### Out of One Hundred Men who Essay to Run Retail Stores, Ninety-five Fail

Fewer men succeed at keeping store than at any other occupation. It seems easy to make a living by selling goods at a profit. To the outsider a retail store looks like an El Dorado of Easy Gains. But only five per cent. of the men who attempt to grasp these easy gains achieve a permanent success.

#### Why?

This is a question that affects not only retailing, but every branch of business. The manufacturer, the wholesaler, the banker, are all directly concerned. Conditions which affect the merchant reflect their influence on all branches of industry and commerce. If a man starts a retail store and fails, the manufacturers and wholesalers who supplied him with goods share in the loss. The banker may also figure in the liability. On the other hand when a merchant, by force of good merchandising and sound business methods, works up a profitable and permanent business, the manufacturer, the wholesaler and the banker all share in his prosperity.

AND SO THE REASONS FOR THE LARGE PERCENTAGE OF FAILURES IN THE RETAILING WORLD ARE OF DEEPEST INTEREST TO MEN IN ALL BRANCHES OF BUSINESS.

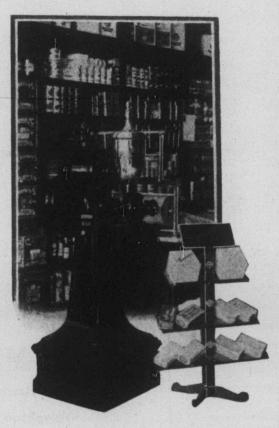
Under the title "Service and Super-Service," William Byron tells in the February issue of MacLean's Magazine why the few succeed and the many fail. Briefly, it simmers down to this: The man who goes into business to sell goods cannot win his way to the top—and stay there. In order to succeed it is necessary to sell service—even super-service—to the public; the best possible service compatible with a reasonable profit. Too much service is as bad as too little, for after all a man cannot stay in business unless he is making a profit

You will be interested in seeing the development of this theme, in reading the article through. It contains a wealth of valuable information.

#### Buy Maclean's Magazine

MACLEAN PUB. CO.

20c. a copy. \$2.00 a year



# Safeguard Your Investments! READ

THE ADMINISTRATION OF	WHEN WHISH	TIVE	AL	1021	
APPLICATION OF THE PROPERTY OF	PERSONAL PROPERTY AND PROPERTY				
ARMAN CONTINUE TO LANGE TO THE PARTY OF THE	THE RESERVE OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COL	ACTOR AND ADDRESS OF THE PARTY		PARTY STATE STATE OF THE PARTY S	
BEASE OFFICE DECOMPOSE IN VIEW BOOK AND A STATE OF THE PROPERTY OF THE PROPERT	The state of the s				
AMES CONTROL TO LINGUIST PERSONNEL C	IN BANK STOCES RECORDED IN WEEK	POICES	CAUSES A FURTS	RETURN SINCE 1996 HER LOWINGS ADVANCE	
BARES CONTROLS TO LOCKBATT Of ABOCKING COMMISSION LOCKS  BARES CONTROLS TO LOCKBATT OF ABOCKING COMMISSION LOCKBATT OF ABOCKIN	Traderio corriera principalista principalista compare de ruga.	O beatle . street 18	TAXABLE INCOME AND PARTY.	SHIP THROUGH FIRE MARRIED.	
BARES CONTROLS TO LOCKBATT Of ABOCKING COMMISSION LOCKS  BARES CONTROLS TO LOCKBATT OF ABOCKING COMMISSION LOCKBATT OF ABOCKIN	A factor of Very State Street Street, State State - Arter - Miller and Miller - Mill	P belone 18	Indicated the last for these	with the Sant Law Day in	
BARES CONTROLS TO LOCKBATT Of ABOCKING COMMISSION LOCKS  BARES CONTROLS TO LOCKBATT OF ABOCKING COMMISSION LOCKBATT OF ABOCKIN	the framework is that dealer-framework has the control is being a first that the control is the control is the control is the control in the control in the control in the control is the control in the	I had to be to the time to		to Right Not its Fig. Republish to the Parametr Sengton is of Sains Prin- te States Songartons	
BARES CONTROLS TO LOURDATE OF MERCELS CONTROLS TO A SECURITY CONTROLS TO A SECURITY CONTROL TO A SECURITY CONT	From a Sharper and Streets are auditories all position is land to the			of the bow to use a to be seen	
BARES CONTROLS TO LOURDATE OF MERCELS CONTROLS TO A SECURITY CONTROLS TO A SECURITY CONTROL TO A SECURITY CONT	for that the ter made the dispress integration we have sufficient of	control their partie or St. (by Phys or St. and Christian Column 1 2	for the electric direct run it	to the Annie Assessed in the	
AMES CONTROL TO LEGISLATE  THE PROPERTY OF THE	affigur of 10 points or the week gift fraction have been varieties the department.	tell and Samper-Street value also in	what is a participally include the	to the same supplied to property	
AMES CONTROL TO LEGISLATE  THE PROPERTY OF THE	make manufact the facility high deem of on more to Depts with one on examples.	brile teathery to dispress on you. Made	ter at minima one of the	to There for two sales bearing at on	
AMES CONTROL TO LEGISLATE  THE PROPERTY OF THE	see a Marrier transcript in to see the real on two puller temporates; panel assessed to Malli pages, at let the bounds to make the ball	Birth core may have coloredway to		the title administrate to one oping.	
AMES CONTROL TO LEGISLATE  THE PROPERTY OF THE	des Consents of Maries for more for the Consent of State of States	ness of the property is stony particular.	Regions burners produce that the	the first has been upone gold here to	
AMERICAN CONTROL TO AND	for executing seen opening as made a factorise into one configuration of the collection and with the	the first to the last the sale of	STREET, AND DESCRIPTION OF	Spring of Star Sales	
AMERICAN CONTROL TO AND	and trang befor the up and have not pushed around the Berner bank to the of the or to be seen and the second to be seen bank to the or to be seen to be se	Na  par med the Na obser of the	the street country can disp to a	the figure of the Plant's after of	
BARES CONTROL TO LINCOLD TO MERCAN CONTROL LOADS TO ME		Almost Steam of states of the co-	contact on more off-change of	to have the different of the same	
BASES CONTROLS TO LARGEAUTY OF RESISCHE COMMUNICATIONS  THE CONTROL TO LARGEAUTY THE CONTROL TO LARGE TO TO		factors proof with at 10 and 10 was been	from printer to success a con-	or reads	
BASES CONTROLS TO LARGEAUTY OF RESISCHE COMMUNICATIONS  THE CONTROL TO LARGEAUTY THE CONTROL TO LARGE TO TO	man & buyer to many the marker than The procedure begins understood wheely and more records to page or the process and market account of	nome that width then been placed that for it a design functions highly.	meters of time to minings a medical or the No. or the No.	on the territory on the large of	
		other feets bear on Lance	non Finance amplication of	to the sup will request out	
AMES CONTROL TO LICENSE TO YELLOW THE THE THREE TO T		PROPERTY LANS	Cored, they parameter indigention.	to the distribute of the development of the distribution of the di	
Manual College To December 1 T	describer tot sole. It does no destroy and the for the late tot per	is private with two their days the	The Author Strangers Sale of Section 2	the or three to drawn it the	
Manual College To December 1 T	States or other of the Andrews of all places	princip writings just effect two	many and residence and health.	or of Children of the Advances The	
Manual College To December 1 T	hand his art was to the to the best was to be been at the	hand to the paids and help had being	The affect of the total rate or widow	or the first or judy heat reprise	
AMERICAN CONTINUE TO LICENSET TO SERVICE AND	the of the figure scripes is forcing industrial to the second	tracible of the libe.		2-40 v F(M) 50, v 17g.; gfress	
W MERICAN COMMINICAL LOADS DATE TO THE PROPERTY OF THE PROPERT	BAHES CONTINUE TO	LIQUEDATE	Steneth Gente and Selbrate	of the a constraint of the other back	
Experience of the control of the con	BY REDUCING	COMMERCIAL LOAMS		TO SUPPLY THE P ST BANKS	
The state of the s	but he can be seen an enter an	THE REST COMMENDS AND SHAPE SHAPE.	degree of the party and	THE PERSON NAMED IN	
The state of the s	for oil on one is only to an Parties & Some Amount in Sight W.	Disa fishing the Second at Sa	miles in the time   pill call	4 house 4 manual	
The state of the s	ter designing price except pr a brain to the of the fireteer deep of laster and mentures price design for a brain of the fireteer brains of the fireteer fir	v States Calcare Partie So.	BURNESS SCHOOL	Contract of participal No. order	
	minutes 5 ell pr le minute : Palerry che de une manuelle	max.	And the second second	Divers he many flows meeting	
The second section of the control of	the unit reason without our remain against, it is profe-		Artis Comics tentimone	A first believes	
her a consequent to the spaces one of the contract of the spaces of the	uniformedig the scholar of the Applicat to large to the last time scholar trip one of the appropriate making in to gat you to common to the beauty companion than	red of test sands. Sucharty the natur	A family based over-sell place of	tred code: 5 & abstrated the	
parties white the developes who is desired the first of the state of t	has a consequent by the tradem one by product lattle places upon the basism.	from first per read to 601 on wall, a	total or Principle to a section	Mill on making ration and an in allegatify, wellings and protect from percentage out this follow out this	
	partity within the thresholder who is described the a described agree than a first a deal total	that the to help in 48 pages.	THE PER IS FROM STREET & COST	to the term of the tree bearing	
	Desires for two in matter water for the least to require to study for the residence in study in the least terrorises in study in the least terrorises in study in the least terrorises in the least terrorises in the least least terrorises in the least le	Windows Statement of the party	Name of the parties of the As-	the tar to fire market white test tapes the	
The state of the s	STORY STORY OF BUILDINGS	the condition a tor our the path that only is no too or allow to	good principle records to preside	Note the part proposition day of the	
	Street, and bear to be the feet marks of a sample.	Affine is that sincide decision, on	proper very book in por-	the part regular and the beautiful at a	
	Substitute Strengt Lane of red in the particular tip in spin of	h filespille is no year or the year. Strengther and finances or window	the on alliance of the con-	South the registed for block and	
	title bone	morted of reference to now men	Strike to Visi. The Pall yes below	of a return or on a language	
American Ma. Section M. Committee and Committee and the section of	then Bridge denotes in a new real of or secret, o de-	is every the Charlest rays have been	the registrate drawn right for his	office fore out population was been	
The second secon	Street of State States III was comed belt deather for building or	the St. wide before poors of the	ners, and streeting of	of conty colors became well	
All the latter with the best beautiful to the class to th	THE REAL PROPERTY AND THE PERSON NO. IN COLUMN 2 IS NOT	ment the box parties moved by the	Company of the same of the same	at the L R Burgs of St. Bridge a table Proventieron Burgspay In. man	
	the little of the last to the last last last last last last last last	The of his bigget before the process.	week to the self in Aug.	and the second property of the second	
The batter a couldn't see a section a fin began date of the on schools and properly decorated to be a section to the section of the contract o	The party a region of the latter than the country of the	all in further refrequent, strongs of	the name is no pe	age best foreign to up in allers	
Control of the property of the parties of the parti	The Management of Street, and Street, and Street, and Street, and and address of the party of th	broughood the anamos. Principles has principled in Brack of other backers.	In the or to Company of the cast	the colorer lands on Many State of	
Marie Andrea The appropriate of the first annual of the first	Name of Street, or other Parks of Street, or	serious of the last in the	folly rector vite on Brogardy rell received by press design the news	go come and to the managers and one	
The state of the same to the s	The state of the s	to destroy with the layer wants of the	the case partie on long space	The last Ma S. T. Why man that he	
The State of the State of Stat		Seeks, 7 street by partie from Steep Way	THE REAL PROPERTY AND THE PER	and of the city	

Gives its readers information essential in determining the quality of investments. Provides an up-to-date history of financial and commercial undertakings as a guide to present and prospective investments.

The Investor's Information Bureau is conducted, free of charge, for the benefit of subscribers.

Write for a free sample copy.

## The Financial Post of Canada

"The Canadian Newspaper for Investors."

143-153 University Avenue TORONTO