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almighty dollar that they are after. The minute you enter their place of business you discover that air of independence, of poor management on their part which will impress you that among the rich and prosperous ones, still, you will always find them the busiest people on earth. They can find no time to talk business with you; they must wait upon every customer that enters their place of business. They will let their clerks stand around and look on and will make it a point to do this, especially if you are waiting to see them. You are wishing that they would give you a few moments of their time, so that you could go about your business. At last you succeed in getting their attention; you are in hopes that nothing more will occur until you are through, but, to your sorrow, some old woman comes in to see about some over-charge on her last month's bill; this must be straightened out at once. Your man is gone. This transaction takes another half hour of your time, and still you are waiting. Meanwhile you become impatient at the way you are served, and finally your patience

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becomes exhausted and you leave the place in disgust, feeling that a half day has been lost, swearing vengeance on such a man, and resolving in your mind that you will get even with him for causing you to lose so much time.

I do not wish you to misjudge the trade in any way, but the great majority of merchants among the retail trade especially are lax in their methods of doing business. I have had experience with one man who is noted for his discourtesy to the travelling man. To such an extent has he carried this that very few of the fraternity will call on him. Many a man who has paid his first visit to him has been entirely baffled out. I heard of this gentleman some time before I paid him a visit, and with a firm resolve I determined to stand his bluff and sell him goods, which I did and have done since. His insolence was enough to cause many a man to turn on his heels and leave, or cause him to wish that his mother never taught him to say, but as he observed, I was as good as the emergency called for, he tumbled to himself and bought a bill of goods and has been on the best of terms with me since.

The merchant who will not spare time enough to extend the hand of welcome to the travelling man, and, if he is busy, to appoint a time when he can be seen, lacks good business judgment and cannot expect to succeed in business. The most prosperous business men are those who use a lot of policy in their business transactions. Some little thing of the value of the travelling man's time: at the same time, if they had men on the road, they would expect them to earn their money.

Another great lack of business judgment on the part of the merchant is the way he treats his business correspondence. He makes an order by mail which is not fully understood by the party receiving it, which necessitates correspondence before the order can be filled. This causes delay in the shipment of the goods. The retailer, in sending the order, imagines that the manufacturer or jobber should know exactly what he wants when he has stated that he desires the same amount, style, pattern, etc., that he received several years before. He thinks that the party receiving the order should remember about it, and when the answer comes back to him for fuller explanations in regard to time, etc., he treats the letter with contempt, curses the entire outfit, and declares he will never transact that party again. Time rolls on, and the receiver of the order protests that he has no time to receive from his customer. He writes him another very polite request; still he does not receive a reply. He writes to himself: "Let them look it up if they want to know so bad." The next day, after not hearing from their customer, write him to know what is the matter, thinking his letter may have been miscarried. Mr. Re-

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tailor sits down with fire in his eyes and countermands the order, and places the order elsewhere; this time he is more particular and fully describes what he wants. It is shipped promptly. He now makes it a point to interest every travelling man who comes along in his story about the treatment he has received at the hands of this particular house, when the entire fault lay with him.

It is a hard matter to decide what remedy could be applied to the better management of business. There are so many different people in the world and all do not have the same ideas about the way business should be conducted. I suppose it will always be so as long as the world lasts.

My idea, however, is that every man contemplating doing business should take a thorough business course, the same as a man does to fit himself for a profession. I think that we would then have a much better class of business men who would make a success of what they undertook.

At the present day a vast proportion of our merchants in all parts of the country lack the necessary business training to make them successful.—Oklahoma in The Sample Case.

Casaca sagrada has advanced fully 100 per cent in leading American markets.

Ontum declined sharply at New York last week. The drop is speculative and is not expected to last.

Quinine advanced one per cent at New York last week, due to light shipments. The advance was expected.

"Brudhans on sistahs," said old Parson Sparks, "of de church bell attracted de people lak de dinneh bell de pewa would be filled in two minutes after de fus' ringin'!"—Chicago Daily News.