

SHREWD BUYING.

Are you offering to your customers new things at once as they come in sight—meritorious things? asks an exchange. Or are you trying to sell old stock low before investigating into things now? Better promptly and carefully investigate the novelty; and if it has merit, buy with judgment as to quantity, and in this way move old and new stock together—the old will go faster because of the new, and your gain and satisfaction will result.

The enterprising city retailer succeeds by his continual round of articles which are really novelties, or claimed as such. The progressive merchant is more disposed to emphasize the novelty of his stock than to vaunt the cheapness of his goods. The better class of trade all over the country are less impressed with mere cheapness than formerly, and more inclined to be critical as to quality.

For these and other reasons, shams and adulterations are becoming more odious—in fact, they have been largely instrumental in producing the purpose in the mind of the consumer of edibles and the wearers of clothes to have only pure and reliable, timely and fashionable goods. The dealer who realizes the situation and recognizes the demand will prove to be the happy and “the early bird.”

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