

Official Announcement

In the
Lead

The Great West Life Assurance Company

HEAD OFFICE WINNIPEG

WHY THE AVERAGE STORE LIVES ONLY 7 YEARS

(By Homer J. Buckley of Buckley, Dement & Co., Chicago.)

I was shocked recently when I found that the average life of a retail store is only seven years.

Just think of it, all retail stores die within seven years.

Of course, there are those that survive, and, like the oak, grow bigger and sturdier as time goes on. On the other hand, there are many that drop out, or fall in one, two, three, four, five and six years to the ground.

For such a condition to exist there must be a reason—or cause and effect—and the seriousness of such a situation demands that those in the business, as well as those whose business is affected by it, must give it serious thought, and why the business interests and the wholesale interests have not made a greater effort to rectify this condition I cannot understand.

Many misguided people are constantly shouting excessive overhead as the cause of the numerous failures when the truth of the matter is that overhead cuts no figure if sales turnover is large enough. In fact, we are in an age or era where labor costs are getting on a higher level each year, and this will continue for a long time.

When people enjoy the taste of higher wages and the added comforts and pleasures that go with higher wages, they are not going to reach back to lower standards of living, and less income. Higher wages naturally increase the cost of living.

In the economic circle, higher wages play their part in increasing of house rent, increased light bills, increased freight charges, increased insurance, taxes, etc., all of which go to make up the retailers' overhead.

So, instead of trying to locate ways and means of reducing overhead, which in time means lower wages and less buying power, let's spend our time figuring out ways and means of selling more merchandise, getting a bigger turnover out of our stocks through the means of the higher wages.

You never see a big salesman cutting down expenses. He is always thinking of how he can spend more to sell more, and all big sales and big salesmen have as their background liberal expenditures in some form or other.

What's Missing?

When we begin to look around for ways and means of increasing sales or turnover, what do we find? We find gross inefficiency; no analysis of the market—no budget of finance and purchases; no preconceived plan of action; no sales strategy; no advertising ability.

With these fundamental principles, all stores can and will succeed even though they may be in the most limited locations, and without these fundamentals applied most religiously, big retailers would never have known success, would never have become big, nor could they remain big without the application of these basic principles.

No beginner can today hope to exist very long—to say nothing of expanding—without following these principles.

Let's go farther—let's see what the troubles are that make the retail mortality seven years.

Here they are:

Too many are unfitted by temperament to ever make successful retailers.

Too many of the untalented think it is an easy way of making a living.

Too many start in with too little working capital.

Too much credit extended to them. Credit is too cheap. Too many are lazy.

Too many are misled by the old saying "that goods well bought are half sold," and, therefore, expect too much of their buying.

While too few heed the newer and more little saying "that goods all sold are well bought," and therefore spend too little time and thought in devising methods and plans to sell goods.

Buying is much easier than selling. That is, as long as you have the cash, or credit, but cash or credit soon wear out, and are gone if sales are not made, so it's sell, sell, sell—at a profit!

If you do that buying will take care of itself.

Too many retailers think too much of their office and too little about their main floor. Buying is too recklessly done. The ratio of sales to purchases per item is almost unknown to retailers, or, put in the other way, the ratio of what should be bought is sold down employed with regard to actual sales.

In other words, there is little science in the retail business, and too much guesswork and trusting to luck.

"Profitless Days."

How many merchants have ever figured up the number of days out of the year in a year that are days without profit? When you take January, February, July and August and add the rainy days, you will soon realize that almost half of the year is done at a loss, and how you can make the other half losing in the bargain is a real job, but not for the fellow who plans ahead, not for the fellow who has a merchandise and financial chart. Not

just issued by the Insurance Department at Ottawa shows that the ordinary business issued by The Great West Life Assurance Company in Canada for the year 1922 was \$48,977,132, being greater than that issued by any other Company and over eight million in excess of the largest amount issued by any other Canadian Company.

Price \$150 200

East St. John Lots

We are selling the balance of our choice lots at a big reduction and on very easy terms. \$5.00 cash down and \$5.00 monthly.

Courtenay Bay Heights Syndicate

FAWCETT'S STORE, East St. John. Phone M. 4652. 7-16

the necessary transportation of supplies, such as coal, etc., and the delivery to consumers of the finished product or to the mills of the United States of pulpwood and woodpulp constitutes one of the large sources of revenue. During the year ended March 31, last, the exports of pulpwood were 1,096,462 cords, while mechanical and chemical pulp amounted to 850,000 tons and newsprint to 1,000,000 tons.

The value of the pulp and paper industry to Canada, in export trade alone, for the same period, represented \$122,554,889, \$72,667,826 of this being accounted for by newsprint, \$33,484,086 by other papers. What it represents in employment is shown by the last report of the Dominion Bureau of Statistics of the industry, which gives the number of employees as 23,524, with wages as \$34,199,090.

When it is realized that this is but one of the many industries dependent upon the forests for existence, Canada has good cause to be alarmed over the tremendous threats which forest fires are making upon this natural resource, experts say.

The Old Reliable

Quality maintained for 40 years.

5c

L. O. GROTHE, LTD., MONTREAL

Concrete Block and Brick for Sale

We have in stock, manufactured by Our Plant, ready for immediate delivery.

Waterproof Concrete Blocks and Bricks.

Large or Small Orders Appreciated. Prices on Application.

Maritime Construction Co., Ltd.

Use the Want Ad. Way

3-INCH ICICLES FELL

Moose Jaw, July 14.—Pieces of ice, three inches long fell in the course of a hail storm which swept the country northwest of Plapet at noon Tuesday. Claims for hail insurance as high as 40 per cent. have been filed. The district west and east of the town was the most severely hailed.

Minard's Linctment Heals Cuts.

The Boy Scouts of East St. John met at the Edith Avenue hall yesterday afternoon and were instructed in cooking under the supervision of Mrs.

abreast. The output of this latter machine in one minute of running time would produce 8,751 sheets of paper equal in size to a ten-page eight-column newspaper.

Coincident with the development of the newspaper industry and the introduction of these enormous machines is the greatly augmented demand upon the pulpwood supply of Canada. If Canada's resources of pulpwood could be assured of depletion only by industry, with the greater attention being given to scientific forestry methods and replanting by the pulp and paper companies, the prospects would be good for a continuous supply of this raw material, according to a report recently issued. Unfortunately this is not the case.

Forest fires are taking a tremendous toll, not only of

the tree which is of pulpwood size today, but of that which would produce the pulpwood supply of ten, twenty or more years hence—the young growth and seedlings are destroyed, and the ground left barren.

Many other industries benefit through the development of the pulp and paper industry. The engineering trades supply large quantities of machinery for the pulp and paper mills and for the water-power development so closely associated with the industry. Large supplies of materials other than the raw pulpwood are required, the manufacturers of wire screening and felts benefitting to a considerable extent.

Probably the railways are more directly concerned than any other industry in the growth of the pulp and paper industry. The freight created by

Sheriff's Sale

There will be sold at Public Auction on Thursday the nineteenth day of July A. D. 1923, at three o'clock in the afternoon at number 72 Adelaide street in the City of Saint John, the goods and chattels of Alexander G. Day, consisting of or horses, automobiles, carriages, harness, sleds, wagons and other chattels, the same having been seized and levied on by me by virtue of an execution issued out of the Saint John County Court against the said Alexander G. Day.

Dated this 11th day of July A. D. 1923.

AMON A. WILSON,
Sheriff.

ESTATE SALE

In order to close the estate of the late Olivia J. McAffee it is necessary to sell the household goods which she owned for so many years on the corner of Princess and Sydney streets. The goods are of the best quality and are being sold at a very low price. The sale will be held on Friday, July 15, 1923, at 3:30 o'clock in the afternoon at the residence of the undersigned at the house.

EVANGELINE L. CORAM
Executrix.

June 30th, 1923.

"Raw From Eczema Doctors Do Their Best"

"Forty years I suffered. One leg raw from eczema. We living men could not cure me. It was D.D.D. that cured me, and for three years I haven't had a sign of eczema."

These words were taken from the letter of R. H. Barrett, Chatterville, Ontario. Mr. Barrett will answer any questions you care to him. If you haven't tried the cooling, healing D.D.D. for skin diseases we shall be glad to mail you a bottle today on our special plan. Send \$1.00 a bottle. Try D.D.D. today.

D.D.D.
The Lotion for Skin Diseases

R. H. Barrett, Chatterville, Ontario, Canada.

FREE Trial bottle will be sent for the answer to your question. Write to D.D.D. Co., Dept. 53, 57 Kent Ave., Toronto.

THE NEW FRENCH REMEDY

THERAPION NO. 1
THERAPION NO. 2
THERAPION NO. 3

No. 1 for Bladder Diseases. No. 2 for Gonorrhea and all other diseases. No. 3 for all other diseases. Price 10¢ per bottle. Money refunded if not cured. Write to D.D.D. Co., Dept. 53, 57 Kent Ave., Toronto.

Make this Test

Put an Ames Holden Tire on your right rear wheel—it is hardest on tires.

Put the best other tire you know of on the other rear—

"Compare the Wear"

See how nearly the Ames Holden Tire will come to outwearing two of the other make.

Your dealer has them or can get them.

AMES HOLDEN TIRES

Premier GASOLINE

You may pay more but you can't get more

Quick starting Big power

RADIATING out from our six great oil refineries are more than 1,300 bulk distributing stations entrusted with the responsibility for serving, adequately and economically, districts largely dependent upon them for petroleum products.

New units, as required, are constantly being added to round out this vast, well-knit distributing organization. Stations now under construction in the west and north answer the challenge of unclaimed tracts; throughout the grain-growing belt our stations rival in frequency the local elevators which dot the prairie; in the more densely settled east station after station is continually going up to meet the ever-growing demands for our products in these territories.

Imperial Oil bulk distributing stations constitute a dependable "service of supply" which alike benefits the dealer and the consumer.

"Facts Work Known" is a booklet which tells more fully of Canada's oil industry and deals particularly with the value of gasoline. If you have not already received your copy, address IMPERIAL OIL LIMITED, 44 Church Street, Toronto.

Room 721