

them stand in a prominent position, so that every customer who comes in may see them. Find out how long the purchaser will let you keep them: shift them about; make the most of them. So with all bulky goods. When people think you are doing a good trade they will flock to you. "Nothing succeeds like success."—*British and Colonial Printer and Stationer.*

A CONTEMPORARY prints a letter which deserves more than a passing notice. Discounts of a variable character are an unmitigated evil, but houses that will sell to different members of the same trade at different rates (not less a mere five per cent. for extra large orders!) ought to know that the practice can only be productive of loss to all concerned. Where you cannot place the fullest confidence, there you cannot trade to the best advantage. When will houses in our line take the very first steps in the way to permanent prosperity, by building up a clientèle that shall be able to trust to their word and never find themselves deceived?—*The Stationer, Printer, and Fancy Trades' Register.*

LET WELL ALONE.—We do not for a moment discourage enterprise; but there is such a thing as doing well, and then coming to grief through not being satisfied. The tendency in the present day is to have large establishments, immense stocks, and to do everything for yourself; but where the retailer is concerned, this is not always the best policy. If you have a snug little business which is being carried on at very little expense—be it stationery, fancy, or printing—think several times before you interfere with it. You may just be supplying a want, and the outside world know little of you. There is really no more want felt, and therefore if you obtain larger premises, or expend fresh capital in other ways, you will not be able to force fresh trade, and you will in addition be inviting others to compete with you. Whether you should expend money freely in extending your business is quite a matter for yourself, but always remember that because you make a certain clear income now with a given stock, it is not always a proof that greater outlay in any direction will increase the profits.

A CANTON newspaper contains the following advertisement of a local ink manufacturer: "At the shop Tae Shing (prosperous in the extreme), very good ink; fine! fine! Ancient shop, great grandfather, grandfather, father, and self made this ink; fine and hard, very hard; picked with care, selected with attention. This ink is heavy; so is gold. The eye of the dragon glitters and dazzles; so does this ink. No one makes like it."

I HEAR, writes the London correspondent of the *Leeds Mercury*, that an attack is about to be made on the newspaper monopoly of Messrs. W. H. Smith & Son. A standing order will be proposed, requiring, that in all future railway bills a clause shall be inserted providing that the railway bookstalls shall be open to local competition. The enormous command which the present monopoly gives to Messrs W. H. Smith & Son over the newspaper trade, is a matter on which a good deal of interest is felt. The proposition was defeated in the House of Commons.

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