

## TRADE REQUIREMENTS.

THE DRY GOODS REVIEW had an interesting chat with Messrs. Brophy, Cains & Co. on the management of a business, etc., and what they termed Trade Requirements. "We use the term Trade Requirements," said they, "in a broader sense, perhaps, than would on first thought suggest itself to you, and could best explain our meaning by detailing some of the points which we think are included therein. First of all, let us say that at no time did business require the undivided attention of those connected with its management more than at present. The necessary expenses of conducting a large business are heavy; competition is keen; to be successful means economy, close attention, hard work.

"Now, to answer your query as to the points embodied in the term Trade Requirements, commence with the warehouse. It should be centrally located, easy to get at, a modern warehouse, not too expensive, but with the interior well lighted, heated and ventilated—this for the comfort and health of all concerned. The general offices should be convenient to the main entrance; this saves time. The entry, packing and shipping rooms must be on the ground floor, with easy, quick and good facilities for receiving and shipping goods; here, again, time is gained.

"An elevator that takes your customer to the fourth or fifth floor in less time than he could walk half way up to the first floor, saves his time as well as yours; it also does the work of half a dozen men in conveying goods up and down to the different flats.

"Every floor, every table, every shelf should always be kept so clean that goods cannot be soiled on them. For such goods as laces, ribbons, embroideries, insertions, etc., we have large glass cases, and the goods reach our customers as fresh and clean as when they left the makers' hands. Do not crowd or force goods upon a buyer—he knows, or should know, what his trade requires—but introduce with politeness, and without wasting time, every line of goods you carry.

"Let your staff be composed of educated, intelligent men; explain to them what the goods are which they are expected to sell, tell them how they are made and where they come from. They have a future, and their success later in life is largely dependent upon the help and training you give them.

"Watch the markets, study them, also your customers and their wants. Buy Trade Requirements; no retailer wants to waste time looking at 500 different prices in gloves—and that applies to all departments. When you take up a line of goods, have it complete, give value for every dollar; have popular prices.

"These are some of the points we have in mind when speaking of Trade Requirements. Now come and look through, and we will show you that we try to carry out all that we have spoken of."

## THEY SHOULD BE ENCOURAGED.

A Montreal manufacturer told DRY GOODS REVIEW that wholesalers might do more with Canadian-made articles if they were not so fond of increasing foreign competition by the extent and variety of their importations. They, in some cases, seemed to make a special effort to rule out the native article by importing with such care as to avoid the varieties chosen by other houses, thus being enabled to push trade in certain grades

as their own specialties. This policy, combined with the fact that Canadian makes have to conquer a certain preference for the foreign over the native product, increased the difficulty of a limited market. More co-operation, he believed, between the maker and the wholesaler would prove a marked stimulus to Canadian manufacture by encouraging new styles, greater excellence, and thus, through enlarging trade, enhance the margin of profit.

## CANADIAN COTTONS ABROAD.

The Montreal Herald, a free trade organ, says: It is announced by The Journal of Fabrics "that the Montmorency Cotton Mill has declared a dividend for the past year, and this mill is running exclusively on cottons that are shipped to China, in competition with England, the United States and Germany." There can be no doubt that the shareholders are to be congratulated sincerely upon this evidence of the soundness of their investment. In a market to capture which the cotton spinners of the world are bending their energies, Canadian skill and Canadian pluck have won a secure place. This is an achievement of a sort which should quiet much talk about the inability of the Canadian manufacturer to live and prosper in open competition with the world.

## WINDOW-DRESSING.

THE REVIEW has been trying to collect ideas for its readers and at the same time to encourage those who take pains to have neat windows. With these aims in mind a competition was inaugurated which closes April 15th. Three cash prizes are offered. Because your windows are not the best in the world is no reason you should not enter the contest. The merit of windows is comparative: that is, their merit in a contest of this kind depends on their being as good or better than some other person's.

Encourage your clerks by letting them have a try at it. There is time yet, as only three windows are required.

## A BIG TRADE IN LACES.

The spring season with Kyle, Cheesborough & Co. so far has been marked by the rapid growth of their lace trade. This branch of their business has been highly satisfactory, and their buyer is now in Europe, having gone early in order to assist the firm with the latest novelties in this line. Since the first of the present year the firm have handled 25,000 pieces of lace, and there is still more to follow, which is a striking illustration of this branch of their trade.

In light and fancy cotton and wool dress fabrics Kyle, Cheesborough & Co. are showing what they consider to be the most attractive collection in this line they have ever been able to secure. The increasing demand for this class of goods has enabled manufacturers, particularly foreign makers, to produce some of the most charming effects in these goods that they have ever seen, and this firm considers the results of their efforts in this particular highly gratifying, while they keep on securing each novelty as it comes out.

H. M. Belcher, of Gault Bros. Co., is now on the ocean on his fall buying trip. He will be away until the middle of May.