

Summer Snaps

finished at Best's give the greatest results possible. Quickest service—best results—lowest prices. These combined make ours the much appreciated service.

The best films we can buy and always in freshest condition, we supply you.

We repair or adjust your camera and are glad indeed to be able to give you any information that will assist you to make better pictures.

At Best's

The Popular Drug Store
Open Sundays
Phone 59. Branch 2018



FOX FURS

For summer wear in black, new shade brown and white.

W.F. GOURDIER

Kingston Cement Products Factory

Makers of Hollow Damp-Proof Cement Blocks, Bricks, Sills, Lintels, and Drain Tile, also Grave Vaults.
And all kinds of Ornamental Cement Work.
Factory, cor. of Charles and Patrick streets.
Phone 730W.
Mgr. H. F. NORMAN

Prepare for the Canning Season

Economy advises the conservation of fruits and vegetables, and as the housewife will not have the same difficulty in sugar it looks like a big canning season.

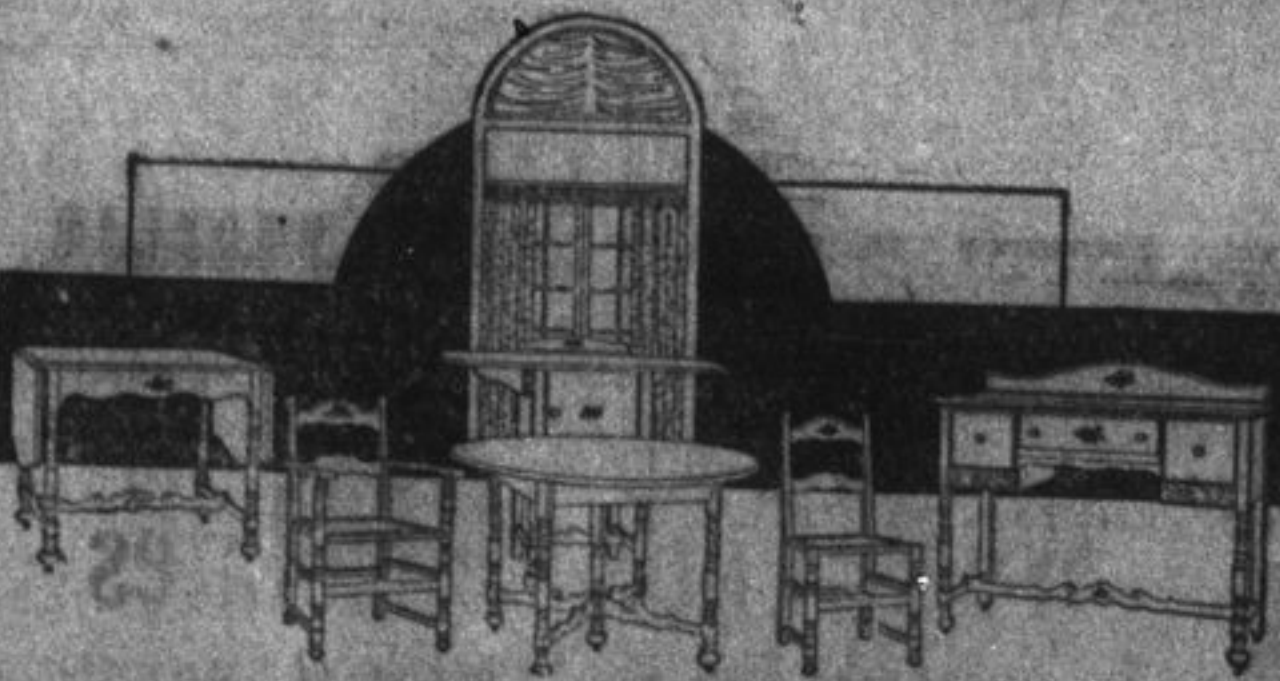
We suggest you try these canning aids:—
Size No. 8, Tin Canning Boiler, with tray for holding fruit jars in the boiler. . . . \$2.50



HANDY HOUSE SCALES
They will weigh from 1/4 oz. to 30 lbs. (Government tested with certificate) . . . \$6.25

PRESERVING KETTLES
Aluminum—No. 125—13 1/4" x 7 1/2". Holds 14 quarts . . . \$4.50
No. 32—Enamelled ware—19" x 5 1/2". Holds 12 quarts . . . \$5.50
PARING KNIVES . . . 15c. and 20c.

McKELVEY & BIRCH, LTD.



DINING ROOM—LIVING ROOM—BED ROOM FURNITURE

in up-to-date designs in Walnut. Rugs—Linoleum—Curtains. We carry the best assorted stock in the country.

Our prices are very reasonable. Victrolas and Victor Records A complete assortment always on hand.

T. F. HARRISON CO., LTD



Have you ever noticed how a black background will enhance the appearance of a small diamond or pearl.

Black Onyx

forms such a background and is very fashionable at present.

We have an excellent selection of Black Onyx designs in Rings, Pendants and Ear-rings set with pearls or diamonds.

These are very attractive and very reasonably priced.

Wedding Rings.
Marriage Licenses.

SMITH BROS.

Jewelers

Limited
Established 1840
King Street Kingston

THOMAS COPLEY

Telephone 987

Wanting anything done in the carpenter line. Estimates given on all kinds of repairs and new work; also hardwood floors of all kinds. All orders will receive prompt attention. Shop 28 Queen street.

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. All phases of store management—buying, accounting, advertising and retail salesmanship—will be dealt with, not theoretically, but by descriptions of methods actually in use by successful merchants.

How Customers Find New Sales Points

In ANY retail store which handles a large variety of lines, especially in the store that is departmentalized, the big job cut out for the advertising man is always to try to get the various departments to "pull evenly" so that one department will not be overcrowded with customers while the sales people in the other departments are standing idle, itching to get a customer within "talking distance."

Such a condition of affairs cannot, of course, be entirely done away with, but M. C. Maxwell, advertising manager for the Summerfield and Hecht Furniture Company, of Detroit, Mich., has proved that with teamwork between the advertising man and the sales people on the floor it is not such a hard task after all to have customers come in and ask to see different lines so that all floors and all departments will be kept busy.

"I keep at my finger tips the amount of merchandise on hand in every department," Mr. Maxwell says, "and I know how fast it is moving. The minute things get slack in a department I immediately investigate by having a talk with the salesman in that department to see what the trouble is, whether or not we have been giving the department enough attention in our advertising, and, if not, the 'weak brother' gets the lion's share of the advertising space till business picks up. So many furniture stores advertise in a haphazard manner and as a result are playing up bedroom furniture when business for a week or more has been brisk in that department while the sales people in the talking machine balcony are dying of ennuï because they have no customers to work on. I have our sales people trained now so that the minute business gets slack they run to me to suggest something. We put our heads together with the result that we usually get something started pretty quick."

one of these ranges to the degree that soon we were 'making it to pieces' and discovering what it really would do.

"I thought I knew about everything there was to know about that range. I had read the catalogue describing it from cover to cover. I had studied it with the factory representative who sold it to us. Yet that woman customer, who was ignorant of 'merchandising' but who knew more about stoves and cooking than I would ever hope to learn, told me good points about that range that I never knew existed. I must admit that she virtually sold herself, I told the boys about it, we put down all that the woman had said to use in our sales talk hereafter and I went right upstairs and wrote a human-interest ad based upon what the customer had told me. The result was an immediate jump in the sale of ranges."

Summing up his "system" for keeping all lines as nearly as possible in "even" demand Mr. Maxwell says: "It's simple enough—just keep track of the stock you carry, what's moving steadily and what isn't, get your salesmen to tip you off to how things are going, make regular visits to all departments yourself, size up the situation, then give the advertising space to the lines that need it most."

Athletics to Keep Trim Army Physique

Sport goods dealers will look with favor upon the national campaign in newspapers, that has just been launched by the athletic goods manufacturers of the United States under the general direction of the public utility committee on reconstruction.

Basically, the idea is this: Every soldier knows that entering the service did him a world of good. He came out of it stronger and better physically. The good work should go on. Men should not let their old war physique go. Exercise means health. The space used in three and four columns and the illustrations show boxing, baseball, football, etc., with larger views of the man as he was before he entered the service and afterward. The comparison tells a very significant story. But hear the message, in part:

"Multitudes of men who entered the army and navy—round-shouldered and hollow-chested and away below sea level—were coming home conquering heroes—the fittest body of fighting men the world has ever known. They are 50 per cent. more snappy and efficient than before. What worked this miracle? Physical exercise in the open air—athletic sports, baseball, football, boxing, wrestling, running and jumping. The important part played by athletics in winning the war is evidenced by the millions of dollars spent for athletic equipment by the government. Let every man, woman and child take this lesson to heart."

It is a campaign to stimulate interest in athletics and athletic goods. Such advertising has a two-fold mission. It will perform a service for the nation and it will sell goods for the dealer and manufacturer, for it is a long-neglected field.

Filipinos Won't Eat Straight-Tailed Fish

"Any American canning company that contemplates securing distribution in the Philippines had better watch its step in the preparation of labels," states P. P. Herrier, advertising manager of the Pacific Commercial Company. "For the wily Chinese have nothing on the Filipino when it comes to prejudices and queer ideas concerning labels."

"Not long ago an American brand of canned fish came on the market here. It was extremely popular with Americans and Europeans and had built up a large sale in the States. But it didn't move at all among the natives, who are extremely fond of fish. Investigation proved that the answer was quite simple—in fact, so simple that it was quite easy to see why it had been overlooked. Upon the label appeared the picture of a fish with the tail extended straight out.

"Now, the Filipino has an inherent dislike of dead fish. He likes his fresh, even when they are canned, and he has for generations believed that any picture of a fish in which the tail is not pointing upward represents a fish which has died from disease. Hence his refusal to purchase the brand in question."

Foresight

Druggist—What are you doing with that gauze and adhesive tape and iodine?

Clerk—Just laying it out here ready. I saw Gus Spiegel hunting Ten Mochan a bit ago intending to call him a liar.

The Usual Courtesy

"Brokesley," said the grocery keeper to the deadbeat who was planning to move out of the community. "I don't believe you will ever pay me what you owe me. It isn't worth while to sue you for it, and you have nothing I care to attach. I will simply give you a receipt and call it paid."

"Fine of you," said Brokesley. A few moments later, seeing that Brokesley still lingered about, the merchant said:

"Was there something you wished to speak to me about?"
"Not specially, but ain't it customary to give a fellow a cigar when his account's settled?"

PROBS:—Tuesday, fine; not much change.

TUESDAY AT STEACY'S

We have ready a number of attractive values that will appeal for their exceptional quality and lowness of price.



FOR LADIES—

200 pair Black and White Lisle Hose, with double foot and heel. Tuesday 35c., or 3 for \$1.00
120 pair Mercerized Black Lisle — a splendid wearing quality — worth 50c. Tuesday 39c.
172 pair Black Silk Hose, with heavy Lisle Garter Tops—seconds—regular 85c. for first quality. Tuesday 59c.
184 pair of Queen Quality White Silk Hose—a special \$1.00 value. Tuesday 75c.
Other special values in the finest quality Silk Hose in black and colors. Priced at 85c., \$1.00, \$1.25 and \$1.50.

FOR MEN—

300 pair, heavy, black Cotton, Lisle Socks; all sizes. Tuesday 35c., or 3 pairs \$1.00
240 pair, black, white and brown, Mercer-Lisle Socks — Penman make—worth 65c. a pair. Tuesday 50c.
180 pair fine Silk Socks in black and white—sold everywhere as a special value at 75c. a pair. Tuesday 49c.
(A limit of 4 pair to a customer)

FOR CHILDREN—

180 pair of fine one in one rib White Lisle Hose in sizes 4 1/2 to 9 1/2. Tuesday 39c., 45c., 50c.
600 pairs of Children's plain and novelty colored Socks — a broad variety to choose from. Tuesday 25c. to 48c.

MISSES' SLEEVELESS SWEATERS

160 bright colored, sleeveless, Sport Sweaters, in sizes 36 to 42 — a splendid assortment for your choosing. Tuesday \$2.48

BATHING SUITS FOR BOYS!

10 dozen boys' two-in-one-piece Bathing Suits, in sizes 20 to 32 — in navy, grey and black in combination colors—Penman make. Tuesday 50c., 75c. and 90c.

WHITE COTTON

1,200 yds. of fine, heavy, Bleached Cotton, full 30 inches wide—a special value to-day at 25c. a yd. Tuesday 19c.

HUCK TOWELS

300 heavy, bleached Huck Towels; good full size; regular 50c. values. Tuesday 37c.

BATH TOWELS

180 extra heavy, medium size, bleached Bath Towels. Regular 60c. values. Tuesday 49c.

PALM BEACH AND SHANTUNG SUITING

360 yds. of the season's smartest Suitings, in colors: rose, pink, sky, copen and natural—double fold—reg. 85c. to 95c. a yd. Your choice Tuesday 69c.

Steacy's - Limited

SANTAL MIDY
CATARRH OF THE BLADDER
24 HOURS
Each Cap. 1000 mg. 24 Caps. \$2.00
Beware of counterfeits!

"Ranks with the Strongest"
HUDSON BAY Insurance Company
FIRE INSURANCE
Branch Office, 201 1/2 University Bldg. MONTREAL
PERCY J. QUINN
Manager, Ontario Branch Toronto
W. H. GODWIN & SONS
AGENTS, KINGSTON, ONT.