

YEAR 86, NO. 153

KINGSTON, ONTARIO, WEDNESDAY, JULY 2, 1919

SECOND SECTION

THE MERCHANT'S COLUMN

Edited by MANFIELD F. HOUSE (Copyright.)

In this column, which appears every Monday, Wednesday and Saturday, will appear news and short articles of special interest to merchants, their salespeople and business men and women in general.

Merchant Gives Full Value for His Profit

The California Fruit Growers' Exchange, one of the most successful co-operative organizations in America, has set out to preach the gospel of its success.

Here is the message the orange men are spreading from coast to coast: "Advertise—advertise steadily and wisely, not spasmodically."

Space Pays All Along The Line. Findlay did not make a plan for use of increased advertising space for Sunlight oranges, but urged general advertising, going on the assumption that the merchant will increase his general sales volume.

"The retail merchandiser is the most economical agent of distribution ever discovered," Findlay declared. "That is the reason he survives."

"It is the rapid turnover that counts," according to Findlay, who illustrated his point with the case of a small dealer whose capacity was two boxes of oranges a week.

"With an average investment of \$10," he said, "working on the normal margin of 25 per cent. on sales, his weekly sales are \$13.34, and his gross margin \$3.34. His average expense is 16-23 per cent., and on his semi-perishable product he must allow 2-3 per cent. for shrinkage, a total of 30 per cent. Thus he makes 5 per cent. on every turn over. See how much comes of how little. His net profit is sixty-seven cents on a capital investment of \$10, or nearly 550 per cent. a year—and he gets his capital back each week."

"The possibilities of these figures are stupendous, as may be seen by raising the amount of the capital to \$1,000 and applying it to quick turn-overs."

"The consumer is the great beneficiary of the rapid turnover of the efficient merchant, for here we see how the merchant who takes \$1 from the consumer gives by actual computation ninety-five cents of merchandise and tangible, expensive services in return. He retains five cents for his share and reward for his merchandising experience, business risk and skill. That is why the retail merchant survives. He renders a service so valuable for so modest a reward that no more economical agent of retail distribution has been found or is likely to be found."

Clerks Write About Ads to Customers

The Esperham Dry Goods Company, of Milwaukee, created an exceptional interest in a recent sale of having their salespeople write a letter in long hand to a selected list of customers. The letter read: "Dear Madam:—Have just heard my firm is planning a very extraordinary sale for next Monday. I can-

not go into details, but advise you to read next Sunday's paper. It's really worth while. Cordially yours, JANE BROWN. P.S.—You remember, I am in the glove section.

Spelling by Ear

In passing a grocery store in Memphis, Tenn., I saw a sign above a lot of cantaloupes: "Rougefort Cantaloupes." One could read the history of the case. The sign-writer had asked somebody how to spell Rockyford, a little histoner had misunderstood. The melons were really not made of cheese at all.

He Makes Drinker Glad Bar is Gone

It has been estimated that at least eleven trademarked soft drinks are launched every two weeks—new non-alcoholic beverages to coax the thirst of the man who has inclined to cocktails or beer heretofore. These new drinks have their own coined name, distinctive lettering and advertising campaign. Large sums of money are being expended on making them popular. Yet at least fifty per cent. fall by the wayside. The public is quite exacting, it seems.

One manufacturer has spent \$20,000 trying to perfect a ginger ale with a novel smack, something just a little different. But a southern druggist seems to have met the situation in quite the cleverest manner imaginable.

He dressed a window to represent a shabby, sawdust-on-the-floor bar, bottles, rattling, and all. It was purposely made disreputable. And a placard read: "HONEST, NOW MEN, AREN'T YOU GLAD IT'S GOING, AFTER ALL?"

Come in and have your high ball and your cocktails and your overeffected thirst quenchers. A just the same. But the kind we serve contains no "Cold Gray Dawn of the Morning After." You won't be afraid to have your boss or your wife smell your breath.

Move Ukuleles by Organizing Clubs

A few years ago, when the ukulele craze swept across the country, the Lewis Company, Rochester, N.Y., stocked up quite heavily with this popular instrument. During the war, however, sales stopped. To popularize, unload and turn over this stock into money they used a clever means. First, they offered to give away a genuine Hawaiian Kupu-doll with every ukulele sold up to and including a certain price. Then they formed a ukulele glee club and offered three lessons by a native teacher. The added effort placed back of the stock on hand was so productive that this firm is continuing the sale of this instrument at the present time and laying plans for the future.

Coast Store Presses Employees' Pants The Official of the Bon Marche, a progressive Los Angeles store, be-

here in having their employees present a spick and span appearance. To make this possible they have arranged to press, repair and otherwise overhaul their employees' garments at actual cost. The latter take advantage of this offer and present a neat appearance at all times—which goes a long way toward improving the morale of the store force.

The Dodo's Companions

The dodo has as his companions: The grocer who put sand in his sugar. The butcher who weighed his hand with each steak. The dry goods man who was a yard-stick juggler and could sell you thirty-four-inch yards while you were looking at him. The market man who used a false bottom in his peck measure. The humorist who used to get paid for writing about these things.

MAJ.-GEN. HUGHES RESIGNS

His Health is Said to Be Cause for His Retirement



MAJOR-GEN. JOHN HUGHES, Winnipeg, July 2.—Major-General John Hughes has tendered his resignation as Inspector-General of Western Forces. It is announced at local military headquarters. His health is given as the reason. It is understood that the Militia Department has selected an officer from overseas to fill the vacancy. General Hughes is now in Toronto on leave.

NEW YORK SUN

Wants the United States to Finance Us

New York Sun.—Canada is marketing a huge volume of her products in this country and Canada puts the proceeds into our goods. Canada is selling a lot of her securities in this market and Canada puts the proceeds into our goods. Canada is marketing a huge volume of her products in this country and Canada puts the proceeds into our goods.

In all our foreign commerce, there is no trade that is easier to transact than our trade with Canada. There is no trade that yields better returns. There is no trade that is a safer investment; for whether American capital is going now into securities of the Dominion, securities of the provinces or securities of well selected corporations, there is behind those securities the strongest bulwark there can be—the intelligence, the industry, the faith of a strong, hard-working, progressive people possessed of an immeasurable natural wealth.

No Government can be sound if the nation behind it is not sound, and Canada is sound to the core. No country can be prosperous if its workers are not prosperous, and no workers here are more prosperous than the Canadians are to-day. No nation can be rich if its wealth is not lodged in the population and it is right there that the wealth of Canada is lodged.

From the trustworthy MacLean's Magazine, published in Toronto, we extract the following figures of the continued growth of savings deposits in Canadian banks: August, 1914, \$50,399,000; January, 1915, \$56,360,000; January, 1916, \$74,384,000; January, 1917, \$84,163,000; January, 1918, \$90,314,000; January, 1919, \$90,000,000; March, 1919, \$97,351,000. The population of Canada does not yet number a round 10,000,000. The people of Canada have bought their war bonds as our people bought our war bonds, to the limit. The nation of Canada during the war has not merely discharged the great part of its previous obligations across the seas; it has become a creditor nation with its parent Britannia. The people of Canada, richer than ever, working harder than ever and doing more business than ever, are the securely behind the loans and other credits, public and private, which are made in this country with our northern neighbor.

We must finance Canada for our own sake no less than Canada's. Our capital can work no greater advantage to itself and to our whole country than to take care of the financial needs of Canada as a first and serious duty and prerogative.

She Never Told on Him. With a stormy look on his face the master of the house waylaid the servant in the kitchen. "Look here," he began, angrily. "Have I dare you tell my wife what time I came home this morning after I had told you not to?" The Irish girl eyed him steadily. "Sure, an' Oi didn't," she replied, calmly. "She asked me what time you came in, an' Oi only told her that Oi was top-busy gettin' the breakfast ready to look at the clock."

TODAY IN HISTORY



Thirty-eight years ago today, July 1, 1881, the American Association of the Red Cross was incorporated with Clara Barton, president. Find a doctor. Answer to yesterday's puzzle. Left side down nose at right shoulder.



Cervera's Fleet Destroyed

Twenty-one years ago today, July 2, 1898, Cervera's fleet was destroyed during the Spanish-American War. Find a gunner. Answer to yesterday's puzzle. Upside down between two figures.

Letters to the Editor

Who Were the Winnipeg Strikers?

New York, June 27.—(To the Editor: As a man of Canadian birth and ancestry, I am interested to learn who were the 30,000 men and women who went out on the recent sympathetic strike in Winnipeg. Were they in greater part of Canadian stock and were they educated in Canadian schools? I am to believe that Canadian men and women, educated in the public schools of Canada, possess so little patriotism and such a meagre intelligence that they willingly followed the advice of notorious foreign agitators and consented to destroy or wreck the property of their own country. This is a question that demands an answer. I do not know whether these sympathetic strikers were Polish Jews, Hungarians, Russians, Galicians, or what not alien peoples, possessed with an inborn hatred of all forms of government or were they sons and daughters of English, Scotch or Welsh parents who raised them on farms in the maritime provinces, or in Ontario. If the latter, then Canadian statesmen have cause for serious study of domestic problems and the Canadian system of education must be improved.

An old fashioned friend of mine ventures a shrewd opinion called forth by the disappointment our Relief Committee of the Canadian Society of New York recently experienced. A young man and his wife, both Canadians, appealed to this committee for assistance. They were without funds, owed several weeks' board and were in desperate straits. The young man was a frank, dignified fellow with every appearance of honesty. We paid his debts, lent him some money and found both him and his wife good positions in a large

LET OUT OF ASYLUM

Stanford White's Slayer Allowed to Visit Mother

New York, July 2.—Papers intended to bring about the extradition of Harry K. Thaw from Pennsylvania to have him tried here for the indictment charging him with assaulting Frederick Gump, of Kansas City, in New York several years ago, were ordered prepared immediately by District Attorney Swann today. He said he had been informed that Thaw for the second time had been allowed to leave a Philadelphia sanatorium, where he has been confined, in order to visit his mother in Pittsburgh.

They Weren't His

At a parade of a company of newly enlisted Irishmen the drill instructor's face turned scarlet with rage at the sight of an awkward-looking recruit. "Now, Rafferty," he roared, "you'll spot the line with those feet. Draw them back at once, man, and get them in line." Rafferty's dignity was hurt. "Please, sergeant," he said, "they're not mine; they're Mickey Doonan's in the rear rank."



Apror! The Sweet Oil of Persica. For table and culinary purposes. You use only about half as much Apror as of lard or butter. For sale by D. COUPER 241-2 Princess street. Phone 76.

BEWARE OF TENDER, INFLAMED GUMS

Pyorrhea, with a premature loss of teeth, is almost inevitable if you do not properly care for your gums. Here is the explanation: As you age, the body tissues naturally relax. You see this tissue loosening in the neck. It goes on in your gums, too: As you grow older, your gums shrink below the normal gum line. Through lack of care they become spongy and inflamed. Then you have Pyorrhea (Riggs' Disease). Four out of five people over forty have Pyorrhea. And many under forty, also. Don't let a tender gum spot develop. These tender spots breed disease germs which enter the system through tiny openings—infected the joints or tonsils—causing other ailments. Immediately get Forhan's, which positively prevents Pyorrhea if used in time and used consistently. Forhan's tones the gums and hardens them. They in turn keep the teeth healthy. Brush your teeth with Forhan's. It cleans them scientifically—keeps them white and clean. If gum-shrinkage has already set in, start using Forhan's and consult a dentist immediately for special treatment. 45 and 60c tubes. All Druggists. FORHAN'S, LTD., 207 St. James St., Montreal.

FORHAN'S FOR THE GUMS

At London, Ont., Captain A. K. Minard, former inspector of military police, who pleaded guilty to forging pay cheques, was sentenced to two years in penitentiary.



Week-Old Corns Should Be Unthinkable

These "positive" facts are now known to millions. The pain of a corn can be instantly stopped, and forever. The corn itself can be ended completely, and usually in two days. The method is scientific. It consists of attaching a Blue-jay plaster, forgetting the corn, and letting things take their course. The results have been proved by experience. They have been proved to so many people that corns are now comparatively uncommon. Corns are needless. Faring corns is folly. Old-time harsh and messy treatments have no place today. You will know these facts, and quickly, if you'll try a Blue-jay on one corn. Do it tonight, and the whole corn question will settle itself forever. Steps Pain Instantly, Ends Corns Completely. 25c—At Druggists. BAUER & BLACK, Limited—Chicago, Toronto, New York. Makers of Sante Surgical Dressings and Allied Products.

We have a supply of cut hard wood and kindling. J. Sowards Coal Co.

General Carting and Freight Handling.

JOHN LEMMON wishes to announce that he has bought James Swift & Co's Carting Equipment, Horses, etc. and is now ready to give the public best service in any work in this line. Prices Reasonable. 456 Barrie Street. Phones 1341j or 135

Star Fruit & Candy Store

Watch for fresh strawberries. Fresh, reasonable fruit all the time. Special sale on Saturdays of home made candy. Prompt service to all. 50 Princess Street, Near King. Phone 273. Canada Food Board License: Fruit, 9-1090; Candy, 11-410

HOUSE CLEANING Cadillac Electric Cleaners

Make the Work Easy \$92.50, \$87.50, \$42.00 Rental \$1.25 per day

J. R. C. Dobbs & Co. Tel. 619 41 Clarence St.

Premium Grocery

Fresh Seasonable Fruits of all kinds arriving daily. Tomatoes, Cucumbers, Hubbard always on hand.

D. B. GAGE & SON 254 Montreal St. The Premium Store License 3-3978 Phone 3450

Flakes that don't mush down in milk or cream — Flakes that don't crumble in the package — Rich Flakes, Crisp Flakes Meaty Flakes, with a Marvelous Flavor — POST TOASTIES No wonder the Canadian people are literally "eating them up" — says Bobby Fastest selling corn flakes on the market

ROYAL FLAKE CAKES MAKES THE WHITEST, LIGHTEST QUICK PURE NEW GILLETTE COMPANY LIMITED TORONTO, CANADA