

## ATTRACTING TRADE.

ONE of the best methods of attracting trade is by having specialties in which real bargains are offered in order to draw the trade to the store. These must be genuine, with little or no profit, but something about which people will talk and something which is peculiarly adapted to attract all of the class of people which it is desired to impress. Many of the large retail dry goods stores adopt this expedient and find that it is a good way of creating a talk and an interest among buyers. The smaller retailers pay very little attention to this, but it is very worthy of their consideration. To illustrate this contention an instance which occurred lately will be very suitable. A certain hatter in this city was asked some time ago to lay in a stock of Argonaut caps, bands, and ribbons, but refused to do so as the profit made would not be worth the trouble. Now the Argonaut club has about four hundred and fifty members, and it would be a small estimate to suppose that at least one hundred of these would have called at his store to purchase. To be on the safe side we will suppose that out of this one hundred he secured twenty-five new customers, perhaps only temporarily, perhaps permanently. Is there not sufficient ground for supposing that this article, though paying him but a small margin, would have drawn him many new customers, whom he could have held by the polite attention of careful salesmen. Getting trade is not holding it, but it is half the task. This is but an example of how a dealer can procure specialties and use them as a means of increasing the number of his customers. These specialties must be articles which no one else has on sale in order to be really effective. These must again be supplemented by active and polite salesmen, neat and attractive counter displays, and fresh, new goods. They are the extra nails which are driven into the trade board to make it secure and irremovable. Another method of attracting trade is by securing bargains in special lines and selling at close margins. This is not so advisable as it may lead to reckless butchering of prices, but it can in some cases be used wisely and well. The wide awake retailer will secure many advantages of a kindred nature and use them to enlarge the list of his customers.

## HANDKERCHIEF MANUFACTURE

A few years ago English ladies of high degree began the fashion of displaying the border of a highly finished colored handkerchief in their breast, and the custom was followed by all classes, and the demand for handkerchiefs with display borders was enormously increased. Just now no lady has a complete toilet, and we may say no dude either, unless she has at least two handkerchiefs, one of which is for use and the other for ornament. The latter is tucked under the lower edge of the belt or bodice or fastened in the loose cuff of the dress.

The hemstitching of handkerchiefs is a very old industry in the north of Ireland, but the ordinary handkerchiefs with woven-in borders were not produced in quantity until after the year 1830. Before this date the style of the handkerchief chiefly adopted by the

poorer and artisan classes was a printed cotton of a low quality and frequently of a loud, vulgar design, while the upper classes took the genuine Irish cambric. The costly bandanna handkerchief came from India primarily, but now it is manufactured in Glasgow very largely.

It was about fifty years ago that the handkerchief industry settled itself in Belfast as a centre, and now at least fifty large, and any number of small, factories are actively engaged in the north of Ireland in the manufacture of handkerchiefs alone.

In this manufacture a system strange to Canadians is introduced. This system is similar to the one in vogue in other industries in England and Ireland—notably the shirt, underclothing and glove industries. The warp and weft are made in the factories and then distributed to the peasant weavers, who in their own cabins with their own wooden hand looms weave it into cloth. A very large number of weavers are constantly employed in this way through the counties of Armagh and Down. The cloth is again collected by the agents of the firm, distributing the warp and weft yarn at collecting stations. The cloth is woven in pieces about 58 yards long and ranging in width from 18 to 48 inches. It leaves the weaver a nasty brown color but the bleacher soon transforms it into the beautiful white cambric. Then the cloth is cut up and stamped and again sent out to the peasant cabins to be hem-stitched, embroidered or sprigged. Some handkerchiefs receive stamped patterns, this work being done by the hands of young Irish maidens. When these handkerchiefs return, after being stitched and embroidered, to the factory, they are black and greasy and are then hand-dyed, re-assorted, and packed and made ready for shipping.

Thus in rapid outline is seen the method of manufacture of our cambric handkerchiefs, and every dealer can easily imagine for himself what must be the bulk of the yearly handkerchief trade in the world. The manufacture in one part of the world has been shown, but silk, lace and various Oriental-colored handkerchiefs are common on our markets. Even Chinese and Japanese handkerchiefs are now being advertised by the wholesalers of this city.

## ENTERPRISING FIRMS.

Dress shields are fast becoming universally used by the ladies. They prevent a good dress, and a cheap one also, from being soiled by perspiration in the armpits. The Williamson Rubber Co., of Toronto, has been manufacturing these goods for about five years, and their business has increased with the increasing popularity of the goods, which bear the diamond-shaped trade mark of this company. The articles they manufacture are shield-shaped, or like two shields joined together at the top, one running down the inside of the waist and the other running down the inside of the sleeve. This seamless dress shield is made either of stockinette or silk. The material consists of three layers, the outer ones being of either one fabric or the other and the central layer being rubber. The rubber serves to make the article impervious to the perspiration. These shields are easily attached to the dress, and are so useful that the mere showing of them will

sell them. This company report a strong demand for their goods, and this is no doubt due to the superiority of the material used in their manufacture; and the pride which dealers take in handling goods of home manufacture.

The Ever Ready Dress Stay Co., of Windsor, Ont., have recently enlarged their factory, and now they have a large two-storey brick building, with twice their former capacity, well fitted up with steam-driven machinery. They are extensively engaged in manufacturing the celebrated Ever-Ready dress stay, and also the Alaska socks and mitts. These last are having a very strong demand, and they seem to be well adapted to the needs of Canadian lumbermen and teamsters. Their dress stay has become a staple in every dry goods store, and despite the large increase in the output of their factory, they are still far behind in the filling of their orders. Such a state of affairs must be exceedingly pleasing to Messrs. Bowling, and the superior quality of their goods will no doubt enable them to still further increase their capacity for manufacture.

The E. B. Eddy Co. report business satisfactory. Their branches at Montreal and Toronto, and their agents and travellers from the Atlantic to the Pacific coast, are crowding the house at Hull with impatient orders. Since responsible branches have been opened at Montreal and Toronto, under direct control from headquarters at Hull, and since paper has been added to the company's other lines of manufacture, there has been an immense increase in business, as the wholesale trade and the jobbers in nearly every line of business are now purchasers from the company direct. The rapidity with which the paper branch of the business has developed is beyond the most sanguine expectations of that most sanguine of men, Mr. Eddy. Their paper mills, with three machines already the largest in Canada, are to be supplemented with a 96" machine, which is expected to be in operation by October of this year. The dry goods trade absorbs large quantities of their light and heavy manillas and tissues.

## WEARY JOKES.

## CONCLUDED HE WOULDN'T.

Briggs—Why, old man, I thought you had gone away on your vacation. I saw you down town the other day buying a lot of outing clothes.

Griggs, sadly—Yes. That is why I didn't go.

## A BUSINESS SECRET.

A large manufacturer took into his office a nephew who, to put it mildly, was rather feeble minded. One day the nephew came to his uncle and complained of the head clerk, Jones.

"Uncle, what do you suppose the head clerk, Jones, has been telling people about me?"

"I have no idea."

"He has been telling everybody that I am a fool."

"I will see him about it and tell him to keep quiet. He has no right to expose the secrets of the office."—Texas Sittings.