

THE KIND OF BUTTER BRITAIN WANTS.

The kind of butter the British consumer desires, is the kind that Canadian dairymen should make. Of the qualities of this butter there is no longer any doubt. The work of the Canadian Dairy Commissioner and his assistants, in investigating British markets, has been entirely successful. All butter shipped to the United Kingdom should have a fresh-made flavor without any evidence of staleness. A mild-flavored butter, salted at the rate of one-half ounce to five-eighths of an ounce per pound sells best in most of the markets. A pale straw-colored butter, and even of a lighter tint, is preferred to that deeply colored. The form of package is an important item. The 56 pound box, in which are packed 57 pounds of butter, will give the best results. It has been found that in almost every instance in which 56 pounds has been packed, and the shipment invoiced to this amount, there has been a shrinkage, and a claim for short weight has been made, which is satisfactory to neither seller nor buyer. The box goes to the retailer, and oftentimes with its stamp of "Canada" comes before the consumer's eyes. Shippers ought to take great care of their boxes. The better plan is to wrap them with a coarse canvas cloth to keep them clean while in transit. Each package should be lined inside with a good quality of thick parchment paper. Thin paper adheres to the butter when being removed.

Inferior butter means loss in the British markets. There is nothing in the trade for either makers or exporters of low grade creamery butters. It is, we are assured, a common thing to see two grades of creamery butter sold in the United Kingdom at a difference of twenty to thirty shillings per hundred weight, emphasizing the fact that butter under the very best quality brings a ruinously low price. Professor Robertson, speaking of his own experience in the Mother Country, says: "I found a great change in the reputation of Canadian creamery butter in the markets of London and Manchester. During the last few years it has won for itself a good name and an increasing demand. I think the place hitherto occupied by Danish butter, which has been stupendously advertised, generally well manufactured and put up in attractive packages, will soon be taken by butter from Irish and Canadian co-operative creameries. The general good health of Canadian cows, the purity of our water supply, the luxuriance and fine qualities of herbage and fodder, and the cleanly habits of the people, are all advantages on the side of Canada. These count for a great deal."

THE SALESMAN.

A good salesman for a wholesale or retail house is almost as rare as a good buyer. But it is easier to train a man or a lad to sell goods than to buy them with skill or prudence. If he has not natural discretion and the sense of proportion, a person is not likely to make a good buyer of merchandise; the chances are, rather, that he will buy too much of this and that—too little of the other. The most successful salesman is the man who possesses tact, and who can judge the character of the customer whom he serves. But even with these qualities, he must possess a knowledge of the merchandise he is offering, for we do not believe that the average man "can sell anything," which is a phrase we have

heard used to describe the ability of certain salesmen. It is true that glibness of tongue and a half-caressing, half-bullying manner can impose upon a certain class of customers; but upon others, who know what they want, it will have no effect. Therefore, let a salesman acquire knowledge of the origin of the goods he sells, where they are made or produced, how they differ from goods of other localities or makers, and let him be able to explain their qualities when necessary. Only thus will he be able to satisfy the intelligent, high-class customer.

Of course he must be able to talk, for a man may know all the "ologies" and be a perfect cyclopedia of facts, and yet be useless as a salesman, because unable to communicate what he knows. A good manner is invaluable in a man who sets out to sell goods. To be at once civil, cheerful, gentle and yet self-respecting, and with the interest of his employer at heart—these qualities, added to the requisite knowledge of his business, constitute a pretty fair out-fit for a salesman or saleswoman. It is very true that customers are often cranky, surly, hard to please, but it is the clerk's business to please them and get them to buy. And it is to be remembered, on the other hand, that the flippant, the stupid, the bullying or the ignorant clerk is as great a nuisance in his way as any of the varieties of the unpleasant customer. "I hate a clerk who undertakes to tell me what I want," said a lady in our hearing the other day. And men customers, not less than women, resent the airs of a smirking ignoramus who attempts to instruct them, with school-boy or school-master airs of chop logic, as to their needs or purchases.

A good salesman tries to show a customer that he has a friendly interest in making the sale, and appreciation of the goods and a determination to please, says an American trade journal. He is never forward in his talk or actions, but tries to show that he is glad to show the goods and is willing to do anything in his power to satisfy the person who is looking at them. "A good salesman must treat one customer just as well as another. He must treat all with respect, giving the poorest and most cranky customer as polite attention as he does the richest and easiest to please. I don't believe that a salesman who is not in sympathy with his work can one time out of ten carry out these requirements."

SPRING FABRICS.

Among the promised features of the dry goods trade for the spring of 1899 is a phenomenal sale of gingham. For blouse waists this fabric is particularly well suited, and blouses will preserve their popularity through the summer of the century's closing year. Extensive preparations are being made for this trade. The Canadian Colored Cotton Mills Company expect to more than double their output of gingham. In all widths, from twenty-five to thirty-two inches, the trade may purchase these goods. Two new widths, thirty and thirty-two inches respectively, have been added this year to the range carried by the Canadian manufacturers.

One of the most satisfactory features of the trade is that all the finer goods will be made in thirty-five yard pieces. The legitimate retail dry goods trade has been seriously handicapped by the lack of variety in the goods which they were able to offer their customers, as compared with the offerings of the large department stores. A limited amount of capital and a limited number of customers