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Why Some Retail Merchants Fail.

The failing of many retail merchants is that they are not the students that they ought to be. They iail to grasp the details of their business. They open their doors, hang out their signs, and think that all they have to do is to wait for people to come in, listen to their wants and supply them over the counters. Every time a merchant allows himself to hold that opinion he commits an error. He should atudy his business. The doctor keeps up with the times. He subscribes for the medical journals, and he makes it his business to read them carefully. The details of every operation is studied with scrutinizing care. He is on the alert for any new suggestion that may present itself in the statements before him. The builder peruses his architectural journal with the closest interests. It is the merchant who alone of all business neglects this important matter. Many country merchants, and city merchants, too, take a trade paper, but they glance at the contents in a perfunctory manner; they do not read it in the full sense of the word, they are not keeping posted on the changes in the markets, the styles or brands.

It is unfortunate that this is so. The merchant should endeavor to mend his way in this respect. There is much that will be instructive to him in his trade paper, and that will save him money if the counsel is heeded. There is no more important part of the paper than the advertisements. They contain the latest in-formation to the trade. By a failure to read them the merchant may have lost a suggestion that would have brought him profit. Every merchant should make it his business to subscribe for a trade paper and read it carefully,---Minneapolis Commercial Bulletin.

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