



P. A. Woodward

## BETWEEN THE WARS

The fortunes of the Store and the fortunes of Vancouver have always followed a parallel course and 1919, a year of prosperity, was no exception. This was the year in which Woodward Stores suddenly became an institution.

One important contributing factor was the beginning of self-service. In the post-war years operating costs, service and delivery, not only mounted but sky-rocketed. Why should not customers be encouraged to serve themselves and save? Some of the directors were sceptical. Interested, helpful service had always been one of the basic qualities in which the Store believed and which had been so responsible for the success of the business. Self-Service seemed to aim a shattering blow at this philosophy. However, the inflationary spirals which followed the end of the First World War showed no signs of abating. It was realized that something must be done to cut down the price of foods and to enable them to sell the necessities of life for less. The idea, inaugurated by Mr. P. A. Woodward, was an immediate success and Woodward's Self-Service Food Floor became the largest under one roof in the world and is the envy and study of food merchandisers everywhere.