

# Editorial Chronicle & Comment



## THE POOLE FAILURE.

No apprehension need be felt in trade circles that the failure of the Poole Publishing Company, of Toronto, is an indication of general weakness in the publishing business in Canada. The history of the various enterprises in which Mr. Poole has at different times been interested disclosed a similar outcome in every case. The fact that he has been unfortunate in his undertakings during times of undoubted prosperity, is a sufficient proof that the present failure has not been due, primarily, at any rate, to any general weakness in the publishing business. All the other publishing houses in Toronto are in a satisfactory condition and report excellent business.

## THE VALUE OF TACT.

The dealer who is able to use even an ordinary amount of tact is in possession of one of the greatest gifts which spells success. Tact and talent are often confounded as one and the same thing, but they are totally different, tact being as superior to talent as sunlight is to torchlight. How many people do we meet every day who possess talent without tact and are not a success. On the other hand, we see individuals on every side who have no talent worth speaking of, but are successful in every undertaking because they possess that indefinable something called tact.

Scargill says: "Tact is useful in all places and at all times. It is useful in solitude, for it shows a man his way into the world; it is useful in society, for it shows a man his way through the world. Talent is power, tact is skill; talent is weight, tact is momentum; talent knows what to do, tact knows how to do it; talent makes a man respectable, tact makes him respected; talent is wealth, tact is ready money; for all the practical purposes in life, tact carries against talent ten to one. Talent may obtain a living, tact will make one. Talent gets a good name, tact a great one. Talent convinces, tact converts; talent is fit for employment, but tact is fitted for it. It has a knack of slipping into a place with a silence and glibness of movement, as a billiard ball insinuates itself into the pocket. It can be at all points of the compass, while talent is ponderously and learnedly shifting a single point. Talent toils for a posterity which will never repay it; tact throws away no pains, but catches the passion of the passing hour.

Talent builds for eternity; tact on a short lease, and gets good interest. Tact is useful, portable, applicable, always alive, always alert, always marketable; it is the talent of talents, the availableness of resources, the applicability of power, the eye of discrimination, the right hand of intellect."

Without tact a dealer cannot hope to be greatly successful. It is one of the chief necessary qualifications. Possess it if you can.

## THE BOOKSELLER'S WATCHWORD

We hope every Canadian bookseller has adopted the watchword suggested by us last month as his motto for the approaching Christmas campaign. "Books for Christmas" should sound forth from every book shop and every newspaper should bear the same legend. We want to see the bookseller receive his just due this fall. His mission is a good one. The generality of his literary wares are highly beneficial to the people and in urging liberal purchases of books for Christmas he is doing much to build up the prosperity of the country. Let him not grow weary or careless, but keep everlastingly sounding forth his watchword. When the public begins to understand that books are a popular gift, his reward will come.

## CLAIMS FOR SHORTAGE.

When an order is filled in a manufactory or wholesale house the goods are checked over very carefully to see that nothing is missing. The ensemble often includes a wide variety of materials and articles, and occasional errors are, perhaps, excusable. However, we have been told of instances where retailers claimed shortage, and while they waxed indignant at the request of the wholesaler that another search be made, the goods reposed snugly in the bottom of packing cases that had been thrown into their cellars. Not long ago a traveler for one of the prominent wholesale houses (dry goods) was informed by a customer that a bolt of a certain material which he ordered had not been received. Because at first mention of the matter another bolt was not sent along, without question, the retailer induced himself to believe that the house doubted his word, and he was, in consequence, pretty hot under the collar. He saw the goods unpacked himself and knew positively just what was there and what was not. The traveler suggested that they