

STORE ATTRACTIONS.

"Did you ever sit down seriously and think out the problem why it was that your neighbor's store is more attractive than your own?" asks the editor of a live, wide-awake country paper, and then he proceeds to answer the question by saying: "If not, we would advise a self-examination upon this matter at the earliest convenience. It will do no harm, either to yourself or your business, if you do not solve the problem. Such is the personal 'thinks,' as the sailor put it, would no doubt lead to a decided improvement in a majority of cases.

"That one store is more attractive than another, exactly as one show is more attractive than another, there cannot be the slightest bit of doubt, and to find out the reason should be the aim of all competitors. We have often heard the remark, 'I cannot tell how it is that Mr. So-and-So does such a trade, but he does it somehow or other.' To use a common parlance of the theatrical business, we should say that he 'had the best show.' It may be that he keeps the best muslin, or it may be that his calico is better than any one else's, or it may be that his dress goods are more fashionable, or it may be the clerks are more accommodating and civil, or a dozen and one things beside; but the real fact of the matter is that he has the most attractive store, or, in other words, 'he has the best show.'

"Competition often, if it is healthy, results in benefit to all who compete. It at least makes better business men of all engaged in the competition. Many times have we seen this theory proved beyond the possibility of successful contradiction. Trade has peculiar freaks at times, like many things beside, and one of these freaks is that it will go on the lines of the least resistance and greatest attraction. The world is large and the opportunities many for those who will not close their eyes."

"The more goods you can show the more like doing a prosperous business it appears, and your stock looks large and complete, and keeps customers from going elsewhere to look for more complete stock.

Take a few front shelves, and always keep them nicely filled and straight on the shelves. In season when you have both bound and paper covers, it makes a very nice showing to arrange them alternately, dark and light."

A leading mercantile firm says: "We solicit patronage on the following basis:

- 1st. Because we are workers.
- 2nd. Because we look to our customer's interests as well as our own in the selecting and packing of an order, and in every way possible we make his interest ours.
- 3d. Because of our economy. We have reduced the percentage of cost on marketing goods to the lowest limit.
- 4th. Because of the large assortment we offer. Outside of staples, an attractive assortment has more to do with the success of a store than even prices do.
- 5th. Because we pay particular attention to mail orders. We appreciate the trust in our ability and integrity that the voluntary giving of an order shows."

THE SALESMAN WAS NOT SHARP ENOUGH.

She was a fashionable young lady. He was a new salesman. "I want something nice," said she, "to give a gentleman." "How would a necktie do?" he asked, timidly, with a furtive glance at the proprietor. In a word, he was anxious to please. "Oh, he has miles of them," she replied firmly. "Handkerchiefs would not be inappropriate," he ventured. "But everyone will give him handkerchiefs." "Would a couple of dozen collars and cuffs do?" he asked with undiminished politeness. "No, I think not," she answered. "How about some nice dress shirts?" "Oh, dear me, no," she replied, with an almost imperceptible blush. "A scarf pin or suspenders?" he inquired, with an air of one who is becoming desperate. "No," doubtfully. "Well, there is nothing else that I can suggest except night robes," he muttered, despairingly. "Sir!" she answered, and whisked out. And the new salesman lost a customer just because he did not know intuitively that she wanted some elegant silk socks and did not have the courage to ask for them.

A DAY OF SMALL THINGS.

The liberal and large spirit of trade in great centers and large establishments is apt to leave the impression upon the mind of the superficial observer that there is an immense unnecessary waste going on all the time. That appears to be the case. No account seems to be taken of little things, and the refuse heap is supposed to be a costly pile by the end of a year. This is as the fact seems, not as it is, for there is a very careful collection made of the odds and ends that are accounted waste in a large business house. Small dealers are not usually so careful, though to them the extravagance of doing business on a large scale seems greatest. The bits of string, the scraps of paper, the fragments of old packing cases, and the numberless remains or ruins of damaged stock, do not go to the pile of debris that is to be carried and deposited out of sight at cleaving up time. They are not swept up. They are very carefully gathered up, assorted, and made into neat looking collections whose value will tell in a few weeks. In all the big stores of the cities there is a boy employed solely to gather bits of string, paper, etc., whose duties warrant his employment at a fair rate of pay, quite as much as a boy would earn in any other capacity. If this is true of large stores it is no less true of small ones. If a boy can make his pay and something for his employer, by saving such scraps from the refuse pile in a large store, it surely will pay storekeepers of all degrees to practise the same economy.

The lavish ways of some merchants, their sovereign disdain for the bits of paper and string that fall on the floor, etc., are not typical of the time, and the maxim that "money

saved is money gained" is held to even more firmly than in the more primitive days of trade when that maxim was coined. The greater stir and bustle of business create a cloud of dust through which the observer cannot always penetrate into the details, but those details are on principle what would be considered quite petty by those not well grounded in commercial economy. Certain frugal and careful habits of this description may be designated as "small" by people who have not the rudiments of a business training, but they are the means whereby the leakages are soldered up, and whereby the solvency of the trade is maintained in the face of the severe competition that meets him everywhere.

EVERY DAY.

Once upon a time a donkey fell into a deep hole, and, after nearly starving, caught sight of a passing fox, and implored the stranger to help him out.

"I am too small to aid you," said the fox, "but I will give you some good advice. Only a few rods away is a big, strong elephant. Call to him and he will get you out in a jiffy."

After the fox had gone the donkey thus reasoned to himself: "I am very weak for want of nourishment. Every move I make is just so much additional loss of strength. If I raise my voice to call the elephant I shall be weaker yet. No, I will not waste my substance that way. It is the duty of the elephant to come without calling."

So the donkey settled himself back and eventually starved to death.

Long afterwards the fox on passing the hole saw within it a whitened skeleton, and remarked, "If it be true that the souls of animals are transmigrated into men, that donkey will become one of those merchants who can never afford to advertise" - Philadelphia Call.

HOW NOT TO DO IT.

According to Emerson there is a great secret in knowing what to keep out of the mind as well as what to put in it. The same is true of a newspaper. One unfamiliar with journalism has no idea how large an amount of matter passes through the hands of the editor only to be rejected. So in business the wise man is he who knows what not to buy. The crucial test is in selection. To take everything that is offered is a part any fool can play. To discriminate wisely involves intelligence, training, and nerve. One of A. T. Stewart's great successes was refusing lines of goods which his competitors were running.

THE DRY GOODS REVIEW is printed for the Publishers by The J. B. McLean Co. (L'd), Printers and Publishers, 6 Wellington St. West, Toronto, who make a specialty of high-class magazine printing.