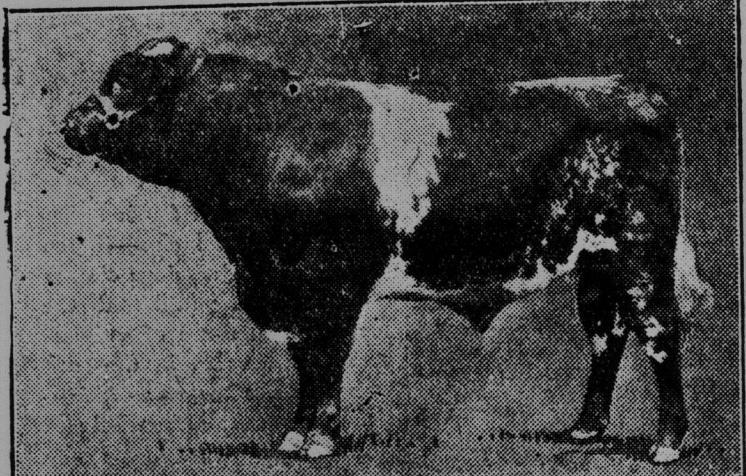


HIGHEST PRICED BULL EVER SOLD IN ENGLAND—BOUGHT BY CANADIAN



Clipper bull "Millthill's Comet" sold at Millthill's sale in Scotland for \$34,000. He was bought by J. J. Elliot, of Guelph, Ontario.

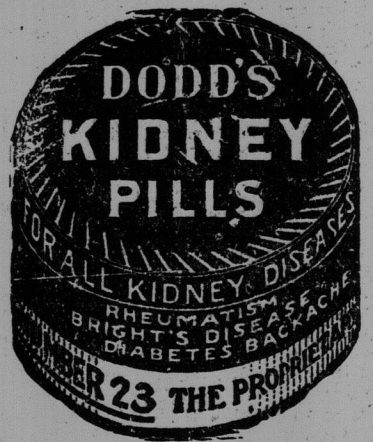


No "Lost Sales Slips" to This Store.

"My system of accounting for sales slips," said a furniture man of the South-west, "saves me a good many dollars a year. Even though it did not it is worth its cost because of the condition it keeps our charge sales in all the time." It seems that one evening a customer called to enquire about her account. She apologized for having let it run so long, but when the bookkeeper looked it up he had to tell her that there was no balance against her. She looked surprised and left the store. The next day she came in again, this time with her duplicate copy of the charge sales slip. The bookkeeper again referred to his books, but could find no corresponding item on the debit side. He thanked her for her persistence and explained that there had been an error made by which the item went through without being charged. Then he spoke to the proprietor about the case. They decided that the salesman, being called to wait on some one else had laid down the slip and it had become lost, or it might have been brushed off the bookkeeper's desk—or lost in any one of a dozen ways. Between them they developed another system. And here it is—Each salesman's sales book contains fifty sets of slips in duplicate. The three copies are made at one writing, and the customer gets the duplicate. The

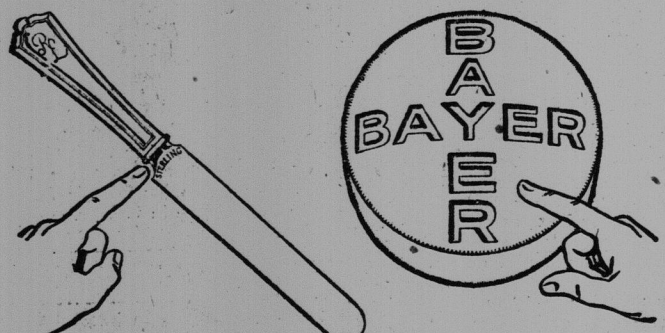
tissue copy remains in the book, which when full is filed in the office. The original goes to the office. From it the entry on the books is made, and then it is filed by the customer's name. When a salesman gets a book a column is allowed for it in a loose leaf book in the office. As slip No. 1 from sales book No. 1 comes in a check mark is put under its column head and opposite the number of the sales slip. As the slips are checked down the column a wiggly line is drawn down as they go. This shows the record's completeness so far. But if a slip is short it is seen when the next one is entered and checked. It requires time for the operation of this system, but a sale not charged or a long hunt for a missing slip requires more time and expense.

Location Doesn't Matter. Says Conrad Brothert. One of the best jewelry businesses in Newark, N. J., is two miles from the downtown retail district. Where there are people, there are opportunities for merchandising in any line," says Conrad Brothert, who operates the store, "and the same merchandising principles will apply in outskirt stores as in downtown districts. The outskirt merchant who guesses about his business has no more chance of real success than the downtown merchant who is sloppy. I am very strong advocate of system in business—of keeping books that show at all times just how a man stands, and whether his business is on a proper paying basis or not. I have kept books since I started in business that always show to the penny what my operating cost and my profit is. I feel that if I were given the choice of doing without them or going out of business that I would feel safer in going out of business, for I cannot connect such a thing as selling a business ship without compass or rudder. "Location, after all, is only one factor of profit-making. I know many suburban merchants who bank more profits in proportion to their investment and business volume than many of their downtown brothers-in-trade. The only difference is that in a downtown location the people walk past your store. In an outskirt location the same people live up



ONLY TABLETS MARKED "BAYER" ARE ASPIRIN

Not Aspirin at All without the "Bayer Cross"



The name "Bayer" on Aspirin is of "Bayer Tablets of Aspirin" which like sterling silver. It positively identifies the only genuine Aspirin—the Aspirin prescribed by physicians for over nineteen years and now made in Canada. Always buy an unbroken package a few cents. Larger "Bayer" packages. There is only one Aspirin—"Bayer"—You must say "Bayer". Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Mono-acetylsalicylic acid of Bayerwerk, Germany. While it is well known that Aspirin means Bayer manufacture, to meet the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the "Bayer Cross".

The Olympic Marathon Trial Race

St. John enjoyed a banner field day on Saturday when the Olympic trial for the marathon provinces and a series of track and field events were held. The Olympic event was the one that held the most interest and was taken by Norman Turnbull, of Springfield, with Alfred Rogers, Halifax, second. Martin and Harrison, the other two starters, did not finish. Turnbull covered the distance in 1 hr., 45 min., 50 sec., and Rogers in 2 hr., 2 m., 10 sec. The start was made from this side of Model Farm, the runners being sent away by Mayor Schofield at 2.31 p. m. Rogers and Martin took the lead, followed closely by Harrison, with Turnbull trailing. At the end of the first mile Turnbull was about 400 yards behind the other three. At the 2½ mile mark Martin was taken with cramps and had to drop out. Rogers then increased the pace and drew away from Harrison. At five miles Harrison was about 200 yards behind Rogers with Turnbull trailing Harrison about a quarter of a mile. They ran in this order for the next two miles, when Harrison was forced to withdraw from the race. At ten miles Turnbull was a mile behind Rogers, but going strong. At eleven miles, Turnbull had gradually pulled up to within 150 yards of the leader and half mile further on Rogers was forced to stop and walk. Turnbull passed him and continued on to the finish. The officials were starter and judge, Mayor Schofield; judges, Commissioners Frink and Jones; timers, W. K. Haley and A. W. Covey.

and down the street and around the corners in both cases the problem is basically the same—getting them in the store, selling them and getting them to return for repeat purchases. "In the first place, you must have the goods, for you cannot expect to give people any less value or service or make any more profit in a single transaction than in the case of an outskirt merchant; nor can you expect to conduct your store any cheaper in the matter of general attractiveness, lighting, efficient salespeople, advertising, and so on. "Getting people into the store is a question of advertising of one kind or another, and I should say, that the basis of any printer's ink advertising campaign in the case of an outskirt merchant would be a map of the territory, marked from which he expected to draw his trade, and a good list of the names of people living within that territory. "I hold that if people will buy their drugs and groceries at outskirt stores, as most people do, they will buy shoes, jewelry, furniture and dry goods at outskirt stores—that is, if they can get what they want—a matter that is clearly up to the merchant."

Catering to Women Helps Men's Sales. Silverberg's, clothiers in Scranton Pa., have put chairs in their aisles, marked "Reserved Especially for Ladies." The firm says that men come into stores with their minds made up and no clerk can sell them anything but what they have decided upon, but that the male patrons who bring along their wives usually consult their wives on color, fabric and cut the new garment shall be. The woman can tell a man quickly what she likes, and he can tell what does not. They can aid him make up his mind, and Silverberg's want to make them comfortable. Hence the chairs for ladies only. **Wet Winter Proved Boon for This Store.** The Shennandoah Shoe Co. put over a new idea in drawing people to its store this winter when it instituted a free shoe-oiling service. Any one who wanted his footgear fortified against the snow and slush of late winter and early spring was invited to call. The idea was tried out both to introduce the shoe oil line and also to accustom people to coming to the Shennandoah, Pa., store. According to the proprietors the results were excellent.

Makes 'Em Look at Their Shoes Ray's store, dealers in shoes, in Atwater, Calif., wanted people to look at their own shoes and then compare them with those they had on display. So between the sidewalk and the lower part of the window they placed a long mirror, tilted so that the onlooker was sure to see his shoes reflected. The comparison the onlooker made between his shoes and those in the window often resulted in a sale.

COMMENT ON IRON AND STEEL In its summary of the iron, steel, metal and machinery markets for the week ended June 24, Canadian Machinery and Manufacturing News, Toronto, makes the following comment: "Some shipments of material have arrived from the steel mills during the last few days, but a good deal of it is coming from the premium operators, and it is taking more money to handle this trade than some of the dealers care to risk.

Mark "Down" Sale



Men, This is the Greatest Suit Buying Chance in St. John. Examine Into it and See the Difference, rather than the similarity with other sales. A man has to "keep his head" these days. He needs judgment to discriminate against and conquer high prices. He also needs judgment to choose between the low ones. It's just as necessary to pick the right store for a sale as to pick the right store for clothes at regular prices. Quality is just as important when prices are reduced as when they are not.

THE SELLING OF SURPLUS STOCK IS BEING SPEEDED UP

Men's and Young Men's Suits and O'Coats Marked Down

SEMI-READY SUITS	SEMI-READY TOPCOATS	RAINCOATS
All \$30 Label Suits. Reduced to \$24	For Spring or Fall Wear	Gaberdines, Cravenettes and English
All 35 Label Suits. Reduced to 28	All \$30 Spring Overcoats. Now \$23.75	Paramattas—All Waterproof—
All 38 Label Suits. Reduced to 30	All 35 Spring Overcoats. Now 27.50	All Sizes
All 40 Label Suits. Reduced to 32	All 38 Spring Overcoats. Now 30.00	\$20 Raincoats. Marked Down to \$16.50
All 45 Label Suits. Reduced to 36	All 40 Spring Overcoats. Now 31.50	25 Raincoats. Marked Down to 19.75
All 50 Label Suits. Reduced to 40	All 45 Spring Overcoats. Now 35.50	28 Raincoats. Marked Down to 22.50
All 60 Label Suits. Reduced to 48	All 50 Spring Overcoats. Now 40.75	30 Raincoats. Marked Down to 24.00
	We will include Navy Blue and Black Serges—the best English weaves—for we don't intend to shirk our duty in trying to give our customers tax-exempt suits. All sizes from 33 breast to 46 inches.	I will include all regular stock of Fancy Vests—the kind of a Vest that makes a two-piece suit an all year round garment.

Though these suits and overcoats were mighty good values at former prices, you'd have to look far to find suits and overcoats to equal 'em at these low prices.

Semi-ready Wardrobe

87 Charlotte Street Goerge T. Creary Next to Bond's

They rave to pay a high price in the first place, and so are anxious that the material shall move out quickly when it arrives here. There have been cases where orders at premium prices have been cancelled in transit, the warehouses on this side fearing that the trade would be broadened by the field of operation again. During the war many makers of tools cut down to two or three much-wanted lines, and by so doing were able to turn out great quantities of these. Now that the demand is more general, there is a not stay with them in paying prices high enough to let them out of the obligation they had undertaken. A fair tonnage of black sheets has arrived in Toronto under these conditions, but so far they have been sold out as quickly as the cars are placed. There is the element of risk in the business, but very often premium material is the only kind available. tendency on the part of some of them to broaden the field of operation again. The British steel-makers are coming into the market again. Reports have it that a good tonnage of high speed has been placed in Boston and disposed of. The figures for the first five months of the year show that British mills have turned out more steel than at any previous time, even breaking the records of 1918, when the war was driving production figures to high levels. Considerable confusion still exists, especially in steel warehouses as to the interpretations of various taxes on imports and sales. Boiler tubes are much wanted and correspondingly scarce. In some of the large yards it has been two months since a shipment was received, and in ordinary times they would be coming in every week or oftener. Repair work as well as contracts are being held up right in the season when it is usually busiest. Some material is coming from Canadian bar mills. The trouble is that such a tonnage is booked against the output that it is impossible to satisfy the trade. When flats are being rolled the dealers are drawing the attention of the public to the fact that rounds are urgently needed. Seen in a St. Louis Drug Store Window. Put away Your Old toothpaste. Rinse Regularly with the kind we feature Here, and Eventually you will Admit it for keeps.

MUTT AND JEFF—THAT'S WHAT JEFF GETS FOR SLEEPING IN THE PARK

By "BUD" FISHER

