

# THE CANADIAN GOODS DRY REVIEW

VOL. VIII.

MONTREAL AND TORONTO, NOVEMBER, 1898.

No. 11.

## THE MANAGEMENT OF A BUSINESS.

THE FOURTH OF A SERIES OF ARTICLES ON THE METHODS  
OF ADMINISTERING THE OFFICE AND THE STORE.

IV.

Opening a  
New Store.

I. When a merchant is beginning business or opening a new store in a town where he has already been doing business, his wisest course is to keep the public interested in the new place by frequent mention in the local newspaper. The local paper expects to get a contract from him when the store is running, and should, therefore, be ready to give news items from time to time regarding new features that are being introduced into the building and other facts that will be of interest to the public. These should, as far as possible, be items of news. Mere puffs do not have as good an effect in arousing interest. People are apt to turn away weary from puffs, and actual description of things that interest them is a better line of writing in all these cases of preliminary announcement. Supposing that the store is to be devoted to men's goods, there is no necessity in leaving out all reference to the fact that women shoppers are not primarily concerned in the new business. Let it be known that in boys' wear, in which mothers are much interested, the store proposes to take first place, and that all who have at times to execute buying commissions for their fathers, husbands or brothers should see the new premises and stock. Night is the best time for opening, even in the case of a store for men's goods, as then ladies will come with their escorts. A neat decoration of the store is desirable. If music and flowers are employed they make the occasion all the more successful. In the choice of a souvenir to give away to visitors, some care should be taken to make it a suitable one. Supposing the store is, as we have said, one for men's furnishings, something for the man's desk or office is better than something which will be carried in his pocket and never seen, a desk calendar, therefore, is to be preferred to a pocket memorandum book. If the size of the town and the store warrant it, a private view, before the store is open to the public, might be given to a few leading citizens or the newspaper representatives.

Keeping a  
Log Book.

II. Every man who runs a business of any kind should keep a log book, that is a book in which to record, from day to day, such facts about your business, and also that of your competitors, as may be of advantage to remember at some future time.\* Next year you will find it a great help in your business to look back and see just what you did and

what your competitor did at this time. To look back and see what goods were advertised and note the results. This may save you from making many mistakes and may help you to find out the proper time for certain sales and certain trade movements. Keeping such a log book cannot do you any harm. Some of the brightest merchants in the country have practised this for years and find that amongst the books that the house holds the most valuable is the record of what has been done and what came of it.

Deception  
Never Pays.

III. A business man consulted me as to how he should improve his business. He said he had not found advertising very profitable. After making some inquiry and sending a man to the store to answer one of his advertisements, I finally reported that he should change his methods and stop deceiving people. The person sent by me to the store to buy soap, which had been advertised, got something quite different. The merchant, on my making this complaint, denied, in very strong terms, that any one had been given another brand of soap for the kind that my purchasing agent asked for. He went on to say, in proof of this, that he had no similar soap to the one advertised, and, therefore, could not substitute anything. As a further argument, to show his sincerity, he stated: "Now, if you had said tooth powder, I might have believed that substitution had been practised, because we have a cheaper tooth powder that we sometimes try to sell to customers who ask for a certain standard brand." What an argument for a merchant to use. To attempt to prove his honesty in selling soap, by admitting his dishonesty in selling tooth powder.

Now, I hope there are very few merchants who do anything in the way of substitution as this merchant did, but this may suggest a thought to us. There are a great many merchants who attempt to do business in the right way in some things but neglect other things just as important. Business, to be good business, must be good all round, and a merchant can't afford to be honest in one thing and dishonest in another. He can't afford to give one part of his business careful attention and give another part of it slipshod attention. He can't afford to have good advertising and poor clerks. He can't afford to pay big rent for a store and keep the store dirty and untidy. Of course, it is well to be right in a few things, but it is necessary to be right in all things. The merchant who wants to be successful must have an all round good business. He must give every part of his store, of his office, of his factory, as thorough service as possible.

Odd Figures  
in Prices.

IV. Somebody originated the idea that odd figures were a means of attracting trade, and when the idea was first put into practice, I presume it did, to a certain extent, influence a certain class of buyers. It must have been

\* These and the following hints are by Chas. F. Jones, New York, a practical authority.