

:: SAINT JOHN JOBBERS GREET DELEGATES ::

Local Jobbers Will Welcome a Call From Visiting Delegates
And Their Friends

UNFAIR TRADING

WRITTEN FOR THIS SECTION BY A MEMBER OF THE R. M. A.

Fraud, false pretences and misrepresentation are offences dealt with by the criminal law. There are, however, practices denounced by all lovers of a straight deal which the law does not touch and which can be followed without fear of prosecution. In this country unfair trading usually spells loss instead of profit, though the law, in the opinion of many people, allows undue latitude for the unscrupulous. It is interesting to note that the Norwegian Government has recently passed an act to combat unfair trading. It deals with misrepresentation of the kind to which we have referred, and a measure on similar lines would, no doubt, find a good many supporters here.

This Norwegian law provides that an incorrect or misleading statement shall be put forward calculated to convey the impression that a particularly favorable offer is being made, and forbids any statement likely to produce a wrong impression of the goods. This, obviously, is capable of very wide application. Expressed literally, it

would render liable to prosecution the authors of advertisements or circulars in which exaggerated language was employed. It would become dangerous to talk of "astounding bargains" or "exceptional value," and such expressions as "below cost" or "usual price \$5," could not be used safely unless the trader was prepared with legal evidence to substantiate their absolute accuracy.

The kind of thing at which the Norwegian law appears to aim is not unknown in Canada, but we doubt the propriety of making it a criminal offence. There are some transgressions against the unwritten commercial code that are better dealt with by moral suasion than by prosecution. The advertiser who habitually employs exaggerated terms will at last defeat his own end. The public cannot be persuaded that any trader sells goods below cost price always. Nor do lucky chances of exceptionally advantageous purchases invariably fall to the lot of particular people. These things being repeated lose their overemphasis.

and the too common use of superlatives that nothing is kept in reserve for use when real occasion occurs. An audience, however faithful and credulous, loses its capacity for astonishment when everything is described as being astounding. The time arrives when the only way to create genuine surprise is to discard adjectives altogether. By a similar process, familiarity brings into contempt all sorts of colorful mis-statements of fact which are assumed to be good selling points by the people employing them. The hotel contract that failed and left huge stocks of goods in the hands of the contractors, the good bishop who died in a foreign land and whose effects have to be realized, the countless people going abroad and who have to sell off before departing, all these and many others are accepted by the public as recognized sources of supply and arouse little interest. After all, a bishop's goods are not increased in value by episcopal ownership, and goods made for a big hotel are not necessarily more desirable. In the end the plain advertiser, whose goods are offered unaccompanied by a romantic history or a tragic past, wins in the end by securing the confidence of his customers, and building up a goodwill that is not dependent upon a constant succession of "stupendous" offers.

MEIGHEN RAISES FRUIT TARIFF ISSUE

Asks W. Kootenay Voters to Query Local Progressive Stand Thereon.

Canadian Press.
REVELSTOCK, B. C., Oct. 6.—"Ask your Protectionist-Progressive candidate what is the attitude of this government to protection on fruit," Right Hon. Arthur Meighen admonished electors of West Kootenay at a meeting here yesterday.

L. W. Humphrey, Independent-Progressive member in the last house, was in favor of a duty on fruit, no doubt. But the other Progressives, who like him, supported the government in the last four years, had been anything but dead against protection on fruit; and Premier King, he said, had come to these Progressives on the prairies and told them that their interests were identical with his.

Mr. Humphrey had consistently supported the King government, "some times under duress," knowing that the government never could give British Columbia protection for its fruit.

Reviewing trade conditions Mr. Meighen accused Premier King of talking vaguely about prosperity in Canada while he dared not quote facts and figures.

"Advertising Is a Great Security to the Public Against Fraud"

It was at the London Convention of the Associated Advertising Clubs of the World, in June, 1924, that Winston Churchill made that remark.

Challenge it, if you like, but then stop to consider it. Think of advertising—not the spasmodic flash of the concern which plans to commit fraud, but that of the legitimate business house which uses advertising to keep itself in touch with the public.

After all, that is what you mean, and what everyone else means, when advertising is spoken of.

It is the only advertising that amounts to anything, in actual dollars and cents. For the one case of bogus publicity there are hundreds of honest manufacturers and dealers who year in and year out are continuously telling their story to the public; telling it frankly, squarely, and who are backing up their story with the merchandise and the service they sell.

The very fact that they do keep at it is a "security" against fraud. For frauds can't keep the game up indefinitely. The better they are known the sooner they exhaust the sucker list.

If you doubt the soundness of Winston Churchill's remark, test yourself in your own buying. How many times do you pay a few cents more for even a common article, just because it was put out by a manufacturer you knew about through his advertising? Maybe his product is no better than some unknown's; but his name he puts on the package has come to stand for something in your mind.

If you found that you got stung by following such a course you would change it quickly enough. But you don't get stung. You find that the product of the advertising concern keeps up a pretty reliable standard. It has to, otherwise it couldn't stand publicity.

There are not so many exceptions in this world as you might think. Your business may be one of them, more likely not. It's a good gamble that the same thing which applies to the general run would apply to you, and that advertising to keep your name just a little more widely known—and equally important—to keep it known, might sell more of your goods. The public forgets in a mighty short time.

KEEP YOUR STORE BRIGHT AND ATTRACTIVE

Stores are like women—they attract most attention when they are well dressed.

A store is no more attractive than the personality behind it.

And here is an important advantage in which the independent dealer has it all over his larger competitors. For the independent store keeper is not an absentee landlord; he is ever present in person.

Not only that, but the proprietor's personality is reflected in everything around him.

Personality is contagious, and if it is of the energetic, enthusiastic type it stirs up in his clerks the best that is in them. Clerks should carry with them the atmosphere of thrift and cleanliness.

If you are courteous to customers, the trade will just naturally gravitate your way. Cultivate courtesy and inculcate the spirit of it in your clerks. And don't forget to take good care of the children who are sent by parents to buy. This will pay big returns.

Much of a man's personality shows in his spoken word or his manner, but added to these are his appearance and his environment.

Know how to make your store attractive. Make it the bright spot in town. Like moths, people fly to the light.

Fault, varnish, stain and enamel work wonders in this line, and soap and water will maintain these wonders at top notch.

Extend your clean sweep to the store room, the basement, the bins—your whole establishment. Make neat your counters; re-arrange your displays.

And if you are not artistic yourself, give the clerks a chance. It will occupy his spare time, give him a new interest in his work and pay long dividends to you.

Good Will — The Acid Test of Ability to Satisfy

Good will is one of the most valuable assets in business. It represents the sum total of what customers think of a house and its products. It embodies concrete evidence that the customers consider the house a good place to trade—a good place to stick to—and a good place to recommend to their friends.

It is the reward that comes to a house through treating its customers white and abiding by the principle that the customer is king.

It embraces the nearest possible approach to the establishment of an economic control over the customer's purchases, because—on the sole basis of merit—it causes the customer to come back for more, again and again, and keep coming year after year, and bringing a friend with him every now and then, so that the friend, by becoming a customer of the house, may also be the recipient of the merit in product and the pleasure in business relations which have been responsible for the great good will that the house enjoys.

It is human to appreciate. People are eager for good values—and equally as eager to trade with a house which treats them right. Merit does not exist in abundance. It is scarce. There are more people who are actually in search of merit than all the salesmen combined, in all lines, who're out looking for customers.

Therefore, when a customer locates merit, both in product and in business relations, he considers the circumstances as such an asset—and as important to his welfare—as the house does in having secured the customer. The customer's satisfaction makes him loyal to the house. It induces him to show a friendly, co-operative, booster spirit.

Good will, therefore, is the most definite sort of proof of the existence of merit in product—good treatment—and fair dealing. It is the foundation upon which progress is built. It furnishes continual inspiration to the house to keep on forging ahead in making improvements in its product and in the efficiency of its service.

The persuasive, silver-lined promises of the maker of cheap, inferior goods do not so readily affect the customer whose good will toward the house with whom he trades is implanted deep in his heart.

Customers who've "been through the mill" with the supposedly just-as-good-for-less-money kind of article, and who've tasted of the bitter disappointment in the service of the article—paying in forfeited results for more than the original theoretical price-saving—cannot be so easily influenced nowadays.

Pretty pictures and convincing arguments are losing their punch. All the choice words in the language, and all the fine pictures in the world, cannot act—and never will act—as a substitute for merit. And any product, or service, without merit cannot deliver satisfaction.

Goods may look alike—claims may sound alike—but there's absolutely no way in the world to forget, and leave behind, our good, old friend merit—and yet make an article deliver satisfaction.

Good will is nothing less than friendship based on merit. It represents an intelligent understanding by the customer just why the article he is using is the very best—figured from every standpoint.

When a house enjoys the great good will of its patrons, you will always find that its product is right—in every particular; that its relations with its customers resemble that of one, big happy family; that the house manifests an intelligent, sincere, helpful interest in the welfare of each customer; that the value of its product stands at the very top; that no stone is ever left unturned in its constant effort not only to keep abreast of the times but to keep a few paces ahead of the times.

DID NOT MEET

Owing to several steamers being in port last evening and working the regular meeting of the International Longshoremen's Association, local 278, was postponed as a quorum was not present.

Retail Merchants of New Brunswick

M. R. A. Ltd. Welcome You to Saint John

Manchester Robertson Allison Limited
KING STREET GERMAIN STREET MARKET SQUARE

G. E. BARBOUR COMPANY LIMITED

WHOLESALE GROCERS

DIRECT TEA IMPORTERS, BLENDERS and PACKERS—
COFFEE ROASTERS, SPICE GRINDERS and MANUFACTURERS OF EXTRACTS and GROCERS SPECIALTIES, ETC.

NORTH MARKET WHARF

SAINT JOHN N. B.

BRANCHES:

Woodstock, N. B. St. Stephen, N. B. Edmundston, N. B.

Should any of the delegates to the R. M. A. Convention, who are interested in dry goods or allied trades, have the opportunity to visit our warehouses, we trust they will not fail to do so.

And in the meantime we desire to express to the Convention as a whole, a hearty welcome to Saint John.

VASSIE & COMPANY LIMITED

Wholesale Dry Goods and Woollen Merchants

16 to 20 King Street
1 to 21 Canterbury Street

La Mode Trimmed Hats

Brock & Paterson, Ltd.
WHOLESALE

Millinery and Novelty

Importers and Manufacturers Dry Goods

SAINT JOHN
New Brunswick

Visit Us When in Saint John and Avail Yourself of Any Service We Can Be To You.

Footwear

Direct from Factory or from Saint John, N. B.



J. M. Humphrey Co.

LIMITED