

jealously guard its good name and high standing, striving always to raise ethical standards, and combatting any tendency toward lowering them.

Far be it from my intent to exaggerate the evils to which I refer, or lay undue stress on the shortcomings of our profession, but there are certain evils which it is impossible to overlook. In calling attention to them, I am not speaking of personal affairs, but taking a larger view of the profession as a whole, of which the growing number of thoughtful members are fully cognizant. Let each one do his share in bringing about improved conditions.

In closing, I wish to remind you that all the blame for prevailing trade evils should not be laid at the door of the retailer. All branches of the trade seem prone, at times, to be oblivious to the welfare of the trade as a whole, and to well settled plans, seemingly blinded by the prospect of immediate profits, regardless of results. As I have said on other occasions, I am confident that each of the three branches of the trade will yet contribute to the clearing up of the situation and the resultant betterment of conditions for all. However, I fear, unless we do something more than pass resolutions, that the attaining of the much desired better era will be a "slow and toilsome" process.

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#### ARE YOUR INVESTMENTS PAYING DIVIDENDS?

The fact that you're paid so little for wages or profits is a pretty broad hint that it's up to you to hustle for more. It's up to you to study yourself, your business, your strong points and your weak points, with an eye to landing the bigger prizes that right at this very moment dangle just beyond your reach. Lying down and letting things slide won't help. You'll never draw a fatter pay envelope or a bigger dividend cheque if you relapse into a dull rut and merely wait for the day of Bigger Things. The day of Bigger Things never dawns for the chap who doesn't bounce out of bed bright and early and start footing it eastward to meet the dawn.

Whether you manage a store, or work for the man who manages the store, you're in business for yourself. Whether you travel on the road, or keep books, dig in sewers, plow fields or labor in a factory, you're in business for yourself.

Your business is to make the most of life—to do the biggest amount of good you can for your fellow men, and yourself. For, whatever your line, building a business isn't just taking in money for goods, and paying money out for goods. There is, in return for the frost-congealed cobalt which you lug into your till, the handling out of genuine service to other chaps on the same planet with you.

That's your business. Your life is the capital investment. Every day you spend on earth is an added share of paid up stock.

Do you, at the end of each day, pause to ask yourself: "Are my investments paying the dividends they should."—*Victor Lauriston in The New Idea.*