

LOWER RETAIL COSTS.

Problem is Receiving Much Attention—"Cash and Carry" Idea Popular.

Throughout all Canada the problem of reducing the present cost of carrying on retail business in foodstuffs has been receiving attention as never before. The question of Union Delivery and curtailment of credit is being much discussed. The "Cash and Carry" system has been adopted in many places and with splendid success.

The merchants of Swift Current, Sask., in announcing a change in their retail delivery system beginning March 1, state: The economic conditions under which the country is labouring at the present time demand that the men and motor power be conserved as well as other resources. The Canada Food Board has seen fit to suggest that the retail merchants throughout the Dominion devise some means whereby they could release teamsters and others to assist in production." The notice adds that 36 merchants of the city have resolved to make only one delivery per day.

"Every time you take a package home with you, you are giving your country just that much of some man's time. It is your bit to help to win the war", states the notice.

Considered in Winnipeg.

Executive officers representing the retail Winnipeg grocers decided, at a recent meeting, that unnecessary delivery costs should be reduced by the adoption of a plan calling for the reduction of deliveries at once to two per day, and to one per day within two months time.

Saving of 25 per cent.

Messrs. B. G. Crabtree Limited, Ottawa, who recently adopted the "Cash and Carry" system and placed their grocery business on this basis, estimate that by the 1st May their saving in delivery costs will be at least 25 per cent. On that date, Mr. Crabtree states they will take off one delivery man, one horse and one waggon.

"We are getting such results from the Cash and Carry plan", Mr. Crabtree states, "that there is a noticeable difference in the volume of deliveries."

Fish Dealers on New Basis.

The Fish Section of the Canada Food Board has been urging adoption of the

HOW MUCH DO YOU PAY

FOR GROCERY DELIVERY?

Messrs. Wilson Brothers, importers and grocers of Victoria, B.C., in their trade letter say:—

"The Groceteria or Cash and Carry System has come, and is here to stay. It is no longer an experiment but a clear which has been the fashion in demonstration that the reckless expense nection with he delivery of goods can be, and must be, done away with. The assertion has been made that it costs the average grocer from 5 per cent to 8 per cent to maintain his delivery system, and our own experience goes to show that these figures are not exaggerated, certainly 5 per cent is well within the mark. Put it this way: the monthly grocery bill of a family is \$25; if the delivery of the gods bought with this sum costs the storekeeper 5 per cent, then the value of the goods actually received only amounts to \$23.75, the remaining \$1.25 going to pay for what undoubtedly is a great and much appreciated convenience, but which at the same time can be and ought to be done without. Purchasing one's own goods in person is much more economical and satisfactory than ordering by telephone. How much better to have that \$1.25 to go towards buying a much needed pair of boots for one of the youngsters, an extra supply of rolled oats, a little more butter, or some article of household necessity, than to contribute it towards carrying on an altogether unnecessary and extravagant delivery system. The delivery system is one of the wastages which is going on and until this abuse is corrected we shall be leaving at least one of our duties unfulfilled."

"Cash and Carry" system as applied to fish and a large number of fish dealers throughout the country are now operating on the "Cash and Carry" basis.

The cost of delivery adds to the cost of living. Adopt the cash and carry plan. Carrying one's own parcels should be a matter of patriotic pride. This is war time and man power is valuable.