

afford an opportunity for generous purchases. Credit today is chiefly a matter of mutual convenience.

It is a good thing for the store as it is apt to throw trade into one establishment, and avoids the delay in purchasing as well as the sending out of goods (C.O.D.). It is a fact that more than one store which started out to do a cash business has found it necessary to adopt this form of credit.

This does not mean a return to the old-fashioned style of allowing a customer to pay when he so pleases. In the country store conditions are somewhat different. A storekeeper has to carry his customers from season to season, and the collections are dependent upon the moving of crops.

Politicians in Canada are just now busily engaged in the business of politics. It would be better for the country were they engaged in the politics of business.

BUYING FOR AUTUMN.

THE travelers for the stationery houses are now well under way with their Fall lines. The freedom with which the retail dealers in the country are buying shows great confidence in the outlook for the next year. This hopefulness is full of promise. In most cases it is the result of personal observation of existing conditions for several seasons back. Men who have been in business in one town for a considerable time can size up the possibilities pretty shrewdly. Accordingly, when business men throughout the country feel that business is going to be active, and the volume of sales large, it can be fairly assumed that they have good grounds for their belief.

Apart from these conditions it is a fine thing for business to have such a feeling prevalent among the retailers. Whether it is present among the general public at first or not, the spirit of the retail trade will soon become universal. The additional variety and attractiveness of his stock, which shall result from the retailer's liberal buying, will compel the attention of his customers. All indications point to a prosperous season for the country at large, and the booksellers and stationers are preparing to get their share of the general prosperity.

Don't steal time You can't repay it even should you at any time be conscience-stricken

NOVELTIES FOR SUMMER.

UNDER proper care, a large business can be developed in souvenirs and novelties. This is the particular province of the stationery shop. The army of Summer visitors, when will soon be on the move, provides a ready market for this class of goods. The increasing popularity of picture post cards and view books is but an example of what can be done along this line.

A tourist is always anxious to carry away some token from a town which he visits. It adds greatly to the pleasure of a trip to collect souvenirs of the holiday

It is no forced or artificial demand which the stationer has to meet. It is a want which has naturally arisen and which will bear the utmost development.

The stationer cannot afford to close his eyes to the importance of this department of his business. It is attractive stock and allows of big profits. Never before has there been such a variety of novelties on the market and a good selection of these should prove a strong impetus to business.

Dishonesty is economically unsound as well as morally bad

NEWSPAPERS.

THE newspaper business is not developed in most stores to the extent it might be. Most dealers are content to accept what subscriptions come in, in a haphazard way, for city papers, without exerting themselves to create new subscribers. This is not a very big part of the business, yet it is one of the numerous small things which bulk largely in the total. It is worth while making an effort to get new business. There is no habit which is as incurable as newspaper reading, and the chances are strong that if a man once subscribes, he will never discontinue his paper.

A newsdealer will have the active co-operation of the big papers in this. They are always ready to second any movement which is going to increase their circulation. A combined campaign on the part of the newsdealer and publisher should increase this business to a very appreciable extent. The suggestion is well worth a trial. If it accomplishes nothing else, it will prove to the citizens that the dealer is alive and energetic in his business methods.

A broad outlook is essential to the up-building of a large business

BE OPTIMISTIC

DO not admit that any town is better than your own. There is too much complaining about the deadness of the town, the unprogressiveness of its citizens, and the perversity of everything and everybody. This kind of talk will never make your business any brighter. Remember that whatever be the faults and failings of your particular bathwick, that is the place in which you have cast your lot, and that your success depends primarily on the town's success. Be optimistic.

If there is any royal road to success, it lies in that. Convince yourself, first, that you are doing business in a community of intelligent people, who are able and ready to buy your goods, if you can show them that they are right in quality and price. Then get out and show them. That is what an advertisement is for—that is what your show windows are for. You will be surprised how infectious such a spirit of enterprise is. It will spread from you to your next door neighbor, from him to the rest of the street, and from that street to the rest of the town. That is what you want. Life and spirit in the town means business and profits for you. Be optimistic.