

cheaply as the wholesale houses which supply it? This is merely an illustration, but behind it lies the principle by which the mammoth retail stores of the world can sell their goods, at a fair profit, for the same prices which smaller shops have to pay for them. Is it not reasonable to suppose that if there are advantages in the purchase of large quantities of goods, the retail customer is more likely to find them here than in any other store in the West?

*You* care not where you buy the goods! whether it be in a palace or a hut, so long as they are what you need and at a price which you are convinced is reasonably low. You do not want to buy the store fittings: the expensive gaseliers; or the large plate glass windows; but—if you can have the service of these, with the comfort and luxury which they afford, combined with courteous treatment, and such economy on price, as only a big store can offer, would it not be foolish indeed to deprive yourself of these advantages simply because other stores are less generously equipped? Is it not evidence of the appreciation in which the Company hold your trade that they should thus arrange things for your reception? The Romans did not build triumphal arches for slaves, nor lavish luxurious hospitality on their enemies! Because this store seeks your patronage, is anxious to please its customers—it is therefore willing to expend some portion of the advantages reaped from its patrons in order to show its appreciation of their custom.

There are those who say that we do not *push* trade. They are right: it is part of the policy of this store never to press a customer to buy that which he does not need; never to presume that the customers do not know what they require better than we who would serve them with whatever they choose to buy. There is a method of *pushing* trade which we do not think it wise to adopt—perhaps because circumstances do not force us into it. Meanwhile, don't misinterpret our motives! We are here to sell goods! vast quantities of them too—but we mean to sell them for just what they are and on their merits solely. You know this to be true! Do you not think the principle worthy of your frank recognition?

