

PROGRESSIVE STOREKEEPING—Continued.

in filling mail orders in dry goods houses. This is, if anything, worse than imposing on a customer who is present. If the merchant has not the goods which the customers desire and wishes to send something else, let him write to them to that effect, stating that he is out of what they wish; that he takes the liberty of sending other goods which he thinks will answer the same purpose, but if they do not, the customers have the privilege of returning "at your expense." Please note the last three words—"at your expense"—because, if returned at their expense, it is manifestly almost as much of an imposition as if they were compelled to keep the goods.

Placing a Bargain Line.

A great many persons tell us that the bargain counters of a store ought to be located in the front of the building. This is true in a good many cases, but they might, in other cases, be advantageously placed in the rear of the store. This depends a great deal upon what purpose we have in view when offering a special bargain that is to be placed on open counters in the centre aisles of the store, or any other place that you may wish.

In the first place, if your object in view is simply to sell the goods and get rid of them, then you ought to place them where the largest number of people can see them—that is, near the entrance. Here a great many people will view them and make purchases.

Again, if your object is to give your store a well filled and busy appearance, it is well to place the counters so that the people shopping may be seen from the door. It is a good feature to think of, in arranging special sales, to give the store the appearance of being as busy as possible. Human nature is a great deal like sheep's nature. People like to go where others go; and whenever a store has the reputation and appearance of being well patronized, this fact in itself secures for it other patrons who could not otherwise be induced to attend the sale.

If, however, as is sometimes the case, a special sale is gotten up expressly for the purpose of drawing people to your store to view it, or to get them in the habit of coming and seeing what kind of goods you keep, it is sometimes well to have the goods offered in rear of the store, with proper signs in the windows and in the front of the store directing them where the goods may be found. This draws the people back into the store, and gives you more of an opportunity to show them the different stocks of goods as they pass by, and, if the store is in any way a large one, it inculcates in their minds a knowledge of the improvements and the character of the business being done.

The Trade Paper.

What do you do with *THE DRY GOODS REVIEW* every month after you have received it? This paper is published with the hope of doing you and your business some good. Do you get out of this paper all that you could? Do you not only get its good features in your own head, but do you also get your employes to learn from it all the lessons of business economy which it is constantly endeavoring to teach?

I have lately heard three merchants express themselves on the way in which they use a trade paper every week.

One of them said that when the paper came he first read it over carefully himself, and then he filed it away for future reference. Possibly he might refer to it again at some distant time and possibly not.

Another one said that after reading the paper himself he

turned it over to his partner, who likewise read it, and then he passed it around the store to the heads of the principal departments, who looked over it at their leisure and picked out such good points as might be of use to them.

The third one said that after reading it over himself, he carefully tore it up into pages and gave to each clerk in his store those pages which contained articles which he thought it would be to their benefit to read. After the clerks had read the pages distributed to them, they exchanged about among themselves until the paper had circulated pretty generally all over the store; then all the pages were returned to the office and bound together with a wire clasp so as to hold them as nearly as possible in their original position.

Now, what do you do with your *DRY GOODS REVIEW*?

Do you follow any one of these plans? I think that the last two were much better than the first, and I should be glad if I could get every subscriber of this paper to take interest enough in themselves and in their business to see that their employes read the different articles which bear on the subjects in which they are interested.

I presume there are quite a number of subscribers who not only take one copy, but who take several. I believe if they will distribute these among the different heads of their departments that they will receive more than their money back in the advantage which they derive from keeping their employes well posted on dry goods subjects.

It is, no doubt, worth more than the price of this paper if you can put one or two good ideas into the heads of any of your buyers or stockkeepers. Still, if you do not feel disposed to subscribe for more than one copy, why not make use of the copy which you are getting, by seeing that all your employes read it in either one of the ways which have been suggested above?

COLONIAL PRINT WORKS.

The building operations of the new Colonial Print Works at St. Henri, Que., have been progressing rapidly, and the expectation is that goods will be ready to be shown about February 1.

All arrangements have been completed as to contracts for machinery, and just as soon as the building is ready for its admission, it will be placed in position. The structure, which consists of a main building and two wings, is two storeys high, of solid brick, with stone foundation. The main building is 412 by 62 ft., while the wings are 180 by 62 and 150 by 64 ft. respectively. The company have secured seven acres of property, about five of which the works cover, the rest being reserved for extension purposes. The idea in holding this additional property is to make provision, in case of a failure to secure the cloth required, for the erection of a cloth mill.

The works are now completed up to the first storey, and it is expected that by the end of October they will be in condition to start with the inside work.

The new Colonial Print Works ought to have the support of the whole trade, as they would partly supply a much felt want.

All the cotton mills are overtaxed with orders, many of them working overtime, and, in some cases, we hear of a night staff and a day staff. Grey cotton can be bought in the open market in the United States, England or Canada, taken to this company, and they will bleach, dye or print it at so much per yard. They are known as converting mills.