

SECRETS OF THE BARGAIN COUNTER.

A SALESMAN for one of the large auction houses in Chicago, who knows intimately the leading bargain house managers, says:

I happened into a State street establishment the other day and was being shown some of the special bargains offered to the public. Among other things was a considerable quantity of black gros grain silk, which would have retailed for not less than \$1.50 per yard, and which was being sold all over the counter at sixty-five cents. It was cut up into patterns of twenty yards each, and not more than one pattern was sold to any purchaser. The writer noticed among the shoppers who stood about the counter a number of young women he knew belonged in another place further down the street.

A while later I dropped in on a friend at the rival establishment and mentioned the fact that I had seen some of his girl clerks buying at the other place, and commented on the fact that they must be paid pretty fair salaries to enable them to sport gros grain silk dresses. The friend winked in an expressive way and remarked as he led the way to the rear of the store: "We know our business." Then he pointed out a stock of gros grain silk which was being rapidly increased by young women, each of whom brought in a package, which was carefully unrolled and added to the pile. A salesman was busily engaged in preparing a placard which read:

"As advertised, seventy-five cents a yard, worth two dollars."

"You see how nice and easy it is," said my acquaintance. "Blank & Co. advertise a specialty, and we send our girls down there to buy all they can get hold of at their price, put it into our stock and sell it at an advance of about 15 per cent."

"Great scheme. Do you work it often?"

"Oh, yes, we work it right along, and I suppose the other fellows work us. We shall advertise this lot of silk in the papers to-morrow

and make a great spread on it. They may come and buy it back from us to use in some future sale at another advance, but there is a profit in it to us, and we find the same tactics in all lines, whether it be silks, underclothing, notions or sundries, pay us very well."—Ex.

PUSH IN BUSINESS.

It is an assured fact now a days that if you intend to make money, you must, says Finance, take hold of something, you must devote your work, your skill, your experience, and whatever money you have to something.

Caution is, indeed, a great thing in investment; but, as in everything else, there can be too much of it. The man who is too cautious in his business policy runs a greater risk of being ruined by missing golden opportunities than one who is seemingly reckless in his undertakings. Conservatism of the genuine sort should be the characteristic of every legitimate business man; aggressiveness, however, in every line of commerce, enlarges to a thousand-fold the possibilities of success, while at the same time permitting of the employment of conservative methods.

The genuine business man is a speculator; he is no gambler. He takes risks, but they are warranted by the necessities of his enterprises. He, also, often comes to grief, but his ruin only emphasizes the mistakes that should be avoided by others.

Any man who wishes to invest has lots of good chances. But he must act—and by rightly acting he will win.

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