

that won under the first Napoleon utterly failed when controlled by the last Napoleon? Mayb they will discover that it makes all the difference in the world *who* directs forces as to whether success or failure comes.

Suppose we remember, and take courage, that the sneer of the Austrian general, because his opponent failed to conform to "the rules of war" as he understood them, was soon turned to dismay as he found himself routed by the French innovator?

Will it do any harm if we remember that great stores had been built and great business had been established long before the art of the modern writer was known?

Will it do any harm if the merchant is reminded that he once lighted his store with candles or oil, but that now he must have the greatest power of the electric light?

Will it do any harm to recall to many of them that the time was when half a dozen clerks served instead of the hundreds needed now, and that it was not uncommon for one of them to deliver a bundle "on the way home to dinner?"

Will it be wrong if we assume that the best writers on business are those who are evolved from it and its necessities?

Will it not be pretty near the solemn truth to declare that the spirit that goes out from the firm means almost everything to begin with; that the men who absorb that spirit and control the great departments are of the greatest importance; that the manager who selects the department heads and the clerks to assist them, and so manages to keep them all up to the full requirements of the store spirit with the least friction and the most enthusiasm, is also a man of great importance?

Is it not even so with the writer who catches up the threads of the great, throbbing store life and sends it out a fair fabric of thought, in pleasant measure, to do its work among the thousands who read and think day after day about the store and its ways?

Combine all these in perfect harmony, all working to a common end, and you have a power that will build up any business on earth.

For any one man to think he does it all is absurd!

For a writer to assume that he knows more about a business than the man who created it or the men who direct it, is absurd.

For a writer to formulate a plan for the writing of *all* business announcements is the height of absurdity.

For a writer to assume that he can teach a run round method that will be effective anywhere is another absurdity.

Why is it that one merchant advertises and sells only one hundred and fifty thousand dollars a year, while another merchant, a couple of blocks away, advertises and sells a million?

The merchant who possesses that subtle quantity of brain that enables him to grasp possibilities that are merely shadowed a long way ahead, wins for himself the first place among merchants, while his neighbor, having the same products of the world to choose from, falls far short of achieving eminence, because he lacks the one important quality so necessary to achieve pronounced success as a merchant.

The lawyer, with that fertility of resource that enables him to make the best and the most of every possible and seemingly impossible point for his client's advantage, gets the thousands where his less acute and brilliant brother gets only hundreds.

The physician who can reason closest as to cause of physical disturbance and knows best how to remove it, stands away and beyond his fellows who have less acute reasoning powers and less knowledge of remedial agencies.

The clergyman who looks the nicest, talks the pleasantest and has the magic power to lift you in his arms and carry you away and beyond the turmoil and struggle of every-day life up into the confident calm of hope and faith, gets the thousands where others get only hundreds.

The editor, the rare one who prints all the news because it is news, who resists the blandishments of sycophants or the money of advertisers alike, and who ploughs his way through cant, hypocrisy, shams and political debauchery wins, at last the thousands where the "real good fellow" gets the hundreds.

The business writer who will win the highest place in this newest of the professions is sure to be that one born with the instinct of the merchant who develops in himself the alert acuteness of the lawyer, who has the power of analysis ascribed to the physician and the warm, glowing electric force of the clergyman.

The writer on business who will add to these the quality of dignified modesty, coupled with unusual versatility of expression, will of a surety be lifted up into the highest places and be given, with alacrity, the thousands where others get the hundreds.

These gifts cannot be educated *into* a man, they cannot be bound by fetters, neither can they be called into any man's service at will. They can only have perfect life and expression when all that is in the man is called into best effort, because his business instinct, his truth, his respect and confidence in the house, and his love for the achievement of purposes of themselves right and good, opens the flood-gates of his thought, and he tells his story with simplicity and truth.

Finally, when the man is found who possesses these gifts, you will have found a treasure that any tired, worried, care-laden merchant may call to his side, sure that he has, at last, found a part of the elixir of life, and that his years will be lengthened and gladdened because of the gracious ability that sits by his elbow ready and able to send the store purpose abroad in the land to gain that confidence which alone wins success.—GEORGE R. KENNEDY, in *Printer's Ink*.

#### HOW TO UNITE THE ENDS OF LEAD PIPE.

What may be found a convenient method of uniting the ends of pipe, the *American Engineer* thus explains: Whatever the size the pipe may be, procure a block of hard wood, say four or five inches long, and four inches in diameter, bore a hole straight through the center, so nearly the size of the pipe that the block can be driven on the end of the pipe with a light hammer. If one has a set of auger bits, it will not be difficult to select a bit of the proper size to make a water-tight fit. Let the block be driven clear on the pipe, so that the end of the pipe will be flush or even with the end of the block. Now place the two ends of the pipe together and drive the block off one pipe on the other, until the joint will be at the middle of the block. If the hole in the block is made of the proper size, the block will fit so closely that the joint will be water-tight; and if the ends of the pipe are dressed off true and square the joint will be so strong that it will sustain the pressure of a head or column of water one hundred feet high. Iron pipe may be united in the same manner. Should the joint leak a trifle, let shingle nails be driven into the wood around the pipe so as to press the timber firmly all around the pipe.