

THE ARMY AND NAVY CO-OPERATIVE SOCIETY
(LIMITED).

is the best known, and most popular with CANADIAN FAMILIES visiting London. Their sales in 1880 amounted to more than NINE MILLIONS OF DOLLARS; after paying all expenses they retain about *four pence in the pound for profit*, and any increase in profit is met by a reduction in the price of goods. Their share capital is about £60,000 in shares of £1 each; the present price is about £3 15s per share. Their business premises are about to be largely extended.

THE JUNIOR ARMY AND NAVY STORES (LIMITED).

Waterloo Place, London, established in 1879, show by their published returns how rapidly shareholders and the sale of goods increase when business is commenced; in 1880, they obtained new shareholders and members as follows:—January, 562; February, 650; March, 701; April, 788; May, 870. Total for five months, 3,571. *Amount of sales per annum*; at the rate for January, £90,000; February, £110,000; March, £155,000; April, £195,000; May, £250,000 sterling. I. December their members had increased to about 14,000.

The £1 shares, in this Company, were issued at 5s, 10s, 15s, and the last issue at 20s per share premium.

These stores fairly represent the civil service plan of business; its merits are fully appreciated.

The members who purchase at the stores are firm supporters of the system, always ready to explain to their friends the advantages they obtain by procuring the finest goods at wholesale or co-operative prices.

I am, sir, yours respectfully,

WILLIAM P. LOCKWOOD.

Albert Buildings, Montreal, }
April 12th, 1881.

THE SHOPPERS' REBELLION.

Shops there will be, and shopmen and shoppers, till the end of time. The relations of these last two have never been wholly happy, and changes have been attempted from time to time, and a still greater and more radical change seems to be in the near future. Neither the purchaser nor the dealer is quite satisfied with the present status, and

it may be worth the while to examine, from the shopper's point of view, a commercial revolution that seems to be impending.

Many years ago, a few ill-paid clerks in the London General Postoffice said among themselves that the ways of the average tea-man were grievous; so every man put his shilling into a fund, and they bought a chest of tea of the wholesale dealer. They met "after hours," and, with honest scales, weighed out pounds of tea. They knew just what they got, and they got it without misrepresentation, adulteration, or teasing solicitation to buy, and, withal, in happy escape from bills and all the woes that from them flow. They hid the tea-chests under the post-office stairs, and sold the tea to each other at just what it cost. So cheering were the cups brewed from that tea that the clerks decided to purchase more; but the authorities tumbled the tea-chest into the street, and forbade such dealings within the sacred walls of Her Majesty's post; so the clerks had no resource but to set up a little store for themselves, which soon became known as the "Post office store." This was one beginning of the shoppers' rebellion.

Far away from London, in the once lovely dale of the Roch, there were certain flannel weavers, who also felt aggrieved with the shopmen. They, too, combined, and put in, with almost heart-breaking stintings and denials, their hard-won pennies, and, amid jeers and insults from their fellows, opened a pitiful little shop in Toad lane, Rochdale. They bought and sold to themselves flour, tea and sugar, and with the money saved staved off the pawn-shop and the work-house. This was the second beginning of the shoppers' rebellion. In point of time it was the first; but this is immaterial now. The fact remains that the Civil Service stores of London and the Equitable Pioneers, and their vast following, have at last joined hands, and the retail business world, both of this country and Great Britain, have to face and solve a great social and commercial question. The shopmen and the co-operators may be trusted to settle their differences between themselves; but the shoppers, the buyers, the great public that supports the stores of every kind, naturally asks in what way it is to be benefited. Shall it welcome the Civil Service store, the co-operator's flour mill and bakery, or take the shopman's advice, and crush the whole scheme before it does any further harm—to the shopman?

Once upon a time a certain noble English