



ere's a Good Way  
"Beat the Beats."

Some people are honest, others try to and some more want to be. The beat one of these. He is an out-and-out ahead who practices his evil under the use of honesty. Every business man is met him, dunned him, threatened and either jalled the scapegrate or ven him up in despair.

Henwood Never Worries  
About Timely Sales.

A valuable suggestion for the retailer desirous of winning the trade of the rural districts, so often left in part or completely by the mail order houses, comes from Manager Earl C. Henwood, of the Hazle Drug Co. in Hazelton, Pa., who has worked out a calendar of the distributed to farmers and take the place of the old almanac so assiduously studied by the agriculturist.

All told, there were seven of these adepts who ensnared a Long Island merchant, Edward Hogarth.

One blistering August day, however, Hogarth got to thinking about the characteristics of the seven, fell to looking over his financial pedigree on his account books, and was amazed at the sum of combined accounts represented.

He thought of several methods of execution, but felt that they would not be drastic enough to produce results. He was in a brown study when the re-ter of the local paper came through a store door, looking for his week's copy of personals.

"Got anything?" asked the reporter. "You bet I have," replied Hogarth, as he drafted the following announcement, which appeared in the next day's use of the paper. The reporter glanced over, smiled and hurried out. The us were treated to reading a little of the ordinary. This is what they lled over and what others got nervous

Off and on through the summer transient residents of this town have been eregetic in running up accounts at the refection shop.

Now I do not like to hold a man or man up for what they owe me, but I a afraid that the people I refer to are rons who make great efforts to get mthing for nothing.

"I am it is that some of them have yed very entertaining customers, al-ys taking the time to tell me wonder-ly stories of their experiences, which, I confess, have been most interest-ly. Nevertheless, it must be admitted t words never yet made it possible a merchant to meet his business ligitations.

Therefore, be it noted that I have re-ved to publish the name of all debt-owing me more than \$250 apiece in columns of this paper, and to post e same in the window of my store un-ss the money these customers owe me in my hand by eight o'clock tonight.

The paper came out at noon. Every-ody read the "ad," including the seven, ud by six o'clock that evening, two ours ahead of time, the creditors had d paid their bills.

a Simple Idea That looted Sales 36 p. a

Sales by clerks in the L. A. Barone in Plankinton, S. D., have in-creased as much as thirty-six per cent-uring the last year and the average in-crease per clerk has been nearly that much. The reason is self-kept clerk's rds, devised and put into use by Mr. on.

At the time the system was started, man clerk, who was drawing \$75 a th, asked for a raise in salary. Barone ed up her sales record, which aver-ed \$1,700 a month, and told her he ould not give her more money unless e sales increased. In the course of the ext eight months that saleswoman dis-osed of so much merchandise that aron raised her salary to \$130 a month, guring on a basis of 4 per cent. of her ales.

What was the reason? Barone says it is his system of self-kept records, and he has good grounds for his opinion. This system has put competition into the life of his store. The clerks every day know just how much merchandise they sold, because hey check it up themselves. They find ut what the other fellow sold. If they are behind they speed up, and if they are ahead they work harder to keep the ead, for they know that the higher their sales the bigger the pay-check will be.

"Since we started this system," says Barone, "we have noticed a marked rise in individual sales and some clerks have neered their sales as high as thirty-six per cent. They are on a truly hot, friendly competitive basis and it works."

The system is simply and easily handled and perhaps that is why it works so efficiently. At the opening of the business day every clerk is given a report sheet, with space for fifty entries, ouch corresponding to the number of slips n the salesbooks.

This report is the heart of the system. On it the salesman enters all the facts about every transaction for which a sales slip is made out. Every slip must be accounted for on this report sheet. In the evening, the sheets are turned over to the bookkeeper, after being totaled, and the totals are entered to the credit of each clerk.

At the top of every page is printed a list of seasonal suggestions with pic-ures appended. For instance, January features hot-water bottles, cough medi-ine is played up in February, spring tonic in March, and so on up to De-cember, when Christmas suggestions for gifts are shown.

On the back of every page is a chart and table for farm and household re-cords. These cover milk, eggs, butter, hay, land, timber, live stock, crops, pou-try, feed, farm and household expenses and followed to the end of the year will give the farmer a complete record of what he received and spent for each item for the twelve months involved in the chart.

Henwood declares that the plan already has paid for the expense of putting it into operation. The calls for the spraying chemicals applied in winter to fruit trees developed in such proportions that he is confident his balance sheet for the year will show that the calendar idea has doubled the trade that he enjoyed from the farmers in 1920. He believes that as spring comes, he will see even greater results, and the farmers' calendars will be a regular feature of the Hazle Drug Co. work for years to come.

One valuable feature in connection with the plan is that it can be applied to half a dozen different retail lines. Manager Henwood said that hardware men are taking up the same plan, and enterprise with the idea of using it to boost their sales of their own particular goods to the farmers. Clothing dealers are interested also, and the proposition promises to be popular when calendars go out next December and January.

Have You Tried the "Extemporaneous Sale?"

There are all kinds of mark-down sales, ranging all the way from "pre-inventories" to "store's anniversary," but Franklin Simon & Co.'s New York de-partment store has found a new way of wakening up the Fifth Avenue shopping crowd. It has just held an "extemporaneous sale" in its men's furnishings department, with results that have conclu-sively proved the drawing power of the venture.

Even as Fifth Avenue establishments go, Franklin Simon & Co. have always held the reputation of being ultra con-servative and dignified in its merchandise-ing policy. That fact caused visitors to the men's furnishings department to be-come all the more excited. One day last week a number of young men armed with big blue pencils elbowed their way among the crowds and, without any pre-liminary announcement, began to change the prices on the tagged dis-plays of neckwear, hosiery, underwear, sleeping garments, and other goods. The conversions, of course, were all downward, and the bargains offered almost caused a riot.

The New York buying public has be-come accustomed to mark-downs dur-ing the last few months, but this was the first time they had ever seen prices fall right in front of their eyes, and the psychological effect was so great that, inside of a few hours the shelves of the furnishings department were virtually swept clean.

Two High Schools Are Basis of This Business

When "Dutch" Busing started a con-fectionery and ice-cream parlor in Pow-erton, Ind., a town of 2200 that was re-ally endowed with one very excellent candy store and which had three drug stores, all equipped with modern ap-pliances and doing a good business, his friends went out of their way to tell him what sort of a tough proposition he was up against.

But "Dutch" thought he saw some-thing his competitors had overlooked—the fact that the town had two high schools. One of these was the regular high school while the other was a private institution doing high-school work and having a considerable enrollment.

Busing believed he could concentrate on this business and have enough for a starter until he could establish himself. That was five years ago. Today Busing has young trade that is profitable and steady in school season and out of it, simply by making his store the town's headquarters for young folks.

Busing began by making his place interesting to young people. He went to a local photographer and dug up pic-tures of football, baseball, basketball and track teams, not only of both high schools, but of local independent out-fits. He hung pictures of outliners who had been prominent in athletics, and he went to games—not especially be-cause he was interested, but so that he might be able to talk the language of the boys and girls who came to his shop.

Busing says the spirit grew on him until he not only assumed an interest in the happenings of the younger gen-eration, but he felt it. What is more, his customers feel his interest in them, and in the things they are interested in.

Busing is assisted by his wife in the management of the business, and be-tween them they make out-of-town stu-dents feel at home. But youth attracts youth and the trade is in no wise re-stricted to students. Young clerks and working boys come in because they find others of their own kind there. Older folks—fathers and mothers—wanted to find out what sort of a place their sons and daughters were in the habit of spending their time in, so they came in, too. About 50 per cent of folks have never fully grown up, and fully 100 per cent of the normal oldsters like to as-sociate with kids once in a while, so Busing has added to his original trade until he has the bulk of the business.

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Perfumes and Soap Team Well Together

A side line that sells \$100 worth of goods weekly is conducted by the cigar store of Segaloff & Sons, in Philadelphia.

This store is situated at a busy in-tersection uptown, where the pedes-trian traffic is heavy. Cigar and periodicals sell best, but recently the proprietor decided to cash in on the ex-ceptionally large number of customers who bought newspapers and magazines from him by installing a complete line of toilet articles and perfumes. He thought he knew what the people wanted and intended to give it to them.

The result was gratifying from the start, Segaloff declares, and now his sales of the new line of merchandise are more than \$100 a week, with prospects of a steadily increasing volume, as his pa-trons and the passing trade learn of his enterprise.

The methods Segaloff employs are those generally used by drug stores. He keeps a large window in Columbia ave-nue filled with a display of what he terms a "special" for one week. Re-cently, for example, he dumped several hundred bars of soap in the centre of the window, with a card reading, "Spe-cial price, 9 cents a bar; 8 for 25 cents." The display was surrounded by a variety of useful toilet articles, and on glass selves just above the floor of the window, rows of perfumes were ar-

anged. The window is changed weekly and the display differently placed.

With his 1500 customers, who regu-larly came for cigars, cigarettes and tobacco, as well as newspapers and magazines, Segaloff says the new lines added have given him a large number of transients, and the people who enter his store to use the telephone booths have proved to be another source of ad-ditional business. Despite the fact that a drug store on the opposite corner has a habit of cutting prices, Segaloff main-tains that he has secured all the neigh-borhood trade in cigars and tobacco, and that these customers invariably purchase from him whatever toilet ac-cessories they need, making the com-bined purchase at the one time.

Side Line of Books Now Runs the Store

From being merely a dispenser of newspapers, magazines and writing paper and material, Tom Fletcher, a small stationer in a suburban town, twelve miles or so from London, has become a retailer of novels to nearly the whole of the local population of some 20,000 people, working up his lucrative sideline by knocking out the inside of his little shop and establish-ing a substantial lending library which he runs on unique lines.

Fletcher advertised that he had in-vested \$1500 in popular novels and that to every one who purchased one of these books would be given the privilege of borrowing every other book in his li-brary. When they had exhausted the change the book they had purchased for any other novel of a similar value in the place. The average value of each novel was fifty cents.

Soon after the announcement was made in the local press the Fletcher store was inundated by booklovers, who were anxious to take advantage of the use of a library of several hundred books for the initial outlay of fifty cents.

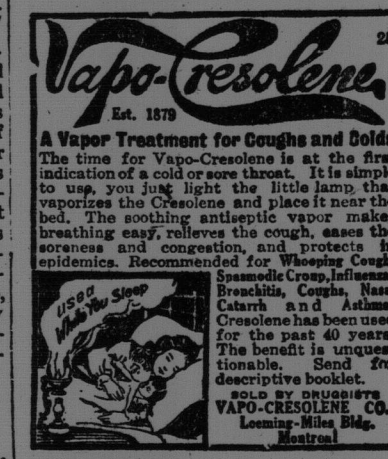
Now Fletcher's lending library business is the biggest and most important line in his store. Practically the entire reading public in his part of the coun-try relies on his store for the latest books. Farmers come in from the country with their wives and select their week's reading.

Incidentally, the stationer specializes in note paper, greeting cards and foun-tain pens, besides stocking the usual things expected of a stationer.

There's Only One Thing in This Shop—Kewpies

If you don't think it's possible for a retail store to sell anything but one kind of article—identical in kind, style and color—you are invited to visit one of the most unique shops in New York. It's down in Greenwich Village, and is run by an artist, or, we should say, an artist family. At this unique little Washington Square shop there has opened the one and only Kewpie store in the world.

Nothing but Kewpies on sale. Of course, you know what a Kewpie is! Who hasn't seen or heard somewhere of that smiling, bewitching little doll, the Kewpie, with the round, flirty eyes, a fetching little cow's lick of hair and a plump, chubby body? The Kewpie was



originally a magazine creation of Rose O'Neill's that was immediately made lifelike by a doll maker and has since captivated the United States with her (or is it his or its) smile.

Up to a few months ago, every store and any store sold Kewpies. They never had any home of their own, and back-ground where their creator could place them in a store setting that was con-sidered fitting. So Rose O'Neill, the artist who conceived these fat little doll cre-atures, decided to open a shop of her own.

Can you picture an artistic old rose shop, with cunning little doll tables and chairs of rose color set around and no-thing but Kewpies as stock? Big Kewpies, little Kewpies, Kewpie skating, Kewpies bathing. Kewpie heads, life size. Kewpie pictures, Kewpie soldiers, pirates babies, coy dantes — Kewpies of every size, shape, style, dress and color you can think of. Such a fascinating array of one kind of bewitching little dolls was never seen. And the bewildering part is that when you go into a shop full of these little Kewpies, you find yourself looking at each one individually. There is a suggestion of sameness about them. Each one seems to have an indi-viduality—that being the original inten-tion of Miss O'Neill, the artist—and in some unaccountable way, the doll makers have succeeded in conveying this impression. Whether they are dressed or undressed, these coy little creatures have personalities of their own.

So if any one tells you that artists don't know how to merchandise their own wares successfully, you can cite the case of the O'Neill sisters, one of whom originated a coy little doll and all of whom are making it possible for the United States to play again by dis-tributing Kewpies.

"Remnant" Succeeded Where "Price" Failed

W. C. Hunter, Grand Rapids, Ia., re-cently was confronted with a surplus stock of printed material, such as gin-nam, calico and percale, which, on account of a falling market in these goods, he was anxious to move from the shelves. Hunter advertised in the local newspapers in the usual manner, offer-ing big reductions, and, although it helped some, the results were still far short of what was desired.

Then he applied a bit of psychology to the matter. The salespeople cut up the bolts in two and three-yard lengths and then folded and fastened the separate piece at the corners, so that they could be displayed on the counters in neat piles. This work was done in the rear of the store out of sight of the customers.

Liberal space was then used in the newspapers in advertising a big sale of remnants. The word "remnant" had the magic effect, for it brought the women flocking to the store intent on purchasing the already cut-up pieces which they never would have thought of buying from the bolt. In this manner the entire surplus stock of fabrics was disposed of.

The Golden Rule Lodge Fair was well attended last night. The door prize, a club bag, was won by ticket No. 998, held by Allan Home, while the bag-gatelle was won by William Lunegan. The Excelsior prize, a memorial photo frame, was also won by William Lunegan. The ladies' bean bag prize, a silver fork, was taken by Mrs. L. Black and the gent's prize went to William Com-nor, who also won the air-gun prize.

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Now's The Time  
To Buy Your  
Clothes — We  
Can Fit All Men

WE'RE now selling every Uncalled-for Suit and Overcoat from our 39 Branch Stores at way below cost of material alone. This is your opportunity to get bargains that break all records.

We offer you the choice of our entire stock, hundreds of Suits and Overcoats, all at one Friend-Making Price that does not cover the cost of the actual material in the garments. There are sizes to fit men of all build, and patterns and materials that will surely please any man. Come in today, and look over this great big stock.

Uncalled-For  
Suits & O'coats

Your Choice  
\$14  
One Price ONLY

All Blue Serge Suits  
Values Up to \$45 Included

ODD COATS	ODD VESTS	ODD PANTS
Your \$5.95 Choice	Your \$1.50 Choice	Your \$3.50 Choice

These Prices are Less than the Cost of Material alone

English & Scotch  
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28 Charlotte Street

Out-of-Town Men (You will save many dollars by attending our Uncalled-For Suit and Overcoat Sale.)

MASTER MASON PLUG SMOKING TOBACCO

MASTER MASON—ready rubbed—for those who like it that way is the same good plug tobacco cut and rubbed ready for the pipe—it is put up in tins and foil paper packages.

For Music and You!

Thos. A. Edison recently said: "Music exerts a great influence for good on the human mind. Heretofore, however, music, unlike books, could not be multiplied at will and distributed throughout the world."

In these words, Mr. Edison reveals the great ideal which inspired him to develop the phonograph of perfect realism—the great ideal which the New Edison stands for,—the great ideal which is now the aim of our store.

Better music in the home!

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We offer you many unusual services and benefits. Remember that, behind all of them, is the earnest purpose to help you get better music into your home.

Come in and try the Realism Test. Make Mr. Edison's Mood Change Experiment. Let us give you a home concert. Learn about our Edison After-Service. Investigate our Budget Plan,—whereby a small down-payment and a gentleman's agreement brings you your New Edison.

To help you remember these things, we want to give you a proof of Franklin Booth's etching of Mr. Edison as he looks today. Suitable for framing. Size 12 x 19 inches. Mail or bring the coupon.

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