

DOMINION STORE MANAGERS TO GET TRIP TO WORLD'S FAIR

Mr. Ken. Keith, manager of the local Dominion Store, announces plans that Dominion Stores, Limited have completed for a chain-wide store staff contest.

In a letter accompanying an illustrated portfolio announcing the contest, Mr. J. W. Horsey, president of Dominion Stores, Limited, said: "On January 3rd we are launching the biggest contest in our history. Fifteen store managers and their wives will visit the New York World's Fair at our expense to see the wonders of the World of To-Morrow, and to have the time of their lives. Besides these grand prizes, there are cash awards for the staff of each of the 15 winning stores, and for the entire staff (manager included) of 50 other stores. No 'rule of thumb' or mechanical method of adjudging contestants will be followed, but a human, sympathetic and intelligent consideration of 'people' and 'performances' will be the criterion."

The first 15 prizes of trips to the New York World's Fair offer to the Company's managers free trips as first prizes, with all expenses paid to the winning managers' wives as well—a great departure from the usual procedure of prize distribution.

The 15 fortunate store managers and their wives will visit the Canadian Building and will see wonders from every corner of the globe—novel entertainments, beauty, color, music, television, and attendance at famous radio broadcasts, are among the many features which will thrill these special Canadian visitors. All their expenses will be paid, luxury trains and fine hotel accommodations will add to their pleasures. In addition to paid expenses and the extra week's holidays, the fifteen winners will receive extra spending money.

Sixty-five of the Company's stores will share in the many prizes ranging from \$25.00 to \$100.00 in cash.

Those managers who, for any reason, do not take the trip, will get the extra holiday and the cash equivalent of the trip.

The final judges of the contest are J. W. Horsey, President; I. W. Burdick, Merchandising Manager; K. W. Carter, of McDonald, Currie & Company, Chartered Accountants; A. B. Watt, Montreal Manager; J. E. Hendricks, Chief Superintendent; Francois Faure, Director.