

"It takes some customers but a short time to make their selections, while others wish to go lower; we are bound to please them all," I answered.

"Does it pay your house to devote so much time to so small a sale?" he inquired again.

"Yes," I replied, "I have taken pains to give you what you want. I know that you will find the goods as I say. You will have confidence and come again, and the next time it will not take so long."

"After getting his package he walked out of the store. In three days I mailed samples of the new dress goods to his wife, and the circumstance passed entirely out of my mind. In about a month I was transferred to another counter and received a slight advance in wages. Much to my astonishment, I was taken away from this department after only a month or six weeks' trial and placed in another position. I could not believe that I was not giving satisfaction, because with each change an increase of wages was made. One morning I was informed that Mr. B. wished to see me. I went to the office with surprise and some fear. I was more surprised when I saw sitting beside my employer my customer of a few months back. He proved to be the moneyed partner of the concern, whose other business interests kept him away from the dry goods store almost entirely and he was known to but few of his employees, although he knew that I was a new man as soon as he saw me, and

thought to see what metal I was made of. That he was satisfied is proved by making me buyer of the several departments where I sold goods. My prosperity began with the tough customer, and now I thank goodness that I got him and that I did not show my disposition to strangle him." [Economist.

HOW TO INCREASE YOUR WAGES.

Every thinker knows that the man who would succeed must do more work than he gets paid for, in every profession and trade. We take it for granted that the man who will do only \$20 worth of work a week because his salary is but \$20 will never get more than \$20 a week, for the simple reason that he has never shown his employer that he is worth more. We figure it that an employee who means to succeed has to do from ten to twenty per cent. more work than he gets actual pay for. Thus he has to do until he reaches a certain point, and having reached that point, he will find that by as much as his income has increased by so much has the demand for amount and intensity of his labour diminished. To put this theory into figures, we will say that a boy receiving \$3 a week should do \$4 worth of work; the boy receiving \$5 a week should do \$7 worth of work; when he gets to be a man and receives \$20 a week, he should do \$30 worth of work; a man receiving \$30 should do \$40 worth of work, and so on until, say, the salary reaches

\$75, and then the labourer can give himself somewhat of a rest, that is to say, about \$50 worth of work will satisfy his employer. Labour brings its market value, and is seldom overpaid, oftener underpaid. It is the experience—the "know how"—that brings the money.—[Philadelphia Ledger.

HOW TO ADVERTISE.

Advertising is both a science and an art. The science of attracting the attention of the public; the art, of holding the attention after it is attracted. People are fast learning these facts, and advertising is in consequence constantly being elevated to a higher plane. The time was, and it wasn't a great many years either, when it was possible for a man to run a business successfully without advertising. He just gave it time and let it advertise itself. That isn't possible now. There is too much competition, the world is living too fast, and money is too uncertain. The business man of the present day who doesn't advertise is usually of small importance in the great world of trade.

And yet the successful advertisers are not always those who fill the most space in the newspapers, or who pay out the largest sums of money in return for that space. The scientific advertiser does not, as a usual thing, spread his declaration of principles over an entire page in a newspaper. He takes a smaller and more modest space, writes his advertisement in a practical, attractive man-

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