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SELLING FOR CASH.

The merchants of Canada, retail as well as wholesale, have as a rule made great strides of late years in abandoning long credits, and in adopting short credit, terms or absolutely cash sales. It is not yet possible everywhere to sell for cash, but the nuisance and losses of long credits are very great, and every merchant worthy of the name should strive towards the goal of cash on delivery. The present time of general activity and prosperity should be a good time for retailers to put their businesses on a cash basis. Nearly everybody is busy; work is easy to be had; cash is plentiful (except with striking workmen, the folly of whose leaders has cruelly robbed them of months of wages), farmers are prosperous. Therefore make the attempt, and explain to your customers your reasons for it; namely that you can sell for cash to better advantage to yourself, and if you buy for cash you can supply them with cheaper goods.

Some people will be offended if you attempt to refuse goods to them without money. Just here, Mr. Retailer, comes your chance to do a good stroke

of business for yourself. *Sift your customers.* If you have found A poor pay, you don't want his custom, and he can go off somewhere else and take his bad temper with him. If B is an honest and valuable customer, so placed that he cannot pay cash every day, collect from him once a month, or even once a quarter. Or you may do as a Montreal firm did, in a case cited by the Dry Goods Economist. Finding their credit business growing more rapidly than their cash trade, they experimented with discounts, to their entire satisfaction. If we remember rightly, they conceded a discount of 5 per cent. on purchases paid for at the counter and 3 per cent. for charge accounts paid promptly at end of thirty days. This increased their cash sales, without antagonizing their more exclusive clientele.

There are wealthy people, as Macy & Co., of New York, have found, who don't wish to wait for change, and who won't have goods sent C.O.D., and therefore wish their goods charged. But Canadian retailers as a rule are not worried by millionaire customers. The rule of cash payment will suit such firms better. There is an instance given of a large concern which established a branch store in a Pennsylvania city, adopting the cash basis from the start. Being the only house in the town that did not sell on credit, much criticism was at first excited by its action, but this gradually wore off and the store has done a successful business ever since. So Canadian firms in country places which have pluckily made the plunge, and stuck to their guns, have built up a very satisfactory trade, cash or thirty days. Many more may do the same, with advantage to themselves, their customers, and their creditors.

GOOD FAITH AMONG BUSINESS MEN.

Much attention has been directed to the result of a case which came on for trial early last month in one of the manufacturing cities of England. It concerns closely and principally merchants or manufacturers who give credit and who are accustomed to rely upon the good faith of persons or firms who are given as references by applicants for credit. The circumstances, as we find them set forth in the Huddersfield Chronicle of August 8th, are as follows:

Thomas Cresswell & Co., woolen manufacturers, Huddersfield and Bradford, brought suit against Thomas Longbottom, member of the firm A. S. Henry & Co., stuff merchants in Bradford. The suit was for damages sustained in consequence of fraudulent misrepresentation on the part of the defendant as to the credit of Alexander & Co., a firm in Paris, France. The action was brought against the defendant in person and not against his company, because the misrepresentation complained of was made and signed by him. Mr. Longbottom was the director in charge of the Continental portion of Henry & Co.'s business.

In Paris there was a firm named Alexander, Cie., & Soubrat, which bought Huddersfield goods, and the plaintiff had sold them small amounts. This, and further circumstances of the matter were set forth by Cresswell & Co.'s solicitor, as follows:—

In January, 1901, the Paris firm sent out a notice informing the persons to whom they were indebted that in consequence of heavy losses the firm of Alexander & Co. found it