

"You've been in ladies' shoes long enough Fred," they said to me.

"I was an Executive Trainee in Winnipeg in June, '64 and Assistant Manager in Lingerie, Sleepwear and Ladies Shoes by November, '65. In March, '66, they said to me, "You've been in ladies' shoes long enough, Fred," and moved me to Assistant Manager, Dresses.

"Now I'm a Department Manager and I've more than doubled my starting salary. On top of that, I've picked up 13% and 16% profit incentive bonuses."

R. F. Riddolls' story isn't unusual. It's typical of the way The Bay handles executive material.

Nobody gets stuck in Ladies' Shoes.

When we hire you for about \$600 a month we know you're not a store clerk.

You're a management prospect.

So we groom you to join our top people. (65% of them are university graduates.)

They run a big business. About \$350,000,000.

That's the over-the-counter, retail business.

Not the oil and gas. Not the furs. Not the real estate. Not the wholesale operation.

The retail business.

We do it with eight large downtown department stores. They're called The Bay or Morgan's. They're in major cities from Vancouver to Montreal. We have 25 medium-size stores and more on the way and, yes, a couple of hundred in the North. But we want you for the big ones.

The best way we can see to increase our earning is through department store expansion.

Nearly 10% of all retail sales in Canada are in department stores. \$2.3 billion annually.

So we want people like you.

To get you, we'll pay you more to start than about 75% of the businesses you may be thinking of. From \$575 to \$675 a month.



We'll move you up quickly. You can be a Department Manager in less than two years. You can triple, even quintuple your salary in less than ten years.

You can enjoy real management responsibility in six months to a year. Make Department Head and you're almost on your own. Profit and loss, personnel, advertising, display, sales, budgets—all yours. We'll judge the results. And you don't have to stay in Merchandising.

Not if You're better at Sales Promotion. Or Control. Or Personnel Management. Or Operations.

We'll find out about you and work with you.

And train you properly. In fact, flunk our Preparatory Merchandising Course and you can forget about management prospects.

We're not kidding about developing *management* material.

We can even give you a pretty soft cushion against economic shock. The total sales of the Hudson's Bay Company are about \$515,000,000. So short-term fluctuations aren't likely to endanger us or you.

Retail merchandising is where it all finally happens.

You get fast answers to marketing questions.

And you respond to changes in living patterns, age patterns and products.

If we've hit an entrepreneurial streak in you, you should talk to us.

A representative of The Bay will visit your campus soon. Set up an interview through your Placement Officer.

Or write:

The Manager, Recruitment and Employment Canadian Committee Office, Hudson's Bay Company, Hudson's Bay House, Winnipeg 1, Manitoba.

the Bay