

## SHOULD EMPLOYEES READ THE BUSINESS PAPER?

By NATHANIEL C. FLOWER.

**I**N every mercantile reading room are filed the representative trade and commercial papers.

In nearly all business and factory offices are kept the trade papers representing the industries.

Intelligent manufacturers and managers read their trade papers regularly and carefully, and when they are through with them they are handed to the department heads, and from there reach every class of employee, except that of ignorant labor.

The good trade paper is not only a correct mirror of business, but it is a text book and a volume of successful lessons.

Where you see success, there you see trade papers.

The trade paper is a necessity, and is more and more being so recognized, for, faulty as it may be, and there is nothing perfect, it is the best arena for the exchange of thought and for practical illustration of successful making and doing.

The capitalist should read the trade paper, because it tells him how his money is making money.

The active manager should read the trade paper, as he would read any other work of business education.

The workman should read the trade paper, because it broadens the scope of his mind, and lifts him out of mechanical ruts.

The trade paper should be in every office in every superintendent's room, and in every reading room for workmen.

If there be many employees there should be many copies of the same paper.

Are trade papers read?

Look at the crumpled pages—see how they show the effect of handling and rehandling.

If you then doubt that the trade paper is read from beginning to end, put a little item about yourself in the most obscure corner, and count the number of references by mail, and verbally, that come to you concerning it.

Get married, and ask the trade paper to print the marriage notice, or if you have a bouncing boy, let the editor pleasantly speak of it. Then visit your cousins, and the cousins of your cousins, if they are in your trade, and there'll be no need of telling them about it.

If all the folks in trade who know you will read these little social items, how much more

reason there is to believe that they will read the words which mean more business for them.

Each copy of a daily paper may have but one reader, but every copy of a trade paper has from one to one hundred readers.

You will not have to make your employees read the trade papers, you will not even have to suggest it, you have simply to give them the opportunity.

I know that most trade papers contain a superabundance of chaff, and that the reader must separate from it the kernels of wheat, but, compared with other publications, there is more food to the square inch in the good



(Specimen Engraving of a Trade Paper Returned to the Editor.)

trade paper than there is to the square foot in any other publication.

Perhaps the editor of the trade paper may not be correct in all that he says.

If he were infallible, he wouldn't be editing a trade paper, for there would be a place for him in some other and better world.

If he be wrong sometimes, or wrongly expresses himself, then the employee can, by using his mind, learn manufacturing affirmatives, by reading the negatives.

The reason that trade paper advertisements are read more than any other class of advertisements is because the trade-paper

advertisement contains money-bringing information, and everybody in trade is interested in what everybody else in the same trade has to say to the public, and the trade paper advertisement is the cheapest, easiest and most sensible method for a man who makes and sells anything to tell the man who buys that something that he has that article for sale.

## TRADE NEWS.

G. H. Caughell & Son have bought out Geo. H. Hinch's drug and stationery business at Aylmer, Ont. Mr. Ernest Caughell will conduct it.

Russell & Co., Winnipeg, secured the contract for supplying books to the free library for the current year.

The Whaley, Royce Co., Ltd., Toronto, is being incorporated by Ontario letters patent. The company's capital will be \$100,000 and the incorporators are: En Whaley, George Cooper Royce, E. Gallop, A. H. Clemmer and A. L. E. Davies, all of Toronto.

The Hamilton School Board has awarded the contract for kindergarten supplies, books and stationery for the Public Schools and Collegiate Institute to R. Duncan & Co. instead of John G. Cloke. In one of the items Duncan & Co. had tendered on 200 dozen instead of 200 cards, and the contracts for the kindergarten and other supplies were separated, but as Mr. Cloke would not consent to supply a portion of the contract at the price he had tendered on all of it, the whole contract was given to R. Duncan & Co., his price being \$5,092.82. The whole tender of Mr. Cloke amounted to \$5,106.72.

Karn & Co.'s music store at St. Thomas was robbed one afternoon in the absence of the assistant, Miss Bromell, and two cash books with a purse containing \$12 were stolen.

Mr. C. W. Graham, manager of Buntin, Gillies & Co., Hamilton, has gone on a visit to the Pacific Coast. He makes the trip in the interest of his house and with the object of becoming personally acquainted with the firm's many customers in the western provinces. Mr. Graham is accompanied by his wife.

The Thomson Stationery Co., Ltd., consisting of Messrs. J. A. Thomson, M. P. Thomson and Mrs. Marcella Thomson, of Vancouver, B.C., have obtained incorporation. The capital stock is \$75,000, and the new company takes over the large and flourishing business of Thomson Bros., Vancouver.