

STORE SENSE.

Every man is entitled to consideration. We are all of the same flesh, blood, and species.

Because you are a merchant and another man is not,
That does not make you the other man's superior.
Not socially.

You cannot stand on your dignity if he speaks to you.
You have no right to give him the cold shoulder.

I have been led into these remarks by the occurrences of a common incident.

I saw a salesman "frozen out" of a store.

That salesman carried neckwear,

A line that had no superior,

A line that every merchant ought to see,

Yet I saw a successful store-keeper absolutely refuse to look at the goods.

I asked him why.

He said the salesman was a boy, and he hadn't time to fool with kids.

What on earth has that to do with goods?

Let me tell you something.

Never shut yourself up within yourself.

See everything,

No matter who shows it,

Or who makes it.

There's something good in everything that's offered for sale,

Or it wouldn't be on the market.

Your shop is best if it represents the market.

If it merely represents your ideas it's a poor shop.

Your time is valuable.

You cannot buy everything that is offered.

You know what your trade wants.

You know pretty well what will sell and what will not.

But you do not know

What is in a line you have never seen,

Or that you refuse to see because you do not like the house.

Personal feelings have no place in business.

You devote your time to business in order to make money.

You should look upon every man who approaches you with samples as a means to an end.

Your shop will pay best if it is stocked properly.

If the stock represents the market as it is,

Not as it was when you went into business.

Some men buy now as they bought years ago.

They have sunk into a rut.

They will not depart from the lines that they started on.

They disregard fashions.

They detest departures.

They are old-fashioned,

Worn-out,

Trade hacks.

The best thing an old man can have in business is a young man.

Let the young man's ideas have some weight.

He is interested in dress.

He knows what young men want.

He is not wrapped up in a lot of old precedents.—Haberdasher.

HOLIDAY PRESENTS.

Fancy cushions, suitable for Christmas trade, are offered by the Alaska Feather & Down Co. in assorted cases at a reduced price. The cases are \$20 and upwards, and contain from thirty to eighty different cushions, which retail from 30c. up to \$5 each. When writing this company at their head office, 290 Guy street, Montreal, for particulars, please to mention THE DRY GOODS REVIEW.

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GLEN WILLIAMS, ONT.

Manufacturers of . . .

**GLOVES, MITTENS
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Fine Ktd, Suede and Para Buck GLOVES and MITTS.
Dog-Skin Driving and Coaching GLOVES.

Agents...

GEO. D. ROSS & CO., MONTREAL, QUE.

Manufacturer's Agents Wanted.

In view of the constant inquiries from manufacturers and merchants for names of good representatives in leading centres in Canada we are preparing a typewritten list of all the firms open for agencies.

This will be held at our offices for use of such inquirers.

It is important that the list be as complete as possible, and we will be glad to include everyone interested.

There will of course be no charge.

The following information is necessary:

Name.

Address.

List of agencies now held.

References.

Address replies to . . .

THE DRY GOODS REVIEW

Montreal or Toronto.

WESTERN Incorporated 1851
ASSURANCE COMPANY.

**FIRE
AND
MARINE**

<i>Head Office</i>	Capital Subscribed - \$2,000,000.00
Toronto,	Capital Paid Up - 1,000,000.00
Ont.	Assets, over - 2,320,000.00
	Annual Income - 2,300,000.00

HON. GEO. A. COX, President.

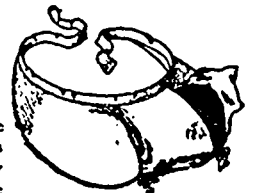
J. J. KENNY, Vice-President and Man. Director.

C. C. FOSTER, Secretary.

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IS HERE**

New Fall Styles require them. Use the best. The Combination Hip Bustle gives graceful fullness over the hips and in back of skirt. It is not only very stylish, but it renders admirable service by relieving the weight of the full skirt now worn.

The Empire Skirt Cushion is very popular. Made of Braided Wire—non heating. If not already in stock, send sample order.



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