

THE OFFICE EDITION
OF THE
CANADIAN MANUFACTURER

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ADVERTISING RATES:

Made known on application to 408 McKinnon Bldg., Toronto

PRACTICAL INFORMATION WANTED.

We desire to make this edition of THE CANADIAN MANUFACTURER of the greatest possible value to the men who are responsible for results in the offices of industrial and commercial establishments.

To that end we desire to secure for the reading columns as much practical information regarding accounting, book-keeping, cost-keeping, sales management, advertising, etc., as possible.

We are willing to pay a fair price for all such articles. We would be pleased to receive from any of our readers a description of the methods they employ, information regarding any new equipment they may have installed or photograph showing any arrangement of office equipment which has proven efficient and satisfactory.

It is not necessary to write a long article in order to make it interesting. Just a paragraph or two may give other office men valuable information.

THE MAN IN THE OFFICE.

A practical knowledge of the business one is engaged in is undoubtedly one of the greatest factors in building up an industrial enterprise, at the same time it is easy for a practical man to underestimate the problems that have to be faced in the office.

The problem of selling has been the stumbling block over which many thoroughly practically have fallen. The problems of credits when trade is booming and of financing a business through a financial crisis have been too great for many splendid workmen who have lacked business insight and experience. The question of cost accounting, if given proper attention, may turn a losing enterprise into a profitable one. There are a hundred and one other problems of the office of which the mechanical experts in the factory have no knowledge.

It is the practical man, who understands the mechanical processes in his factory thoroughly, but who has enough business insight and breadth of vision to also recognize the primal importance of the office man's problems, who can hope to build a big, strong, profitable business.

IT PAYS TO KNOW WHERE TO BUY.

Sometimes we meet a man who says: "Oh, I never take the time to read trade papers. I am too busy looking after my own business." Such a man does not wisely look after his own business. He is neglecting one of the most important needs in business, his purchasing.

In the last thirty years trade papers have become a great factor in industrial and commercial life and one of their greatest values is the information they give the buyer regarding what and where to buy.

It pays to know where to buy. By keeping posted the shrewd buyer can always balance the propositions of competing sellers and is in the position of being able to nail down misstatements or unfair arguments of salesmen who are seeking his order.

The limitations of space, however, prevent the advertiser telling the buyer as much as he is willing to or as much as it pays the buyer to know. Hence it has been accepted wherever trade papers are read, that the buyer is at liberty to ask for further particulars regarding any line advertised and the advertiser has learned the wisdom of granting such requests in the most liberal spirit.

It pays to sit down after every paper comes in that is devoted especially to your work, to look through the advertisements and write for full information regarding every appliance or article you feel you should know more about than you do to-day.

HONESTY ALONE DOES NOT SUFFICE.

The honesty of the Treasurer of Toronto, is accepted. It has been proven to the satisfaction of all concerned that he is strictly loyal to the city's interest as well as honest and painstaking.

Yet this has not safeguarded Toronto from wrongful use of the city's money. The Parks Department investigation disclosed a system there that was far from business-like or satisfactory. One of the employees in another department has just been arrested because of shortages in 1904, while in a third department a shortage in the neighborhood of \$25,000 has been disclosed by independent auditors after the city auditors had failed to discover it.

The treasurer of a municipality or of an industrial corporation or the bookkeeper in a smaller business must be more than honest. He must be competent to devise a system of book-keeping which will entail accuracy and honesty or will at least entail discovery in case of the dishonesty or incompetence of those under him.

System without honesty would be a failure but honesty without system seems little better.