

lands, before seeking, in a foreign country, new soil to cultivate. But all these nationalities will be greatly influenced by the instinct of self-interest, and if they become convinced that our North West is the best place to go to, there they will go. The average English farmer looks upon Canada generally as having the climate of the Province of Quebec; but he will learn to know how much that climate ameliorates as he goes west, and as the better climate is found in connection with the best lands, he may learn to think less of Australia and New Zealand, and more of the great West of Canada. The Syndicate can do something in directing attention to a country which the railway we are to build will make habitable, but how much they can do, it would be little better than guessing to attempt to estimate, at present.

MONEY MAKING MERCHANTS.

"How to make money," is the title of occasional wise editorials, and even of grave, not to say ponderous lectures. It is the burden of many lengthened, sage advices, from those who have "been through the mill." It catches the eye, too, as the heading of various advertisements, some of them snares for the unwary, and intended to lead to gambling in stocks or grain, that most delusive will-o'-the-wisp. A taking title, and one pretty sure to be read, is this, since all the world, except a very few philosophers, are interested in the problem. To make money is the height of a merchant's ambition. Nobody, we are told, works for love, neither do men work for fun; but they want to make money, and most of them to make it honestly. It was deemed a truism by Burns near a hundred years ago, that in order to catch the golden smile of Fortune it was necessary to wait upon her assiduously, and to

"Gather gear by every wile
That's justified by honor."

But that great genius qualified his advice by some suggestions as to the purposes of wealth; it was not to be hidden in a hedge, not to be used for providing an attendant retinue, but was to be sought because it conferred the glorious privilege of being independent.

"Get place and wealth, if possible, with grace," wrote Pope, in imitation of a Horatian line, the spirit of which is perhaps better, certainly more bluntly, rendered by Ben Jonson's lines in the play, "Get money, still get money, boy, no matter by what means." The advice of a shrewd but sordid old Yankee to a youth embarking on a business career was "You won't make much money, boy, until you have learned as I have done, to treat every man you trade with as a scoundrel until you have proved him honest." An advice, this, which was rightly described

by a high-minded statesman, a fellow-citizen of the commercial Machiavelli from the Bay State, as "almost devilish in its unbelieving worldliness," and which even the astute Beaumarchais would have politely condemned.

To come down from the great world of financiers and speculators upon a large scale, who are often a law unto themselves, it may be well to dwell upon a few considerations as to proper modes of making money *honestly* by retail merchandizing. All traders are not upon the same level in respect of their chances of success. Some have superior facilities to others; more capital, better locations, better connections, and better abilities than others. These may enable them to get greater profits, and to effect larger discounts off purchases. But the disadvantages, real or apparent, of the more obscure dealer, may be offset and conquered in the long run by attention to governing principles and business-like methods. Honest dealing with his customers should be the retail merchant's first concern, and honest dealing as regards himself may well be placed second. It is not honest to deceive customers as to the quantity or quality of the goods they buy, to cheat them in weight or measure; it is not honest to defraud the Custom House by false invoices; it is not honest to evade the payment of excise duties by false swearing or by "dummy" boxes or barrels; it is not honest to mislead a banker by lying balance sheets, or a wholesale dealer by fictitious statements as to real estate, or capital at the risk of the business.

But, we would say to our readers, no more is it honest towards your creditors or towards yourself, to sell goods habitually under cost; to expend more on luxurious living than your resources will afford; to give away money to charitable objects when you cannot pay your debts. That is not the way to make money but a sure way to lose it. To make money nowadays, one must buy closely; unless that be done, competitors will likely "do" you out of any profit. And to buy to the best advantage you must buy for cash. It is equally plain, though not by any means so clearly realized by retail dealers, that if they do not get paid for the goods they sell, their toil goes for nothing, and they cannot make money. This points to selling for cash. The man who buys and sells for cash can always know where he is. One who has a ledger full of uncertain accounts is a slave to his debtors.

A neatly arranged and cleanly kept shop is another requisite to a successful business. Order, cleanliness and fresh goods attract customers; good value and square dealing retain them. That is the plan to build up a business, and the true plan to make money.

If any one be dissatisfied with that gradual and trusty process, he had better go from behind the counter. A cordial and polite manner is another secret of many a man's success. The "take it or leave it" style of clerk is a failure. People cannot be bullied into buying, but they may be coaxed. Granted that customers who go a-shopping are oft-times tiresome, whimsical, hard to please; still it is the storekeeper's business to please them, to attract them, and finally to make money out of them. To conclude with a word on the subject from the *New York Grocer*:

"It is sometimes necessary to carry on a credit system to a certain extent. When you know a customer to be honest, reliable and trustworthy, credit him if he asks and needs it, but crediting Tom, Dick and Harry will never pay, and in the long run you will find it so. Somebody that you do not know well enough to trust might ask you to credit him for twenty-five cents' worth of this or fifty cents' worth of that, and will settle up with you regularly for a short time. But he, knowing that he can get credit from you, will keep on increasing the account until you get anxious and present the bill, and, in three cases out of four, you will get nothing from him. It is better to sell ten dollars' worth of goods for cash than twenty-five dollars' worth for credit. Anybody that has been carrying on a credit business will tell you the same thing. Above all things *be honest*. If a customer wants a pound of this or of that, do not give him a pound and a quarter, nor seven-eighths of a pound, but give him just one pound; for, by giving him too much, you are cheating yourself, which is just as sinful as if you cheated him."

THE DAY OF WOODEN SHIPS.

The business of building wooden vessels has received a blow from which it is not likely ever wholly to recover. Iron is found to be a better material of which to build ships than wood. This is the main cause of the trouble among the builders of wooden vessels. The revolution has made itself felt wherever wooden ships had previously been built. From Quebec we learn that shipbuilding is practically at a standstill. The ship yards along the river St. Charles are deserted. A local journal, *Le Quotidien* of Levis, gives as the sole reason of this regrettable state of things, the high rate of interest which shipbuilders have to pay, and which is said to swallow up all their profits. And it adds that the greater part of the shipbuilders are of opinion that they could continue to ply their calling with advantage, if they were not obliged to pay a usurious rate of interest. What is the rate these