

A SUCCESSFUL RETAILER.

THF successful dry goods man is he, who not only has a general policy of his own for the management of his business, but who is ever on the alert for new ideas, who is always willing to listen to suggestions, who reads with interest the story of the successes and failures of his contemporaries and profits thereby, who keeps a watchful eye on the movements of competitors, ever ready to grasp the meaning and foresee the result of an innovation introduced by them, so that he may take immediate steps to forestall them.

I have some suggestions to make concerning the management of a retail dry goods store which I think will prove of interest to progressive merchants. Within the limits of this article it will be impossible to enter into minute details. It is to be regretted, moreover, that each branch of business requires special instructions. The following suggestions and directions will apply especially to the conduct of an ordinary-sized department store, but the methods and rules that it is proposed to adopt are sufficiently elastic for almost general application in business.

A clean, bright-looking store should be insisted on at all times. Well-dressed windows, good, substantial fixtures and nicely-arranged stocks have an effect which must be considered. And it is important that there should be good accommodations for the employees. Rules should not be too strenuous; the men and women working for the house ought not to be made to feel that their employers are their enemies, but rather that the firm have a friendly interest in their welfare, and will treat them justly at all times.

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The engagement of employees, the regulation of salaries and the advertising might be attended to by the third member of the firm. In engaging hands, the main object to be kept in view should be their efficiency. And in order to get the best results it is necessary to pay living salaries. It is impossible for a person to maintain such an appearance as is required in our great retail establishments on a mere pittance of four dollars a week. Employers should bear in mind that when their hands receive such meagre recompense for their labor, it is necessary for them to supplement their regular wages by money earned in some other way, and that other way is not always an honest one. The responsibility of forcing an employee to dishonesty by ill pay is one that few men will knowingly undertake. Besides, by paying reasonable salaries the business is advertised and the store becomes more popular because the public admires liberality, and because shoppers like to have their wants attended to by intelligent and willing salespeople.—The Cloak Journal.

PARIS PARASOLS.

The Paris correspondent of the Dry Goods Economist thus describes the parasols of the summer season.

"Really pretty and tasty novelties have appeared this year in the line of parasols, for instance, those in white lace and stretched white tulle or light pink crepe, which are, of course, only intended for use while riding in elegant equipages and with very fine toilettes. On the other hand, parasols in shot silk can be carried very well while walking out in a plain costume, and are also very fashionable. They suit the toilette easily, as they are made up in colors of all possible combinations, dark blue, white or light gray, are considered the most fashionable.

As an ornament, a border pattern of black velvet is sometimes attached to these shot color parasols, or else they are decorated by attaching flowers in black or white lace, with a flounce of gauze lace around the border. Most frequently, however, they are trimmed all around the border and at the top with a densely woven ruching of the same material as that of the parasol; this style is both pleasing and attractive. The sticks are of medium length, with very thick, heavy handles of wood, something like those well-known dudish cane heads. They are decorated with either silk ruching similar to that used for trimming the parasol, or bows of ribbon.

MONTREAL TRADE CHAT.

H SCHEYER, of The Dominion Waterproof Clothing Co., is back from his European trip.

M. Fisher, Sons & Co.'s new store, corner of Victoria Square and Craig St., is nearing completion and will be soon ready for occupancy. The old store was formerly occupied by Mills & McDougall, and was burnt down last fall. The new building is laid out differently and looks better in every way.

Mr. Robert Mackay, of Mackay Bros., and Mr. George Sumner, of Hodgson, Sumner & Co., who have been absent for about a month visiting the American Southwest, Colorado and Utah, returned home on Tuesday evening.

The Waterloo Knitting company has added a new set of machinery at an expense of several thousand dollars, making a capital investment altogether of \$13,000. Forty-five hands are employed.

Osias Ornstein and Jacob Manolson have commenced the manufacture of braces and importing of fancy goods, under the name of Ornstein and Manolson.

Henry & N. E. Hamilton have opened a boot and shoe department in connection with their large dry goods establishment. Since the opening day, trade has been good and the firm are well satisfied with their new venture.

The retail trade say that the favorite glove with the people here is Perrin Frere's.

Messrs. Brophy, Cains & Co. are now thoroughly settled in their new and commodious warehouse on McGill street, which was formerly occupied by McLaughlin Bros. Business with the above firm has increased to such an extent that last spring a larger warehouse had to be taken, as the old store was too small to hold the large stock the firm are now forced to carry.

Business in the mantle department of Henry and N. E. Hamilton, has been larger the past spring than it has been for years.

Since moving into their new store Henry Morgan & Co. have been doing a large and paying trade. The location of the store is up town and the ladies find it very handy to do their shopping as Morgan keeps most everything a customer needs, and thus all the business can be done in one store.

Henry and N. E. Hamilton have started a silverware and lamp goods department in connection with their dry goods store. They are now ready to supply the people in any of the above lines.

The Montreal Silk Mills under the able management of Mr. Joseph has made rapid stride of late. Within the past month the factory staff has been increased by the addition of ten skilled workmen brought out directly from England. New machinery of the latest design and embracing the latest improvements in this branch of manufacture have been added so that to-day the concern possesses one of the best equipped silk mills on the continent. Another large flat has been added to afford the accommodation by the additions already mentioned. The output of the factory has almost doubled within the last six months. Among the many new departures, the Montreal Silk Mills Co. is now manufacturing some fine lines of ladies silk drawers, which they are pushing for all they are worth. Mr. Joseph told your correspondent that up to date trade has been far in excess of the same period last year. It was true that present orders were small but that was to be expected; dealers in this particular line of goods will not place the bulk of their orders until later in the season.

Harry Harman makes a grand offer in his advertisement in this issue, and window dressers should take advantage of it. He is now located at Chicago.

A flood does not often cause destruction in Toronto, but Sunday, the 19th, will be remembered by many dry goods merchants by the way in which the rain caused floods in the basements of the stores destroying much valuable merchandise. Eaton, McKendry, Sutcliffe and others are heavy losers and some law suits may result.