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PROGRESSIVE STOREKEEPING.

A MONTHLY ARTICLE ON THE PROPER MANAGEMENT, SYSTEM, ETC., OF AN UP-TO-DATE RETAIL BUSINESS.

Specially written for THE DRY GOODS REVIEW.

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About Buying. If "goods well bought are half sold," as is often said, then buying is a very important part of advertising. The biggest help that any advertisement can have is the fact that the goods were bought right; that the goods are suitable to the people to whom you wish to sell; that they are right in quality and bought so that they can be sold at a right price. Wrong buying is often the reason for unsuccessful advertising.

Do not buy too much. It is better to cry after goods than to cry over them. Overbuying is responsible for many of the failures of business.

Now, I am going to say something which I believe to be very important, but which many will not agree with.

Where a man buys his goods is often one of the reasons why he does not buy them right. Overbuying can often be avoided by buying your goods nearer home. If you buy your goods a long way from your location you must necessarily carry a much larger stock than you would have to carry if you bought nearer home. When you can replenish daily, or nearly so, those goods which sell out, your stock can be kept small. Unless a man has a large capital he should not buy very far from home. Even if he has to pay a little larger price, it will pay him better to carry a small stock. A man who buys less than \$5,000 worth of merchandise a year has no business to buy too far away from home. The man who buys \$25,000 worth a year can, perhaps, afford to buy farther from home. A man who buys \$100,000 worth, or more, can buy almost anywhere.

Look Out for Jobs.

It does not pay the small dealer to fill his store with merchandise and have no money left to take advantage of special jobs which may come up later. Always reserve a part of your capital to seize opportunities which may be presented after you have laid in what you consider your full stock.

About Advertising.

There are still a few merchants who say that they do not believe that in their particular case they can advertise profitably. There is no business in existence that cannot advertise profitably in some way. No one kind of advertising will suit

every business, and merchants might just as well make up their minds to this at the start. Again, there is not a store in existence that does not advertise in some way. Even the sign over the door, the paint on the front of your house, are, after a fashion, advertising. The question is not whether your store can be advertised or not, but whether you are using the right kind of advertising to make it successful. Perhaps it is the wrong kind you are using and the right kind you have neglected.

The small or medium-sized store can not afford to use anything but what is regularly known as legitimate advertising. Schemes of all kinds should be avoided. In the first place, ninety-nine out of a hundred schemes are "fakes." The one in a hundred which is a good scheme is the very one that the small or medium store will never come in contact with. It is only the big store that can find out or handle the successful scheme.

Special Sales.

They are sometimes an important factor in dull seasons as well as in other times. If you are going to have special sale, go about it right, make a success of it, or do not have it. Do not have a special sale unless you have something special to sell. The so-called special sale of regular merchandise at regular prices has been worn out long ago. Make the first day of your special sale a great success at any reasonable cost, and then those who attend this day will help the sale along with their tongue advertising, if they have been satisfied with the bargains offered, and can do much to advance your interests with their friends and neighbors.

First appearances go a long way. Do not start your sale until you are ready, then start it with a will. Decorate your store with merchandise; place price tickets on whatever goods you may have to sell; announce your special sales in whatever way you may deem best, so that the public will know to expect it. Special sales which you wish to repeat from time to time, such as semi-annual sale of any line of goods, will be found more profitable on second, third or subsequent sales than the first, provided the first sale has been a success. If