

## HINTS TO RETAILERS.

By a Head Clerk.

## LAVATORIES FOR WOMEN.

ONE thing here that the retail dry goods men do not look into is having those for ladies. In the Old Country all business men look into this matter very carefully and see that the lavatory is kept in good order. In this country there are very few stores that have them. In Montreal, Morgan's, Hamilton's and Ogilvy's. In Toronto, Eaton's and Simpson's. There may be others, but I mention these for an example.

I think I can say without doubt that Simpson's has the finest lavatory of any store in Canada.

These, of course, are department stores. This is one thing that causes a great many ladies to go to stores of that sort.

Now, if the merchants would all have a place of that description for women, they would find a great difference in their trade.

It is not necessary to have an elaborate affair, but have everything neat and clean.

## THE NEW CLERK.

Every clerk should take an interest in stock-keeping and the general run of a store. They should at least remove everything from the fixtures once a week and dust off both the goods and shelves; afterwards arrange them neatly, so that they give a clean and bright appearance.

I find that when new clerks come they are very hard to break in. They seem to think the only thing for them to do is to wait for customers, leave what they had shown the last customer on the counter, instead of putting it back where it ought to be, and climb over two or three clerks in order to catch the next one.

The manager or head clerk should in all cases show them how to arrange the goods and not allow them to go before the older ones.

When they get through serving one person see that they put back the goods shown, and not leave it for someone else to do.

## YOU KNOW HOW IT IS YOURSELF.

Say, Mr. Salesman, what kind of an employer have you got? He may be ideal or he may be idiotic in your estimation. Anyway, we will put him down as just ordinary—a man who has "streaks" like most mortals. Suppose some morning when you have done something you think is real smart and are feeling good about it, he calls you down or takes the conceit out of you, as it is called. What happens? You immediately "sour" on him, and swear that you will not try to do your best in the future, and that his business may go to thunder for all you care.

That's just how you make customers feel when you try to take the smartness out of them, and endeavor to show them that your knowledge of what is and what should be is infinitely superior to theirs. Yet you call yourself a salesman and expect to successfully run your end of the business by these methods.

If you are no judge of human nature or of the logic of cause and effect, at least ask yourself how you would feel under like circumstances, and act accordingly.—Dry Goods Economist.

## WHY EVERY MERCHANT SHOULD SUPPORT HIS TRADE PAPER.

THE DRY GOODS REVIEW takes up every branch of the dry goods trade. It gives you points on window dressing, how to handle your customers, the way in which stock should be kept, it gives you the names of all the best manufacturers and wholesale houses, also a hundred and one other things. If I were to canvass the boot and shoe men, grocers, hardware or book dealers to sub-

scribe for it, it would be out of place, but for a dry goods store there is not a paper in Canada to be compared with it. All those who are subscribers say that it is a great helper, and others would say the same if they were to look into it.

## LOOK TO THE SELLING, TOO.

Retail advertising, if it is well done, will create an interest in the advertiser's store, perhaps a feeling in its favor.

The person who believes the advertisement and wishes goods goes to the store with a bias. His inclination is toward becoming a customer. He is impressed with the advertisement and probably has an idea of buying. But that is not enough. There must be somebody there who can sell the goods—even a skilful advertisement will not always do that. Do all advertisers do their part in the store? No. There are some merchants whose advertising is largely lost because they cannot do justice to their goods when the customer comes. I know of men whose business is a failure for this reason.

Take the case of a small retailer. Suppose he advertises dress goods specially. He may advertise them ever so wisely, he may offer them ever so favorably, but he has not then done all. There is still a great deal left unsaid and undone to sell his goods; he must know human nature; he must be a salesman, or he is in danger of losing his advertisement investment. And here is where many advertisers fail. They spend lots of money for advertising but they neglect the store end.

Many men waste money in advertising goods which do not sustain the claims of their advertisements or goods which do measurably sustain it, but which they are not competent to sell. Advertising cannot take the place of salesmen—and saleswomen. The newspaper will do its part of the work—it will tell the public what bargains are being offered—but the store must "do the rest."

## SAD DROWNING OF MR. OLEGHORN'S SON.

Much sympathy is felt for Mr. James P. Cleghorn, of J. G. MacKenzie & Co., in the death by drowning of his young son, Herbert Cleghorn. The latter had gone out with his brother Charles for a sail on the Lake of Two Mountains, west of Montreal, on Saturday morning, May 22. Finding the wind too strong they started to return, but when two hundred yards from the pier the boat capsized. One brother stuck to the boat, but Herbert started to swim to shore, despite his brother's warning that the water was too cold. When twenty yards from land the poor lad sank and his brother then left the boat making a gallant attempt at rescue. But all efforts were unavailing, and the body was not recovered for one hour and a half. Herbert Cleghorn was a student at McGill College and a most promising lad, being only 18 years of age. The medical men decided that death was due to heart failure, caused by the prolonged plunge in cold water. Both brothers were expert swimmers.

## HOW BRITAIN IS INJURED BY ITSELF.

Speaking of Canada's new preferential tariff, The British Textile Mercury says: "It now remains for the advocates of closer Imperial unity to have the doubtful points in the situation cleared up. If the colonies are to be recognized as 'third powers' within the meaning of the clauses in the German treaty, we trust that instrument will be denounced. The occasion is one for vigorous action if this country is to be allowed to take possession of that which is essentially its own. At present, the British Empire exists largely for the benefit of its enemies."