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SOLICITING FAMILY TRADE.

The differences in the surroundings and location of retail groceries creates naturally radical differences in the capture of sales, says the *Philadelphia Cash Grocer*.

There are the retailers of large cities like this who locate their stores upon the principle down-town business streets, a location where rent is high and sales must be large to insure a profit. This enterprising class advertise largely, often in the daily press, and, in addition, keep a window display certain to attract attention of the passer-by, many ingenious devices in the way of show cards or tersely worded announcements being also employed.

Then there are the grocers of the rich-residence districts, and then, following them, the family grocers of the less pretentious residence portions of the city and the more modest ones beyond, till one gets to the suburban, and finally, the country store, where groceries may be in the majority, but are not alone in stock.

Many or all of these classes being established have steady, regular customers, but there are often times when the best of them, because of the removal of good customers or the activity of a competitor, find their regular trade diminishing and the receipts from transitory custom getting less.

Then something must be done. Advertising of special drives or newly-arrived specialties, if done promptly and worded briefly and to point, whether on a circular or in a newspaper that reaches one's customers, is one of the things to do. But there is also another effective manner of getting trade. It is frequently used by new stores desiring to establish custom, and may be as well employed by older firms. It is canvassing.

The *Cleveland Ohio Merchant* tells of a retail grocer, who, finding his business growing less and less from some unknown cause, decided to personally canvass for orders every other day, delivering the goods on the intervening car. He found it of great convenience to the families

visited, a matter of profit to himself, and it now takes three clerks all day to pack the goods represented by their employer's orders thus taken.

Personal solicitation is not a new thing, by any means, but it is becoming more and more necessary every year as an adjunct to most business and even some professions. A dozen years ago, such a thing as sending out canvassers to obtain students for an educational institution would have been considered highly undignified. To-day, the most powerful institutions of learning in the country are compelled to send out canvassers during the summer to prevent the smaller institutions from getting them all at the fall term, the latter having a few years ago adopted the plan, and thus forced larger and older institutions to do the same. Even the leading members of the faculty have been known to canvass.

Canvassing for custom has therefore reached quite a dignified summit, and it is becoming more and more of a necessity each year.

If your business is falling off, and you have not already adopted the plan, try it.

WELL SOLD.

"Wouldn't it be a good idea," said the disinterested friend, "to put a high grade bicycle in your window and mark it \$50, or some such price? You'd lose some money on it, of course, but look at the advertising you would get out of it. Everybody in town would be talking about it inside of twenty-four hours, and your store would get a reputation for selling good machines cheap that would be worth hundreds of dollars to you."

"That's not a bad scheme," said the bicycle dealer, after thinking it over. "John," he called out to one of the boys, "put that Greased Lightning racer in the front window, and mark it \$50."

"But"—

"Never mind arguing the matter. I know what I am doing."

The Greased Lightning racer was placed conspicuously in the show window, with the \$50 tag appended.

"Now," said the disinterested friend, "that looks something like it. You'll see a crowd gathering there inside of five minutes. By the way, you may just consider that machine sold. I'll take it off your hands. But I'm no hog," he added cheerfully. "I'll let it stay in your window till to-morrow morning."

"Wasn't that rather an unhandsome trick?" asked the silent partner after the disinterested friend had gone away.

"No," reflected the dealer. "That machine has been on hand two years, but it's worth every cent of \$47.50."

THE COMMERCIAL JOURNAL. \$2 per year