

# Striking Comparisons In Business Now, Years Ago

By FORBES RHUDE  
Canadian Press Business Editor

Some striking comparisons between methods of doing business a few years ago and those of today were drawn at a management seminar of the Toronto chapter of the American Marketing Association.

Harry Saffrin of Montreal, director of research and organization of Steinbergs Ltd., referring to the foundation of that firm in 1917, said:

"Space allocations and space utilizations were at their most efficient years since merchant stores were piled to the ceiling. Store layouts could not matter less, since a good clerk knew where to find things.

"Selling was not dependent upon the excellence of packaging, or of displays, fixturing or lighting. Cracker boxes were sold out of barrels, cheese was cut from huge slabs. Almost all commodities were sold in bulk to the grocery store which, in turn, broke the bulk and weighed the items according to the customers' needs."

"Yet, even in those days, there was a policy — the policy that said we must keep the cus-

tomers happy. And today the greatest asset, as in those days, is the customers' goodwill."

**WANT ELABORATE ITEMS**

Giving today's side of the picture, Dr. Edgar Gunther, director of market research, Fortune Magazine, said:

"Today, we demand pre-strained and pre-cooked baby foods, prepared cake mixes, frozen fruits and vegetables, pre-cut meats, pre-cooked dinners in throw-away pans.

"We're even too lazy to pop corn in the old-fashioned way—we buy it already seasoned, in expandable aluminum-foil packages which we just stick in the oven."

Much of the seminar's day-long discussions by some 60 business representatives centred around the problem of marketing the tremendous output of factories.

One suggestion was that rental may replace ownership in the automobile and large household-appliance fields, with customers perhaps getting a new model every year.

Other discussions centred around improved research and

salesmanship.

Paul Dixon, vice-president, marketing, Sea Breeze Manufacturing Ltd., Toronto, said:

"How long is it since a car-dealer salesman has called you either on the telephone or at your home to interest you in a new car? I would be amazed if there were five people here who have been called—not in the last three months, but in the last three years.

**SEES COMPLACENCY**

"Look at the white goods' industry. The fantastic growth experienced over the last 10 years appears to have lulled it into a state of complacency.

"Mrs. Consumer must be exposed to the features and wonder of the products by proper demonstration and sound selling techniques.

"Or look at the electronics industry. Granted there is heavy saturation of television, but there are still a half-million wired homes within range of Canadian television programs which have still not made an original purchase of a TV set. In several large cities 45 per cent of sets in use are over three years old."

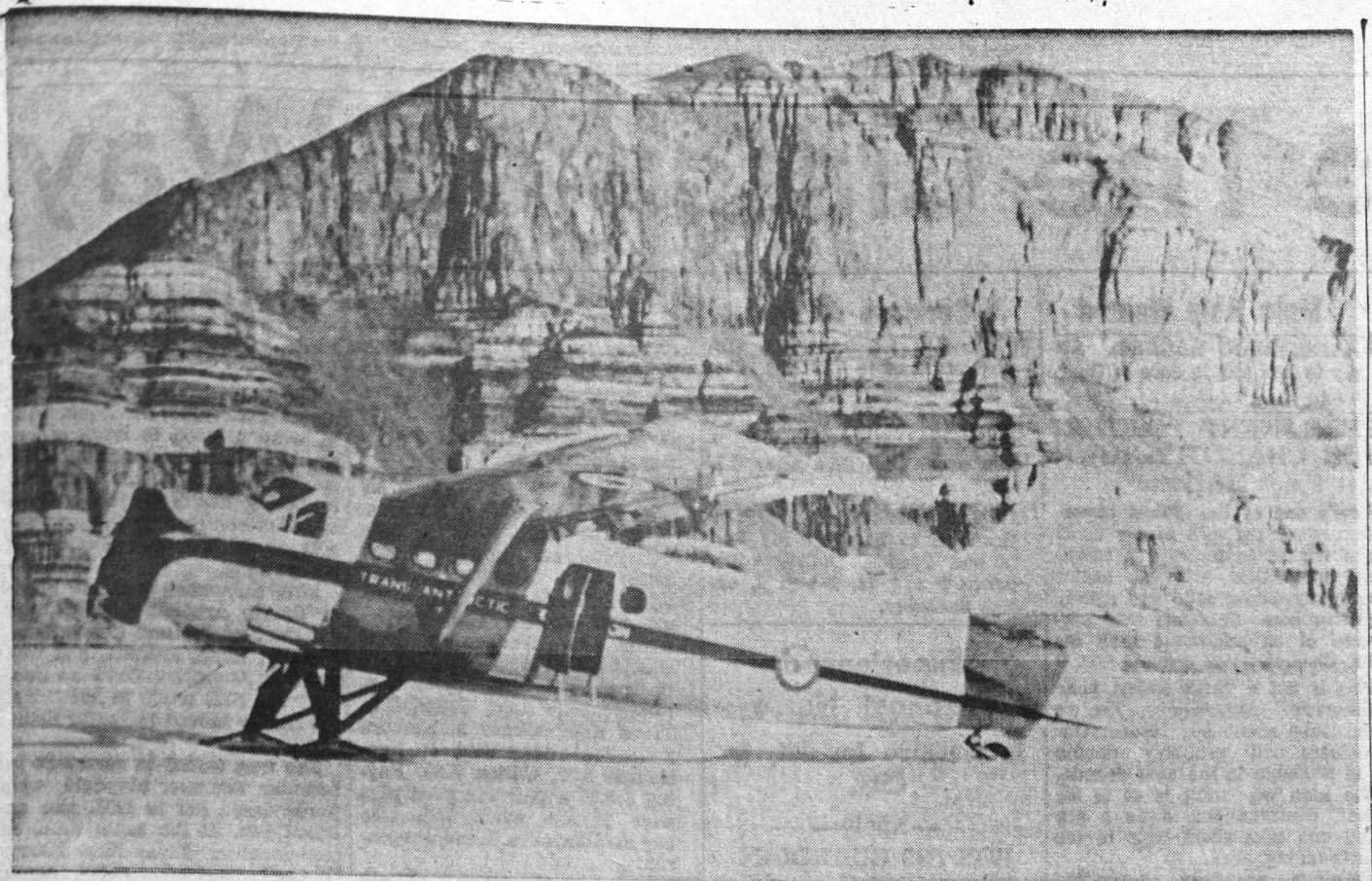
For their studies the scientists at the board's technological station at Vancouver have adopted the color system for hue, saturation and brightness as developed by the international committee on illumination.

Experiments show the major color loss occurs rapidly near to beginning of pressure cooking of the salmon in the cans.

**DOOM DUST KILLS LICE and TICKS ON ALL FARM LIVESTOCK**

Ask for DOOM DUST AT YOUR FEED, HARDWARE OR GENERAL STORE. The large 2 pound can sells for 79c. If your supplier does not have DOOM DUST just send us his name and address with 50c (not stamps) and we will mail you one large 2 pound can at no further cost so that you may have the opportunity of testing this new all Canadian product in your own herd or flock.

**CANADIAN CO-OPERATIVE WOOL GROWERS LTD.**  
Lennoxville, Quebec



**OTTER LANDS AT POLE**

WELLINGTON N.Z. — This is the Canadian-designed British otter aircraft that landed Jan. 6 at Scott base in the Antarctic after a 1,600-mile, 11-hour flight across the South Pole. It was the first time the frozen continent had ever been spanned by a single-engine aircraft. (CP Wire-photo).

**DAILY MARKET QUOTATIONS**

**SUMMARY**

By THE CANADIAN PRESS  
Toronto — Market easier in heavy trading.

New York — Market lower; aircrafts, steels and motors off.

Montreal — Market lower in light and moderate turnover.

**CURRENCIES**

MONTREAL CP — The U.S. dollar Friday closed at a discount of 1 1/4 per cent in terms of Canadian funds, up 1/4. Pound sterling \$2.78, up 11-16.

**TORONTO**

**TORONTO CLOSING STOCKS**  
By The Canadian Press  
Toronto Stock Exchange—Jan. 10  
(Quotations in cents unless marked \$—  
—Odd lot, xd—Ex-dividend, xr—Extra-  
dividend, xw—Ex-warrants.)

Stock	Sales	High	Low	Close	Ch'ge
Alcan	1450	280	270	270	-5
Algon	1000	67 1/2	65 1/2	65 1/2	-1
Al Roxana	6475	55	55	55	-4
Alton	1925	15 1/4	14 1/2	14 1/2	+1/2
Alum	500	89 1/4	85 1/4	85 1/4	+3/4
Alum vts	3200	600	580	580	-20
Am-Larder	500	10 1/4	10 1/4	10 1/4	-1/4
Amal	2825	54	46	46	-4
Amalgam	1500	85	85	85	-2
Amalgam	2200	94	90	90	+3
Arca	800	27	25	25	-3
Apex	1000	4	4	4	-
Asst	500	64	64	64	-2
Atlin-R	5100	22	21	21	-2
Aurifer	1500	5 1/2	5 1/2	5 1/2	+1/2
Aurifer	500	17	17	17	+1/2
C-Ana	500	7	7	7	+1/2
Avilla	1000	5 1/2	5 1/2	5 1/2	-1/2
Bankeno	500	14	14	14	-1
Bankeno	1000	14	13 1/2	13 1/2	+1/2
Barnat	1000	2	2	2	-1/2
Base Metals	4900	26	25	25	-2
Bask	10700	18	17 1/2	17 1/2	+3
Beaumont	500	20	19	19	-2
Beaumont	3700	68	66	66	-8
Belcher	10740	137	131	132	-3
Belliferr	300	130	130	130	+1
Bevcon	1000	11	11	11	-1
Betham	1453	73	72	72	-3
Bicort	19900	122	118	118	+3
Bilco	500	22	22	22	-1
Black Bay	6550	27	26	26	-2
Bonville	8000	5 1/2	5 1/2	5 1/2	+1/2
Bouscand	20500	13	10	10	-1/2
Brant	13000	39	39	39	-1
Brant	2000	9 1/2	9	9	-1
Broul Reef	500	55	55	55	-3
Brunt	4000	5 1/2	5 1/2	5 1/2	+1/2
Brunt	2000	28	28	28	-2
Buff	2200	5 1/2	5 1/2	5 1/2	+1/2
Camp Chib	600	465	465	465	-10
Camp	2000	22	22	22	-1
C Dyno	33970	75	72	72	-2
Camp RL	250	500	500	500	-
C Malart	500	21	21	21	-1
C Neco	1000	12	12	12	-1
Cdn Thor	72000	12 1/2	11	12	-1
Candore	1004	20	20	20	-1
Can-Enr	1000	19 1/4	18 1/4	18 1/4	-1/2
Can-Enr	27500	172	169	169	-2 1/2
C-Met vts	5100	89	85	87	-3
Casair	3800	350	345	350	-5
Cent Pat	500	73	73	73	+4
Chem	1000	22	22	22	-1
Chib J	5400	41 1/2	40	40	-2
Chib M	600	37	37	37	-3
Chib W	100	181	181	181	+1
Chimo	6300	50	50	50	-2
Cody-Ree	1000	15	15	15	-2
Col Lake	2000	11 1/4	11 1/4	11 1/4	+1/2
Col Lake	8000	6	6	6	-1/2
Coniagas	3400	68	67	67	-1
Coniagas	1500	28	28	28	+1/2
C Bellekno	3000	9 1/2	9 1/2	9 1/2	+1/2
C Callan	5100	10 1/2	10 1/2	10 1/2	+1/2
C Denison	8015	12 1/2	11 1/2	12 1/2	-1/2
C Den vts	10550	380	370	370	+15
C Discovery	1700	241	238	241	+1
C D'Almeida	1000	6	6	6	+1/2
C Con Gillies	1000	6	6	6	+1/2
C Halliwell	2100	22 1/2	22	22	-2
Con Howay	150	175	175	175	+12
C Marben	9500	28	28	28	-1
C Marcus	1000	38	38	38	+3
Con Nichol	500	5 1/2	5 1/2	5 1/2	+1/2
C Norland	2000	27	27	27	-2
C Red Pop	500	11	11	11	-1
C Resource	14600	15	13 1/4	14	-1/2
C Tungsten	3500	9	9	9	-1/2
Corp Corp	44100	22	20 1/2	21	-1/2
Cop-Mam	600	9	9	9	+1
Cop-Mam	600	168	168	168	-1
Cop-Mam	29900	60	52	57	-3
Croat	2000	9	9	9	-1/2
Crozier	500	7	7	7	-1/2
Diadem	8000	5 1/2	5	5	-3/4
Diadem	455	11 1/4	11 1/4	11 1/4	-1/2
Donald	1800	9 1/2	9 1/2	9 1/2	-1/2
Duval	1000	12	12	12	-1
East Mal	1300	150	145	150	+5
East Mal	5100	185	185	185	+1
East Mal	1100	80	79	79	-2
Elder	1000	32	32	32	-2
El Sol	22500	13	10 1/2	13	+2
Electric	18000	85	85	85	+2
Exp All	1000	17	17	17	-3
Exp All	290	82 1/2	22 1/2	22 1/2	-1/2
Fraser	51600	168	156	168	+3
Fara vts	1700	65	65	65	-1
F West Tung	3000	13	13	13	+1
Fla can	3100	915	895	895	-25
Francour	500	5 1/2	5 1/2	5 1/2	-1/2
Fraser	2000	127	127	127	-1/2
Gaitwin	205300	7	6	6	+1
Galkeno	4033	40	34	40	+1
Genex	1000	825	825	825	-1/2
Genex	1000	27	27	27	+1/2
Geo Scian	500	27	27	27	-1/2
Glenn YK	100	430	430	430	-10
Glenn YK	7620	11	10	11	+1/2
Goldcrest	2000	30	30	30	-1/2
Goldman	2500	35	35	35	-1/2
Goldman	10	10	10	10	-1/2
Goldman	10	10	10	10	-1/2
Grand	1400	33	32	33	-1/2
Grand	425	130	130	130	+1/2
Grand	33500	24 1/2	21 1/2	24 1/2	+1/2
Gulch	2000	7	7	7	-1/2
Gulf Lead	2000	7	7	7	-1/2
Gunnar	825	13 1/4	13 1/4	13 1/4	+1/2
Gunnar vts	1800	170	170	170	-10
Haltner	200	170	170	170	-10
Haltner	1000	10	10	10	-10
Haltner	82000	39	35	36	-1
Haltner	100	11	11	11	-1
Haltner	1000	82 1/4	21 1/2	21 1/2	-1/2
Haltner	425	325	325	325	-1/2
Haltner	850	84 1/4	42 1/4	42 1/4	+1
Haltner	500	21	21	21	-1/2
Haltner	825	87 1/2	71	71 1/2	-1/2

## Railways Will Appeal From Board Ruling

OTTAWA (CP) — The federal cabinet has notified that the railways will appeal to the Supreme Court of Canada against the latest freight rate decision of the board of transport commissioners, Prime Minister Diefenbaker announced Thursday.

His statement in the Commons confirmed an unofficial report carried by The Canadian Press Tuesday.

The railways asked for a 10-per-cent increase and received 3.6 per cent from the board. Mr. Diefenbaker said that apparently they will contend the full 10 per cent should have been granted.

His government has suspended the authorized increase to have gone into effect Jan. 15 — until March 1 pending hearing of an appeal to the cabinet by eight provinces—all except Ontario and Quebec.

**ASKS EXPLANATION**

Rev. E. G. Hansell (SC—Macleod) asked the prime minister to explain the relative positions of the railways, the provinces, the federal government and the transport board in view of the two-way appeal.

Mr. Diefenbaker said there is "no inconsistency." Both types of appeal were provided for by law.

Transport Minister Hees, in reply to Hazen Argue (CF—Asiniboia), said the board's target date for completion of a long study on freight rate equalization is Dec. 31, 1959.

## Expect Canadian Destroyer Program To Be Enlarged

By DAVE MCINTOSH  
Canadian Press Staff Writer

OTTAWA (CP)—The navy's destroyer program likely will be expanded to 18 from 14, it was learned authoritatively Monday.

Defence Minister G. R. Pearkes announced Dec. 5 in the Commons two new destroyers would be ordered in 1958 to bring the total to 16. Seven have already been commissioned.

In the Commons Friday, the minister said: "Orders have been prepared for two replacements of two destroyer escorts this year, and the long leads have been prepared for two more vessels which will probably be ordered a year hence."

"Long leads" refer to equipment which takes a long time to build and which is not required for several years.

Informants explained Monday that two destroyers ordered in 1959 would not be delivered until about 1964.

The original 14-destroyer program initiated in 1950 by the Liberal government is scheduled to be completed in 1959.

Officials said tenders have not yet been called for the two new destroyers for which contracts will be placed this year.

**SAVED ON JET ORDER**

With two more on top of these probably to be ordered in 1959, cost of the additional four will come to at least \$100,000,000, roughly the amount saved by the defence department through cancellation of the order for the Mark VI version of the CF-100 jet interceptor.

Canadian naval scientists are preparing to leave for the United Kingdom where they will study problems of nuclear propulsion in naval ships.

But it is extremely unlikely that

## Sharp Boost In Industrial Loans Reported

OTTAWA (CP) — The crown-owned Industrial Development Bank reported a sharp increase Monday in the number of new industrial loans it issued in the 12 months ended Sept. 30.

Nearly all of the rise in new loans occurred in the Atlantic region and Western Canada, bank President James E. Coyne said in the annual report tabled in the Commons. Mr. Coyne also is governor of the Bank of Canada.

Purpose of the Industrial Development Bank is to supplement the activities of other lending firms, especially in helping to finance small enterprises.

Its report said that although chartered bank loans to enterprises rose during the year ended Sept. 30 "the demand for credit from all sources increased even more rapidly."

The number of new loans approved increased by 51 to 391. Of the increase, the Atlantic provinces accounted for 17, the four Western provinces 24.

Average size of new loans was \$62,000.

At Sept. 30, the bank had 1,028 loans, investments and guarantees outstanding, an increase of 207. Outstanding loans, investments and guarantees increased to \$71,930,529 from \$62,297,358.

The bank rang up a profit of \$1,334,155, an increase of \$11,945.

**CENTRAL FARMERS CO-OP**

**LAVITT WAREHOUSE**

**CASH OFF CARD**

BRAN . . . . . 1.90

OIL CAKE . . . . . 3.75

FISH MEAL . . . . . 7.25

DAIRY RATION . . . . . 3.25

**BUY NOW!**

**SAVE FOR CASH!**

**PREPARE FOR COLD WEATHER**

We can supply—

HIGH GRADE FUEL OIL

HARD COAL

BRIQUETS

DOMINION COKE

AMERICAN, NUT and EGG

OLD SYDNEY SCREENED

SPRINGHILL SCREENED

INVERNESS SCREENED

BAYVIEW SCREENED and

STOKER COAL

**A. PICKARD & CO. LTD.**

PHONE 5541

**Color Has Little Bearing On Food Value Of Salmon**

OTTAWA (CP)—The Canadian housewife wants her canned salmon to be a cheerful red.

Food experts, however, say that color has little or no bearing on food value as the five Pacific salmon are almost identical in proteins.

The annual meeting of the Fisheries Research Board of Canada was told Thursday the British Columbia salmon canning industry grades its products according to color to meet this demand.

Through no fault of its own, the industry has met with a lack of uniformity of colors in establishing color grades.

The meeting was told fisheries

**AUTHORS WANTED BY N. Y. PUBLISHER**

New York, N. Y.—One of the writers. If your work is ready for publication, send for booklet DN-40—its free. Vantage Press, 120W. 31st St., New York 1.

nation's largest book publishers is seeking manuscripts of all types — fiction, non-fiction, poetry. Special attention to new

## Claimant of Earldom Dies

TORONTO (CP) — Mrs. Mary Alexander, 89, a Scot whose late husband claimed the title Earl of Stirling, died here Wednesday. She had been in hospital for some time.

Mrs. Alexander was born in Glasgow and came to Canada in 1913 to join her husband in the Toronto area. He also lived at Orangeville and Grand Valley, Ont.

Mr. Alexander was killed near Orangeville 22 years ago while attempting to move a fallen hydro wire from the reach of children returning from school.

He had claimed to be a descendant of Sir William Alexander, who first gave the name Nova Scotia to the New Scotian colony on the Atlantic coast.

Authorities said the earldom became extinct in 1739. No claimant has been able to prove his succession.

Mrs. Alexander is survived by five sons and three daughters. All live in Toronto except the oldest son, James, who is in South Africa.

## Fails To Amend Power Scheme

OTTAWA (CP) — Newfoundland Herman M. Batten attempted unsuccessfully Thursday to amend the government's proposed scheme for helping Atlantic provinces develop steam-power facilities to include hydro-power development.

Mr. Batten, Liberal MP for Humber—St. George's, and the seconder of his motion, C. W. Carter (L—Burrin-Burgeo), also from Newfoundland, said the government proposal as it now stands will discriminate against Newfoundland, which has hydro resources to develop for power rather than thermal plants.

Works Minister Green, government House leader, argued that the amendment was out of order. He said rules of the Commons do not allow private members to amend government legislation to increase proposed expenditures.

## Rule C. B. C. Can Be Prosecuted

TORONTO (CP)—The Ontario Court of Appeal refused Thursday a request by the CBC for an order barring hearing of a charge brought against the CBC under the Lord's Day Act. The decision was by a 3-to-2 vote.

The judgment, written by Mr. Justice Wilfrid D. Roach and concurred in by Justice W. F. Schroeder and A. M. Lebel, upheld a ruling made last June by Chief Justice James C. McRuer of the High Court of Justice.

The CBC had asked the court to quash an information laid last March by Roy Elmhurst, charging contravention of Section 4 of the Lord's Day Act.

Charges laid against Toronto's three daily newspapers and radio station CKY were abandoned several times since last spring while the outcome of the CBC's appeal has been waited.

## Earl's C.F. Support

Stanley Knowles, deputy CCF leader, and former immigration minister J. W. Pickersgill (L—Bonavista—Twillingate), a third Newfoundland, both argued that the amendment was in order. But in the end Deputy Speaker Henri Courtemanche ruled it contravened the rules.

The debate arose on the government resolution introducing legislation to enable federal aid in construction of thermal plants for production of industrial power in the Atlantic provinces.

The measure also would provide for federal aid in construction of transmission lines and a federal freight-rate subsidy on coal used in the plants.

**UP COAL PRICE?**

Mr. Cartier said Newfoundland has never had a great supply of coal. This plan might make coal more expensive and harder to get in his province because of the demand for it in Nova Scotia and New Brunswick as a result of the federal policy.

This was a reference to the fact those two provinces have agreed to a joint plan, with federal aid, to increase their industrial power capacity by construction of new thermal generators and interconnecting transmission lines.

Mr. Cartier said Newfoundland does, however, have plenty of undeveloped hydro resources. But this measure, by limiting the federal aid to thermal plants, dis-

## PRODUCE

MONTREAL CP—Agriculture department quotations:

Eggs: Wholesale dealers prices to country stations, wooden cases extra—large 39-40; large 33; medium 36 1/2; small 34-35; B 32; C 22. Receipts: 148.

Butter: Current receipts, 62; fresh-grade creamery prints job price 63 1/2; creamery wholesale 62 1/4.

Cheese: F.O.B. factory, Ontario white 32, colored 33 1/2; delivered Montreal, Quebec white 32 1/2, colored 32 1/2; wholesale Ontario white 33 1/2, colored 35; wholesale Quebec white 33 1/2, colored 35 1/2.

Potatoes: N.B. 75s 1.50-1.60; N.E. 10s 24-26; N.B. 50s 1.00-1.10; P.E.I. 75s 1.65-1.75; P.E.I. 10s 28.

## Ask That House Adjourn For Lib. Convention

OTTAWA (CP) — The Commons is expected to be adjourned Wednesday night and Thursday during the Liberal party leadership convention.

Public Works Minister Howard Green, government House leader, announced Thursday night in the Commons that a notice of motion today by Prime Minister Diefenbaker will give details of the adjournment.

He declined to give the times, when pressed by Lionel Chevrier (L—Montreal Laurier) and deputy CCF leader Stanley Knowles,

## NEW FESTIVAL OFFICIALS

STRATFORD, Ont. (CP)—Louis Applebaum of Toronto, who has created musical scores for the Stratford Shakespearean Festival's dramatic offerings, has been named general music director for the 1958 season, it was announced Thursday. Ezra Schabas of Toronto, public relations director of the Royal Conservatory of Music, was named manager of the 1958 music festival.

and when questioned by reporters.

## DANCE GOES TO HEAD