

Ignorant people who never write letters or know what is going on in the world beyond their neighbourhood. The local merchant is necessary. Fortunately he is so shortsighted he will stay little and local. He is welcome to his emergency business. You are not afraid of him. What you want is a scheme that will give you the upper hand of other large and far-reaching stores. That is the new invention. You have got to understand your region; have taste and judgment and knowledge of goods; you must have what is wanted and get it cheap; you've got to sell cheap, and you can't be losing money all the time. The other great merchants do all this. What more can you do to beat them? This more, with the rest, is what I mean by the modern store.

Merchants are apt to think of people outside that, being careful of money and eager for goods, they will come and buy if only prices seem to be low. This narrow view of the working people's minds is the cause of most of the faults of merchants. They are judges of goods, and people are not; and this superiority is continually in their minds. They get the habit of looking down on their customers. Then they make extravagant statements about their goods and prices as if there were no danger of getting caught at it. "Others exaggerate; why shouldn't I? If I don't, they'll beat me." By-and-by he wakes up to the fact that nobody takes him seriously. His advertisements have no effect, and his trade depends largely on the goodwill of his sellers. What is that but admitting that his customers value the statements made to them over the counter, face to face, by his sellers, more than his own statements not made face to face?

No matter what you are, the question is, What are you going to be? The first question to settle is as to telling the truth. Have you made up your mind to put into every part of your business the truth and nothing

but the truth? And then, so far from the merchant being superior to his customers, he is probably midway among them; but, taking them all together, they have the advantage of him; and that is the way he has to take them, all together. If he makes a hundred misses, one detects one, another another. He gets the benefit of them all; his general standing depends on the hits and misses he makes. His business calls for the continual exercise of taste, judgment, knowledge, wisdom and common sense. Whenever he shows himself lacking in any of them he lowers his mercantile standing. He cannot afford to be ignorant, vulgar, coarse or selfish. The other question to settle is as to being civilized. Have you made up your mind to be as much of a man as you are capable of?

It is useless to put on airs and pretend. A merchant's contact with people through his business is too familiar; disguise is impossible. What I mean by the modern store is a store in which the moral law is supreme, and the law of good taste almost supreme, and the law of justice superfluous. Put your customers' interest before your own, and manage your sellers so that they will do the same, then print your store news. That is the modern store; and the merchant who sets it up will control the intelligent trade of his region; his region will grow, and he will grow. From "A Text-Book for Merchants, Salesmen, Etc.," by Mr. J. E. Powers.

DISHONESTY AMONG EMPLOYEES.

Dishonesty in high places has furnished the text for many a sermon. People hear so much of prominent men who have gone wrong that they are tempted to believe that there is more crooked dealing among the wealthy and well to do than among those who occupy a humbler position in life. The real state of the case, however, is this: When a bank president or a prominent business man makes off with his thousands the cir-

BUSINESS CHANCES.

Under the headings "Books Wanted," "Books for Sale," "Business Chances," "Situations Vacant," "Situations Wanted," one cent a word is charged for each insertion. Initials and figures are each counted as one word. If it is not desirable to give the advertiser's address, replies may be sent to Box 10, care of Books and Notions.

A GOOD CHANCE IS OFFERED IN LONDON, Ont., to commence business—large Church of England connection—stand, the most central; rent low stock, say \$1,000, periodical list about \$1,000 per year. Address, L. A. Taylor, London, Ont.

BOOKS, STATIONERY, FANCY GOODS.—Our increasing wholesale trade requiring our undivided attention we offer for sale on advantageous terms one of the best retail businesses west of Toronto. Rice & Chapple, London.

BOOK, STATIONERY AND FANCY GOODS BUSINESS in a western city for sale. Stock about \$6,000. Established 30 years, best stand, stock all good, leading business reason for selling, proprietor going into another business. This is undoubtedly the best Book and Stationery business for sale in Canada. For full particulars address Box 10, Books and Notions, Toronto.

BOOK, STATIONERY AND WALL PAPER BUSINESS for sale, in good Western town. Clean and well-assorted stock, about \$1,500, handsome store, net profit, \$1,500 annually. Proprietor going into a larger city business. An exceptional chance to secure a good paying business. Terms easy. Apply Box 10, Books and Notions, Toronto.

TWO BOOKSELLERS, STATIONERS AND FANCY GOODS DEALERS. Young man of experience wants situation—First-class references—Address A. B., Books and Notions, 5 Jordan Street, Toronto.

WANTED—BOOK, STATIONERY AND NEWS- PAPER BUSINESS (Western Ontario) at rate on dollar for stock. State particulars. Bookseller, Belleville.

cumstance naturally attracts a great deal of attention and is widely discussed; but when some miserable underling is detected in the act of helping himself to the contents of the till few beyond those immediately interested ever hear of it. Undoubtedly there is a great deal of petty thieving which is never found out going on in retail stores. The employer is robbed in some unsuspected but systematic manner, so that he is not even made aware of his loss. Sometimes the drain upon his purse is accomplished by the regular abstraction of small sums in cash, but more often the goods in which he deals are smuggled out of the shop without his knowledge. A number of instances of the latter kind which have recently been discovered and made public would seem to make a few words upon the subject of dishonesty among employees especially appropriate.

The larger the store the better the opportunity for crooked dealing. The constant

J. Q. PREBLE & CO.,

MANUFACTURERS OF

Blank Books, Envelopes, Writing Papers

Tablets, Pads and Papeteries.

WE ARE THE ONLY HOUSE IN THE UNITED STATES WHO MANUFACTURE THIS COMPLETE LINE OF GOODS

Sole Proprietors of BELFAST, MANCHESTER and ULSTER LINENS and the Celebrated WASHINGTON and ROYAL STEEL PENS.

Nos. 10 & 12 THOMAS STREET, NEW YORK.