

WOOLLENS FOR NEXT SPRING.



WE have got some splendid goods for next spring" said Mr. A. J. Johnston, the well-known buyer for Wyld, Grasett & Darling, with his usual affability. "Just come here for a moment and I'll show you some of the samples I brought with me on my return from the old country."

Taking down his sample book he showed me beautiful patterns in Scotch Cheviots. The newest tints are in browns, fawns and tans, all subdued and making a pleasing and restful impression upon the eye. A feature in the make of these goods is the hoppersack and herringbone weave. "They are manu-

factured specially for us" said Mr. Johnston, "and are as fine a lot of goods as could be seen anywhere. The fashionable houses in the West End of London have all taken up that class of stuff."

Patterns of English tweeds were then shown with the same features as the Scotch. Shepherd checks for trouserings and worsted trouserings of small, neat effects will be features in the finer trade, also with a stripe down the side. As good a demand for black trouserings as last season is anticipated. Colored worsted suitings in small, neat effects in colors similar to the Scotch cheviots will also be a leading feature. Blue serges will also be in demand for suitings and there will still be a big demand for black worsted coatings, a feature of which will be corkscrews, venetian twill and large twill.

For Spring overcoatings, Meltons and Venetians in a variety of colors, drabs, fawns and various new shades will be the leading feature.

NEATNESS AMONG CLERKS.

It has not, perhaps, entered the mind of many clerks of either sex to notice how much their hands are exposed when showing goods of any description says the Dry Goods Economist. Handsome hands are at a premium, but clean hands and nails may be had and should never be absent when handling dry goods. We can readily understand that when dusting the stock the clerk's hands will become soiled, but when this is the case call another clerk to wait on a customer. To descant upon the beauty of a ribbon held by an untidy hand can but afford the chance of comparison in the customer's mind.

Dust creates havoc wherever it may stray, and a clerk's clothes are no exception to this rule. Well-combed hair, clean hands and collar and cleanly brushed clothes and shoes give a neat appearance behind the counter as well as in front of it.

The use of a quantity of cheap jewelry on the part of a saleswoman is very poor taste, also of perfumes that may be very disagreeable to a customer.

The use of black aprons is universal to protect the dress, but to wear a torn one is a perfect eye-sore. We have never seen a clerk so busy, except during the holidays, that she could not take five minutes during the day to mend a torn apron.

Black gowns are generally worn for economy and as they afford a good background for the goods, and during the warm weather many skirt waists are worn that are both neat and comfortable when belted down, but one side pulled out, from reaching up, and soiled wrist bands, make these waists slovenly in appearance. We can understand that low and medium salaries exist, which prevent any excess of changes in the wardrobe of a saleswoman, but we also know that "cleanliness is next to Godliness," and no excuse for untidiness should be taken.

This properly comes under the charge of the superintendent, as each buyer is concerned only in the buying and selling of the stock. For this reason many times a woman would be quicker to observe such lapses and govern the clerks accordingly. It is a well-known fact that saleswomen are not like one of their own sex for a manager. They know too many of their faults and weaknesses, and many are no doubt inclined to govern with a hand of steel, not inclosed in the glove of velvet.

OBITUARY.

Mr. William A. Murray, one of the most prominent retail dry goods merchants in the Dominion, died at the residence of his eldest son, Atholbank, Scarborough, on September 7th. Early in the year he was attacked by jaundice, and failed so rapidly that he was advised to go to Germany and try the baths at Carlsbad. Accompanied by his son, Dr. Charles S. Murray of New York, he left Toronto for Carlsbad about three months ago, but as he appeared to derive no benefit from the change he returned to Toronto about the middle of August. All efforts to ameliorate his condition were unavailing and he passed away on the date mentioned above surrounded by his family.

Mr. Murray was born at Perth, Scotland, in 1814. He learned the dry goods business in his native town and afterwards went to Limerick, Ireland, where he lived for a short time. He came to Canada in 1854 to join his brother, Alexander, in Hamilton where he remained for two years, and then removed to Toronto entering into partnership with Mr. G. B. Wyllie. In 1858 the firm of W. A. Murray & Co. was formed, Mr. Wyllie retiring and Mr. John Drynan being given an interest in the business. Mr. Murray retired from the business in March of last year. He was well known and highly respected in the English markets, as during his long connection with the firm, of which he was the head, he crossed the ocean every year to personally supervise the buying of goods. He was a thorough business man and never craved for political or municipal distinction. The only Society he belonged to was the St. Andrew's. Deceased is survived by his wife, formerly Mrs. Cawthra, whom he married last year, and by four sons and one daughter. Three of his sons, William, James and John are now partners in the business, and the fourth, Charles, enjoys a lucrative medical practice in New York.

HOW TO MOVE SLOW GOODS.

"Matthew Marshall" says in the New York Sun. I remember walking one morning, years ago, into A. T. Stewart's retail dry goods establishment on Broadway while the old gentleman was making his usual round of the various counters. In the course of it he came up to the place where I was standing, and after hurriedly saluting me he began catechizing the salesman in attendance. Taking up one article, he said. "How much are you selling these for?" "Forty cents, Mr. Stewart." "Do they go well?" "Not very well, sir." "Put them down to twenty-five cents. How much are these?" taking up another article. "Seventy-five cents, sir." "Are they going well?" "Slowly, sir." "Make them fifty cents. And these?" "Sixty cents, sir." "How do they sell at that?" "Very well, sir." "Let them stay there." And so he went on through the entire stock displayed on the counter. Observing my amused and interested look, he good-humoredly turned to me and said. "It is of no use to keep goods up so high that customers will not buy them, and the worst of all mistakes in a merchant, after he has made the mistake of buying things which are slow of sale, is to hold them for a market. The best way is to clear them out at any sacrifice, and lay in a better selected stock." Mr. Stewart knew human nature, whatever he may have lacked in knowledge of architecture and pictures, and he was the prince of shopkeepers. He did not often miss suiting the taste of the public in dry goods, but when he did, he got out of the scrape by appealing to its avarice. Men and more so women, dearly love bargains, and will buy things because they are cheap, when they will not buy them because they are pretty and suitable. Moreover, Mr. Stewart had learned a useful lesson that a little loss at the beginning is preferable to a great one at the end, and made his losses as he did his profits, small and quickly.

CORRESPONDENCE.

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