

The Business Column

EDITED BY MANSFIELD F. HOUSE (Continued)

Stores Stress Value of Fair-Price Town

To what extent should retail merchants boost their own towns build its prestige, work in its behalf? And what can such merchants accomplish when they lay aside petty jealousies to offset any temporary buyers' strike, that brings business stagnation?

This question and others have been answered by a remarkable advertising campaign, in newspapers, recently launched by six merchants of Atlantic City. The firms in question are: Frank E. Block Co., crackers and candies; Atlanta Flour Co., J. K. Orr Shoe Co., J. M. Robinson Co., men's wear; White Provision Co., and Mollie Bros., stationers.

Just to make the old town sit up and take notice the following three-column display was printed to start the campaign. The full depth of the newspaper was used.

Can Beide's Home Be Furnished for \$500?

The advertiser's starts with a quotation from the writing of William Allen White, in which the famous writer gives his idea of what constitutes the good town. Readers of the "Retail Ledger," who have not seen this article, will profit by these extracts:

"A town is not judged by the number of people it contains, but by the way those people live. A town is really not the people at all, but rather the relation to one another. A town is its business, its public spirit, its churches, its schools, its play-grounds, its community interests, etc. And a good town is one where people may live and live well after doing a good day's work with hands or brain, and enjoy the best things the town has to offer without considering if their work is manual, mental or both. A good town is just a town, a fair-price town, well kept, well housed, well governed. And in such a town, whether it be 1,000 or 100,000, the number of people is not important.

The advertisement, signed by the merchants, comments upon the above editorial, and says:

"But the main thing, the soul and the centre of the proposition, is a spirit of loyal co-operation. Keep money—a very considerable proportion of it—in circulation. Save and sure and constant local turnover helps everybody in the place."

That such advertising making mention of no merchandise, nevertheless, reflects favorably upon the merchants sponsoring it, is not to be denied, for every so often people must be told something.

Says Ads Put "Fact" in "Satisfaction."

"Good advertising must put the 'fact' into satisfaction and take the 'if' out of the 'fact'." This is the opinion of the Advertising Ad Club, a new division of the Advertisers and Merchants' Association.

Mr. Walcott Said:

"In advertising is the plan and copy more than anything else that makes or mars a campaign and the principal reason much of the advertising that appears is not as successful as it should be because of hastily, carelessly and thoughtlessly prepared copy."

"An advertisement is a salesman. It should sell goods and sustain the good will and friendliness of your store. Its object is to compel the prospective customer to come to your store, inspect the merchandise offered. It is foolish to waste space by writing something the merchant would not ordinarily say to a customer coming into the store. The value of newspaper space to the advertiser is determined by the size of the ad he puts in that space. Good copy is the kind that is good enough to sell goods at a profit over its cost and if it doesn't do that it is as good as a dead cat that can't talk, but can't sell."

"The public is coming more and more to regard the merchant's advertisements, as having the weight of official utterances of responsible business men who cannot afford to deceive their customers. The thing that is most needed in a large part of the retail store advertising is more headwork and less headlines, more brains and less blunk; less of the elephant size of type and more of the pony size."

"Advertising is news, business news, therefore it should be treated as news. The best way to galvanize your advertising into life is to put news into it. There is real live news in every business and writer will work it out; if he will do as the good reporter does, dig and dig good news and plenty before writing a line."

Card Sells "Koops."

"When a woman expresses a preference to the extent of an actual purchase, she must like the article." This is the way the owner of the Baby Shop in Evansville, Ind., figured

that a woman would reason. He also felt that it is human nature for a woman to be influenced by the opinions of other women. Acting upon these conclusions, he planned a scheme to increase sales—and it proved a wonder.

In a conspicuous place on the wall of his infants' department he hung a card. On this card he printed neatly, in groups of ten, the name and address of each purchaser of a kiddie-koop, adding the name of each new purchaser immediately after the transaction.

"Sometimes the name of an acquaintance helped a sale," Dr. Mrs. Young-mother, who secretly admired the taste of Mrs. Other-Side-of-Town, found a kiddie-koop within her means, too. Whatever the individual inducement, the psychology behind the scheme worked—and this card on display is a valuable silent salesman that the Baby Shop intends to continue to use.

Can Beide's Home Be Furnished for \$500?

A bride's house cannot be furnished for \$500?

That is what a furniture dealer, the father of a girl student in the University of Kansas, said. He told his daughter that if she didn't believe him she could make up a list, go to his store, and see what he was able to furnish her within the limit named he would present some bride with a phonograph and a new decoration at the university. Students have repeatedly demonstrated in both Lawrence and Kansas City that a small cottage can be nicely furnished for \$500 and the students have the figures to back up their assertion.

Merchants are interested in it because they are constantly up against the proposition of young couples seeking to furnish a house for that amount or less. They haven't known exactly how to help them because they have not studied the situation. But they have realized that if they were able to make suggestions to these customers they would get their business and win their undying regard, building strongly for future business.

For that reason the results of the investigation by this Kansas University class may be capitalized by furniture merchants everywhere, not only to increase present sales, but to build for future business.

The figures given by the girl students are not dream budgets. Each girl took a five-room house plan, estimated the window draperies inch for inch, yard for yard and mentioned the very store for apartments, as Miss Carver assisted her sister in selecting the furnishings of the apartment and duplicated prices in the listed figures. The major sums were spent on rugs, good springs, mattresses and comfortable chairs.

A five-room apartment of an old house in Boston furnished the inspiration for Miss Dorothy Carver's budget of \$500 for apartments, as Miss Carver assisted her sister in selecting the furnishings of the apartment and duplicated prices in the listed figures. The major sums were spent on rugs, good springs, mattresses and comfortable chairs.

Gets Jobbers to Build His Store.

There are more ways than one of creating a store building when you haven't the cash, and the banks are set of skeptical, and you don't like to go out frisking your friends.

Otto Mooney, partner in the largest small town general merchandise store in the United States, who does a million and a half dollars' worth of business a year, found one of the other ways when he began arranging for a new building this spring in Temple, Okla.

The Mooney brothers went to the jobbers and manufacturers from whom they bought their goods. They laid their cards on the table. They estimated how much goods they expected to buy during the year. Then they asked the jobbers to lend them one-fourth of that amount, the loan to be payable in three annual installments.

One jobber loaned the Mooney brothers \$900 to be paid back \$300 a year. In return the Mooneys agreed to buy from this jobber annually \$3,600 in merchandise.

The plan is unusual, but the jobber with ready money was glad to see assurance he could definitely count on. And the Mooney brothers benefit far more than the jobber, because they have every jobber with

Week-End Shoe Bargains

Following our policy announced when we moved to King street, we are offering Special Cut Prices from time to time on latest footwear of the season.

Some Extra Attractions Now Featured By Us

Ladies' Black Kid Oxfords, Louis Heels... 3.85
Ladies' Patent Oxfords, Louis Heels... 3.85
Ladies' Brown Calf Ox., Louis Heels... 3.85
Ladies' Brown Kid Ox., Louis Heels... 3.85

Men's Brown Boots, Box Toe, Goodyear Welt... 4.95
Men's Brown Boots, Recede Toe, Good-year Welt... 4.95
Men's Black Boots, Recede Toe, Good-year Welt... 4.95

Ladies' Brown Calf Ox., Military Heel... 3.85
Ladies' Black Patent Ox., Military Heel... 3.85
Ladies' Black Kid Pumps, Louis Heel... 3.85
Ladies' Patent Pumps, Louis Heels... 3.85

Men's Brown Boots, Box Toe, Goodyear Welt... 5.85
Men's Brown Boots, Recede Toe, Good-year Welt... 5.85
Men's Black Boots, Box Toe, Good-year Welt... 5.85

90 King Street

WITH A CIRCUS IN THE OLD DAYS

(Toronto Daily Mail and Empire)

"Hey, Rubie" is more than a jocular address to a person from the country. It is the battle cry of the circus when a fight between circus hands and the citizenry is imminent. This is explained by Harry Barnett, who has been writing a series of articles on circuses in the "Dearborn Independent." Nowadays arm-clashes between circus hands and farm hands are not common, especially in centres where there is police protection, but in the old days and in parts of the country where two people can make the law of the moment for the single constable, these were not only common but they frequently ended in homicides. Two or three reasons are given for this by "Governor" John R. Robinson, the veteran circus man who supplies Br. Barnett with his material. One of them was that when a circus came to town, a sort of informal holiday ensued. There was much drinking and this led to fighting. There was also the ambition of the local rowdy to lick a circus man. However puny the circus man would boast of it for ever after. It seemed to set the seal on his reputation as a bad man, especially if he could get his audience to believe that the circus hand was a citizen of New York or Chicago.

Tough Outfits.

From motives of decent revenge Mr. Robinson does not mention the fact that many of the circuses in the old days were frequently manned by neer-do-wells, by fugitives from justice, by wastrels, that is, by men who were not only infested by gamblers and by short change artists. The unsophisticated country folk were their easy prey. That they sometimes took revenge by trying to beat up the show is not remarkable. Mr. Robinson says that at nearly every little town some fifty or sixty years ago there would be a local bully or several bullies who wanted to make trouble for the circus. This was bad for business since their brawling and foul language would frighten away the decent people. He sought therefore to deal with these distributors as soon as possible. For this purpose he usually carried along several bruisers, well able to act as bouncers. The local talent that mixed it with the Robinson circus usually regretted it.

Bullies as Constables.

One season he adopted the plan of

For Breakfast Or Lunch

There's nothing more appetizing than a dish of

POST TOASTIES

(Superior Corn Flakes)

Only the hearts of selected white corn are used in making these delicious flakes of substantial texture. They are ready to serve, crisp and golden brown, direct from the package with cream or milk and a sprinkle of sugar if desired.

Ask For Them By Name

Made by Canadian Postum Cereal Co. Ltd., Windsor, Ont.

BABY'S HEADWEAR BARGAIN PRICES

AT M. R. A. LTD.

Smart little bonnets and hats that every mother will admire, and a big variety to choose from. Among the assortments are infants' bonnets made from dainty crepe-de-chine, corded silk, and pretty combinations of lace and muslin; pique and gingham hats, with button-on crowns; muslin sunbonnets with shirred silk hats for baby boys; and many other kinds equally dainty and attractive. These are selling at remarkable bargain prices. In the millinery salon (second floor).

MENTALLY INFANTS

New York, May 5.—Figures show that 61 out of 166 women examined after receiving sentences in Women's Court have the mentality of a child of twelve. This is being used as an argument to urge that prisoners be subject to mental tests before being sentenced.

The postage on a letter from Australia to London is now less than that on a letter sent from London to one of its own suburbs.

Wall Paper

At Less Than Wholesale

H. BAIG

76 Brussels St.

29710-5-12

From childhood to old age.

All ages appreciate the refreshing qualities of

CANADIAN CLUB ROOT BEER

The children welcome its cooling satisfying flavor—the grown-ups appreciate its invigorating healthful properties.

At the soda fountain or in bottles for home use.

Bottled locally by

Purity Bottling Works Ltd.

ST. JOHN, N. B.

Manufactured by Dr. Scott Root Beer (Canada) Limited Montreal

Your Floors, Madam!

Are a source of pride or a discomfort. Every housewife is anxious to reduce her work, and caring for floors, generally, is real toil. There is a better way—

LINOLEUM, FLOORCLOTH and FELTOL

Make housework easy and therefore a pleasure. We have a beautiful stock on sale now.

Linoleums in 4-yard widths, from \$1.35 per yard.

Floorcloths in one and two yard widths, from 75c per yard.

Feltol at 62 1-2c per yard.

BUY HERE AND SAVE MONEY

Amland Bros., Ltd.

19 Waterloo Street

In making coffee, the best results are obtained by using

Freshly Roasted Coffee

BUY YOURS AT

HUMPHREY'S COFFEE STORE

14 KING STREET

PHONE MAIN 1788

LOCAL NEWS

Growing girls' Oxfords, mahogany or black, \$3.65 a pair.—Percy J. Steel, 511 Main street.

May 1st to 7th is a triola week. Watch the drug store windows. 5-6.

One hundred pair infants' soft sole shoes, regular \$1 and \$1.25, only 60 cents a pair. Dainty, all colors, all sizes.—Percy J. Steel, 511 Main street.

GRAND CONCERT.

Grand concert in the Victoria street Baptist church vestry by the St. David's Dramatic Club, entitled "Very Much Married." Thursday evening, May 5, eight o'clock. Tickets 80c. 29716-5-5

Ninety pairs boys' brown sneakers, sizes 11 to 5, only \$1.85 a pair.—Percy J. Steel, 511 Main street.

The Royal Arms Chapter, I. O. D. E. held a meeting in the G. W. V. A. hall last night, Mrs. T. H. Carter, the regent, presiding. Plans were made for a rummage sale for the war memorial fund. The sum of \$15 was voted to the Boy Scouts Association. Four new members were received and plans were made for the summer work.

Household cares of mothers, residents of the Washington Heights section are greatly lightened by several girl students of George Washington High School, who

help out as nurse girls, for a small after school hours. They have quite a reputation for their care of children and they cannot supply the demand for their services.

A Pitched Battle.

They opened fire, but the circus men were better organized and they drove the mob back through the streets forcing the fugitives through store after store where they tried to barricade themselves and at last returned to the railway siding. But some of the thugs followed and stole close to them in the dark. Suddenly one of the circus men, who was hiding in a back alley, fired his rifle and the mob fled. There was another outbreak of firing which wounded one of the circus men and killed a horse. The circus hands hid behind their cars and cages and rifle bullets flew on all sides. The circus might have been wiped out if one of the men more daring than the rest had not rushed out in the main street with some coal oil and threatened that he would set fire to the town if there was any more firing. This ended the fight and the circus loaded up and escaped from the state. On another occasion when several young men tried to take possession of the ring, the father of one of them came down from his seat to urge him to go home. As he approached the young man rose and shot his father dead. The show ended abruptly, but each year after it returned to the same town and Mr. Robinson says that he never failed to see this young man "hanging over the front gate, crying" which strikes us as an inadequate sort of hanging.

The Jacksonville Fight.

The most famous circus fight in history, says Mr. Robinson, was the Jacksonville fight, in a year he does not mention. The circus had trouble from the start. Several rowdies took possession of the ring so that the horses could not be used. After tolerating this as long as possible, Robinson realized that either the men would have to be put out of the ring or the circus would have to close. He sent some of his most experienced bouncers and they seized the intruders by the neck and ejected them. One of them applied more than a necessary force, and a warrant was sworn out for his arrest. His comrades hid him in some bushes and the mob and sheriff searched for him in vain. This angered the town people and after con-

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