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PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

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A New Line Each Week.

fabrics, etc.

It is advantageous, if possible, to be always receiving something new and different from what you have in stock, even if the goods are received in small quantities.

I once knew of a store which made its entire reputation (and finally grew to be quite a success), from the fact that every Wednesday morning some new line of goods was shown. The proprietor of the store made it a business to order something fresh and nice every week in first one line and then another; possibly each week receiving only one or two different things at the most. He made it a point that every week there should be something new to show the customers, even if he had to keep some of the goods received the week before, done up in the original packages, until the following Wednesday, when he wished to open and display them.

The people in the city in which the store was located grew to look for this as a regular feature. Every week they expected that there would be something new at the store, and they always came in crowds to see the new thing, whatever it was, and to buy.

As the dry goods stores of to-day handle so many different kinds of goods, this is a much easier thing to do than in a store where only one or two kinds of merchandise are carried. For instance, one week you may open up a fresh shipment of fans, the next week, a fresh shipment of dress goods, etc., taking in each stock, one at a time.

Remember the Accessories.

be needed in making up the garment?

I noticed a lady not long since who bought her dress goods in one store and then went across the street to buy the linings and trimmings. Someone asked her, in surprise, why she did not buy all the items at the store in which she bought her dress goods, and she replied: "Why, I never thought of it." She had evidently been in the habit of buying her trimmings and linings at this particular store, and it never once occurred to her that she might get

Did you ever sit down and think when you sold the dress goods for a dress, whether your clerks also sold the other articles which would

the same things with the dress goods without the trouble and waste of time of going elsewhere.

Now, if the clerk who waited on her for the dress goods suggested in a pleasant way, that, possibly, she might want something else to go with the dress goods, and mentioned over the necessary articles which the store carried to complete the costume, he might have made an extra sale, which, under the circumstances, this house lost. In the very largest stores in great cities it is sometimes almost impossible for the clerks to always mention to dress goods buyers that the other necessary requisites for the dress were to be had in the same house, but, in most medium-sized places, and, in fact, in the majority of dry goods stores in the country, this plan of selling goods by special mention will work to great advantage.

It is always well for the dress goods clerks to have some very definite idea in their minds as to just what articles are necessary to be used in making up the costumes. The purchasers of dress goods very often do not know themselves just what they will need, and will probably depend upon their dressmakers to purchase the findings, etc., for them. If the dress goods clerk, or someone else in the store, is well posted on this subject, and will use his knowledge for the benefit of the customer, it will very often lead to a profitable sale, which is now being lost.

Misapplied Humor.

It is a very bad practice, which is persisted in by some ill-natured clerks, to make side remarks about customers to whom they have just failed to make a sale. This is one of the evil practices which will be more disastrous than any other form of discourtesy that could be offered the customer. No matter how cranky a "looker" may be, or how much trouble she may have caused the clerk, it is the salesman's duty, in every case, to try to have the customer leave with a favorable impression rather than with a bad one.

Some clerks, very thoughtlessly, will make the remark, after a customer has left them: "Well, I didn't think she was going to buy, anyhow." Such remarks are, nine times out of ten, overheard by the customer, or, if they are not heard by the person about whom they are made, they are many times heard by other customers, who know that the clerk would probably say the same