

ABOUT PRICE MARKS.

WHEN new goods are received into the store, after the invoice is checked off to see that they are all there, each article should at once have a price-tag securely affixed to it. It is better that tags specially designed for this purpose be used. Some dealers mark prices on the size tickets of their clothing, but the better way is to have a special ticket for the purpose. As to whether the cost of the article shall be put in characters and the selling price in the same, or in plain figures, each dealer must decide for himself, but let every individual coat, vest, pair of trousers, overcoat, or whatever the garment may be, have the price mark fastened to it. The same should be done in furnishing goods, especially on all goods sold from boxes, notably hosiery, gloves and handkerchiefs. It not only insures the salesman against perplexity as to the price, but is an absolute guaranty against mistakes in naming prices to the customer; besides, the latter can, when goods are marked in plain figures, know the price without asking it. Another and most important advantage over the old way of marking prices only on the boxes in which the goods are kept, is that when they are to be replaced in the boxes, the latter having marks on them corresponding with those on the goods taken out of them, there can be no trouble or embarrassment to the salesman in returning each article to its proper receptacle.

Of course, there is considerable labor necessary to tag every individual pair of hose, gloves, handkerchief or other article, but it saves all trouble thereafter, and is a plan that no dealer should fail to adopt and strictly adhere to.

Individual marking can be applied to every article of men's apparel, and we believe is in vogue in all the best regulated retail stores. We only know of one exception to the rule of marking each article, and that is in collars and cuffs. These are sold from boxes labeled to correspond with the name and size of the goods themselves, and the prices on the boxes are considered sufficient without marking each collar or pair of cuffs, as the case may be.—Chicago Apparel Gazette.

LACE CURTAINS.

IN spite of all the progress in interior household decoration, nothing has ever taken the place of lace curtains. They are to be seen everywhere, from the modest suburban home or the humble tenement to the stately mansion on the fashionable avenues.

There has been also a wonderful advance in the manufacture as well as use of lace curtains during the past 15 years. Formerly there was nothing made in Nottingham lace with a single border, and the use of them was not known outside the great Eastern cities. There were very few of them sold by the pair, almost all of them being sold by the yard. To-day merchants who formerly bought a few pieces to sell by the yard are now the heaviest buyers by the pair. While formerly only made with a straight edge, they now have the finished tape edge, with a single border, and in design are exact imitations of the best Brussels.

Notwithstanding the large amount of machine-made lace curtains, each season witnesses a larger amount of hand-made ones. Among the lowest priced at present are the Renaissance (Irish point); next in favor comes Tambour, and then Brussels. The Tambour is the oldest in style and very durable. The Brussels come in all prices, from \$10 and \$12 up to hundreds.

The modern style of decorating windows uses from three or four sets each. There is the lace shade, the sash, the half-sash and the long inside curtain. Sash curtains are now being brought out in all grades, and some of the finest are made by hand, of all linen thread, and sell as high as \$100 a set. Lace curtains that were once sold exclusively by upholsterers and carpet dealers are now found in every large, well-equipped dry goods establishment.—Dry Goods Economist.

HOSIERY STOCK IN RETAIL STORES.

THE much abused stock in many stores is the hosiery department; the idea that "nobody can sell stockings," or that any kind of an inexperienced man or thoughtless girl will do to manage the department is a great mistake, a fatal mistake, fatal to the success of one of the most important lines of merchandise to be found in a retail store. The department of hosiery, if properly handled, will rival any department in the house when it comes to a showing of comparative profits; and it can be made a source of constant gratification to the dealer who will give it the attention it deserves.

It is hardly necessary to state that the goods should be carefully bought, but it is right here that we have to consider the relative merits of men and women as hosiery buyers, says the Hosiery and Knit Goods Journal. Allowing that, in ordinary business qualifications, the woman is the peer of the man, it may be said that she never masters thoroughly the minute details that are of so much importance to the successful hosiery buyer, nor can she have the acquaintance with the manufacturers and importers, nor familiarity with the methods of producing the goods. We will suppose that the goods have been purchased to the best advantage and are stored in the shipping room; before they are placed in stock every box should be marked with the cost and retail price, and every pair should be ticketed with the size and the selling price.

The department should be situated as near the entrance to the store as possible, and a liberal display should be made of the goods on the counters with an attractive "trim" overhead. Price cards in large, distinct figures should be used in abundance. The day has gone by for selling hosiery from the boxes or shelves. A tasty window display will help wonderfully to sell the goods.

We are strong advocates of the bargain counter for odd pairs and broken lines. It can certainly be made a source of revenue, in itself, aside from proving a drawing card, or bait, to bring customers to your store.

Carelessness in handling hosiery trade will bring quick penalty in the loss of custom.

Customers want to feel entire confidence in the statements of the salesman, and he should be able to answer intelligently, and at a moment's notice, any question about the goods. Another point of importance is in helping the customer to secure the proper size in all instances. A lady will avoid a house where the sales-people do not interest themselves in these little details; and the fit of a pair of hose is of no small moment to the one who must wear them. The stock should be watched constantly, and the line of sizes kept full.—Fancy Goods Graphic.

GET RID OF YOUR OLD STOCK.

ONE of the most successful merchants we have known used to say that he always kept his old stock in a place where it was handy to get it, says the Hatter and Furrier. Everything that "hung fire," as he expressed, was brought out in plain sight, so it should not be forgotten. He worked on this principle, and taught his clerks to do the same. He said it was easy enough to sell new goods, but it required an effort to dispose of those that had been in the store for some time. Working on this principle his stock was in excellent condition, and there was very little of it that could be called old. Perhaps the above should be qualified; for no wise merchant would put something old and out of style on to a customer where it would work harm. There are, however, always enough buyers who are just as well pleased with the old as the new. The new goods are always apt to please the clerks so well that they forget the old and use all their energies on the new. The result of such a method is to be left at the end of the season with an unsaleable stock. Stock decreases in value constantly. The wise merchant will have an eye on those goods that do not move lively, and he will offer every incentive for disposing of them.