

HINTS TO THE SALESMAN.

YOUNG men in stores don't think enough of what may be necessary to practice in their business in order that they may advance as quickly as they desire, says *The Dry Goods Chronicle*. Only too often they find fault with others, when the trouble lies more with themselves. The feeling begets indifference, which is one of the worst foes to success.

Look at the indifferent salesman. When a customer approaches him he receives him in a manner that is anything but inviting; he pays but little attention to the question asked of him, and when he does start out to find what is wanted it is done in such a hesitating, bewildered manner that the customer immediately loses confidence in him. Or else he asks so many unnecessary questions that the customer is annoyed. For instance: A man wants to look at collars; this clerk not only asks the size, but also whether a high collar or a low one, a turned point or straight, or a turned down is wanted. In hosiery it is somewhat the same way. "What color do you like? Black or brown or white or striped?" It is so with everything. What is the inference that customer draws from all this? That the man is lazy and does not want to trouble himself by showing too much stock. The customer goes out dissatisfied and is not likely to return.

The young man who cultivates the habit of anticipating a good many questions, will be amply repaid for the trouble he takes. When a man asks for a collar or shirt, if possible, guess as nearly to the size as you can, saying in reply: "Do you wear 15½ or 16?" Also observe what style he is wearing. The same will answer in hosiery, most men wear 10 or 10½; try making this reply and see what a difference it will make. Your customer notices right away the interest you take in his wants. Having awakened his interest, be as agreeable as you can, and go at your stock and show it as if it was a positive pleasure for you to exhibit the choice things in your possession.

Keep your mind to your customer; don't let it wander off thinking about something else; and don't try to do something else at the same time. Your point is to please that customer; show it. Some men try to wait on two or three customers at a time in case of a rush. It requires great tact and dexterity to do this without neglecting and offending one or more, and perhaps the very one you neglect may prove to be the very best.

CANADIAN BUYERS IN BRITAIN.

The recent arrivals of Canadian buyers in the English markets include the following: Mr. A. H. Hardy and Mr. W. Greenshields (S. Greenshields, Son & Co., Montreal); Mr. William Kissock (Caverhill & Kissock, Montreal); Mr. G. A. Woodhill (Kenny & Co., Halifax, N. S.); Mr. H. J. Caulfield (Caulfield & Co., Toronto); Mr. H. L. Smyth, Montreal; Mr. James Kyle (Kyle, Cheesbrough & Co., Montreal); Mr. J. E. Bizzey (Knox, Morgan & Co., Hamilton); Mr. John Lillie (Wylde, Grasett & Co., Toronto); Mr. B. F. French, Montreal; Mr. V. D. V. Dowker and Mr. H. Macartney (Gault Bros. & Co., Montreal); Mr. F. X. Garneau (Garneau Freres, Quebec); Messrs. James and W. P. Slessor (J. Johnston & Co., Montreal); Mr. Fred. May (Thomas May & Co., Montreal); Mr. George H. Pack (S. F. McKinnon & Co., Toronto); Mr. George Kent (McMaster & Co., Toronto); Mr. F. Giguere, Quebec; and Mr. St. Pierre (Thebaudeau Freres, Quebec); Mr. G. Rowat (Rowat, Grainger & Co., London).

TOPIOS OF THE MONTH.

THE DRY GOODS REVIEW has been favored with a copy of the annual address of Mr. O. A. Howland, M.P.P., before the annual convention of the International Deep Waterways Association in Cleveland. It is a scholarly production, discussing the international interests involved in a thoughtful spirit. In another column of this issue Mr. Howland contributes his views on the merchant's interests in deep waterways. It will be read with interest, whether our readers agree with it or not.

"The curse of this country," said a prominent merchant the other day to *THE REVIEW*, "is the way in which politics have always interfered in purely commercial matters." This is a fact. No question of tariff, or treaty, or Customs valuation is ever settled on its merits. The political machine looms up every time and interposes between the merchant and an unbiased decision. We have the remedy in our own hands. There is not a storekeeper in Canada who cannot impress this view on the candidate the next time he comes round, hat in hand, with a large smile, asking for a vote.

"Silence" cloth is a novelty which has utility for a basis. Its name is derived from the fact that the material is placed on the dining table under the white cloth to prevent noise. It saves the cloth, too. I saw some the other day at John Macdonald & Co.'s. The material is a thick canton flannel.

In last issue *THE REVIEW* chronicled the fact that A. E. Lees & Co., Vancouver, had gone in for the cash system. The firm writes this journal: "We are determined to give it a fair square trial for 12 months. We shall treat everyone alike; high and low, rich and poor must pay cash or they cannot have our goods. So far we are not aware of having lost a customer, and we are quite certain that we have gained a number."

The brightest men in the trade can always find use for the trade paper. Perhaps there are some who can't, or think they can't, but they are always in danger of being lumped in with the man who wrote to *The London, England, Drapery World* the other day: "Dear Sir,—I Got from you the Paper Called the Drapery world I am Sorry To inform you that you must not send me thae Paper has it his no use To us we have not Time To Bother with it it his on a waste of Time and money so you must not send any More To us." The gentleman says he is sorry. So are we for him.

English advices say that the sale of crape is not appreciably affected by the anti-mourning leagues now at work over there. Crape will always be the symbol of mourning, for the custom is too deeply-rooted to be dispensed with. The material symbolises feelings as old as the human race. What new ideas have accomplished, and will continue to effect, is the doing away with hideous forms of mourning. There is no reason why mourning costumes should not be becoming and suitable.

London habit-makers report a loss of trade from ladies using the bicycle. The tendency is to abandon those baggy abominations with which a compromise was this year sought to be effected between a skirt and knickerbockers, and which were a dismal and ugly failure in each direction, and to adopt plain,