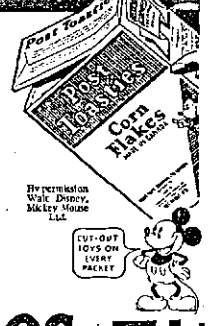
THOSE LOVELY BREAKFASTS AT AUNT FLO'S

Molly writes home and tells the secret!

It isn't weight you want for breakfast—it's nourishment. And Post Toasties—light, crisp, crackling, delicious—not only satisfy but provide just the vital nutriment you need for the day. And the kiddies will like its lovely flavour better every morning. For Post Toasties grow on the children—just as the children grow on Post Toasties. Get your packet today.



Post Toasties *the crisper* **CORN FLAKES** *—now only* **5½d**

The Grape-Nuts Co. Ltd., 6, Barge House Street, London, S.E.1.
Price does not apply in I.F.S.

Colonel Up and Mr Down

by Walter

BUSINESS PAGE

devoted this week to suggestions sent in BY *business men* FOR *business men*

SATISFIED

A CHEMIST, advertising his developing and printing service, filled his windows with an enormous pile of empty film reels. On the top he put a card: "The empty reels of hundreds of satisfied customers. Add yours."

This attracted many people to the window and brought extra custom.

D. Boddie, Bristol.

800 Precious Hours

HAVE you noticed that the busiest shops in your neighbourhood are also the best lit?

Yet many retailers cut down light to save expenses instead of cutting out gloom to save customers.

It is difficult to over-estimate the appeal of light. People, like moths, are irresistibly drawn to brightness.

In one town, a short time ago, the traders on one side of the street—the unpopular side—got together and hatched a plan. They decided to burn twice as much light. In consequence the other side of the road is now the less frequented.

Fittings that save expense

Better lighting does not necessarily mean the use of more electricity. It means less waste of light through up-to-date fittings. Consult an expert on lighting if you want better light without greatly increased consumption.

Don't use naked lights. The offensive glare repels rather than attracts people.

Do you burn lights after closing? Most electricity corporations are pleased to install time switches and supply current from 7 p.m. onwards at half rate.

One South Coast outfitter has calculated that the business he gets from after hours' lighting averages £20 a week. He has arrived at these facts by asking customers to tell him if their purchases were the outcome of "after closing" display.

Cheerful customers

When you enter your shop are you cheered by its brightness? Too many shops resemble a cavern. The psychological effect of a bright shop exerts a powerful influence on your customers. A cheerful customer is a good spender.

From now until spring there are 800 hours of dusk or dark which you can use profitably. Are you going to use these 800 golden hours for window selling, or are you going to hide your purpose under the shutters? If you choose to hide, your competitors will outshine you in more than one direction.

S. Horn, Brighton.

Let your BOTHERS *bother us*

I am contemplating the purchase of a shop which the present owner has had for the last seven years. What basis should I use for determining the value of the goodwill?

A. T. R., Swansea.

Normally the value of goodwill is based on the profit made on the last three years' trading—assuming that the profit is an increasing one.

On the other hand, if the profit has decreased each year, the goodwill is not worth the total amount, but a lower figure. You would be advised to investigate the business closely if the profit is a decreasing one.

I want to start business as an accountant, specialising in retail business accounts. Can you give me any advice on how I could begin to get custom?

P. J., Hull.

Have a well-worded and attractively printed letter produced, detailing your qualifications and the desirability of traders having their books kept by an independent expert. Have this circularised to all shops in your locality. Follow up with a second and third letter at monthly intervals.

I have a florist's shop which is managed for me by a relative. During the last three months I find that about 45 per cent. of the stock has been lost through perishing. Do you consider this is a high percentage?

R. W. F., London, S.E.9.

Yes, 45 per cent. is too high, and points to excessive buying and possibly unwise buying. Find out the quantities of each type that are perishing weekly and reduce your purchases accordingly.

Magnetise your tickets

YOUR price ticket is an important part of your window or counter display. Here are some points you should bear in mind:—

Is every article on view clearly ticketed? Unpriced articles in a display tend to turn away business. If you use price codes make sure that they are not visible in any way to the customer. Figures in code breed distrust.

See that they are smart and clear

Do your price tickets help to sell your goods? The old forms of metal or paste-board numerals should not be used. Hand-done price tickets, unless exceptionally well done, give an appearance of slovenliness which should be avoided.

If your price ticket states so much per pound, half-pound, gross or dozen, be sure that the quantity is set out clearly.

Arrange your price ticket so that it does not hide any important part of the article to which it is attached. Arrange your window tickets so that they give an even and well distributed effect.

The lettering of the numerals should be plain and square and free from any form of flourish. If you use coloured numerals, make sure that the colours harmonise with the general colours of your display.

Movable letters in colour

There are two first-class methods of using price indications:—

1. The use of a plain metal sheet, magnetised, with metallic figures which adhere to the board and which can be altered as occasion demands.

2. The ordinary price board with movable red letters (or any other colour that is desired).

20% profit in two ideas

The profits of my café have gone up by 20% since I incorporated these two ideas:—

(1) I place a large number of posies of primroses and violets when in season on the counter near the door and admirers are given one of them.

(2) I have a number of children's toys, such as a rocking horse, dolls and teddy bears, which keep the children amused while their parents eat their meals in peace.

J. H. Williams, Bangor.

1677

LLOYDS BANK LIMITED

TRAVEL

Many of the questions that have to be settled prior to a journey are not such as can be dealt with by a Bank, but Lloyds Bank can, by means of Letters of Credit and Travellers Cheques, greatly facilitate journeys in any part of the world and obviate the risk of loss or theft which arises when large sums of money are carried. The Bank will also relieve customers of the tedious business of obtaining passports.

Information on this subject is obtainable through any Branch of the Bank.

Head Office: 71, LOMBARD STREET, LONDON, E.C.3

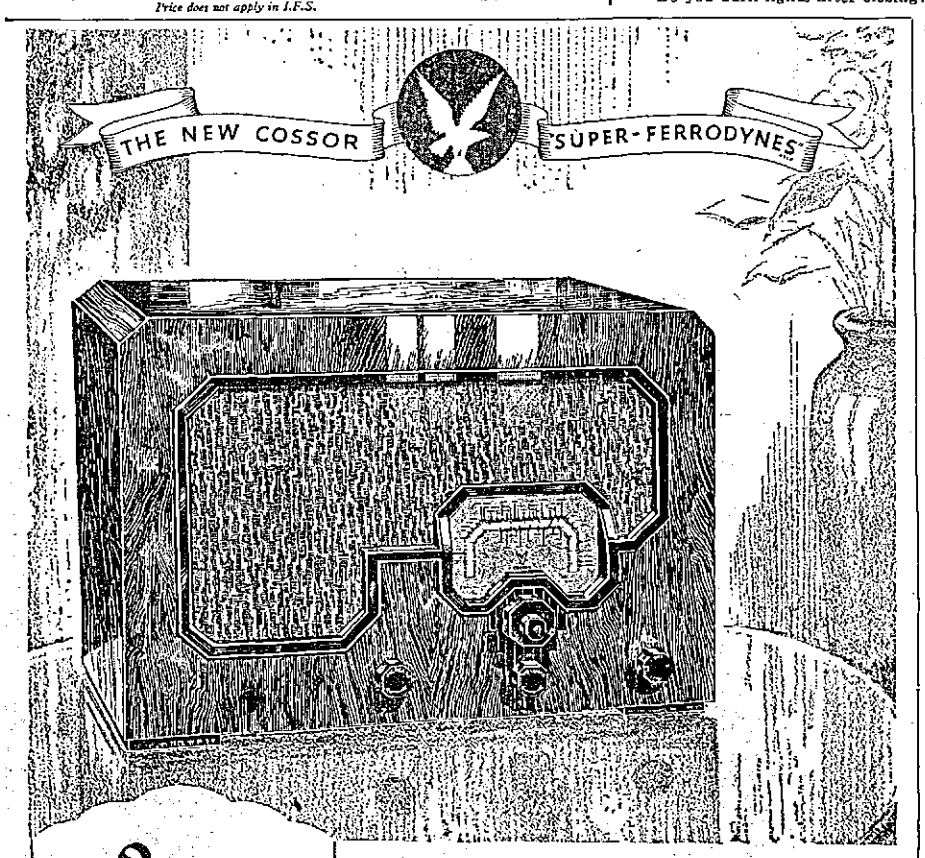
RHEUMATISM

A 'mystery' remedy

It is an old saying that "you can't keep a good man down." You might say the same about a good cure for rheumatism, because that is just what is happening, as many rheumatic sufferers have good reason to know.

How it came about is a bit of a mystery. Until recently Fynnon Salt had hardly been heard of. Then, quite suddenly, sufferers began talking about it. Doctors wrote praising it. This unknown salt was difficult to get. But in every case where it was tried, Fynnon Salt produced the most astonishing results. True to promise, the rheumatism rapidly disappeared—in some cases where nothing in the world had ever done any good at all.

The reputation of Fynnon Salt soon spread like wildfire, as you would expect. Chemists were besieged. They couldn't make it out. Here was a little-known salt, never advertised anywhere, that was "selling like hot cakes" through sheer, personal, word-of-mouth recommendation from one rheumatic sufferer to another. Even to-day, although it is better known, you are lucky if you get a tin when you want one because the demand is so much greater than the supply. If you suffer from rheumatism, do your best to get hold of a 1/3d. tin of Fynnon Salt. It really is the most remarkable remedy ever invented for rheumatism. (Advt.)



3 BIG FEATURES:

LONGER RANGE because of the latest "Super-ferrodyne" developments including a screened Pentode H.F. Stage.

KEENER SELECTIVITY because of new type iron-cored coils.

BETTER TONE because of highly developed output stage and matched moving coil loud speaker.

Reproduction thrilling in its realism—ample volume—the best European stations at your command—every programme clear-cut, free from interference—that is Radio as it should be—as you can enjoy it on a Cossor "Super-Ferrodyne." And the cost is surprisingly low. The Cossor "Super-Ferrodyne" range offers the keenest possible value in up-to-date Radio Receivers—Four superb models:—

BATTERY MODEL 373 Has Economy Pentode Output and every worth-while refinement. Price (less batteries) £6.15.0

BATTERY MODEL 437B With Class "B" Output giving exceptional volume. Price (less batteries) £7.19.0

A.C. MAINS MODEL 378 For use on A.C. Mains only. Energised Moving Coil Speaker. £8.8.0

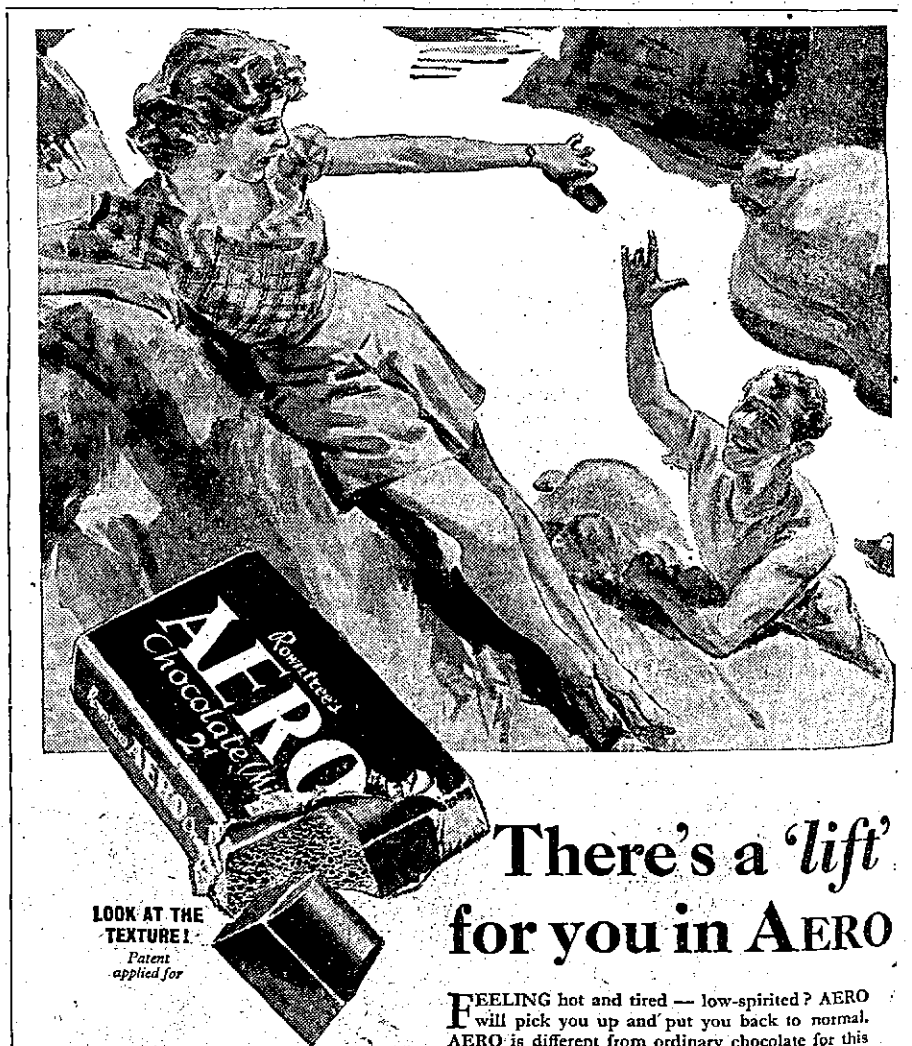
D.C./A.C. MAINS MODEL 379 As Model 378 but can be used on D.C. or A.C. Mains without alteration. £8.8.0

All Cossor Receivers are available on Hire Purchase Terms.
Prices do not apply in I.F.S.

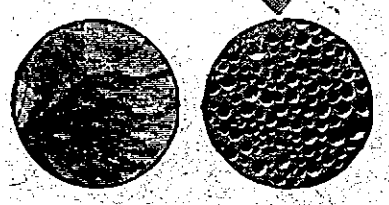
COSSOR RADIO

Write to A. C. Cossor Ltd., Highbury Grove, London, N.5, for complete Catalogue of Cossor Radio.

(A) 9476



LOOK AT THE TEXTURE! *Patent applied for*



Texture hard chocolate (magnified)
Compare this with the illustration on the right.

Texture AERO chocolate (magnified)
Note the delicate surfaces. You get the flavour of chocolate instantly. By overcoming lumpiness these surfaces make the chocolate more palatable and easy to digest.

There's a 'lift' for you in AERO

FEELING hot and tired — low-spirited? AERO will pick you up and put you back to normal. AERO is different from ordinary chocolate for this reason: it's milk chocolate in a new form — crisp, light, and easy to bite.

It just dissolves in your mouth (no need to chew hard) and like a flash you've got the new full flavour — but more than that — it digests twice as quickly as hard chocolate. And because it digests quickly it gives you quick energy (that's what we mean when we say it gives you a "lift"). AERO is never sickly or cloying. It's so light you can eat twice as much — that's why it's an ideal summer chocolate.

No matter what you're doing — working hard or playing hard — AERO will keep you going. Ask for AERO at any sweet-shop — they know the name as well as their own — AERO — the chocolate that gives you a quick "lift."