



Interior of Rintoul & Co.'s Fancy Goods Store, Dauphin, Man.

A Progressive Store in a Manitoba Town

Rintoul & Co., Dauphin

Rintoul & Co., a pioneer name in the book and stationery business of Western Canada, started business in the town of Dauphin, Manitoba, just eleven years ago this month. Like most of the old-established firms of the West to-day, they opened up in a small way, occupying a little one-storey building, twelve by sixteen feet in size. But the start they made in the little store was of the right kind and in the right direction, for it didn't take very long before they were forced by increasing business to seek larger quarters.

Move to Larger Quarters.

In the Spring of 1898, Rintoul & Co. moved into the Walton Block, on Burrows avenue, where they had more room to develop the resources of their business, as the town grew. By using sound methods of retailing and paying careful attention to every detail, the increasing prosperity of the West was shared in by them to the full so that this spring another move to still larger premises became imperative.

The Present Store.

The present Rintoul store, as shown in the accompanying illustrations, which give both exterior and interior views, was occupied on May 1. It is located in the Wallace Block, on Main street, and is fitted up expressly for the fancy goods trade in which Rintoul & Co. specialize. All the fixtures are painted a pearl white, which shows the goods to the best possible advantage. The store is steam-heated and measures twenty-two by sixty-eight feet. The stock comprises a good selection of the leading lines requisite to make the store a headquarters for the book, stationery and fancy goods trade of Dauphin and vicinity. A good display of books is made, stationery of all kinds is stocked, and a strong point is made of souvenir goods of all varieties. Fancy china and glassware are included in the general stock of fancy goods. School supplies and wallpaper form an important adjunct.

The Head of the Firm.

William Rintoul, the principal of the firm, has had long experience in the book, stationery and fancy goods

trade, and is considered a good buyer. As evidence of this fact, all one has to do is to refer to the stock. Nothing old or unsalable is to be seen in the store. In addition to his prominent position as a successful business man, Mr. Rintoul has held positions of trust and importance in the town. He was for seven years Deey, Treasurer, and later Police Magistrate, but was led to resign both offices in order to give all his time and attention to his business.

His assistant in the management of the business for the past three years has been Miss Ella McAllister, formerly of Teeswater Ontario.



Rintoul & Co.'s Store, Dauphin.