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The Selling End.

If a salesmanager succeeds in securing the enthusiastic co-operation of salesmen employed he is doing well. It is not within the power of one man to influence everybody forcefully.

A salesmanager should try not to manage salesmen, but should devote his energy to managing sales. Salesmen won't be managed.

The best way to "manage" salesmen is to persuade them, that they are persuading the manager.

is to persuade them, that they are per-suading the manager.

Most men can be persuaded to do something that we want them to do, or buy something that we want them to buy, if we are persistent enough and earnest enough and do not require of them that which will work them an in-

if an employer places a manager in if an employer places a manager in charge of salesmen, he should never be so short-sighted as to encourage ap-peals from the manager's decisions. The manager must be supported right -while he is manager.

A man cannot serve two masters, and specially if one is greater in power than the other.
A salesman's strongest recommenda-

tion is sales, not in greatness of volume but in greatness of profits. but in greatness of profits.

A salesman may be as precise and exacting as an old maid, he may be as ugly in temper as a bear, he may exhibit a strong peculiarity in something—but whatever his idiosyncrasy, if it is a marked characteristic—he has within him the "makings of a good in the strong profits of th

Any individualizing characteristic in a man causes him to stand in relief, or away from the dead level of his sur-roundings. Such men have force, and for that reason, in salesmanship it will be likely to enhance probability of suc-

A salesmanager should not be too much disturbed by a salesman who earnestly makes suggestions for im-provement, even while doing so he criti-cises the judgment of his manager. There's something in that salesman, which, if properly directed may be made to count for business.

made to count for business.

If a house is absolutely dependent upon the personal hold which a salesman has upon its trade, it will suffer severely from the loss of that salesman

from any cause.

If a house can secure a strong leverage by establishing a house-prestige or friendship, it will have a firmer position in the event of a change of sales-

The increased strength of the house riendship should be welcomed and en-couraged by every loyal salesman. It improves his chances of good business

and good salary.

That there is "always room at the top" is patent to anyone who grasps this truth: viz., the majority of man-kind are willing and anxious to be led, and very few have either the capacity or real desire to be leaders.

Men in business are no exception to the rule. The law of the "easiest way" is operative in all departments of trade, and a man who will assume the responsibility of leadership, will be responsibility of leadership, will be relief from their difficulties.

An advertiser sounds the trumpet of leadership, and buyers who have heai tated in their undirected course, eagerly follow the proffered guidance.—Canadian Stenographer.

Lovers of Work Lovers of Work.

Who is it that is liked everywhere, by employes and employers? It is the man who joys in his work. Such a man does not beat the air to conquer trifles, bicker and quarrel, or lay the blame for failures on his tools or the scheming of others. He keeps his ailments, if he has any, to himself. Generally he has none, because the very eagerness has none, because the very eagerness with which he attacks a given task is all the tonic he needs to keep him in prime condition. Such a man is the life of any group of fellow-workmen or any association of employers. It does any association of employers. It does men good to see him go about his daily labor, be that labor with muscle or brain. He does not hesitate, quibble and parley. He takes care of himself when away from his work and comes back to his task every day with the determination to make each day better than the one preceding it. He glories in his strength of will and muscle or brain. Such men are of the salt of the earth; the leaven which causes the ferment of activity to spread through the whole lump of clay from which humanity is molded. The virus of health and activity is in their veins and they spread sunshine and energy and they spread sunshine and energy on all sides, like a beneficial contagion

of endeavor. They keep this old world running

They keep this old world running day by day, and go to their reward as hopefully as a child lies down to sleep after a day spent in healthful play.

The man who joys in his work is a good fellow at playing, also. He takes his pleasures as he takes his labor—joyfully, sanely and honestly. He is seldom in a hurry; always courteous, careful of the rights of others and determined to make others respect his rights. He does not sully himself with the pitch of dirty pleasure, but ever keeps in mind the benefits of moderation. His presence in any gathering is like an allurement to contentment.—Catholic Columbian.

seldom in a hurry; always courteous, careful of the rights of others and determined to make others and determined to make others and determined to make others respect his rights. He does not sully himself with the pitch of dirty pleasure, but ever keeps in mind the beneats of moderation. His presence in any gathering is like an allurement to contentment.—Catholic Columbian.

A Bad Sign.

It is a very bad sign when a young man begins to shirk the duty of month ly confession and Communion, which, as a boy, he fulfilled as a matter of course. This generally happens when, having left school, he secures a position in some store, shop or factory and begins to rub elbows with the various kinds and conditions of men who go to make up the work-a-day world. Though he does not suspect it, he is infunced by the atmosphere of carelesenses in matters of religion that is characteristic of places where men work. He is worse it fluenced still if his lot be east among those who are hostile to Catholicism, or to all religion, and who revile or ridicule the things that he has been taught to hold sacred. To a young Catholic thus placed there is nothing so strengthening to heart and soul as frequency in the reception of the art of expressing himself in the train a boy friend who had just one home.

"I should call myself a very sellish person, if friends came to see me at a boy, he fulfilled as a matter of course.

"I should pay no attention to them."

"Well that's different; you're grown.

"Well that's different; you're grown.

"Hen you really think that politering and courtesy are not needed among boys!"

"Then you really think that politering and courtesy are not needed among boys!"

"A by or man who measures his treatment of others by their treatment of the grown which had in the properties of the grown which are the properties of the grown words. The goes on:

"A boy or man who measures his reatment of others by their treatment of the properties of the purpose. The properties of the purpose of the purpose of the purpose of the p

the sacrament. Assailed as he is, day after day, by temptation in all forms, it is absolutely necessary for him to renew and repair the bulwark of his spiritual defenses. But it is at this most critical period, when his faith and morality are hanging in the balance, that the spirit of the world weans him from the observance of his religious duties, which are his only safeguard, and he begins to neglect or avoid the monthly confession and Communion that kept him loyal and undefled as a a boy.—Western Watchman. the sacrament. Assailed as he is, day

When Saving Becomes a Vice. A Paris bank clerk, who was carrying a bag of gold through the streets, dropped a ten franc piece, which rolled from the sidewalk. He set his bag down to look for the lost piece, and, while he was trying to extricate it from the gutter, some one stole his bag and ran away with it.

I know a rich man who has become

ch a slave to the habit of economizing, formed when he was trying to get a start in the world, that he has not been able to break away from it, and he will very often lose a dollar's worth of valuable time trying to save a

He goes through his home and turns the gas down so low that it is almost impossible to get around without stum bling over chairs. Several member of his family have received injuries of his family have received injuries from running against half-open doors, or stumbling over furniture in the dark; and once, while I was present, a member of the family spilt a bottle of ink upon a costly carpet in passing from one room to another in the dark-

This man, although now wealthy, tears off the unused half sheets of letters, cuts out the backs of envelopes for scribbling paper, and is constantly spending time trying to save little things which are utterly out of propor-tion to the value to him of the time thus consumed.

He carries the same spirit of niggardly economy in his business. He makes his employees save strings from bundles as a matter of principle, even if it takes twice as much time as the string is worth, and practices all sorts trifling economies equally foolish. — O. S. M. in Success.

#### OUR BOYS AND GIRLS.

For Boys to Remember.

That it takes more than muscle to

That bigness is not greatness That it requires pluck to be patient.
That selfishness is the most unmanly
thing in the world.

That piety is not priggishness.

That to follow a crowd is a confession

That street corners are a poor college.

That one real friend is worth a score

of mere acquaintances.

That to be afraid to be one's noblest self is greatest cowardice.

That it is never too soon to begin the business of making a man of one's

That what is put into the brain to-day will be taken out of it ten years

hence.

That the only manliness worth possession is shown in the life of the Son of Man.—The Parish Monthy.

Dick's Trial. Dick was a good lad. He served God

and loved his widowed mother very much indeed. The gentleman he worked for was very rich, but he did not take any notice of Sundays when there were ships to be unloaded, or work to be done in which delay would "I shall want you all to work to-morrow," he said one Saturday after-

"Sir," said Dick, "I cannot work to

"It will be Sunday."

"All right; if you can't do as you are told you will have to go."
"I know," said Dick, "and there is
my mother to keep; but I cannot work

on Sundays. "Very well; go up to the office and the cashier will pay you off." Dick could not get any work for

youth that would make a very suitable

And Dick got the place—a much better place than the one he had lost. Our Young People.

Be Courteous, Boys. "I treat him as well as he treats me, "said Hal.

His mother had just reproached him because he did not attempt to amuse or entertain a boy friend who had just

your own self every time you are guilty of an unworthy action because some one else is. Be true to your best self, and no boy can drag you down."—Catholic

A Small Hero. Little evidences of coursge are very Little evidences of cours ge are very precious to mothers. A year ago three women and a child walked on a lonely southern mountain. They were busy gathering flowers, when suddenly one looked up and after a moment's startled pause gave a cry and fled with the others after her. The path was blocked by a flerce-looking razor-backed hog, black and gaunt and probably harmless. But a bear would not have been more terrible. The boy was not three years old, and his head was as yellow as a dandelion, but as his protectors fled he called reassuringly:

called reassuringly: "Don't be 'taid. I'll take care of ol" and catching up a twig of azalia he advanced, charged and routed the enemy. It was a little thing. But the mother woman sank on her knees, and, with her hero in her arms, crushed against her breast, thanked God that He had given her a brave son, and she went down the mountain as though it had been the way of glory.—Catholic

Mirror. Learn to Be Kindly.

There are many people who excuse themselves from the little familiarities and kindnesses of life on the ground that they are not natural to them. These people say that they are reserved by disposition, and cannot be free and easy in scattlers record. But me can leave and cannot be the same and leave the same are leave and the same are leave are leave and the same are leave are leave and the same are leave are leave are leave are leave and the same are leave are in meeting people. But we can learn to be genial and gentle just as we can learn to row a boat or to throw stones or to write shorthand or to speak a new language. That homeliness and unlanguage. That homeliness and unaffected simplicity of address, which makes Ruskin so approachable to child or man, was the work of a long life's discipline. The strongest of men, he had made himself the servant of all, and, judged by his own standard, his greatness had lain just here.—B. C. Ornhans Friend.

Appraise recently approach to Cardinal Newman is Arthur Christo-Cardinal Newman is Arthur Christo-Cardin

A Little Hero.

A little Chinese boy only ten years of age went to the bishop and begged for confirmation, for which he had been considered too young. The bishop hesitated. The eagerness of the child touched him, but he was so young! The boy continued to supplicate for the

"But after you are confirmed, if the mandarin puts you in prison and questions you about your faith," said the prelate, "what will you answer him?"
"Monseigneur, I will tell him that I am a Christian by the grace of God." "And if he commands you to deny your faith, what will you do?" "I shall answer: 'Never!'"

" And if he should say that you must not go to church, nor keep holy the Sundays and festivals of obligations?" "I shall tell him that I must first of

all obey the Commandments."
"And suppose that in the end he will call the executioner and will say to you: Unless you apostatize, these men shall cut off you head. What will you say then?"
"I will say: Cut it off!"

The little hero was confirmed .- The Guidon.

#### MR. BIRRELL ON CARDINAL NEWMAN,

In one phase of versatile and attractive personality, Augustine Biraell, at present chief Secretary of Ireland, and the author of the Irish bill which was recently rejected by the representatives of the Irish people, appears as an essayist of considerable force of expression and keenness of insight. Carlingly August 19 and essayist of considerable force of expression and keenness of insight. Cardinal Newman is the subject of one of Mr. Birrell's essays. In fact he mentions the great English Cardinal in several of his papers, and always (to use the phrase of a writer in the Irish Ecclesiastical Record,) "with something more than reverence, with a sort of personal regard and affection that never falters or belies itself," In the essay which he has exclusively devoted to the Cardinal, Mr. Birrell

says:
"There are some men whose name are inseparably and exclusively associated with movements; there are others who are forever united in human memories with places; it is the happy fortune of the distinguished man whose Dick could not get any work for three weeks, but one day a banker met his late employer and asked him to recommend a suitable young fellow for cashier in the new bank. He was at once told to try Dick.

"But," said the banker, "you have only just discharged him."

"I know that. He would not work on Sundays, but the lad who is ready at the call of his conscience to lose his place seems to me to be the kind of a youth that would make a very suitable tery, they will recall the vicar of St. England and America during the con-tury, they will recall the vicar of St. Mary's, Oxford, who lived to become a Cardinal of Rome, and when the lover of all things that are quiet and gentle and true in life and literature, visits Oxford, he will find himself wondering whether snap-dragon still grows out-side the windows of the rooms in Trinity

where once lived the author of the Apologia."
Of Cardinal Newman's superb mastery

brilliant imagery, the frequent ex amples, the repetition of the same idea in different words of the eager and accomplished advocate addressing

men of like passions with himself.'

It is to be regretted that more of our rising young men in all walks of life do not form their style of writing—and of living and thinking, too—upon Cardinal Newman's. The mere perusal of New man's works, for the literary taste and flavor of them, well repays the reader. In reading a page of Newman, one un-consciously finds himself rising to higher levels, so subtle is the charm of his style. Mr. Birrell alludes to this quality of the Cardinal's books when he

says:—
As there are some days, even in England, when merely to go out and breathe the common air is joy, and when, in consequence, that grim tyrant, our bosom's lord,

sits lightly on his throne,' so to take up almost any of Dr. New-man's books—and they are happily numerous, between twenty and thirty volumes—is to be led away from "evil tongues" and the "sneers of selfish men," from the mud and the mire, the shoving and pushing that gather and grow around the pig troughs of life, into a diviner ether, a purer air, and is into a diviner ether, a purer air, and is to spend your time in the company of one who, though he may sometimes astonish, yet never fails to make you feel (to use Carlyle's words about a very different author) "that you have passed your evening well and nobly, as in a temple of wisdom, not ill and dis-gracefully as in brawling tavern supper-rooms with feels and noisy persons."

rooms with fools and noisy persons."

Another writer of the present day to appraise recently the English style of Cardinal Newman is Arthur Christo-

about the book; it was written swiftly and easily out of a full heart; then it is such a revelation of a human spirit, a spirit so innocent and devoted and tender, and, moreover, charged with a sweet, naive egotism as of a child. It was written, as Newman himself said, in tears; but I do not think they were tears of bittreness, but a half luxurions sorrow, the pathos of the past and its heaviness, viewed from a quiet haven.

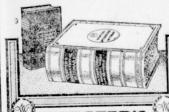
"To revert to Newman's literary genius, he seem; to me be one of the few masters of English prose. I used to think, in old university days, that Newman's style was best tested by the fact that if one had a piece of his writing to turn into Latin prose, the more one studied it, turned it over and penetrated it, the more masterly did it come, because it was not so much the expression of a thought as the thought itself taking shape in a per-fectly pure medium of language."

#### The Divine Friendship.

St. Augustine in his "Contessions mentions an occurrence that had much to do with his conversion. Two young men were members of the court of the men were members of the court of the Roman emperor, seeking the imperial favor, the monarch's friendship being the highest ambition. Happening one day to enter a lonely cottage together, day to enter a lonely cottage together, they saw a little book on the table. It happened to be the life of St. Anthony of the desert. They read the book through and were charmed with it. It showed them how that wonderful saint had sought the divine friendship and with how great success. "Whose friendship do we strive after?" they said to each other. "For the obtaining of whose favor do we dedicate our whole lives? That of an earthly monwhole lives? That of an extract whose friendship is full of danger and rivalries and bloodshed, and at best must pass with himself into the grave." So they resolved to quit the court and they resolved to quit the court and in retirement and prayer to cultivate an intimate and delightful union with the truest of friends, our Heavenly Father.



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Let this Boycott go on. Mr. Matthew Cummings, National President of the A. O. H., was in Omaha the other day, and made a speech in which he repeated the Sinn Fein doctrine that Irishmen at home and abroad bayeatt goods that pay tri and abroad boycett goods that pay tri bute to England's exchequer. "Stop drinking Irish whisky," he said, "which pays \$25,000 000 tax a year to the Every time a British Government. British Government. Every time a man takes a drink of Irish whisky he is paying a tax of 5 cents to the British Government. "The Review likes this advice, and wishes that all men of the Irish race would follow it. The True

Voice of the Omaha also favors it, but says: "It would not be amiss to carry the boycott a little further and include all brands (of liquor) that pay a tax to any Government. There is no danger of going too far with that boycott, and all Irishmen, whether members of the A. O. H. or not, can lend their aid in the matter. Let the good work go on,-Sacred Heart Review.

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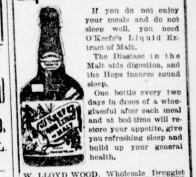
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