

RAILWAY AND NAVIGATION
FREIGHTS.

The ship *Kinkora*, from Liverpool, discharged at the outer dock some 2,700 tons of freight, last week, all of which was brought out at the cheapest rate ever known between the United Kingdom and Victoria, viz., from 12 to 15 shillings. Among the cargo was noticed a few thousand kegs of nails bearing a manufactory's address of Montreal, Canada. Enquiry elicited the fact that these nails had been shipped from Montreal to Liverpool and from there per *Kinkora* here, and yet after paying the freight across the Atlantic, insurance, transfer charges and freight around the Horn, the importers of these nails are able to sell cheaper than the direct importer by all rail. When one considers the numerous charges incidental to this shipment (the interest alone being a heavy one) and finds that it can be laid down cheaper than by the all rail route, the enormous difference as between ocean and railroad rates may be seen. The construction of the Nicaragua Canal means a great deal to British Columbia, as once that enterprise is completed, it would be an easy matter to load sailing vessels at Montreal and New York and so obtain much cheaper rates than the exorbitant ones now paid the C. P. R.

TO FORCE TRADE.

Can any trade be forced—that is, can it be increased? How can I get my full share of business, and just a little more besides? The *Chicago Grocer* answers the question in the following lengthy article: As soon as the dealer begins to ask himself or others such questions, it is tolerably certain that he is going to force things. The fact is the trader can answer this question himself better than any one else, simply resolving to increase his trade, and setting about to do so. The resolve first, and then action. The resolution will come to nothing unless it leads promptly to energetic action—and he will not wait very long considering how to act either. One thing this man won't do will be to bother himself much about what his competitors are doing. He won't devote much time thinking about whether his jobber is selling to other houses, or to customers; or to dry goods stores, or department stores. If he is a wholesale dealer, he won't worry about manufacturers selling to retailers direct. He will proceed to push his own trade of selling to the consumers or retailers, as the case may be. In fact he will at once resolutely prepare himself to meet and overcome the competition he has to encounter. This competition will certainly preclude his getting any more than a fair share of the trade, in proportion to the facilities at his command. Competition is an absolute law of trade, as well as the "life of trade." The grocers in England, a few years ago, were sorely pressed by the rapid growth and strong competition from co-operative institutions with large capital and great influence. The army and navy, the civil service co-operatives seemed for a time to eclipse the regulars in the race. At first, efforts were made by concerted action and by petitions to the government to stop the co-operatives. The reply from

the government was "we don't control employees except in work-hours, and it is not the business of government to build up or hold trade for grocers or any other traders." Now, the regular traders are going along, and so are the co-operatives, each fighting for their share of trade, with the traders gaining in the fight. But it required closer management, more care, and, perhaps, a small diminution in profits to meet the new competition, and with these the grocers have met and overcome it successfully. The retailer in America that resolves to increase his trade will see to it that his goods are not held above market values. If he has bought a line at too high a price, that is his fault, and not his customers' or his competitors' fault. A good trader will recognize this and he will force trade by "knifing" that lot of goods to the existing market value. The man that wants to increase his trade will look carefully in his buying to the intrinsic value of the articles, rather than to the brand on it; his customers want value in the goods, and not in the labels. He won't bank much on securing the exclusive sale of a brand, in the delusive idea of thereby avoiding competition, and in that way forcing trade. If one could obtain the exclusive sale of granulated sugar, or soap, that would be a fine monopoly to have, but to get the exclusive sale of granulated sugar, with the brand "Excelsior" or "Emperor" on the barrel, and pay 14th more for it per pound, would be a limited monopoly of doubtful value. So with most deals of this kind the device is to enable the manufacturer, jobber and retailer to make a better profit and cause the consumer to get less intrinsic value than he could by taking another brand. This would not likely tend to increase the trade or improve the reputation of a business. One brand of goods may be better in quality and worth more than some other, and to force trade, the dealer will make it a business to find out the real merits and intrinsic worth of each before he buys, rather than to hunt for a monopoly of the privilege of paying a little more for certain goods than they are worth on the market, and inducing his customers to pay for them in the same proportion. There are many different devices for attracting the attention of customers to goods. The fearless trader determined to force trade will mark goods in plain figures or at all events some lines will be treated this way. When certain lines of goods are unusually cheap in the market, the retailer is tempted to buy and then hold the price up, thereby making an abnormal profit selling a limited quantity, whereas by displaying such a line marked at the low price, he could secure his ordinary profit, double his sales and thereby force in a general way an increase of his business. The department stores in the cities have found this a successful way of forcing sales. This seems to defy competition; it tends, if properly managed, to inspire confidence. As to doing a credit or a cash business, that must depend upon individual judgment and capacity. One can force trade successfully along on either line. If credit is given it implies the possession of sufficient capital and a proper knowledge of

and judgment as to customers, otherwise there is necessarily some danger. The ability to promptly say "no" is an absolute requisite in doing a business on a credit basis. Many excellent traders are not endowed with this ability, and had better leave the credit business to those who are, and force his work on the cash principle.

HOW TO SUCCEED IN LIFE.

The president of the London Chamber of Commerce gives twelve maxims for success, which he says he has tried through twenty five years of business experience:

1. Have a definite aim.
2. Go straight for it.
3. Master all details.
4. Always know more than you are expected to know.
5. Remember that difficulties are only made to be overcome.
6. Treat failures as stepping-stones to further efforts.
7. Never put your hand out further than you can draw it back.
8. At times bold; always prudent.
9. "Men say. What do they say? Let them say."
10. Make good use of other men's brains.
11. Listen well; answer cautiously; decide promptly.
12. Preserve by all means in your power "a sound mind in a sound body."

The Aetna Life Insurance Company of Hartford, has applied to the Connecticut Legislature to amend its charter so that it may insure corporations and persons against damage to which they may become liable on account of loss of life or injury to employees. The Hartford Steam Boiler Inspection and Insurance Company, and the Travelers, have taken to similar action.

The *Canadian Architect* says that the modern tendency to large warehouses and huge stores, dealing with goods of almost infinite variety, is now making itself much felt in Toronto. Several hundred smaller stores, especially amongst those in the more suburban districts, will probably disappear, and already it is said that there is one huge store, which does trade that was formerly divided amongst 500 small shopkeepers.

The reciprocity convention to be held in St. Paul, Minn., early in June will be a great success according to present indications. The committee in charge of the works reports letters from leading men all over the Northwest, saying they are interested in the convention and will attend it. Hon. F. F. McIvor writes from Duluth that a large delegation will be present from that city. A. McDonald, mayor of Winnipeg, writes to authorize the placing of his name on the call for the convention. A. C. Fraser, of Brandon, Man., says the convention will surely be a success. Hon. Erastus Wiman says he will be present and writes a letter filled with words of encouragement. President J. J. Hill, of the Great Northern road, says he will deliver an address on the necessity for closer commercial relations between Canada and the United States.