

PROGRESSIVE STOREKEEPING—Continued.

condition of the stock on hand to see whether they are duplicating some of the goods which still remain or not.

The only way in the world to reorder goods successfully is to go through the stock which the buyer has at the present time to see just what pieces are sold out entirely and just what ones have only sold to a limited extent. In reordering, order the ones that have sold well, but leave out the ones that have been slow to sell.

Again, a buyer who has charge of a stock which runs in sizes will very often reorder goods without investigating what sizes he still has on hand, and this is why there is so frequently such an accumulation of unsalable sizes in many departments.

After the goods are purchased or are in the house they have to be sold some way, and the more bad sizes one has on hand the greater the loss will be.

The buyers of dry goods department stores are, as a rule, entirely too careless in the way which they purchase goods. The buyer should know his stock better than any clerk that he has. He ought to know every piece of goods that is on the shelves. There is no excuse for the man who buys for a stock not knowing just what goods are needed. It is as much a part of his business to see that he does not reorder goods which he already has as it is for him to see that he gets the proper price on the goods purchased.

Another very serious mistake which some department stores make is having too many buyers for one line of goods. For instance, in a store which has come under my notice, the proprietor of the store seems to think it is his duty, as well as the buyer's, to purchase goods for the different departments. The buyer goes to market and buys his stock, and comes home very well satisfied that he had purchased everything that he wanted without overloading himself. The proprietor would then go to market and buy a stock of goods for the same departments without consulting the buyer, and the natural result was that nine times out of ten both purchased a great many things just alike. This necessarily caused an accumulation of goods which it was not possible to sell during any one season.

There is only one way possible for two people to buy for one stock, and that is for them both to go together and to stay together all the time that either is buying.

This, however, is a practice which is not an advantageous one, as it is much better to place the business in charge of a competent person and hold him strictly responsible for any mistakes which may be made.

Handling Men's Furnishings. In former years a dry goods store did not handle anything except ladies' goods. Now they are becoming more department stores than they are dry goods stores, and they handle in addition to ladies' goods a great many lines of goods which are used exclusively by men.

A large part of their trade in these men's goods is, of course, through the ladies who purchase them for their husbands or brothers, or someone else. How to reach the men's trade with the gentlemen themselves is a question which is puzzling many of our dry goods merchants. They probably have a first-class trade among the ladies and among a few of the men who are in the habit of buying at dry goods stores; but the majority of men prefer to buy at a store where men's goods are kept exclusively.

The first point to be observed in connection with a men's furnishing department, is to have only salesmen show these goods. Ladies can make their purchases of men's wear from men much more easily than a man can purchase his own goods from a saleswoman.

In the next place, in buying men's furnishings, buy a considerable line of novelties and up-to-date stuffs.

When the ladies purchase men's wear they usually buy staples and goods which are only intended for real service and where, usually, style is an entirely secondary matter. The majority of men when they buy their own goods, are usually looking for something which is new, or has some element of style about it, as great many of them leave the staple goods to their wives or their sisters to purchase.

Therefore, to catch the men's trade and to get them to deal at the store in person, one must always have a fresh stock of novelties, that are colloquially called "tony" goods, to select from.

The great leader in men's furnishing stock is neckwear. It is about the only thing in the men's stock with which the dry goods merchant can at all times draw a crowd of customers. For instance, he might place in his window a line of shirts that were really worth \$1.50 each and mark them 75c. This would draw a number of customers, but it would only draw such persons as were actually in need of shirts. A man who already had as many shirts as he could wear would probably not stop to buy them no matter how cheap they were; because he would think that when he needed shirts he could find something else just as cheap, and a half dozen shirts at 75c. each would probably be more than he would care to invest in, simply because he had found a bargain.

In neckwear, however, it is entirely different. A man always finds room for another necktie if he likes it, no matter how many he already has on hand; and therefore a line of neckties which were really worth 75c. marked at 35c., would draw a great crowd of people.

What the merchant should have in his men's furnishing department is a crowd of men. He wishes to get them into the habit of coming to his store to buy men's goods. When he once gets them into the habit they will naturally come when they need something else. Therefore, it is sometimes a good plan to use a neckwear stock strictly as a leader.

A great success could be made at a new men's furnishing department by selling the neckwear at actual cost for the first year, or even for a longer time. It is an experiment which has been tried and found to work very successfully, to place in the window a line of neckties at cost. This draws the men into the store, and when once they are in buying the neckties, and when they see the line of other goods displayed, they are apt to purchase anything else which they may desire.

Another great inducement which can be held out to men to buy in a men's furnishing department, is the fact that the department is close to the door. It is well to announce this in all advertisements and also to have a card in the window stating the fact, whenever a window display of men's goods is made.

MAKES THE GOODS LOOK LIKE SATIN.

The Patent Permanent Silk Finish for cotton italians and linings, protected by Royal letters patent, Nos. 16746 and 15169, has been extensively advertised in Canada, as well as in England and the United States. The process imparts to goods a great brilliance and silkiness, and gives them an appearance which is hardly distinguishable from that of fine satin. The aniline blacks are guaranteed unalterable, and exhibit great richness of color. The finish does not go off under the tailor's iron, and no deterioration takes place, however long the goods are kept in stock. The finish has been appreciated by the trade, and the demand for it has been very marked. Arrangements have just been made in Bradford whereby, in future, all goods with this finish for the Canadian market will be dyed and finished by The George Armitage, Limited, Water Lane Dye Works, Bradford. This firm enjoy a world-wide reputation as dyers and finishers of linings, and Canadian users of this finish may depend upon having the very best which the dyers' and finishers' art can afford.