

WHY AMERICA WINS.

Some plain suggestions regarding American business methods are given by the British consul at Chicago, Mr. Wyndham, in a report to the British Foreign office, a copy of which has just reached the Treasury Bureau of Statistics.

The commercial success in the United States, and especially of the city at which he is located is described by Consul Wyndham as being due in part "to the education which teaches the boys independence and knowledge of their future responsibilities, and does not set the professions above business as a means of gaining a living.

"Athletics of all kinds are much encouraged in schools and universities, but very few men continue to take part in them after completing their education. Americans are as fond of outdoor life, shooting and fishing, as are the men of any European country, but they gratify their taste as a relaxation only and never allow it to interfere with their business.

"Another cause of success is the keeping of the money, which has been made in the business, and the brains which have made the business, in it as long as possible, and great thought is devoted to arrangements whereby, after the death of the builder of the business, it shall not fall into the hands of his heirs, unless they are practically fitted to take care of it.

"Another and probably the chief cause is the reward of merit. The percentage of men fitted for the highest posts in business is very small compared with the total numbers employed, and the heads of the big businesses, bank corporations and wholesale firms, are always looking out for men, not only among those already in their employ, but also outside, capable of filling some post under them. To these men, when found, large salaries are given, which are drawn by them as long as they show that they are capable of earning them. Men employed in business houses of all descriptions are encouraged to discover new methods of carrying on the business which may in any way lessen the cost of production or carrying on business, and specialization is carried on to an extreme point.

"The advantage of a well-dressed show window in every kind of retail trade is more than ever understood, and very great trouble, expense, and ingenuity are used in getting good results. Many shops now put mechanical toys in the windows to attract the attention of passers-by. The trade papers are also taking up the

subject and give illustrations and ideas.

"In machine shops and factories the use of the best machinery is understood and appreciated by the men, but the success of the American manufacturer would appear to be owing not to the machinery but to the system of shop management. Every man appears to be fully aware that success depends upon his doing his best work, and no idleness is tolerated in anyone. The highest positions in a shop are open to anyone who can prove his worth and every man works with this incentive.

"Many visitors from the United Kingdom blame the men there because the same results are not obtained from machinery as is done here, but the more the factories are seen the more certain it becomes that it is the incentive to work and the energy of the managers, superintendents, and foremen, and the example set by them that has the wonderful effect on the output. This holds good in every kind of trade and business. In one factory the manager, in six months, doubled the output at an increase of 5 per cent expense by re-arranging the machinery. A great fault of the Chicago system is the difficulty of a man over 45 finding work. There are many men in good positions over that age who will in all probability retain them for some years and retire on a pension, but a newcomer of that age has little chance of employment as he cannot expect to learn new ways. A man who is out of work at that age is regarded with suspicion, especially when trade is good, because if he had proved that he was worth his position, which should be a good one after many years' service, he would not have been forced out, or if he had, some other firm which had come into contact with him in business would try to secure his services. No man can get on in Chicago who works with one eye on the clock or grudgingly, and the man who is rewarded by promotion has shown himself ready to put his work before his personal wishes and in many cases has offered to help in other departments when necessary, in this way acquiring a comprehensive knowledge of the work being done.

"It is the purpose and aim of this Consulate to keep in touch, as far as possible, with the business men, so as to be in a position to assist agents of British commercial houses coming here on business or in answering inquiries, but it is of no use if the agents fail to come to the Consulate for assistance or if merchants at home make no inquiries. The number of inquiries on commercial matters has increased considerably dur-

ing the past year, but no idea can be formed as to what assistance the information given has proved. These inquiries are not answered until as many persons as possible, engaged in the trade mentioned, have been interviewed, and every effort is made that the information given shall be reliable. Great courtesy is shown by everyone in assisting the Consulate in obtaining information, Government, State, city officials, and merchants giving all the assistance requested.

"It is reported that the French Government is to found schools in the United States for young men to study economic science and engineering. The reported plans are to keep about 200 boys for a four-year course in New York and Chicago for economic science, and in Pittsburg and Chicago for engineering. At these places American methods would be studied and the energy absorbed, and after the course is completed the young men will return to France to put the ideas and methods they have gathered into practical use. The experiment will be interesting, especially as to how the young men of 21 to 24 will persuade the older men to adopt their methods, and whether on their return to the old conditions they will not either fall into the ways of conducting business there or desert their country and return to a place where their methods will be acceptable.

"The Consular district of Chicago covers 14 states, having a total area of over 1,000,000 square miles with 19,000,000 inhabitants. Over 300,000 square miles are still vacant and there are about 19,000 reserved as forests. Of the land still open to settlement over one-quarter is arid or semi-arid, and much of the other is rough mountain land. There are 30 cities in the district, each with over 25,000 inhabitants. All these are manufacturing towns to some extent, and in Illinois, Iowa and Wisconsin every small town has one or more factories at work. Furniture factories are scattered all over these states, and many manufacturers have found the advantages of starting in small towns, especially near the Lakes, to be saving in rent, wages, owing to less cost of living, and raw material.

"The trade for the past year has been the best ever known."

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