

It is well to note that all numbering is in rotation. This method also avoids broken packages upon the shelves. Further, plenty of goods would never be sold if customers had to wait for some salesman to find just where they were stocked, or the exact price. By these thoroughly classified lists there is no possibility of mistake, and the customer cannot but be favorably impressed. Even a novice can sell goods in this way. These ideas are worked out in numerous ways, according to the various lines, the same general idea of an alphabetical list, with samples where possible, is followed.

The main offices of this firm are at the rear upon the left, and exhibit all the advanced methods in loose leaf devices, which this firm make a specialty of supplying. A telephone exchange, consisting of three wires, as well as a private system for the building, is here located.

The Gallery.

The commodious gallery encircling the store is wisely suspended from the ceiling; thus no obstruction is made upon the ground floor. This tends to add to the comfort and convenience of customers. The gallery is stocked with lines not so frequently in demand, and many of the

electric light throughout the building is regulated by ingenious switches, which regulate the number of lights.

The first floor up is the order department. The same time-saving device in securing orders is seen here as well. Complete samples of all the printed matter made by this firm are kept with a price list attached. The two upper floors are used entirely as stock rooms, and the orderly arrangement is entirely commendable. Imprints were noticed on all lines, and this feature should be insisted upon wherever possible. It is an inexpensive form of advertising.

Co-operation.

A feature emphasized in this store is subdividing the various departments and placing a head over each. Some twenty clerks are in the establishment, and each of these is made to feel responsible for the success of a certain branch, realizing that as the business expands there remuneration increases. The result is an enthusiasm which is kept at top notch continually. Salaries are not limited in amount, only in percentage.

Almost every well known means of advertising is practiced and the expenditure is calculated upon business done.

A LEATHER GOODS TALK.

A GOOD range of leather goods for an up-to-date retail store usually consists of articles for ladies' use, for men's use, for the home, for the office, and for traveling. All such goods make seasonable and very useful holiday gifts, and may be made in a very artistic fashion. There is another point that should be remembered, and that is, to get satisfactory results, good service and profitable business, buy from a reliable manufacturer and place your order early. The great scarcity of skilled labor, and the high price of raw material, makes it very advisable for the live buyer to buy early. Nearly all stocks are more or less complete now. A few weeks will make a very material difference in the popular lines; therefore "place your order early."

When to order is another very important feature to be considered. Buying from the manufacturer is always the best plan where possible, as your chance for reliable goods are greater when the personal guarantee of your supply house is backed up by their factory. The manufacturer always knows when his goods are perfect. A dealer may not. Buy from the manufacturer and be sure.

The Brown Brothers, Limited, have a very complete factory for turning out all classes of fancy leather goods. They use the best materials, their workmen are the finest in the trade. The firm itself is well known for its straightforward business methods. Their goods are up-to-date. Their showing for the holiday trade is good, consisting of the following lines: For ladies' use—bags, all kinds, purses, card cases, music cases, grip purses, watch bracelets; for men—leather cases, belt wallets, cigar cases, card cases, toilet cases, coin purses, bill folds; for the office—memo books, bankers' and messengers' wallets, blotting pads; for traveling—toilet cases, writing portfolios, collar and cuff cases. All these goods are made by the Brown Brothers, Limited, Toronto, who would be pleased to send samples for approval.



Main Floor, Charles F. Dawson's Store, Montreal.

more bulky goods are also here. The same idea of classification is carried out. A wide, easy staircase at the rear gives access. At this point, upon the left hand side of the gallery, at the rear, is the private office of Mr. Dawson, which, as might be expected, is replete with many novel ideas. Mr. Dawson is not a "do-it-all" man, and realizes his time is best spent in watching closely the various departments, and suggesting improvements. A noted feature here is the classified list of all catalogues and price lists bearing upon the business and up-to-date information can be supplied customers instantly. It is impossible to carry all lines sometimes asked for, and this method avoids loss of any sale.

A large, dry basement is mostly utilized as a stock room for inks. Steam heating apparatus is installed here, and is of the most modern kind. Proper heating is vital for the salespeople to do justice to themselves. The ventilation is also well done, as this is necessary to the health of all in the store. A vault is also in the basement to insure the safe-keeping of tabulated details of special orders. To carry out the general perfect lighting arrangement a light area is at the rear. The