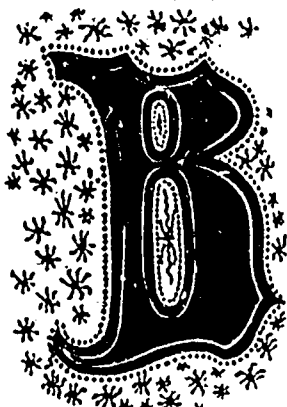


A CHAT WITH RETAILERS.



BVAARS are a nuisance in this country and the retailers should combine to "sit on them." They rob the merchant of his daily bread. Supposing your wife or daughter does get her name in the paper as having lent her genial smiles to aid in the selling of goods, remember you are losing money by it. Montreal is cursed with them; the papers advertise them freely, fully and continuously, and without charge. In Toronto it is nearly as bad. In the other cities and towns of Canada,

the curse is found, more or less. Everybody rushes to them, and, in spite of their better judgment, are cajoled into paying two prices for unnecessary articles. In the interests of the trade, it should be stopped, and tradesmen should have backbone enough to firmly oppose all such contrivances and arrangements which derange or lessen trade.

AFTER THE HOLIDAYS

When the Christmas trade is over, and the big sales are, seemingly, gone by, do not sit down and suck your paw, like a bear, for lack of something to do. Rush for trade then just as hard as ever. Devise all manner of schemes to attract people. Special lines and bargains, well advertised and displayed, will keep the coin rolling in. Keep your clerks busy and active. A half-worked clerk will soon become positively lazy. In his own interest and yours, keep him active. If he has nothing else to do, tell him to hunt up some new designs for window dressing, or inside decorations. When trade grows duller in January and February, never grow dull yourself. Then is the time when you can exhibit your superiority over your circumstances and your competitors; and you can push for a trade which is only secured by those who are ahead on the home stretch.

CO-OPERATIVE DELIVERY.

The merchants of Hastings, Nebraska, tried the experiment of having their goods delivered on the co-operative plan, but discontinued it after one month. A number of those who were in the scheme said that it worked well, was much cheaper than running a waggon themselves, but that petty jealousy among some of the merchants prevented its success. From the various views expressed it would seem that the plan might be made a success among merchants in any small town, provided all the merchants went into it and maintained the right kind of feeling among themselves, took care that goods were got ready promptly, so as not to keep the waggons waiting, and employed reliable deliverymen with a thorough knowledge of the town. Surely these would not seem impossible requisites.

WORK TOGETHER.

The new year is yet too young to warrant a prediction of what the infant will grow to be. Much depends on how we nurse the new born. Each of us must assume a certain amount of responsibility in bringing the child to the apex of success. The buyer and the salesman must each feel equally bound to advance the interests of their employers. The employer, in turn, must feel a certain amount of responsibility as to the success of his employee. Their interests must be mutual, the success of one is dependent upon the success of the other. Every effort during '94 of merchant, buyer and salesman must

be founded upon the principles of co-operation. It must be a "pull hard and a pull together." The laggard in the business race of '94 will be trampled upon and will have perforce to "get down and out."

There must be a different business tonic used this year from that used last. The ammunition must be cleaned with a better oil, and the army of dry goods men, the old veterans and the new recruits, must be more thoroughly drilled, so as to "stand attention" to the 1894 business call of "every man is expected this day to do his duty." The man with rusty arms and with his knapsack (stock) out of order ought to be court-martialed, drummed out of the army and dishonorably discharged. There must be everywhere a healthy mind and a healthy body, and there will then be a healthy trade. Feuds between employer and employee should not exist, for on the adherence of its several parts does the safety of the business building depend.

"WATCH FOR THE TURN OF THE TIDE."

Don't carry goods as ballast. It is not profitable, says the Dry Goods Economist.

Throw all dead weight overboard.

Push your odds and ends and broken lots before the end of the season, and fully resolve to carry nothing over not necessary to the well-being of the department.

Short season goods want more attention still.

A style or color in parasols that promised well in the early spring may not be half as desirable a few weeks later, and those you were a little afraid of in making first purchases may be quite the rage later on; or a new style may be introduced that will necessitate quite late purchases or loss of trade. A loss of that kind means also, in a measure, loss of prestige.

Keep your stock well in hand. Make small purchases, and re-order as often as necessary.

Do not delay an hour in ordering if the goods are needed, and do not hesitate a moment to cut the price of the styles which are slow.

That stock of wash goods sold well at 40 cents, but a cut to 25 cents July 1st would have closed out the balance, given you money instead of merchandise, and you would have been selling new goods in September at a profit instead of struggling with those few odd pieces at half-price.

Fill up broken lines unless you wish to close them out; if so, act as though you meant it; let them go.

Don't overload. In these days of rapid transit it is not necessary.

An active stock is more profitably handled, can be kept bright and fresh, and can be turned over rapidly, necessitating smaller capital and less risk, which is equivalent to more profit.

If the experience of the past dull period teaches the dry goods merchant not to overbuy, then it will have been profitable indeed.

PRIZE COMPETITION.

THE REVIEW'S Prize Competition is a new departure in Canadian trade journalism. It should draw out much practical information from retailers. Do not be hoggish with your ideas. Put them down on paper. It will do you good, even if you do not get a prize. Moreover, it will do the trade good to have your ideas and your experiences. An interchange of opinions is always beneficial. If you haven't time yourself, give your best clerk a few pointers, and a chance. It will do him good.