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PERSONALITIES IN BUSINESS.

It is often remarked by foreigners that the personality of a man in this country influences buyers more than the merit of his goods. While this seems to be putting the matter rather strongly, it cannot be denied that a salesman who is well liked in the trade can sell more goods than one who is not possessed of the faculty of making all men his friends. A happy faculty it is that is born with a few, cultivated by more, and, unfortunately, disregarded by many. A charming personality seems to veneer all faults, even to throwing a glamor over somewhat undesirable goods, though it may not always succeed in making a sale.

In Europe, it is said that the merit of goods alone decides a sale; well, perhaps so, but we still think that the price is an important item. It is a common idea that the American is very keen after value received; but merit and price do not always win, in spite of the copy book maxims of our youth; but sales are daily made founded upon personal liking for the retail as in wholesale circles, and is a fact worthy of consideration. A salesman is valued according to his sales; if these are increased by the confidence and popularity that he can establish, his value rises in proportion. This may be a mercenary reason for adapting oneself to all people; but to look at the matter in another light, it is pleasanter to be on good terms with both your customers and employers; the pleasure of living is increased when one's business surroundings are congenial, and their congeniality depends upon yourself to a greater extent than you may be aware. Such a manner, mind or feeling may be cultivated—though it will not come in a day; but, if naturally possessed of it, be thankful, and add to it energy and ambition, the three forming a trio which goes far to make up the ideal salesman.

BETTER THAN STRIKES.

The recent effort of Dr. Wescott, the bishop of Durham, to induce the men who have heretofore resorted to the strike in order to settle their difficulties to substitute argument and discussion for this last resort between parties is a step in the direction of industrial peace. What he suggests is boards of conciliation by which both parties may learn from one another

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MINES, MINERAL PRODUCTS

what the actual state of affairs is. It was significant of a new condition of things when a miner said the other day that "if the owners would trust the men and give them full particulars of their trade there would not be a strike in Durham for twenty years." This remark and the Bishop of Durham's position show that locally a step forward has been taken between the employers and their workmen by consenting to meet together for conciliation when any troubles exist. It has been found by actual experience that strikes are a very costly and unsatisfactory means of settling industrial troubles, but too often the promoters of them have been unwilling to listen to conciliatory methods of settling difficulties.

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