

"CHEAP CASH STORE."

Time and weather may furrow the front of the wayside trading shop, but they cannot obliterate or erase the motto which describes it as a Cheap Cash Store. Everything else crumbles away before the corroding power of oxygen, but the words which make that sign remain. The board which bears it may scarcely hang together, but the legend seems to give a bond of union to its particles and keeps it from falling to pieces. Such, at all events, seems to be the case. A few decrepit and dilapidated buildings that we know of, once stores but now deserted, still bear aloft that relic of their ancient dignity. The old fossil-like sign on any building is enough to superannuate it. It has done service long enough. It speaks too mournfully of the past. It may be a new sign so far as the adoption of it by a particular store goes, but it has a retrospective effect alike for the middle-aged man and the centenarian. It is time it was dropped. Judged by some of the stories which bear this sign, it would seem that cheapness and cash are about as unsubstantial a basis as sweetness and light to build a business upon. We frequently see the motto upon stores whose trade appears to be in the last stages of decay. There are several stock phrases used in advertising that would be obsolete in any other service in the language, and would long ago have been cast off. This is one of them. A trader should aim to coin phrases for his own use in advertising. If he uses a motto at all, it should individualize his store as much as that upon an escutcheon individualizes the family it belongs to.

The phrase "Cheap Cash Store" does not advertise. In the first place it is too common to be capable of giving a distinguishing character to a store, and it is the object of advertising to give a distinguishing character. In the second place, the phrase does not name anybody, and therein is faulty as an advertising sign. The trader wants his name known and should allow nothing to eclipse that in conspicuousness. The name will connote many things. If the owner has kept that truth in mind he will be always careful in his business practices, that the qualities of honesty, business sagacity, amiability, neatness, etc., may become associated with his name and may be recalled to mind every time his name is seen in print or heard in utterance. In such cases the best advertisement is the name. There is simplicity about it, and there is effect. Of course, not everybody succeeds in making his name a synonym of all the commercial virtues, but all should try to do so. It is a considerable capital in itself, is a good name among your customers. Whatever additions a trader may affix to his sign or put upon his store front, he should always remember to have his name there. We know of an instance in which a storekeeper and his assistant were popularly confused, the principal

being as often taken for the clerk as otherwise. The store lacked a sign with the trader's name on, and what increased the chances for confusion was the greater age of the clerk, his more pleasing address and his prominence in the affairs of the business. His employer rather shunned than courted popularity. When the other man finally started in opposition to him the trade followed the former. The name was lacking in the popular mind to rivet the acquired trade to the original store.

The term "Cheap Cash Store" is as often as not a misnomer. A customer usually finds he pays as high prices as at stores where this sign does not hang, and he can buy as often on credit too as he can buy elsewhere. That is another fault from the astute advertisers stand point, for the successful business man finds it pays to say nothing but what sounds like the truth in his advertisement. When a man gets the name of issuing reliable advertisements he has a great advantage over competitors not so reputed.

THE SPOKEN WORD, THE WRITTEN BOND.

In business experience there is much that is liable to make a man sceptical of human virtue. There are probably as many honorable men now as there ever were, but there are fewer men whose word would be taken as readily as their bond. This is not a paradox: it does not mean that there is less honor, but it does mean that there is more insistence on business form, or more cynicism, or more of both than there used to be. Honor of itself is not accepted as a sufficient security. Business men can scarcely be brought together into union for any purpose unless each individual is bound by an oath, or a forfeit, or both, to assure all the rest that he means to do what he promises. Hardly can a body of retailers in the smallest town agree to observe an early closing hour unless each is satisfied that all the rest are strongly bound by some inviolable moral engagement or some material consideration. The same guarantees are required in the larger matters of commercial concern, and the reinforcements lately introduced into the Guild compact illustrate this. The agreement among the manufacturers to uphold the prices of nails is another evidence of how great the mutual distrust is among men engaged in the same business. Five thousand dollars forfeit and an affidavit are required of each man before his promise to comply with the terms of the agreement is accepted. This makes his fellows independent of his honor. It may be untainted or it may be rotten to the core; there are other interests to secure his adhesion.

If such restraints as an oath and a heavy forfeit will not hold a man, certainly the voice of honor will have little influence over him; on the other hand, a man who will not

keep his word as a point of honor, is worth watching even after he has deposited his forfeit and taken the oath. These securities do not necessarily root the obligation any deeper in the moral nature of a man whose word is worse than his bond, but they make detection a more perilous thing. The right or wrong of a violation of a pledged oath is merely a matter of casuistry for a man who will break his passed word. The money forfeit will do more to keep such men up to their engagements than the moral obligation.

These trade agreements are hard to keep intact it seems upon any other assumption than that every man is a rogue. If the practice of giving wives and children as hostages, for the good faith of the signatories to a trade compact could be legalized, it is probable that it would be brought in requisition for the mutual satisfaction of all the parties to such an agreement. Suspicion, not honor, is the bond of union.

WINDSOR GROCERS' ASSOCIATION.

The annual meeting of the Windsor Grocers' and Provision Dealers' Association was held in the Manning house parlor on Wednesday evening, the 13th inst. There was a large attendance of the members. The secretary's report showed an increase in the membership of five during the half year of the association's existence, till there was now in Windsor, Walkerville and Sandwich, a total membership of thirty-three. The treasurer's report showed the financial standing of the association to be good with a balance on hand. The following are the officers elect for 1892:—President, James F. Smyth; vice-president, John Spiers, Sandwich; secretary, C. G. Davis, re-elected; treasurer, Alex. Black, re-elected; guard, Nelson Stevens. Board of directors: Messrs. Pequegnot, Sandwich; Lajeunesse, Walkerville, and Messrs. Meloche, Hawkins and Chauvin of Windsor. Messrs. Meloche and Chauvin were re-elected to their seat on the board of directors. The board of directors with the five officers of the association form the executive committee and advisory board of the association. They are to meet on Wednesday evening, the 20th inst, at the Manning house and proceed by the 8.30 car to Sandwich, where a business meeting will be held, and the circular sent out from the joint meeting of the Toronto, Hamilton, London, Sarnia, Trenton, Chatham and Simcoe associations in November last at Toronto will be discussed and a report prepared to be laid before a special meeting of the association to be called by the secretary.

Orders have been issued to American express agents in villages and small towns where deliveries are made, to deliver all packages immediately after their arrival. The custom of leaving express packages from late trains in the office over night will thus be abolished. The change has been made on account of recent robberies in small offices.