

PROFESSOR

DEVI KUMAR SARKAR

SYSTEM OF PEDAGOGY

Ourselves.

Now-a-days one of the greatest problems of life presents itself before a person when he wants to enter the world after finishing his college education. The well-trodden path of accepting service of some kind or other hardly recommends itself, as the degradation incumbent upon it is not generally counterbalanced by adequate remuneration. On the other hand, trade or manufacture requires a good capital at one's back if it is to look respectable in the eyes of the public.

Now, the same problem came before us, when we three friends, after finishing our university education, thought of entering the world. And we have arrived at a solution, the merit of which futurity will decide. The principle that guided us in preferring trade on a modest scale to tempting service was that independent profession with even a very low beginning was more respectable than dependence however gorgeous it might look, and that most of the big commercial organisations of the world had low beginnings and it was the experience gained by the organisers in the beginning to which their brilliant successes were due.

When thinking of some suitable trade, the publishing and book-selling business naturally recommended itself to us. We ourselves had suffered much through the unreliability and incompetency of most of the

book-sellers and thus knew that a thoroughly reliable firm would remove a public grievance as well as provide us with a decent business.

It has been our privilege to be intimately known to some renowned authors and from them we have learnt some startling disclosures as regards their loss of reputation as well as of money caused by inefficient and dishonest publishers. So, here is another service that can be rendered to authors by our publishing firm.

The special features of our firm are here enumerated :—

1. Our rates are the cheapest in the market and we allow handsome commission to Mufussil agents.

2. We are punctual in executing orders and always send the best books.

3. We are glad to suggest most appropriate and useful help books and in other ways to assist students in selecting their books.

4. We invite authors to try our firm whom we are sure to satisfy with our punctuality and honesty in business.

Dr. P. C. Ray, D. Sc., PH. D., has been pleased to remark—

“ Babus Ahindra Nath Chatterjee, Mukunda Lal Chakraverty and Romesh Chandra Chakraverty after having taken the degree of M.Sc. are opening a book-selling and publishing agency. I am sincerely glad

that instead of following the beaten track, they have made up their mind to start in business. In Europe men of sound education and liberal culture take up the profession of book-trade. It is therefore a matter for congratulation that our educated youngmen are now coming forward to take an active part in commercial pursuit. *Messrs. Chatterjee and Chakraverty are intimately known to me. They can be thoroughly relied upon.* I wish them success and hope they will enlist the sympathy and patronage of our educated countrymen "