

## IMPORTS AND EXPORTS.

## IMPORTS.

The following is a summary of the quantity, value and duty on imports at the port of Victoria for the month of January, 1893:

ARTICLES.	QUAN.	VALUE.	DUTY.
Acids .....		\$ 103	\$ 33 07
Agricultural implements .....		263	92 05
Ale, beer & portwines .....	1,320	1,210	311 61
Animals .....		1,925	513 10
Books, pamphlets, etc. ....		96	225 18
Brass & manufactures of .....		120	126 00
Breadstuffs, etc., viz		7	2 45
Grain, of all kinds			
Flour, brls.....	1,575	1,189	161 65
Meal, " .....	991	3,102	743 62
Rice and all other breadstuffs .....	3	11	1 40
Candles, lbs .....		1,196	1,163 13
Chicory, lbs .....	1,105	390	97 25
Coal and coke, tons .....			
Coffee, from U.S., lbs .....	10,056	2,675	209 30
Copper and m's of .....		727	218 80
Cordage all kinds .....		1,215	203 98
Cotton, manufactures .....		5,026	1,471 84
Drugs and medicines .....		35,185	12,612 10
Earthen, stone and			
China ware .....		491	162 80
Fancy goods .....		129	131 65
Fish .....		1,512	352 70
Fruit, dried .....		1,120	238 80
Green .....		1,553	361 48
Furs .....		25	6 25
Glass, glassware .....		738	212 35
Gum, rubber, exp sub's .....		4,197	1,031 95
Hats, caps, bonnets .....		1,198	419 40
Hops, lbs .....	2,588	897	153 28
Iron and steel m's of .....		13,122	3,108 47
Jewelry and watches			
and m's of gold and		556	121 00
silver .....		1,363	326 03
Lead and manufactures of .....		800	172 73
Leather and m's of .....			
Marble and stone		125	31 78
and manufactures of .....		291	63 00
Malt, bush .....	420		
Metals, composition		82	26 40
and m's of .....		291	88 20
Musical instruments .....			
Oils, coal and kero-			
sene, gals .....	15,233	5,891	1,816 80
All other, gals .....	2,871	1,413	311 54
Paints and colors .....		337	112 40
Paper and m's of .....		926	451 54
Perfumery .....		21	6 30
Provisions .....		3,351	910 73
Racon hams, etc. ....			
Salt, not from Great			
Britain or British			
possessions, or for			
fisheries, lbs .....	65,610	330	49 24
Seeds .....		67	7 20
Silk, manufactures of .....		1,995	597 65
Soap of all kinds .....		206	63 73
Spices of all kinds .....		200	35 65

ARTICLES.	QUAN.	VALUE.	DUTY.
Starch, lbs .....	2,619	65	52 38
Spirits .....			
Of all kinds, gals .....	4,235	5,360	\$,969 21
Whic, other than			
Sparling, gals .....	1,663	1,132	973 77
Wine, sparkling doz .....	78	513	233 10
Sugar above No 1 lbs .....	1,311	106	31 73
Sugar candy, etc., lbs .....	3,807	227	127 01
Sugar syrups, cane			
juice, etc., lbs .....	623	23	9 31
Molasses .....			
Tea, from U.S., lbs .....	2,090	513	51 30
Tobacco and cigars .....	3 168	1,756	1,938 18
Wood and m's of .....		1,757	482 30
Woolen m's .....		2,060	705 12
All other dutiable			
articles .....		18,513	4,553 39
Total dutiable goods .....		\$131,806	\$18,578 58
Free goods, all other .....		52,201	
Grand total .....		\$187,007	\$18,578 58

## EXPORTS

From the port of Victoria, for the month of January, 1893—the produce of Canada:	
THE MINE.	QUANTITY. VALUE.
Coal .....	300 \$ 1,500
Gold dust, nuggets, etc. ....	11,199
THE FISHERIES.	
Fish of all descriptions .....	2,011
ANIMALS AND THEIR PRODUCE.	
Other articles .....	17,213
AGRICULTURAL PRODUCTS.	
Fruits—green .....	30
Flour of wheat and rye brls .....	211
Other articles .....	561
MANUFACTURES.	
Boots and shoes .....	1
Sewing machines .....	1
Other articles .....	1,110
Miscellaneous articles .....	190
Grand total .....	\$ 37,108
Goods, not the product of Canada, for the month of January, 1893:	
QUANTITY.	VALUE
Animals and their produce—	
Other animals .....	10
Manufactures—	
Iron—pig and scrap, cast-	
ings, hardware, etc .....	162
Other articles .....	1,916
Miscellaneous articles .....	19,071
Coin—gold .....	150
“—silver .....	607
Grand total .....	\$ 22,576
Total exports of all kinds .....	\$ 59,774

## A SALESMAN OF GOOD ADDRESS.

The carefully prepared and timely advertisement has been aptly described as an all-accomplished salesman, who goes about his business with unlimited patience, and with a stock and variety of information that charms by its freshness and extent; one who is welcomed in the banker's office, the merchant's store and the study of the student, and is, moreover, welcomed by the cultivated woman at the family fireside. Very naturally, the value of this very valuable agency depends on the number whom he addresses who have ready money and are willing to spend it to satisfy their wants, and, perhaps, gratify their tastes. The sole office of this most useful of all missionaries is to do his master's will, and both introduce him and commend him and his wares to as wide an audience as possible. Sometimes he describes his master's wares, their quality, and names their prices, or tells you the mark by which they are distinguished from all others of their class; all these are

very valuable services. He is, moreover, the herald of new inventions, the latest fads in fashions, and invariably the first to notify you of where you can get special bargains in almost everything you need. Multiply this office a hundred thousand-fold, and ask yourself whether, as manufacturer of any article, with trade mark, or a retail seller of anything required by the people at large, you can dispense with his services, or make money without them. Remember, he has made the fortunes of thousands, he has taken men and women from obscurity and endowed them, as it were, with his magical virtues, making them rich, popular and respected ornaments of society.

## THE TREATMENT OF CUSTOMERS.

The whole duty of the dealer to his customers is not summed up in honest dealing, polite attention and prompt delivery of goods. It is required of merchants that they should at least provide sufficient room between the store counter

and the merchandise to allow patrons to move about without being crushed by contact with each other, or without having clothing soiled by coming in contact with goods, during the busiest hours of the day. Some stores have so narrow a space before the counters that Saturday evenings are a trial to the patrons, a few people uncomfortably crowding the space and preventing one another moving about to examine the articles which they wish to purchase. The appearance of a jam in a retail establishment will cause many women to avoid the place, even if the prices are below the range of neighboring stores, and the most desirable class of patrons are most likely to be thus repelled and driven to rival establishments. This objectionable feature of too many retail stores, viz.: want of sufficient room for customers, seems to be due to the high rentals of eligible store property in many cities.

The most modern style of grocery store, with its surplus stock stowed away under counters, on shelves and in the basement, and a clear view afforded right through the store from end to end, invites new custom, while the overcrowded store repels it. If to the advantage of a clear floor be added that of seats for waiting customers, such as are to be found in some of the leading grocers' stores, the attraction for the best class of customers is irresistible if other things are equal. The dealer who compels his female customer to stand while waiting a clerk's leisure, or while her orders are being filled, has hardly mastered the secret of the art of selling goods. An old dealer, who retired from business a few years ago, said to the writer recently: "If a customer is standing a salesman will have great difficulty in selling her a new brand of goods which his employer is eager to push, but give her a comfortable seat, and with a little tact the clerk can sell her articles which she is not actually in need of." A little reflection will convince the reader that our friend has not exaggerated the advantages of the grocer who provides a sufficient number of seats for his patrons.

This feature of the retail business—the arrangements for the comfort of patrons who visit their merchant's place of business—is as important as the demeanor of the proprietor and his assistants toward the said patrons, or the method employed in the delivery of goods. It is a source of much complaint that too many grocers' customers do not personally make their purchases, but send servants or their children with the orders. In this contingency the dealer has no opportunity to make sales of new articles of merit, the messengers not being empowered to make purchases on their own responsibility. If retailers wish their lady customers to visit their establishments they should make proper preparations for the accommodations of the desired visitors; not expect them to run the gauntlet of greasy butter tubs, dusty flour barrels and toppling pyramids of canned goods, or to be hustled about by strangers while forced to stand for perhaps many minutes. Make the place worth a visit and purchases by proxy will become less common.

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