

# CASCADE ROLL BRAID



Saves Boarding, Saves Remnants, Saves Tangled Bunches, Saves Measuring, Saves Time and Saves Money.

Put up in boxes of One Dozen Rolls, each Roll containing just what is required for the bottom of a dress. If your jobber does not keep CASCADE ROLL BRAID send us a postal and we will send you a list of leading wholesale houses that do.

A beautiful cabinet presented free to the retail trade.

**CASCADE NARROW FABRIC CO.,**

**COATICOOK, P.Q.**

## POINTERS BY PEDRO.

There are men in this world who have such an exalted opinion of themselves that they look upon all others with a feeling of pity and contempt. They are to be met with in all the daily walks of life. In the commercial world some men who have acquired wealth by a combination of fortuitous circumstances become inspired with the belief that they are gifted with intelligence and powers far beyond their fellows and assume an arrogant and presumptuous tone in their conversation which is peculiarly irritating and offensive. It sometimes happens that the wheel of fortune turns, and when one of these gentlemen falls from his high pedestal there is very little sympathy felt for him. A man, who is truly great, never forgets that he is a gentleman; he is never rude and overbearing to those in less fortunate circumstances but treats all who come in contact with him, be they great or small, with courtesy and consideration. A little less arrogance and a little less sneering would greatly help some men in their business and social relations. If they only knew what was said and thought of them it would be an eye-opener with a vengeance.

The manufacturer may, and frequently does, succeed well on a side street, away from the business centre; even the wholesaler can induce his customers to go out of their way to hunt him up; but the retailer, especially in a large city, must depend, to a considerable extent for his trade upon persons who, while passing, suddenly decide to patronize him. An extensive and well selected stock, a well arranged and attractive store and polite clerks, all tend to draw custom; but the importance of being located on the line of trade should not be underestimated. A slightly increased rent is a small item in comparison with the advantages incident.

While in a retail dry goods store in Hamilton the other day it was a pleasure to me to watch the proprietor. He stood near the entrance and when a customer entered a cordial greeting was extended to her and she was shown by him to the department she asked for. Then when a customer left he accompanied her to the door chatting affably, asking her if she had got all she wanted, etc., etc. And during the intervals he found time to answer my questions. Every one left evidently well pleased with their purchases and with the attention bestowed upon them by the proprietor and his clerks. I could not help thinking that this gentleman knew fully the secret of success and applied it thoroughly. Attention and courtesy to customers invariably bring their own reward.

A retailer cannot be too particular in making his window displays as attractive as possible. When trade is slack it can often be bettered by re-arranging the display of goods in the windows. Some retailers say they have not infrequently had quite a lively run of customers for goods that they actually believed caught their ancies in passing the show windows of their stores. It would be

well to impress upon clerks the importance of this point, and it will induce them to study how to obtain the best effects in window dressing. The result is two-fold: the clerks become more valuable to themselves and their employer, and the store is constantly attracting intending buyers who are quick to learn where they can always see the beautiful in dress goods, ties, etc., etc.

I was reading the other day an article on the effects of dyspepsia on business, in which the writer claimed that not a few storekeepers have, by their crankiness caused by a derangement of their digestive organs, lost some of their best customers. The dyspeptic man is wrathful with his clerks who take good care to keep out of his way when they see he is in one of his cranky moods. Some of his customers not knowing him so well, are not fortunate enough to escape. They may be tardy in selecting their purchases, and this arouses his ire. He will plainly tell them they don't know what they want nor what is best to buy and they stop patronizing his store. The point in this regard is to keep your digestive organs in order.

Clayton Slater & Son, of the Brantford Cotton and Woollen Mills, have made an assignment. The liabilities are estimated at between \$75,000 and \$90,000. The mills were sold the other day but did not bring more than about one-third their value. A statement of affairs has been prepared and it is impossible to say as yet how the estate will turn out.

## Toronto Fringe and Tassei Company

Manufacturers of

FRINGES, CORDS, MILLINERY,  
POMPONS, TASSELS, UPHOLSTERY,  
and UNDERTAKERS' TRIMMINGS.

27 Front St. West, TORONTO.

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