dear Sir,—We have your letter of the 18th, making enquiry as to our success with the collection forms of the O.R.H.A., and would say that results so far have been very satisfactory. In all but one instance we have received full settlement with interest, and that one case was a particularly hard one, which will require very vigorous following up.

The first collection made by means of the forms repaid us several times over for their cost, and we have still a good supply on hand for further use.

We think that the more general use of these forms would be greatly to the advantage of the retail trade, and the dealers who use them will find almost immediate benefits, and trust that the collection department may continue the good work with vigor.

A. W. HUMPHRIES & SON.

Parkhill, Sept. 25, 1907.

Belleville and Barrie Approve.

To show how general has been the success of the scheme, two other testimonial letters may well be reproduced, one from a Belleville firm and the other from a firm in Barrie.

Dear Sir,—With reference to the collection forms which we received from the association, we are pleased to say that we received very large returns from the investment.

We had lately transferred our accounts to new ledgers, and before writing a large number of accounts off to "bad debts," sent a number of your collection forms to these parties. In response, several accounts were paid which we considered lost accounts. We trust that your department will prove equally successful to others.

W. W. CHOWN CO., LIMITED.

Belleville, Sept. 19, 1907.