

PURCHASING POWER.

Is your dollar as good as any other man's? Maybe it is and maybe it is not. A dollar is a hundred cents anywhere, no matter in whose hands it is, but some men can make it do a hundred and ten cents' worth of buying, while others can make it do only ninety cents' worth. There are more possibilities in the mere application of money than are dreamt of in some merchants' philosophy. There is close analogy between "purchase" as used in mechanics and as used in business. The money gives the medium and basis of leverage, the force laid out depends upon the agency which is handling it. A hundred pound man at the end of a crowbar in position will not raise as much as a two hundred pound man on the same lever. Money has a relative as well as an absolute value. This is illustrated in the differences of result attained by equal amounts in different hands. With one man ten thousand dollars will vanish to zero in five years, with another it will grow to fifteen thousand dollars in the same time, and all the conditions may be equal between the same two men, with the exception of the disparity in their buying ability. One man applies his money to the market as an engineer applies force to matter, with an eye to the maximum of effect with the minimum of energy. Another lays out his money as if he were simply making an exchange, instead of buying. There is usually a vast difference in the total result at the end of a lifetime. Buying is something more than converting money into merchandise.

A dollar can be made go farther just now in the grocery trade than it could a year ago. The balance is on the side of money as against merchandise, usually it is, of course, but is much more so now than it commonly is. Hence, the present is a buyers' market. Prices run low on the general average and distribution is divided up. The retailer has therefore advantages that he cannot afford to ignore. If he does, his competitor will not, and the local balance of trade will shift to the competitor's side. If A can go into a wholesale trader's sample room and buy a certain grade of article at 16c., B has himself to blame if he buys the same description of goods from the same wholesaler at 18c. It is not desirable to depress prices unduly, but it is material that each man should look out for the lowest that anybody else can secure. It is by attending to this that the tendencies of competition can be withstood.

A trader may have a special point of vantage as a buyer, in his readiness to pay spot cash every time, in his ability to place large orders, in his knowledge of the market, in his judgment of quality and value, or in some other strong point. Competitors who have no distinguishing strong point as buyers must usually pay higher sometimes considerably higher prices than he does. Perhaps it ought to be thus, that every man

should get the benefit of his own gifts or resources, but less favored competitors cannot allow themselves to be handicapped. They can make a specialty of close buying as a matter of principle, and should never capitulate to a quotation till they find out if they cannot better it. They should remember that no matter how unequal retailers may be in the eye of sellers, they are all equal in the eye of buyers, and it is the buyers who lay on the level. The smallest retailer must sell at the lowest price his big rival chooses to fix, and the smallest retailer should get all he can get in the way of concessions.

OVERDUE ACCOUNTS.

When an account is not paid when due, says an exchange, interest should be charged on all excess time taken. This is right, perfectly legitimate and good business logic. Still many retailers, for one reason or another, do not pay their bills when due, and even in some instances after taking thirty, sixty or ninety days extra time, making great complaints if interest is added. Now there are, of course, many retailers who when their bill is about due, if they can not meet it, will write, stating they are hard up, ask for a slight extension, and request the jobber to add interest, but these are the exception and not the rule. However, as that may be, the wholesale merchant is not a banker, and retailers should get more in the habit of borrowing from their interior banks and discounting their bills with the jobbers. The retail dealers would then soon ascertain the facts that banks do not loan money without interest, and this should teach them that the charge of the jobber is perfectly correct and just, and that it should not be objected to, but paid without question. There is another point in relation to the above that retailers should not overlook, and that is that many jobbers are compelled, from the lack of capital, to borrow money from their city banks in order to carry their customers and meet their own bills, and interest must be paid on every dollar they borrow. If retail dealers would borrow from their local banks, and discount their bills, jobbers could run their business on from twenty-five to thirty per cent. less capital. Discount all your bills for one year and see how much money you will save. It will be enough to pay for a good clerk.

If all retailers would adopt the plan of sending out monthly statements, the same as jobbers, it would facilitate their making collections. Most retailers send out statements twice per year, and frequently an account gets very large during that time, consequently it is much harder for the consumer to pay, and to go still further, it is just so much harder for the jobber, who suffers from lack of collections on the part of the retail dealer. We note with pleasure that some retailers have already started in the good work of sending out monthly statements and reports have reached us

that it works splendidly, that it makes collections better, and that it is growing in favor with the consumer, who was at first inclined to take exception to it. If every retailer in the country would turn over a new leaf and send out monthly statements, such a revolution would take place in collections that both retailers and wholesalers would be astonished. The small dealer would make more money by discounting his bills, and the jobber would save interest by running his business on less capital. Do not wait for your neighbor and competitor to start in this good work, but commence yourself, and others are sure to follow.

KEEP WITHIN THE LIMIT.

Clerks in a store should remember that the way to amass a competency is to keep their expenses lower than their income. A few dollars saved each week or each month is that much better than being overdrawn ten cents. Do not be in too much of a hurry to get rich. Establish and maintain a good reputation, and by fair means manage to salt down a little every pay-day. The time may come when your good name will help you out at the bank or with the wholesaler when you are sufficiently educated to go into business for yourself, for no man is competent to engage in business on his own account until he has served an apprenticeship. The first question the jobber will ask when credit is asked for, "What's his reputation." This will cut more of a figure than the amount of your capital.—Ex.

A. S. Barnes & Co., 751 Broadway, New York, whose celebrated "National" inks, pens and mucilage has been on the Canadian market for the past five years, are making some extra strides to increase their trade, which is already no small share in Canada. These goods are of excellent quality and cannot fail to meet with the approval of merchants in general throughout the country. Drop these people a line for their new price list.

The Art Lithographic Publishing Co., formerly Obpacher Bros., of Munich, Germany, whose samples were shown our representative in New York at their American office, 106 Duane street, by their manager, Mr. Samuel Garre, deserve special mention. The publications, embracing many new lines, have novel features that are very picturesque. The card line comprises over 1,000 patterns. The booklets number 125 styles, and they also issue over 200 varieties of novelty cards. In the novelty line one feature in celluloid will be very popular this coming season. It will consist of one style negative stock that resembles bevelled glass, so effective that it cannot fail to interest our Canadians. Their new line of Sunday school cards, with their trade-mark, "Diadem line," is a very prominent feature of their business. These cards are put up in packets, the title on the outside being in keeping with the reading on the cards, making the same very appropriate. The line of Xmas cards are very rich, having jewelled effects. This house have their own factory, situated at Munich, Germany; thus all their goods are made under their own supervision. The originals for their publications are made by prominent English and American artists. Mr. J. Frank Crafts will make a trip through Canada from Windsor east to the Atlantic, starting about the 15th of this month, showing a complete line of their publications for the season 1892-'93. His samples are very bright and attractive, as is their advertisement on page 23.