

OUTING APPAREL.

IN scanning the announcements for spring, it will be found that many wholesale manufacturers of clothing have added a department for the production of outing apparel. The retailer, whether he be a clothier or an exclusive furnisher, cannot afford to miss giving due consideration to this line, which is evidently to be so strong an element in next season's business. The irresistible demand for golf and bicycle suits, which was apparent last summer, will be made with greater emphasis next year. The dealer who is alive to his opportunity will be ready to cater for this class of trade at the proper time, knowing full well that the investment will be amply repaid.

The time to sell goods at a profitable price is when the public wants them. We are approaching the time when the followers of many sports are in the majority, and a clear-eyed, stout-limbed youth, striding along the street in "knickers" is no longer stared out of countenance by rubber-necked spectators. The trade in outing clothes and accessories is not a fad—it is a necessity.

Many retailers have already shown commendable spirit and nerve; one prominent firm in Denver has followed the matter to its logical conclusion, and actually supplies the paraphernalia of the sport itself, besides the proper attire. It is but a degree in evolution to go from selling bicycle suits to supplying the wheels also. Substantial results have followed in every instance where a man has had the confidence of his conviction and put his department of outing supplies on a fixed basis. Up-to-date merchants know this and the conservatives should note now the signs of the times.

Merchants will find in a properly equipped department

devoted to the sale of bicycle, golf and outing apparel generally, a means of drawing trade for his regular lines, as well as a profitable business in itself. The goods will bear a good profit to the one who establishes a reputation for having the correct articles. Dealers should make preparations in due season to make a proper display before the actual date, when warmer weather ushers in the demand, and establish at once a reputation for being headquarters.—American Exchange.

EFFICIENCY.

The intense competition, which is one of the factors of business as conducted in this fast-moving age, has its redeeming features, for it brings out of necessity the best there is in a man. There is no longer a chance for success for the slow-going, the careless or the inattentive. They are not even in demand for the most subordinate positions. The young employees who are to be the trade magnates of the future are not the ones who think that any kind of service will do, so long as idleness and inattention and half-hearted work remain undetected. Employers are more observant than this class of employees seem to think. The fact that they could tell a good thing when they saw it, and knew how to take advantage of it, is what made them employers, and it is folly to suppose that they do not know when they are well served. As a rule, they do, and are glad to utilize the services of the faithful, the intelligent and energetic in higher positions. Hence the subordinate who wishes to rise will give his whole thought to business, which will surely be recognized by his employer, or by some other, as well as by that portion of the world at large with which he is brought in business contact.—Exchange.

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