

HINTS TO RETAILERS.

BY A HEAD CLERK.

MUCH has been said and written against the mere copyist. People who have not an iota of originality in themselves have been most severe in their denunciation of others for no other reason than a confessed want of the same virtue. But there are many worse fellows than the imitator in the dry goods business.

The one-idea man, who, right or wrong, is so wedded to his pet method that he will allow no change in his store; that man who is opposed to everybody else's ways or ideas simply because he was not the originator; the old-fogey-stay-in-the-rut and scared-to-death, will always be behind the merchant who looks for and is anxious to adopt the likely methods of other genius.

If your neighbor hangs out a more attractive sign than he has been using for the past ten years, that is no reason why you should be compelled to struggle along with your own antiquated name plate. If an influential and successful merchant who has built up an immense business shows you a better method of reaching the public through the daily press than the one you are using, there is no reason why your business should be allowed to suffer because you did not think of that method before any one else.

But in adopting new and up-to-date methods in your business you need not make yourself obnoxious to your neighbors and ridiculous to your customers by continually trying to steal a competitor's thunder.

This is a kind of follow the leader that loudly proclaims you to be behind in the race, and will never land you in first place either as a man of business or in the esteem of your best and most intelligent customers.

When adopting the ideas of others be sure of your ideal. Try to improve on the pattern and do not be carried away with brilliant and noisy pyrotechnics that may amuse and dazzle for a moment, but end in smoke and ashes.

It is often the case with people who do not get along well in life, to profess to know it all. It only too frequently happens with merchants. You, Mr. Merchant, may profit by the knowledge of others who know some of it. Presumably you buy where you think you can get the best value for your money, in order that you will be enabled to give your customers good value in return. Also you buy just what you think your trade is most likely to demand, often examining various lines of goods and making careful comparison. You use your own judgment, of course. Is judgment of others of no value to you, even though they may be disinterested?

With some it is not. They will not allow themselves to be biased in the least degree. Their judgment is with them supreme, even though it be formed in some sleepy hollow remote from the acknowledged centres of trade and fashion. Perhaps this is the reason for their complaint of the best trade stopping away from them.

All men are not created equal in all things. Some are successful merchants, others are successful lawyers, doctors or farmers. Would it not be wise for the merchant who would be successful, or

would add to his success, to consult other successful merchants, listen to their advice and judgment and consult their methods?

In all lines of business at the present day there are comparatively new beginners who have rapidly come to the front; also old and well established houses who have made rapid strides and have distanced other houses of like standing in the race for fame and fortune.

CANADA WELL SPOKEN OF IN ENGLAND.

"IN England more is said about Canada now than one used to hear," said Mr. Davidson, dress goods buyer for John Macdonald & Co., who returned last week from Europe, "and they are glad to see revived trade here. The new tariff is popular, since it promises to increase their Canadian business. I would not be surprised to see a far larger flow of British capital and emigration to Canada during the next few years. As to the brilliant prospects of the Klondyke, British commercial men are apt to be cautious, in fact, dubious. They have witnessed a certain amount of collapse in South African investments, and are, therefore, more disposed to regard Canada favorably on account of its improved trade than the gold fields."

Speaking of the markets, Mr. Davidson reports that silk manufacturers on the continent are all busy, in view of the increased demand for silks. Stocks for immediate deliveries are hard to get, while for future deliveries the tone of the market indicates an advance in price of $7\frac{1}{2}$ per cent. The English silk manufacturers are showing some very nice goods this season. In dress fabrics, the taste is getting down to plain stuff, although some nice fancies are still shown. The latest feature is the crossover, or travers pattern, a zig-zag pattern running across the material instead of down. In woollen fabrics, both the continental and Bradford manufacturers are showing braided effects, in plain and Vandyke patterns, both for black and colored goods. It is early to speak of colors, but green and its combinations prevail, and purple shades show largely, while a light blue is coming to the front. There is the usual run on blacks. Samples will be ready next week to show for fall purchases.

THE DOMINION COTTON CO.

The Dominion Cotton Co. held their annual meeting on April 4, at the offices of the company, 316 St. James street, Montreal. A fairly large number of shareholders were present, and, after the annual reports had been read and considered, the following directors were elected: Messrs. A. F. Gault, Jacques Grenier, S. H. Ewing, Hon. J. O. Villeneuve, C. E. Gault, Samuel Finley, Chas. R. Whitehead.

At a subsequent meeting, Messrs. Gault, Grenier, and Shannon were re-elected to their respective offices of president, vice-president, and secretary-treasurer. Mr. Chas. R. Whitehead will continue to act as general manager, while his brother-in-law, Mr. Leslie G. Craig, will look after financial matters, as heretofore.

PRICES OF NEW BLACK DRESS GOODS.

Brophy, Cains & Co. write to THE REVIEW: "We have had to disappoint many of our best friends the past three weeks through inability to fill their orders for black crepons and rough black mohair goods. With your permission, we wish to make use of you and help them by saying that we have just received some new and very handsome lines in these goods—the very latest novelties. Our prices are 75c., 85c., 90c., 95c., \$1, \$1.15 and \$1.25. We would ask the trade to please order at once; do not wait for our travelers, or for samples to be sent, or you may again be disappointed. Write us, giving quantity and price. All orders will be filled the same day as received. We have only a few cases of these goods."