

EMPLOYER AND EMPLOYED.

AN English millionaire who succeeded in giving a powerful impulse to a branch of home industry was asked what were, in his opinion, the real causes of the success. His answer was: "I always sought out the right man for a given branch of the concern, and I left him full independence, maintaining, of course, for myself the general supervision." "Did you never fail to find such man?" was asked. "Never!" was the quick answer.

This is indeed the secret of success when a man must employ others to transact minor parts of his business. He must first be able to discern and appreciate a good man and place him in the proper position. Then he must learn to trust him and teach him that he is trusted, and not until this subordinate has responsibility laid upon him will he develop. Load him with care and with a responsibility which he cannot shirk, and then if there is anything in him, he will show it. The employee must be subject to general supervision, but he must have also a certain independence, a certain sphere within which he can be monarch of all he surveys.

Not only does this educate good employees, but it also gives the proprietor more time for thought concerning the general matters of his business and leaves him more open to appreciate and accept the new ideas in the business world. A prominent commission merchant, the other day, remarked, concerning a buyer in the twined department of a large wholesale house, that he was a grand man, intelligent, capable and business-like, but he said he had one great fault. He tried to do everything in the department himself. Besides buying, he tried to do all the selling, checking, ticketing, corresponding, etc., and was thus worrying himself almost to distraction with work which his assistants watched him do. He did the work simply because he had got into the habit of thinking that no one could do it properly but himself.

The man who wishes to succeed in business must cease to worry about little details. Methods do not matter so much as long as the same end is gained. The ideal business man does a lot of work with his eyes, supervising by looks not words, seeing everything but remarking only flagrant faults, who knows how and when to direct his employees, but whose great attention is bestowed on the larger and more responsible duties of his business, where mistakes mean hundreds or thousands of dollars, not everlastingly worrying over mistakes either fancied or which cost but a few cents. He must neglect trifles and encourage his employees to tend carefully to them, by making them fully responsible for those matters to which he cannot attend.

WHEN ADVERTISING DON'T PAY.

Many business firms who ought to advertise persistently refuse to do so because they have tried advertising to a limited extent and failed to get any direct benefit from it. Their trial of the experiment began and ended with an insignificant card continued for perhaps three or six months, and the result, of course, was what might have been expected—a dismal failure. The

money expended might have been put to better use, we confess.

No one with ordinary common sense ought to expect a very small advertisement to pay unless it is continued for a very great length of time. But small advertisements are something which should never be encouraged, especially when they apply to houses which can afford to advertise on a larger scale. They are rarely, if ever, satisfactory, because they can never bring the results that advertising should bring, when it is done at all.

Judicious advertising always pays. The use of the right mediums and a proper proportion of space, to enable the making of an effective display, are always productive of good results, and when advertising is done on this plan it is never discontinued by live business men who have anything worth advertising.

We never hear a complaint made by any business house that advertising has not paid them but we can easily trace the cause. The firm in question has either advertised in a half-way fashion or been too timorous to stick to it until the results were satisfactory. — Dry Goods Chronicle.

WIDE-AWAKE ADVERTISING.

In a certain town in Western Ontario there was to be a huge union Sunday-school picnic on a certain day, and no person surely would connect this with advertising or business. But one level-headed dealer did connect this picnic with his business. Everybody going to the picnic—that is, every mother of a family and a few others—were going to take something to eat. They were going to take a basketful to augment the general supply, and a great many of them another small basket, with just a trifle or two stored away; something nice for Jimmy and Mary. If they got hungry between times, or on the train going home. Now this wide-awake dealer got up a nice advertisement. It wasn't a huge display advertisement, with type two inches square and a huge saucy heading and some slang phrases. Oh, no! He was writing that advertisement for quiet, tasty mothers, and he had it set up in a quiet, tasty manner. He always has nice advertisements and he keeps the same space, and people look for his advertisement, just as they look for the place where the editor puts the marriage notices. And like these, too, he changes it once a week—that is, once every issue. You never saw a marriage notice in two consecutive issues of a paper, did you? Well, then, why should an advertisement appear twice? Seeing that people knew his space and looked for it, he put a quiet heading, simply the word "Picnic." That was enough. Everybody was interested because they were intending to go, and wondering what the weather would be like, etc. Then he told them a thing or two about that picnic in a nice brisk, crisp style, and said a few things about his baskets; the kinds suitable for a big lunch and the kind suitable for a small lunch. He didn't say they were the cheapest and best on earth; he simply told them he had some nice baskets, and he knew that they were suitable for picnicking, and that the prices were right. The ad-

vertisement was set up in plain type, enlivened in one or two places with a line or a word in larger or more striking type.

Awake, thou advertiser that sleepiest! The wide-awake merchant is always looking for the thoughts of the people that he is writing to, and like a personal letter, he avoids saying the same thing twice. He tries to tell his customers something interesting. He watches events and fits his business to them whenever possible. He learns, if he can, something stirring about the manufacture of a line of goods he is selling, and imparts to his customers this little piece of information, not in a lordly way, but in a friendly, conversational manner. Freshness marks the production of the wide-awake merchant's brain and pen. Suitableness is another great feature of them; he doesn't advertise furs in August, or pocket diaries in July. Moreover, he doesn't shock people with a slangy, wordy advertisement, but, as has been pointed out, it is fresh, crisp, and suitable.

Mr. J. H. Tilden and Mr. J. M. Lottridge have been elected by acclamation to the positions of president and vice-president of the Hamilton Board of Trade. Mr. C. R. Smith was re-elected secretary-treasurer. Mr. Tilden has since resigned.

Wyld, Grasset & Darling are opening some large shipments of neckwear. In derbys, knots and four-in-hands, the leading things are sprig and floral designs on plain grounds; the only stripes being the vertical. English collars are shown in various heights and suitable shapes.

SUMMER TRIPS.

GRAND TRUNK RAILWAY.

The Popular Route for Tourists and Sportsmen.

When planning your annual tour remember that this company controls over 4,100 miles of railway equipped in the most approved modern style, passing through a magnificent country noted for its unsurpassed facilities for sport.

A Few of the Principal Resorts.

- PORTLAND, Me.**—For deep sea fishing.
- ANDROSCOGGIN LAKES** (via Bryant's Pond or Bethel)—Excellent trout fishing and game large and small, of every description.
- THE WHITE MOUNTAINS** (via Gorham, N. H.)—For trout and varieties of game.
- THE SALMON RESORTS** of Quebec, New Brunswick and Nova Scotia, reached via Quebec.
- LAKE ST. JOHN REGION**, via Quebec—For quannaniche, trout, caribou, bear, moose, beaver, otter, etc.
- THE RIVER ST. LAWRENCE**, in the neighborhood of the line for 400 miles—For muscalonge, pike, bass, whitefish, pickerel, perch.
- THE THOUSAND ISLANDS**, via Gananoque or Kingston—For pickerel, black bass, muscalonge, pike.
- MUSKOKA LAKES**—The best place on the continent for fishing, shooting and camping. All varieties of fish and game.
- PARRY SOUND AND GEORGIAN BAY**, reached via Penetang, Midland, Collingwood, etc., for black bass, pickerel, deer, partridge, bear, otter, etc.
- LAKES ONTARIO, ERIE, HURON AND MICHIGAN** via stations at all principal ports.
- LAKE SUPERIOR**, via Collingwood, Warton, Sarnia in connection with steamship lines. For through fares, tickets and further information apply to the Company's Ticket Agents. 7