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Displaying Stock.

The harmonious displaying of stock is an essential feature of business advertising, which should not be lost sight of by any business man who has goods to sell. In the case of the druggist harmonious display is of more importance than special display, although, as far as his window is concerned, special display is of considerable importance also.

Neatness and order are the main things to be considered in the display, as the artistic taste of the individual will show itself in the manner of arrangement and cannot be given by any means of suggestion.

It has often been said that goods well bought are half sold, but it might as truly be said that goods well displayed are sold regardless of their buying.

The difference between an orderly stock and a disorderly one, might be compared to the difference between an orderly person and a disorderly one, as the average intelligent, self-respecting individual will avoid the two latter in either case.

The main object in displaying stock is to make it alluring and attractive. The seller wants to sell his goods as he is aware that the buyer will buy from some source similar goods to those he has in stock, he seeks to so display his that they will prove more seductive than his business opponents. The term used to describe the new form of show case, "the silent salesman" is a good one and we are confident that the merchant who can arrange his stock in it in the most artistic manner, will find it to be one of the most effective salesmen he can employ.

Good display is good advertising and good advertising is the best method of inducing, securing and retaining trade which has yet been devised. Good buying is a display of good judgment and good selling is a display of tact that utilizes every fair means of disposing of stock that the public can use. One alone

will not assure success, but the two are bound to secure it.

Human nature is so constituted that the most attractive things secure the most attention and the business man who fails to benefit by this fact, lacks the judgment necessary to make the most use of it. He fails because he deserves to.

Business Building.

Of the many successful businesses which have an extended reputation but few could be mentioned as having been originally established by the aid of large means. The majority of businesses of a trading character have been built up by knowledge, enterprise, industry and economy. Means may be valuable, but business history has not proven it to be, unless placed in the hands of men who would have succeeded without it.

To secure success, certain things are essential. The man must understand his business, and not be above it. All business is honorable which is honorably conducted. He must be an energetic and persevering worker, as the active business world has no use for drones in the hive; he must make the opportunities that are to contribute to his success, as, if he waits for something to turn up, he will be sure to let the something pass by without being aware of it.

The man who is continually dreaming of a future never has one, as the present alone provides for the future, and the end is never reached but by a beginning. The true man of business must be enterprising, thoroughly alive to his chances, and make the most and best of those that present themselves. He must be economical, as no matter how able he may be to make money, if he is not able to save it, he has accomplished nothing.

The combination of talents here mentioned are, to a greater or less degree, within the power of every person to make use of, and the user who will zealously be guided by them will be sure to develop into a successful business builder.