

HINTS TO RETAILERS.

By a Head Clerk
OVER ZEALOUS SALESMEN.

CLERKS should try to sell a customer as large a quantity of goods as possible, but, at the same time, it must be remembered that intending purchasers often like to look about them before buying, and that any attempt to hurry them or force a sale will only offend. In some stores if a lady enters and examines the goods, but does not immediately make a purchase, the clerk serving her will harass and worry her in his attempts to sell her something she does not want. This is particularly noticeable amongst inexperienced salesmen. No doubt they mean well and are anxious to do what is right, but they should learn that they cannot sell goods by pestering customers.

One of the things that go to make the departmental store popular amongst women is the fact that they may go there, see what they want and learn the prices, without being annoyed by pushing and over-zealous salesmen

CASUAL CUSTOMERS.

"There is no use talking," remarked a large retailer to THE REVIEW, "no customer pays as well as the 'casual.' He comes in, buys what he wants, pays cash for it and goes out again. He asks no favors and doesn't occupy our time by loafing around and talking. Regular customers are all right, but some of them expect too much. Many people who deal regularly with a man, feel as if they owned the place. They expect credit, as a matter of course, and want to get things below cost, too. They think they know more about running the business than I do and are mad because I won't let them show me where I'm out. No, sir," concluded our friend, "for profitable dealing give me your occasional cash customer every time."

This may appear to be an exaggerated view of the case, but the matter is worth considering. Departmental stores depend entirely on what may be called "casual custom" and certainly they appear to thrive on it.

STOCK-KEEPING.

Some merchants do nothing but sit around the store and kick about times being hard. Here is a sample of the store you find them running

The floor looks as if it had not been swept for a year or more, the windows might have been washed and changed last summer, the shelves, fixtures and goods look as if they had never been dusted, and yet this man expects to do business and get along as well as he did twenty years ago. A lady came in and wanted to buy some cotton. About eight different grades were crammed into a space sufficient for four lines. The clerk, in order to get the one he wanted, had to haul out every piece, and then it was not fit to show anyone; she did not like the looks of it and went out. Another lady came in and wanted some blouses. They were thrown in the boxes like so many rags. She, of course, went out without buying. The merchant said, "See that? come in, and go, don't buy anything."

Storekeepers must remember that such articles as blouses are very often wanted by people going to picnics, and they do not

want a soiled one, but something nice and fresh. It is just as easy, in fact easier, to keep everything in apple-pie order.

Brush and dust everything in the store at least once a week and see what a different appearance the place will have. You will also see a pleasant increase in your sales.

CHANGE YOUR WINDOWS.

It is a common thing to hear merchants complaining about goods being spoiled which are in the windows during the warm seasons. This is the very time you should change them at least once a week, and sometimes oftener; you are then able to keep it clean so that anyone passing can see what you have in the window. By changing the window once or twice a week one can put all the new lines and novelties in, which if they were left in any length of time would be completely ruined.

There is no better place to show goods than in the window. People passing will stop to see what you have there, for a glance tells them it is different from last week. Their curiosity is aroused and, wanting to know more, they go inside, it brings no trouble on your part to show the goods and explain all details. If they do not purchase them it is because they have no use at present for your articles, but when they do want something in that line, they will keep you in mind, and, moreover, tell their friends.

CHECK BOOKS.

Every merchant should have them, even to the smallest country store. By it one can tell the exact amount of sales of each clerk, and when a clerk finds out that his employer knows to a cent what he is selling he will strive to show large receipts. A very good plan is to have each clerk numbered. Clerks must put their number upon each check and account for any check lost or torn. Have a stated sum for each clerk to average per month. They will try to come a notch above it and will work harder to make sales that probably they would miss if no account is kept of what they sell.

CLEARING OUT STOCK.

Arguing against carrying over dead stock The New York Chronicle's man says. "The country storekeeper who does business on a small capital can't afford to shut up a dollar of it in dead stock, and every dollar's worth of stock he carries over is dead as a door nail for at least half a year.

"Every morning during this time the country merchant should investigate some department each day and have an understanding with the man in charge, and if there is no one in particular in charge, then he should have an understanding with everyone that has the run of it.

"You can't be too careful, or too watchful, just now, as a little extra push now may mean a few hundreds of dollars free capital for fall use, and it may mean more; it has meant salvation to many a hard-pressed merchant. There is nothing relieves a man, in a pinch, like a trifle of ready money.

"It should be taken into consideration that these cheap sales extend your influence, widen your field and enlarge your outlet. The more you do sell, the more you may sell and certainly the more you will sell."