

to our girls who are educated, who have earned through their Christian training genuine respect and admiration, comes a new light,—the light which is found to be the only light that can illumine the lives of those sunk in ignorance, superstition, immorality, and hopelessness. "The sunlight of the knowledge of God in Christ Jesus" casts into strong relief the heavy shadows of heathenism; but, oh! how it illumines and attracts.—*Life and Light.*

BUSINESS PRINCIPLES IN MISSIONARY WORK.

BY MRS. CAROLINE P. HATCH.

Selected and adapted from *Life and Light*.

It is the purpose of this paper to call your attention to some well-known principles of business, universally acknowledged to be necessary to its success, and then to raise the question whether these same principles are being applied to our missionary work; and if not, whether we may expect equal success. Should an enterprise like ours, extending into the whole world, seeking to influence men and women of every station, dealing with the great problems of the day, and which has to meet the competition and opposition of heathen Christians as well as heathen pagans,—can the affairs of such an undertaking be managed with less brains or less fidelity than those of an ordinary commercial house?

The days are past when a man can set up shop in his native town, or quietly step into his father's shoes, and expect a steady line of old friends to drop in and supply themselves with what he has, or wait for what he has not, and when the goods of his original stock are as saleable at the end of twenty years as they were at first. No; to-day a rival has started at the other end of the town, ready to supplant him if he is not wide awake. The manufacturer competes with other manufacturers, the inventor with other inventors; the runners of one firm meet the runners of another in the field; every business is influenced by fluctuations of produce and politics at home and abroad, and it takes a long head and absorbed attention to keep shoulder to shoulder in the race. Neither can the Church in any of its departments allow itself to neglect the means which have been proved essential to modern mercantile success.

There are three principles of business which I shall mention, leaving those who follow me to suggest others. First, and at the foundation, lies Method. If "time is money," method is time. There is no worse extravagance than lack of system. A business firm cannot afford to be remiss in this direction. There must be method in finance, method in stock, and method in discipline. In finance note how every transaction is entered in the books, every letter and bill filed, each date carefully noted, and every cent accounted for. Imagine a business house with entries made on scraps of paper, to be lost or not, as it happened, with bills uncollected, notes unpaid, no record kept of money due, no notice taken of failing custom, and the bookkeeper working independently of his superior. The supposition is almost too ridiculous to imagine, and yet look at some of our auxiliaries. Have you not seen treasurers who could never tell you how the finances of the society stood; who had no record of when membership fees were due; who never collected money which had been promised them; who did not know the proper time to send their remittances to headquarters; and, in fact,

took what happened to come in, and even then perhaps forgot to set it down? Do you wonder that such a society falls behind in its donations; and does not get reported at the annual meeting and would not have its name down in the annual report of the Woman's Board were it not for the easy good nature of the Branch officers, who fail to erase it?

It is largely the haphazard financiering of our auxiliaries that cause the present stress in the Board. The gain made by the formation of new societies, and the extra giving of others, is so offset by the negligence of those who do not keep up their sources of income, that labor is thrown away as far as the real progress is concerned.

Method in Finance, then method in Stock. We may follow our business house in its example here. How often do we take account of Stock? Would it not be a good idea for officers to meet once a year for such a purpose, to look through the society membership to note the losses, and through the church register to see what material could be secured for replenishment. Our ranks will be depleted unless constant attention be given to this. We also need to keep up our stock of good material for the programmes of our meetings, that it, too, does not deteriorate. We often speak of our "stock of information," a phrase borrowed from commercial language. How shall we hope to keep it up unless we renew it by reading, as well as by listening to those who can instruct us. That this point is neglected is proven by the subscription list of THE LINK, which tallies poorly with the list of members in our auxiliaries.

Method is also necessary in the arrangement of our materials. Let us not resemble the country store which has tried our patience, where the clerk hunts on the shelf, in the show case, and under the counter, hoping for good luck to find the article called for; but rather let us have our information at hand, to use before the occasion passes.

For one thing let us have the back copies of missionary magazines filed for easy reference. Keep up your stock for the sake of using it. If it lies idle it will be too much like a man I knew who replied when the customer said she would take the goods asked for, that really he preferred not to sell, for this was the last piece, and as he always aimed to keep a full line of goods, he should not like to part with it. (The Bureau of Missionary Information, kept by Miss Stark, 64 Bloor street east, Toronto, always has on hand a good variety of leaflets, excellent readings for meetings; list published from time to time in THE LINK.—ED.)

Method in Finance, Method in Stock, and, once more, Method in Discipline. A large business requires a large force to carry it on, and this force must be under the strictest discipline if any work is to be accomplished. Those at the head must make the rules for the house, and decide its policy, and the plans laid out must be executed down to the cash boy and janitor, if they are to guide the business. When an order is given it is expected that it will be carried out as far as ability and circumstances will allow, and only the impossible may excuse the employee from its execution.

Here, I feel that our Board is not perfect by any means, and in saying it I am glad that I need not reflect on our faithful and overworked officers. Because our service is voluntary, it is none the less binding. The President of the United States is promoted to his position by the voluntary will of the people, but when he is there they expect to obey him. If they do not