

THE MERCHANT'S COLUMN

Edited by MANSFIELD 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.

Exclusive Lines Evade Competition

"It's a comparatively simple matter, after gaining a certain amount of experience, to get the necessary backing to open a store," says Joseph Pletzuch, one of Cincinnati's leading shoe merchants.

In this he but states the problem he faced when he first went in business for himself, with a personal capital which consisted principally of experience.

He solved that problem by specializing, by doing things and handling a type of merchandise which other stores did not. As it worked out, he succeeded in competing with his special lines and in pushing these through rapidly drew after them a considerably bigger trade in standard or staple lines than he could have built up in the same time had he confined himself to them alone.

The special lines were scientific health and comfort shoes. The anatomical and orthopedical crimes that are committed in the name of shoe manufacture are legion. Too many shoes are "just shoes." They're just foot coverings with no thought of the principles of the anatomy of the foot.

Pletzuch began to build his business along the lines of elimination of foot ailments through scientific shaping of the anatomy of the foot.

"Thank You" In a New Way. No less than on quality of merchandise, Pletzuch's business success depends on service and convenience to customers.

George and John were brothers. John conducted business with great success in one town and George with an equal degree of success in another. One time John visited George and was surprised at the unthriftness of his brother.

George booh-boohed a while; and then, yielding to the urgency of his brother and goaded by some bills that were coming due soon, he agreed to try the method of getting business by means of prayer.

It sounds better that way. The Reno Drug Company, of Reno, Nev., has a goldfish jar beside the cash register.

Sunday Services in Churches

Holiness Movement Church cor. Raglan Road and Division streets. Evangelistic service, 7 p.m. Rev. W. J. Thompkins.

St. Paul's—Morning prayer and holy communion, 11 o'clock; Sunday school, 3 p.m.; evening prayer, 7 o'clock. Preacher, Canon Fitzgerald.

St. Andrew's Church—Rev. John W. Stephen, minister. Services at 11 a.m. and 7 p.m. conducted by the minister. Holy communion 11 a.m. Strangers and visitors welcome.

Brock Street Methodist Church—Rev. D. A. Lough, minister. Services at 11 a.m. and 7 p.m. The minister will preach at both services. Sunday school at 10 a.m. Beginners and primary classes at 11 a.m.

Sydenham Street Methodist Church—Rev. W. T. G. Brown, minister. Services at 11 a.m. and 7 p.m. The minister will preach at both services. Class meeting, 9.45 a.m. Bible school, 2.45 p.m.; mid-week service, Wednesday, 8 p.m.

Chalmers Church—Joint services at 11 a.m. and 7 p.m., with the congregation of Cooke's church. The morning service will be held in Chalmers, the evening service in Cooke's church. Rev. W. Taylor Dale will preach. Strangers cordially welcomed.

Bethel Congregational Church, corner Barrie and Johnson streets—Chas. Patterson, pastor. Services at 11 a.m. and 7 p.m. At 11 a.m., subject, "Five Divine Writings," also Sacrament of Lord's Supper. At 7 p.m., subject, "Christ, the Crucified One." Preacher for the evening service, Mr. L. Joffe, a converted Russian Jew, ex-Rabbi, and author of

preacher, the Dean. Services in chapel daily at 10 a.m., except on Thursday when holy communion is at 8 a.m.

St. James' Church, cor. Union and Arch streets—Rev. T. W. Savary, D.D., rector, 152 Barrie street. 10 a.m., Sunday school, main department; 11 a.m., holy communion and sermon. Preacher, Rev. E. Scamell; 3 p.m., Sunday school, beginners and branch department; 7 p.m., evening prayer and sermon. Preacher, Ven. O. G. Dobbs, M.A.

St. Luke's Church, Nelson street—Rev. J. de P. Wright, M.A., B.D., Rector. Third Sunday after Trinity, 10 a.m., Sunday school; 11 a.m., morning prayer and holy communion; 4 p.m., Holy Baptism; 7 p.m., evening prayer. Music—Special music will be rendered by the choir. Collection in aid of Kingston General Hospital. Seats free. Strangers and visitors cordially invited to attend.

First Congregational Church, cor. Wellington and Johnson streets—During July and August we unite with the First Baptist Church and have services as follows: During July morning service at 11 o'clock in First Baptist church, evening service at 7 o'clock in First Congregational church. Preacher, Rev. J. S. LaFlair. Sunday school, 3 p.m.; Young People's Society, Christian Endeavor, Wednesday, 8 p.m.

Tired People Are Debilitated

Full Health and Strength Can Only Be Regained by Enriching the Blood.

People who are tired all the time and never feel rested, even after a long night in bed, people who cannot regain weight and strength, who feel no joy in living, are in a condition described by doctors as general debility.

Dr. Williams' Pink Pills quickly tones up the whole system. The first sign of an improved health is a better appetite, a step and better color, a quicker and richer, red blood, reaching every organ and muscle, carries new health and vigor.

At the first sign that the blood is out of order take Dr. Williams' Pink Pills, and note the speedy improvement they make in the appetite, health and spirits.

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The Man on Watch

Well, what if strawberries are for-bidden carry a box? We do not have to buy them.

Christy Graham is now acting city engineer and he is not a graduate of a college.

As soon as the Commons Cost of Living Commission gets busy, up goes the price of bacon. It beats the Dutch.

When the Chink laundrymen go on strike, that will cap the climax.

One strike the people would welcome would be that of the money collecting staffs in the city buildings and the utilities office.

It is about as easy for a man to get a bottle of whiskey as it is to get into a barber's chair to-day for a shave.

What's the matter with the golfers that they cannot get on with those Portsmouth lads and caddies?

The Chinese may not have signed the peace treaty, but Kingston's Chinks were all out for the peace service last Sabbath.

Amid the peace thanksgiving service, St. Mary's big bell began to toll, as if for the vanquished Huns.

The Militia Department was late in receiving official word of the peace signing, just as it is late in everything else. If business people did business as the Militia Department does, what a sweet time there would be.

The Lord Bishop of Ontario is no doubt a believer in the theory that nothing is ever lost, since he recovered the signet he dropped on the golf links after some weeks, and without even inserting an advertisement in the newspapers. Perhaps an "ad" might have enticed "Bogie" laxy Portsmouth boy to have found the Bishop's stone much sooner.

The Canadian V.C.'s

How Men From Canada Earned the Empire's Highest Tribute for Bravery in the Field of Battle.

He took command of the squadron of his regiment when the squadron leader, approaching the enemy front line at a gallop, was killed. Lieut. Strachan led the squadron through the enemy line of machine-guns posts, and then, with the surviving men, led the charge on the enemy battery, killing seven of the gunners with his sword.



MAJOR H. STRACHAN, V.C., M.C.

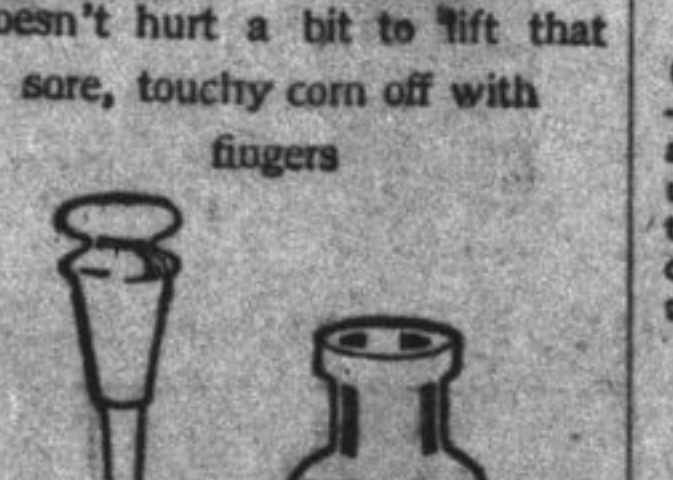
The operation, which resulted in the silencing of an enemy battery, the killing of the whole battery personnel and many infantry and the cutting of three main lines of telephone communications two miles in the rear of the enemy's front line, was only rendered possible by the outstanding gallantry and fearless leadership of this officer—Official Record.

By CAROLYN CORNELL. The attack on Cambrai in November, 1917, was a complete surprise to the Germans. The time was propitious for the British, as the Teutons had withdrawn many of their men to other fronts, and those returning from Russia, who were now no longer there, on account of the fall of the government of that country, had not yet been brought up to the western front.

OUCH! CORNS!



Doesn't hurt a bit to lift that sore, touchy corn off with fingers.



CRUEL "I asked papa to let me go abroad and develop my voice."

"What did he say?" "He said it was over-developed now."

Advertisement for Purina Scratch Feed Chicken Chowder, featuring an illustration of a hen and text: "Make Your Hens Lay More Eggs"

Advertisement for Manufacturers Life Insurance Company, featuring a logo and text: "IF YOUR WIFE were supporting you, and she carried no more insurance..."

Advertisement for Employment Service of Canada, featuring a logo and text: "EMPLOYERS THE EMPLOYMENT SERVICE OF CANADA"