

the local paper is the space nearest to the local news. Stick to the same position until the readers know just where to find your advertisement every time, and after you have taught them this, stick to the same position still. Change your advertisement often and regularly, even if advertising the same line of goods. Have your advertisement so set up as to catch the eye, changing the form from time to time. Say what you have to say in a bright, fresh, crisp, business way. Do more than simply tell the truth by avoiding everything which would mislead. If you mislead customers they lose confidence and your advertisement will lose its value to them. Careful statements carried out in the store beget confidence, increase the value of your advertisements, draw trade and keep it. Describe your goods, bringing out their points of excellence, and quote your prices. Any information you may give your competitor will be more than recompensed by the large number of traders to whom you supply the same knowledge. We believe that well written dodgers describing leading lines of goods and quoting prices for the same, carefully and regularly distributed at the houses and enclosed in parcels of goods, will draw trade from some people who are not reached by the local papers. And so will the circular, through the post from time to time, draw trade not otherwise reached.

SELECTION OF CLERKS.

Sales people have an important part to perform in the drawing and keeping of trade, and much care is required in the selection and training of them. Let them know plainly what is expected of them, and firmly yet kindly insist on having your methods carried out. Require a pleasant, cheerful manner, ready to take any amount of trouble to please, patience even under the most trying circumstances, civility at all times to all

customers. See that elderly people receive kindness and attention, and that the little ones are not overlooked. Bestow equal care and attention and the same kindly interest to the small purchases as to the larger ones. See that the poor receive equal attention with the rich, and give the rich, give every customer entering your store, as prompt, careful and kind attention as possible. See that your sales-people introduce goods. A large amount of trade can be drawn and kept by wise, systematic introduction of goods. In every department have special lines for introduction, not forgetting the regular goods. How natural and how easy, when a customer is buying table linen, to introduce table napkins or sheeting, or speak of pillow casing, or, when showing dress goods, to show the trimmings, and so on. Oftentimes the amount of goods sold by introduction far exceeds in value and profit the goods enquired for. In all the requisites of a good sales-person the force of the example of the proprietor will add much to the power of the precepts he seeks to inculcate.

PERSONALITY OF THE PROPRIETOR.

After all has been said and done that can be done, much of the power to draw and keep trade will depend on the proprietor. People who go to a store to trade like to see the proprietor there, and are pleased to know that he sees them there. The wise trader will, therefore, be at his place of business as much as possible during business hours. If his business is a small one he will help to draw trade by waiting on customers himself. When it grows he will wisely let his sales-people do the serving, while, instead of devoting his time to one customer he will see all his customers and give a helping hand when and where he sees the advantage of it. He will let

GIVING UP BUSINESS

The **Worsted Weaving Co.**
OF BRADFORD, ENGLAND

Beg to announce that, having decided to discontinue keeping a stock in Canada, they are now selling out their Toronto stock at cents a yard below cost, in order to clear everything out by the 30th of December. There are none but **staple goods** in stock. Men's Worsted and Serge Suitings, Ladies' Black and Navy Estamene and Cheviot Serges, Cashmeres, and Black Mohair Figured Dress Goods. There are no "job" lots; all are staple goods and new this season, but selling at "job" prices. Do not fail to secure a bargain while you have the chance. It would be a certain case of "goods well bought being half sold."

CALL OR WRITE FOR SAMPLES TO

The Worsted Weaving Co.

54 Bay Street

TORONTO

Manager. ALFRED H. LEWIS

John D. Ivey & Co.

For the assorting season
we keep our stock

Well assorted

... IN ...

Each Department

by the use of the cable, so
the trade can always depend
on getting the very latest
novelties.

SEND FOR SAMPLE ORDERS

John D. Ivey & Co.