

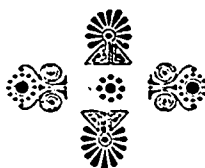
# THE JAMES ROBERTSON COMPANY, LIMITED, TORONTO.

Manufacturers and Importers of

## METALS, PAINTERS' PLUMBERS' & TINSMITHS' SUPPLIES

### SPECIALTIES:

ASBESTOS.  
BABBIT METAL.  
BARBED WIRE.  
GALVANIZED IRON.  
INGOT TIN.  
IRON PIPE.  
LEAD TRAPS.  
LEAD SHOT.  
OAKUM.  
SAWS.  
SHEET LEAD.  
SOLDER.  
TIN PLATE.  
WIRE.  
ZINC.



BENZINE.  
BRONZES.  
BRUSHES.  
COLORS IN OIL.  
COLORS IN JAPAN.  
DRY COLORS.  
OILS.  
PUTTY.  
READY-MIXED PAINTS.  
RED LEAD.  
RESIN.  
TURPENTINE.  
VARNISHES.  
WHITE LEAD.  
WHITING.

WRITE FOR PRICES.

Agents: E. G. Anderson & Co, Victoria.

### BUSINESS IS A STUDY.

The following from the San Francisco *Retail Grocers' Journal* is well worth the perusal of the persons who should be most interested: Those tradesmen who imagine that the patronage which others have gained came of itself, unsolicited and without great effort on their part, are far from the correct solution. There are yet localities where men can accumulate a competency without devoting any study to their business, but such chances are few and no competition is there to be found. Such places, however, do not remain undiscovered for any length of time, because the very arrogance and seemingly independent manner of the local dealer will cause one or more of his patrons to commence a search for some person who will come to their rescue and open an "opposition" store, as the already established tradesman will call it. He will even set the length of time that the opponent will remain in business, so confident is he that there is room only for himself in that particular locality.

What is his astonishment, however, when he finds his trade gradually disappearing; and what is worse, witnesses the opposition store becoming the recognized center of trade. It is a mystery to him why he should be no longer patronized; he is an old resident and tries to do what is right. But just here is where the rub comes in. What he thinks is right and what is right are two different things altogether. While he

had the field to himself his dictate was law in so far as his business was concerned. It was either to purchase from him or go without it. The purchaser had no choice, and therefore the merchant became all the more imperious in his dealings with patrons.

The true business man recognizes the fact that one of the principal precepts to a successful business career is to avoid as much as possible complaints from his customers, and if unavoidably it ever occurs that cause for dissatisfaction has been given, his first duty is to effect a satisfactory arrangement tending to rectify the unintentional wrong that happened. The handling of good goods at reasonable prices, keeping your stock clean, have packages made up tidy and neat, and couple with all of the above a desire to please customers, and all opposing influences will not avail to deter the progress of the merchant who so conducts his business.

Merchants are but the purchasing agents for their patrons, and these latter look to them to perform this duty properly. When one fails to do so, his goods remain on his hands, and he becomes a back number in the mercantile world. In transacting business, it should always be remembered that the merchant is expected to please the purchaser. This is true no matter how high you look into mercantile transactions.

When a merchant can please himself is when his store is closed up, and for the time being he becomes the purchaser of others who occupy the same position he

did prior to closing up his place of business. The time when success could be acquired by conducting business in any haphazard method has passed. The man who now becomes prominent in commercial circles is the one who concedes that "business is a study."

### RISKS OF SCIENCE.

In 1801 Tyndall performed the experiment of separating light from heat. In the course of the investigations which enabled him to do this he made one of the most daring experiments that ever a scientific man ventured on. Mr. Jeans said: Knowing a layer of iodine placed before the eye intercepted the light, he determined to place his own eye in the focus of strong invisible rays. He knew that if in doing so the dark rays were absorbed in a high degree by the humors of the eye the albumen of the humors might coagulate; and, on the other hand, if there was no absorption the rays might strike upon the retina with a force sufficient to destroy it. When he first brought his eye undefended near the dark focus the heat on the parts surrounding the pupil was too intense to be endured. He, therefore, made an aperture in the plate of metal, and placing his eye behind this aperture he gradually approached the point of convergence of the invisible rays. First the pupil and next the retina were placed in the focus without any sensible damage. Immediately afterward a sheet of platinum foil placed in the position which the retina had occupied became red hot."