

seem to oil the wheels of business, are features of the greeting.

What is the result of this plan of action? Profitable business of course. The house referred to, which, by the way, makes a study of handling customers, whoever and wherever they may be, does the largest business in its line in the United States. It is a model for all other houses to copy after in each of its various departments. I offer these few remarks as a suggestion to the business houses that are in the habit of treating the incoming buyer almost as if he were a Pariah to be shunned, or, if attended to at all, who consider it enough that he is looked after by a junior clerk, whose ideas of business are at best nebulous. If a merchant wishes trade, and is paying much money to outside salesmen to bring it in, it seems but simple common sense to take care of it most carefully when it comes in of its own accord. Office salesmen should be provided and trained as well as road salesmen.

CANADIAN PRESS ASSOCIATION.

The Executive Committee of the Canadian Press Association met last month to make arrangements for the annual meeting. All the members were present. It was decided to accept an invitation from St. John, N. B., to attend the summer carnival at that place, and the annual excursion will be held to that point. The annual meeting will be held here on Thursday, July 18, and the excursionists will leave here that night. Notice of motion was given to change the date of the annual meeting to February. The list of members was carefully revised, and objection was raised to a number of names appearing there on the ground that they were not bona fide journalists. These parties will be requested to show to the satisfaction of the association that they are, else their names will be struck off. The proposal to make the trip to the Pacific coast was not entertained, owing to the expense and length of time it would take.

MAKE YOUR BUSINESS A SPECIALTY.

We lately heard the remark from a merchant of large experience in directing an extensive business: "I am more than ever convinced that if you want anything well done you must entrust it to some one who has made that thing a specialty and been successful in it. There is a great deal of wisdom in this observation. It is often said that if a person wishes anything well done he must himself take hold of it, but this does not provide against failure from inexperience or want of the requisite qualifications. A great many lamentable mistakes occur from persons venturing upon undertakings for which they are not qualified, and often work is badly done and proves a failure because those entrusted

with it have not been selected with reference to their special fitness.

It is a natural characteristic with us, that of deeming ourselves competent for anything and everything we choose to take in hand. There is an impatience of the slow methods by which in former days trades and professions were learned, and men like to "take hold" and trust to their quickness and adaptiveness to help them through. But, after all, whatever is worth having must be bought at a fair price, and unless the necessary qualifications are natural rather than acquired, a man will have to go through a long course of painstaking before he is proficient; otherwise his knowledge will be of very little value from its very commonness.

The remark we have quoted is full of practical suggestiveness to every man who engages in any business. The men who really accomplish anything are those who understand what they undertake, and who have given to it sufficient time and study to make it a specialty. If we take the most noted brands of goods put upon the market we shall find that the packers are men who have spent a considerable portion of their lives in perfecting the articles they produce, and have worked hard to secure the reputation they enjoy.

In the same way those who have built up an extensive business of any kind have done so not by accident, but by patient study and hard work, extending over many years. If it is true that men of this stamp are the only ones who can safely be intrusted with transactions for others, they are the only men who can accomplish any solid success for themselves. It is perfectly reasonable that this should be so. To manage a business with success requires so many qualifications, so much experience, and such an amount of attention that men who are ill qualified court failure. A man who has the conduct of a store has so many questions to meet at every moment, and must be well posted in so great a variety of subjects, that unless he is the right man in the right place he must needs be losing money directly or indirectly at every turn; and he cannot hope to succeed, especially as in most cases he has competitors who manage their business more intelligently. We say advisedly that the chances are against an ill qualified person, unless, indeed, he is a beginner, who, like some of our readers, beginning with no knowledge, has studied and learned his business from the start in which case he belongs to the hopeful and not to the hopeless class. We cannot give our young readers better advice than they should profit by every opportunity of gaining a complete mastery of the details of the trade on which they are entering, for thereby they will enter the ranks of the only class of men who can look forward with any confidence to success, viz., those who understand practically and thoroughly whatever they undertake.

The experience of the authority we have quoted points to a folly of a man's dabbling in any business that he does not understand;

and yet there are many who think they can embark in certain enterprises in which they have had no experience with the same chances of success as old and experienced practitioners. This applies more especially to the class of speculative enterprises against which we have a great many times warned our readers. The safest occupation in which to make money is that which a man thoroughly understands, and if he is unable to make satisfactory progress in a business he knows, it is very unlikely that he will do better in one to which he is a stranger.

It is also of importance to exercise discrimination and see that those intrusted with any duty are fitted to perform it. The head of any house of considerable size is compelled to make a study of the peculiar qualifications of his assistants, and to intrust to each that share of duty which they are best fitted to perform. Unquestionably while individual success depends largely on the experience and mastery shown in the business, the prosperity of large organizations is also largely dependent on the judicious assignment of certain duties to certain persons who have proved themselves the best able to perform them. {American Grocer.

THE MODERN STORE.

It will be a long time before the little local stores find out the advantage of being just, and a little more than just; but, as fast as they do, they will cease to be little and local. The invention grew out of certain embarrassments met in extended business. A little shopkeeper needs no system at all. When a customer comes, he can adapt himself; he can always sell, if he has what is wanted, or something near it. A large store has its disadvantages. Selling has to be done by hired men and women, not by the merchant, not even under his eye or immediate direction. How? The answer to that short question, whatever the answer is, is the system. There has to be a system.

One item of it now more or less established is to have an invariable price on everything, and mark it in plain figures. Another is the privilege of returning unsatisfactory articles, which, if well managed, is an excellent one; indeed it is indispensable, whether you like it or not. (The proof you allow it and grumble.) Another is guaranteeing more or less, a delicate business. Another is gauging the pay of your sellers; if you pay by amount of sales, that is one system; if you pay by efficiency and acceptability, that is another system; if you pay by premiums—you dare not let it be known that is still another. However you pay is your system.

Every one of these items that go to make up the system by which a large store is constrained, has its advantages. Because of these and other disadvantages growing out of doing business at second hand, the little local shopman beats the great merchant whenever he can catch his customer.

There is the little man's difficulty. He can't catch customers. He can provide for the little pin-and-needle wants, and sell to