

POOR DOCUMENT M C 2 0 3 5

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IT TOOK ONLY 5 DAYS TO CHANGE A 10-YEAR POLICY

The Kohler Company, of Hutchinson, Minn., Found That Cash Sales Paid Them a Whole Lot Better Than Credit, So They Shifted Basis of Payment in Five Days—No Complaints.

An advertising campaign, conducted in five days, that completely sold a community of upwards of 30,000 prospective customers on the advantages of a change from a credit to a cash policy in merchandising, recently was conducted effectively by the A. Kohler Company of Hutchinson, Minn.

The campaign was unique in many ways, especially in the quality of the copy which carried the message and put it over so completely. The Kohler Company had been operating its dry goods, shoes and clothing departments on a credit basis for ten years while selling groceries for cash only. The cash basis was so much more satisfactory that a decision was reached to put the entire store on the cash policy.

Then came the question of how to do it effectively. It was felt that a long advertising campaign would be too expensive, so it was decided to conduct a short drive of publicity, but to do it in an outstanding way, believing that by this method the idea could be put over at minimum cost.

Aside from the concentration of copy in the last five days, the only advertising in connection with the change consisted of a few readers inserted in local newspapers. Here are some samples:

"Cash is the magic word in merchandising today that unlocks the great door of saving. Read about it in the Community Salesman, third page. The 'Community Salesman' is a bulletin gotten out co-operatively once a month to advertise the community bargain day sale held by Hutchinson merchants.

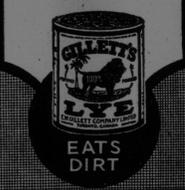
Another reader used by the Kohler store follows:—

"On the third page of the Community Salesman for April you will find the most important announcement Kohler's ever made. After ten years

GILLETT'S LYE

Comparatively few people realize to what extent Gillett's Lye can be used to advantage in every home. For instance, with one can of Gillett's Lye and five and a half pounds of lard or grease, ten pounds of good hard soap can be made. Use one tablespoon Gillett's Lye in gallon of water for cleaning and disinfecting refrigerators, sinks, garbage cans, tiled floors, baths and toilets.

Useful for over 500 purposes.



the profits shaved to the end that they may buy more value for the money that they spend.

"On every hand you hear of saving. Saving is the air, Kohler's is going to save with the people. Kohler's—selling for cash, buying for cash, standardizing merchandise and operation, cutting out waste and expense (which is often excess profit)—Kohler's are going to save you more money than Kohler's ever did before.

"If the old methods will not stand in competition with the new, then the old methods must go—and the first rule of saving in merchandise is to sell for cash. No store can sell on long-time credit and pay you dividends on the merchandise that you buy from it. When you want to save money then you must do your part. Cash is the magic word in merchandising today that unlocks the great door of saving.

"We cannot give you credit. It is not you—it is the system. We like you. If you ask for credit we shall be sorry to refuse you. But we do not believe our customers will ask for credit. The time when people did not understand why a merchant could save by asking for cash is past.

Three follow-ups were used in helping sell the community on the change. One of these went to all the credit customers the store had. The message was printed on green slips and included with the statements sent out April 1. This slip read:—

"To give our customers better value for their money and better service than in the past we are going to sell only for cash after April 5. You will read about the plan in the April Community Salesman. It means money in your pocket to buy for cash from a cash store. We trust that you will not take offense at the change of policy, since it will enable us to become more useful to everybody alike."

There was another problem the store had to solve and a more difficult one it dealt with—the credit customers of

the highest class, those whose accounts always were settled on the day they became due and which involved virtually no risk.

Two days before the change to cash went into effect the store sent the following letter to these customers:

"We really feel very sorry to discontinue an account which has been taken care of so nicely as yours. At the same time, however, you will understand that to be fair to everybody alike, we cannot make any exception in the way of giving credit in the future. If it were not for that fact we would be very pleased to carry your account just as we have been carrying it in the past with your very prompt payments.

"Still we can hardly write you without saying something about the advantage of buying from Kohler's in the future, for cash. There is nothing which contributes more to the expense of merchandise than long-extended credit, and nothing which helps low prices so much as cash for the goods. You may expect to buy more cheaply from this store, because it is a cash store and we shall not disappoint you."

Reflecting the success of the advertising campaign and of the change from credit to cash, is an advertisement used by the Kohler store a month after the change took place. It was headed "People Like to Pay Cash," and read:

"That is the outstanding fact that the first month of all cash business has shown.

"We know most of our customers had paid cash in the past—but we had no idea so many people would welcome doing business that way.

"People like to pay cash—thousands of people actually want to pay cash—want to get the habit.

"It is easy when you come to Kohler's. And when you leave the store you have that clean feeling of No Debts. In return, Kohler promises you more merchandise for less money and better merchandise for the same money. It is simple—as simple as two and two making four."

Your Corsets and Theirs—

For many years Warner's Rust Proof have been the largest selling corsets in the United States. For many years also they have been worn by discriminating women in all corners of the civilized world. At the outbreak of the War they were sold in 56 different countries or Dominions, and were made only in the United States.

To-day they are also made in Canada, cut from the same carefully designed patterns, and made to the same standards and specifications as the United States models. Corsets which are imported by other nations are offered to women of the Dominion without the costs of duty, ocean freight, etc.

You can, for instance, buy in Canada Warner Models for which your friends in England gladly pay almost double the price—and Warner Corsets are widely sold in England. You can buy comfortable corsets that represent the best work in Style at prices which mean true economy, and

Every Pair is Guaranteed
Not to Rust, Break or Tear

Warner's
Rust-Proof
Corsets
MADE IN CANADA

Are not the cheapest, but we believe them to be the most economical corset you can buy. Priced as low as \$1.50, but the added value at \$2, \$3, \$4, or \$5 is well worth the extra cost.
WARNER BROS. CO.,
Montreal, Que.



business as a cash store when we have extended limited credit, we have accumulated the lowest total of book accounts by any store in Hutchinson.

"Yet we can not sell for cash store prices so long as we have credit accounts. We have found this out. Credit stores will never sell for prices so low as cash stores. Credit stores cannot do it.

"Will You Pay Cash?"

"So, in bringing this issue to you, we definitely promise you lower prices. The question is, 'Will you pay cash?' We do not mean to be pushy. That is for you to decide. The majority of people will if they can see it pays them. Witness the Kohler grocery, which, after going to an all cash basis five years ago, jumped to the highest sales totals it had ever attained.

"But Kohler's are going to do more than go on a basis of cash. The day of the future demands simplification, for people definitely want the useless frills cut out, the expenses lowered and

BETTER COOKING

It is wonderful what a help Oxo is in the kitchen. Oxo means good food every day and good health all the year round.



SOUSA, SIXTY-EIGHT

Gallant Seventh Regiment
Camp Fire Girls and Actors
Equity Aid in Tribute

(New York Times.)

Five thousand persons filled every seat in the Hippodrome and spilled over on the stage last night to help John Philip Sousa celebrate his sixty-eighth birthday anniversary and to drown out even some of his most thrilling crescendos with deafening applause that he might be left in no doubt that he still was America's best-loved bandmaster. It was Sousa's 107th birthday, the anniversary of his organization, it was his first appearance in New York for some time, it was an number of things offering opportunities for particular enjoyment and special outpourings of music, matched by specially noisy acclaim.

For instance, there were the Camp Fire Girls, properly uniformed and

occupying a stage box to hear played as part of "Leaves From My Notebook," a new composition by Sousa, an offering descriptive of themselves in a woodland setting; there was the inevitable military note supplied by admirals, and colonels and lesser officers of the army, the navy and the marine corps; there was the band of the 107th, the Seventh of earlier days, massed with Sousa's own and blaring away at the 101st Sousa march, "The Gallant Seventh." Then there was a speech honoring the bandmaster as a sympathetic and helpful artist on behalf of the Actors' Equity Association, the speaker thereupon doubling in brass as the modest Mr.

Sousa's own mouthpiece in presenting the original manuscript of the march to Colonel Wade Hampton Hayes, that he might deposit it in the archives of the regiment. And there were the armfuls of flowers that brought all sorts of birthday wishes to a smiling and happy maker of music for the masses.

Encores came faster than the usual Sousa quick time in obliging, old favorites drawing the echoes of old favorites. And, to round it all out, there were four soloists—John Dolan, with a most admirable cornet; Miss Marjorie Moody, with a sweet voice equal to the huge amphitheatre; George Carey at a melodious xylophone and Miss Caro-

line Thomas, whose violin playing was in high favor.

Crushing Retort.

"Hello, dearie," said the fresh young man with a "toothbrush" mustache and dressed to the minute, "a glass of sweet milk and a piece of lemon pie?"

"Anything else?" asked the fair but haughty waitress.

"A little speed and a smile, if you don't mind."

"You've got all the speed you need, and as for a smile, look at yourself in one of them mirrors along the wall. If that don't give you a laugh, you ain't got no sense of humor."

THOROBREAD FLOUR

Becomes
a Habit

Milled by Hunt Bros Limited London, Canada

If you have any doubt give Thorobread a try-out.

Exceptional Fall and Winter Merchandise Saturday Last Day of "November Drive"

Time Sales

Saturday 10 to 11 a.m.

Real feather pillows, covered fancy ticking, sizes 18x28. Made to sell at \$3.50 a pair.
Saturday 10 to 11 a.m., 98c. each.

Large 11-4 white shaker blankets, pink or blue border. Good quality.
Saturday 10 to 11 a.m., \$1.88 a pair.

120 pairs Penman's heather cashmere hose. All sizes, \$1.00 quality.
Saturday 10 to 11 a.m., 79c. pair.

TURKISH TOWELS.

White and linen color, good Turkish towels. Regular 49c. each.
Sat. 10 to 11 a.m., 3 towels for \$1.00.

32 round sofa cushions, chintz covered.
Sat. 10 to 11 a.m., 83c. each...

48 only, morning dresses in waist line and straight line dresses, light and dark shades. Chamberly collar and cuffs. Regular \$2.25.
Saturday 10 to 11 a.m., \$1.47 each

59 pairs suede kid gloves, excellent soft quality. Shades mode, grey, tan, black, two-tone, stitched.
Saturday 10 to 11 a.m., \$1.58 pair

10 dozen linen huck hand towels, all white or red border.
Sat. 10 to 11 a.m., 3 towels for 50c.

Children's velour kimonos. Just a limited number, slightly soiled, but all right when washed. Were up to \$5.00.
Sat. 10 to 11 a.m., \$1.98 each.

Children's navy all wool serge dresses, box pleated skirts. Peter Pan collar, trimmed steel buttons, long sleeves. Sizes 6 to 14 years. \$4.75 and \$5.25 quality.
Saturday 10 to 11 a.m., \$3.95 each.

SATURDAY CORSET DEPARTMENT. LAST DAY NOV. DRIVE.

86 pairs pink coutil corsets with two hose supporters, medium bust, long hip. Saturday Nov. Drive, 98c. pair.

86 Bandeau brassiers of pink batiste, crossed in back, ties at waist line. All sizes.
Saturday Nov. Drive, 29c. each.

SATURDAY UNDERWEAR BARGAINS. LAST DAY NOV. DRIVE.

Sale of vests. 10 dozen special women's vests, warm winter weight, long sleeves, round neck; elbow sleeves or straps. Also drawers to match.
Nov. Drive, 67c. garment.

SWEATERS, NOVEMBER DRIVE FOR LAST DAY.

Women's and Misses' pull-over and tuxedo style sweaters, elbow or long sleeves. Colors, cardinal and grey, navy and cardinal, cardinal and navy, and cardinal and fawn.
Nov. Drive, \$1.98.

Women's all wool tuxedo sweaters with pockets and cross over belt, trimmed with buttons. Colors navy, mauve and black.
Nov. Drive, \$4.95.

NOVEMBER DRIVE LAST DAY BARGAINS IN SILK UNDER-SKIRTS.

Special lot of taffeta and Jersey silk underskirts in dark or light colors. A large choice. Regular up to \$8.75.
Nov. Drive \$4.85 each.

Extra fine English silk moire underskirts in navy, brown, purple, black. Regular \$6.95.
Nov. Drive, \$3.98 each.

Cloth Dresses of Most Attractive Design for Last Day November Drive

Three special lots of tricotine and serge dresses in misses' or matron styles. Various ideas and new touches in trimming.
Nov. Drive Prices \$14.85, \$19.85, \$29.85

DRESSES DRESSES

Last Day November Drive

Pretty Canton crepe, crepe back satins, crepe-de-chene and other popular materials. Many new styles to choose from. Values up to \$49.75..... Nov. Drive \$29.85

Last Day Specials in Stamped Goods

36 stamped gowns. Regular \$1.50 and \$1.65. Nov. Drive \$1.29

200 stamped pillow slips. Regular \$1.20. Nov. Drive \$1.00 pr

36 stamped linen centres; size 22x22. Regular 85c. Nov. Drive 68c each

36 stamped cushion tops. Regular 39c..... Nov. Drive 33c

24 stamped English combing jackets. Regular 45c. Nov. Drive 38c

72 stamped towels. Regular 85c. Nov. Drive 58c each

24 stamped linen centres; size 18x18. Regular 58c. Nov. Drive 39c

24 stamped linen scarfs; size 18x54. Regular \$1.00. Nov. Drive 85c

24 stamped Comby on fine nainsook. Regular \$1.35. Nov. Drive 98c

36 stamped pin cushions, round..... Nov. Drive 15c

72 stamped pin cushions, 18 inch long..... Nov. Drive 39c

Stamped towels, fine quality figured huck..... Nov. Drive 48c

You Buy Your Household Linens, Towels, etc., at Good Savings During November Drive

Sheets, 100 made of good quality bleached cotton, 2x2 1-2 yds. Nov. Drive \$1.19

Plain pillow slips, 2 inch hem, 40 inch..... Nov. Drive 25c each

200 yards bleached table damask, 65 in. wide Nov. Drive 69c yd

London House

F. W. DANIEL & CO. Head of King St.

A SPECIAL LOT OF LEATHER VANITY BOXES MARKED AT 98c. EACH.

Fancy leather vanity boxes, neatly fitted with coin purse, powder box and two metal tubes for cosmetic sticks. There are blue, fawn, brown, tan, gray and old rose leathers in plain or fancy grained finishes.
Nov. Drive Price 98c. each.

VEILS AT SPECIAL PRICES SATURDAY, LAST DAY NOV. DRIVE.

Flowing veils, braided and chenille borders in assorted colors.
Nov. Drive, 39c. each.

Mons Lisa veils in Shetland silk square mesh. All colors.
Nov. Drive, 39c. each

Elastic sport veils in assorted colors.
Nov. Drive, 5c. each.

BLOUSES—GOOD GEORGETTE, CREPE DE CHINE AND CANTON CREPE BLOUSES. LAST DAY NOVEMBER DRIVE.

The better grade blouses at very moderate Nov. Drive prices. Beaded effects and other dressy models, all good colors. Sizes 36 to 44.

\$ 5.95 for \$3.98
\$10.75 for \$6.17
\$12.75 for \$8.37

Fine white Jap silk blouses in 10 different styles. Values up to \$6.50.
Nov. Drive, \$3.98 each.

Handsome Fur Trimmed Winter Coats, Satin Lined.

LAST DAY NOVEMBER DRIVE

London House quality coats. All fine garments and the newest styles at very special prices. Beautiful materials, ramona cloth, bolivia, duvet de laine, velour, etc. Many with real beaver collar and cuffs.

\$89.75 coats for \$67.50
\$59.75 coats for \$44.50
\$44.75 coats for \$33.50

CHILDREN'S DEPARTMENT HAS A HOST OF GOOD THINGS FOR LITTLE TOTS AND BIG SISTERS.

Children's flannellette gowns, 8 to 18 years.
Nov. Drive, 98c. each

Children's fleece lined bloomers, all sizes.
Nov. Drive, 68c.

Children's serge middy skirts.
Nov. Drive \$2.78 each

Infants' crocheted wool jackets.
Nov. Drive, 78c. each

Infants' wool overalls.
Nov. Drive, 98c. each.

HOUSE DRESSES AND APRONS FOR LAST DAY OF NOVEMBER DRIVE.

5 dozen gingham apron dresses, broad trimmed.
Nov. Drive, \$1.48 each.

8 dozen checked apron dresses, several colors.
Nov. Drive, \$1.29 each.

Hosiery—Buy Now for Future Needs and be Money in Pocket

Penman's fine heather hose, full fashioned, in fawn and brown, blue heather mixtures, slight imperfections.
Nov. Drive 59c a pr

Women's English ribbed and plain heather hose in brown mixtures. Regular \$1.75..... Nov. Drive \$1.48 a pr

8 dozen English heather hose in brown and grey mixtures.
Nov. Drive \$1.29 pr