

PRACTICAL HINTS ON BUSINESS SUCCESS.

WHY are some men more successful in business than others? writes W. P. M. in N. Y. Journal of Commerce. This fact in human experience has been variously accounted for, the subject being a wide one. Thus gifts or accomplishments which lead to success in one direction may act as hindrances in another. To be successful in some lines it will be to one's advantage to be born a fighter. That is to say he must be aggressive, always on the alert to stand up for his interests rather than literally to love his neighbor as himself. The question under review is not considered on its merits from a moral standpoint, but strictly in its practical bearings.

Many successful men who have amassed wealth have done so because every other consideration was made to yield to the one of making money. It may be that they have become more grasping and unscrupulous in proportion as they felt the sense of power which large possessions are apt to give. It is considered that A. T. Stewart, John Jacob Astor, Cornelius Vanderbilt of a past generation, and Jay Gould of the present, developed a genius for money-making, from better or meaner motives. We know of some men whose fortunes have been amassed by money-lending on real estate, which property became theirs through foreclosure, because the borrower could neither pay principal nor interest; others we know who disclaimed the right, although legally warranted to put it in execution. This, however, does not bear directly on our main question.

Some men are excellent salesmen, either because they have a glib tongue to throw a glamor over the desirability of their wares, or because of personal magnetism in making the customer like to deal with such a man in spite of himself. A degree of this faculty often makes up for deficiencies, intellectual or otherwise, on the part of the salesman. Many are successful because their goods are desirable, as low in price as those of competitors and popular in those times. Some men have a trick of holding certain customers against all competition from the feeling of obligation, either by occasionally getting them bargains or in some way or other creating the impression that it is the buyer's interest to keep in with this seller.

Many a salesman loses his trade by changing to an inferior house on the temptation of larger salary, as if the traveler necessarily owned his connection and could take it with him to the new house represented. Some men are popular because they have imparted useful ideas to their customers, thereby helping them to some extent to make sales. Habitual cheerfulness and a habit of telling one good anecdote each time they meet have had a wonderful influence in drawing an order out of a buyer after his protestations of being unable to grant a single line. Croakers, or those who habitually look on the gloomy side of things, are likely to give up in despair because nowhere made welcome.

No merchant needs to be told too often about hard times or commercial stagnation. Some men succeed because they are known to adhere to the truth always; they never represent a thing different from what it is; at the same time they secure confidence by anticipating the wants of the buyer, making it appear that this is the prime object. Some men become failures because they treat a buyer as if he did not know anything, or, as if he had no rights of choice. A customer may be lost by allowing him to find out the merchant does not know enough

about his business. While some buyers are wide-awake enough to make their own selection every time, more are willing to be set right if the seller is able to present an alternative. In the latter case the buyer is helped toward the selection, although ostensibly it was conceded he had used the right of choice. Knowledge of human nature is a most important factor in the art of selling goods. Respectful attention and promptitude will often make up for the lack of other faculties, in any calling. To be always on time at one's post is a good reputation for anyone serving the public. The boy never late at school bids fair to win favor by promptness in after life.

Some young merchants have scored a success by sending an immediate reply to an order they were unable to fill, suggesting where it might be filled. This kind of alertness (especially in wholesale) is sure to be appreciated, implying a sense of obligation. Owning a useful patent has created many a fortune. Certain houses get a large share of business by making reasonable concessions in cases of emergency or distress. The man who acts a dishonest part is soon found out; the strain to reputation may outlive him. A clean record is the best recommendation to a renewal of credit after it has once been lost.

Heavy expenses cause many a merchant to lose credit and the confidence of friends. It may have come from extravagant habits of living, or from an over-ambitious spirit, as if to astonish the world by this semblance of success. Some men can work well in a subordinate position, but could never succeed as the responsible head. Over-sensitive natures often break down, and such persons die before their time because unequal to the strain of responsibility, involving much care and worry. Stolid indifference has sometimes been utilized to good purpose, since it often passes for stability of character, inspiring a degree of confidence on the part of creditor and customer. Verily "the race is not to the swift nor the battle to the strong."

The man may count himself fortunate, in any sphere in life, who has found his proper niche. Many a good man never finds it, but becomes a waif as it were on the billows of so-called fate. In not a few instances this is the result of parental preference misplaced. Many a boy has been obliged to learn a profession who would have shone as a business man and vice versa. A more prudent course would have been to test the boyish preference for trade or profession; also to watch the bent of aptitude. The origin of most commercial failures may be set down either as insufficient capital or the giving of too much credit.

While in places remote from business centres it may be easy to net a handsome profit, the crying evil of our time is that so many fall into the temptation to sell without adequate profit. This touches on another topic—one of supreme importance—viz., commercial demoralization, its cause, and dire results. We are assured "There is a tide in the affairs of men, which when taken at its flood will lead to fortune." "There is no royal road to learning"; neither can any one path be outlined which leads to inevitable success.

FLANNELETTES, ETC.

McMaster & Co. are just opening out their flannelettes and shirtings for fall, both imported and Canadian, and an exceedingly brisk demand for them is already manifested. They show this season an opaline moire for blouses in wave and fancy floral effects, which are charming and have every appearance of silk, selling at sight.