

PROGRESSIVE STOREKEEPING—Continued.

this is your first special sale, be sure to make a success of it, no matter what the cost.

A Hint to Big Stores.

The larger stores in large cities suffer from one disadvantage that the smaller stores escape. The large store has so many kinds of goods that the customer has to go from clerk to clerk when making purchases in various lines. This going from clerk to clerk is sometimes annoying to the customer, and notwithstanding the efforts of ten polite clerks, one impolite one will turn the tide against the store and cause the customer to forget the impression that the ten polite ones have labored so hard to make.

If you have a large store, see that your employes are drilled in knowing as near as possible what is carried in other departments and in knowing accurately where these other departments are located in the store. It is very annoying to the customer to be sent from place to place seeking for goods when it is the business of every clerk in the house to know just where they are to be obtained.

Meet The Demand.

A store should carry that line of goods and that quality of goods which its customers want. The business way to build a trade is to have what the people are willing to buy. Many stores lose a great part of their trade by not really knowing what their customers do want. All your employes should be instructed to report to you, or to the one who buys the goods, anything that the customer calls for in your line that you have not in your store. Keep a record of these calls, and when you find that there is a demand for a certain thing which you have not got, go and get it. By following these rules for a length of time, you will soon have the things which are easiest to sell and which will most please your customers.

Avoid Freaks.

A great many stores think freak advertising is progressive advertising. They think that they must either be funny or odd in order to attract attention. The odd and funny things sometimes do attract attention, but they do not always hold it long enough to be of any benefit to you, and sometimes they even react upon the customers' minds until they work against you instead of for you. All the old ideas about turning advertisements upside down, using Bible quotations in advertising, filling space with a lot of rubbish which does not accomplish anything, except to fill the space, have all long ago been proven worthless for store advertising. As a rule, the people who laugh over your advertisements afterwards buy their goods where they think they can get them the cheapest. Some stores get their announcements so full of jokes that the public are inclined to believe their serious statements are a joke.

CANADA IN PARIS.

Mr. M. Markus, of Montreal, who just returned from a three months' trip through the markets of Europe, informs us that the Canadian exhibit in Paris does credit to our country and shows the people of the world what Canada can produce. The dry goods section is well represented and deserves great credit. Mr. Markus, who engaged many new articles in the dry goods line for the exclusive sale in Canada, shows for the Spring trade many new lines in silks, dress goods, laces, hosiery, gloves, linings, dress and tailors' trimmings. Buyers should not fail to see these lines.

TWO NOBBY WAISTS.

THE AMERICAN SILK WAIST CO., of Montreal, are placing on the market two styles of silk waists that bid fair to create a sensation. The accompanying cut and the other that appears in their advertisement present a fair idea of the beauty and style of these high-class articles. Their designs give them a natty appearance, yet the strictness of man's dress, which women, as a general rule, deplore, is relieved artfully and gracefully. The colors are varied and handsome.

Running on the bias all over, the first waist is a series of needle tricks. The back is of the tight-fitting style, while the front is half loose. The five pointed front is decidedly pretty, and, trimmed as it is with expensive buttons, is enough to please the most fastidious customer. It has a dress sleeve, is lined throughout and is of the best maker's finish.

The main feature of the second is the fact that two tucks run up and down the front, back and sleeves; one is turned to the right and one to the front, giving an effect like a plait. Between the tucks is a double hemstitch that is striking in itself. It also has a five-pointed front, with a close stitching, and is trimmed with an expensive button. A touch of beauty is added by the dress sleeve. It is lined throughout, and is dressmaker-made.

The travelers are now showing them on the road, and many a lady will have one in her wardrobe this Winter, and consider it the prettiest and neatest waist she has. Other American waists are imported; these are domestic-made, and, consequently, of decidedly low price.

The Beaver Rubber Clothing Co. state that the price of rubber has been raised again, and that they may have to raise their prices shortly.

By incoming steamers arriving in the first week of this month, Brophy, Cains & Co., Montreal, received a big shipment of Swiss embroidered handkerchiefs. Customers who have been waiting will be supplied at once. Inquiries for samples will be welcomed.

Williams & Bell, of Montreal, have a contract to supply 15,000 pairs of long stockings for British regulars, who, it is expected, will pass through Canada this month en route for China. This speaks well for Canadian workmanship and Canadian wool.

Nearly all the dry goods, men's furnishing, and boot and shoe merchants of St. Thomas have signed a contract with a local man for the delivery of their goods to any part of the city, 5 times per day and 7 times on Saturdays. The delivery will be an up-to-date one in every particular and a credit to the city. The drivers of the horses will be in uniform. The wagons are much larger than the usual dry goods wagons now in use.

