

FRIENDS ARE ALL TALKING ABOUT IT

Sacramento Woman Says Improvement on Tanlac Was Wonderful.

"Every time I meet any of my friends they have something to say about how well I am looking of late and it just does my heart good to tell them how completely Tanlac has overcome my troubles," said J. G. Faris, who lives at 1107-9 Street, Sacramento, Cal., the other day.

Tanlac is sold in Kingston by A. P. Chown, in Plevna by Gilbert Ostler, in Battersay by C. S. Clark, in Fernleigh by Ernie Martin, in Ardooch by M. J. Scullion, in Sharbot Lake by W. Y. Cannon.—Adv.

THE MERCHANTS' 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.

Sell the "Self-Starters," Robidoux Advises

One of the busiest druggists in the Middle West is "Jim" Scanlan, owner of the proprietors of the Robidoux Pharmacy, of St. Joseph, Mo., and it's his own fault. And he's too modest to tell that the first six months of 1918 saw the store doing 400 per cent. of the business of the first six months of their taking over of the store five years ago.

One source of increase in sales has been the addition of merchandise to sell. An actress one day called for a new soap—it was not in stock. But when Scanlan learned from her about its merits a wire was on the way in a half hour for an initial supply with a complement of advertising material.

The store got the jump on it. One day a woman called up to ask about a solution to preserve eggs. It was unknown to Scanlan. But he asked that woman enough questions to learn its properties—now he sells barrels of it annually.

lan's own words tell the story: "I always look over the magazine advertising very carefully," he says. "I make a note of any new items that we can use in our store, regardless of whether they are exactly in our line or not. We can sell anything that we can get inside the front door."

"Without waiting for a salesman I always write the manufacturer asking him to submit his proposition for us to stock and feature his line. We ask him to co-operate with us in the matter of window and counter displays, newspaper advertising material and other helps."

"Nationally advertised goods furnish the line of least resistance. My time is worth a lot of money to me and I can sell nationally advertised goods in about one-tenth the time required to sell other lines. And the customer feels that she has bought an article she knows all about. It is, therefore, very seldom that there is any comeback."

"It is true that I am not making the percentage of profit that I would on unadvertised merchandise, and that is the common argument against the nationally advertised goods. But I am making many sales in the same length of time and more customers by the advertising bringing new people. Incidentally, I might mention that as my volume increases my percentage of expense decreases. My experience along this line goes through every department in this store. The nationally advertised lines are 'self-starters.'"

"We figure here that a nationally advertised article is half sold as soon as shown. All we need to do is say, 'Yes, we recommend it, or 'Yes, it enjoys a good sale.' And the fact that we have the goods so advertised, and do not hold them, but push them early, has established a reputation for us as being an up-to-date store. When a woman sees an article advertised in her magazine and it appeals to her she figures right away that the Robidoux has it."

"We are busy here. Each salesperson has several customers waiting during the busy hours of the day. We would never get along if we had to do all the selling and ignored the goods that are half-sold."

Sends Bills Even to Those Who Don't Own

A furniture man of Kansas City has his O.K. credit customers' names on addressing plates. Each month this list is run off on the addressing machine on statement heads. The book-keeper runs through her books and enters on the statements the accounts as they stand. "Window" envelopes are used to mail them, thus saving work of hand addressing.

As the book-keeper comes to names that have no accounts against them she puts them aside until she is finished and then turns the bunch over to the advertising department. This department has a machine that prints in typewriter type and very rapidly. The statements bearing the names of the people who owe the store nothing are imprinted by the printing machine, each month with a different piece of copy. Here are three that were found to pull well:

"No doubt it is a satisfaction to you to find that we have nothing on our books against you. Won't you

please keep in mind the fact that your account is one that we appreciate; and any time you are in need of furniture, rugs, draperies, refrigerators, lawn swings, porch shades, or anything that we have, you will find a full selection here."

"We missed you last month; we don't find a cent on our books to enter on this statement. But we do wish to pass to you an advance tip of something it will pay you to watch for. That's our Summer Draperies Sale. It will not be advertised until next week from next Friday; but if you will come in any time before that you will find the selection better, and no crowds—and you may enjoy the 20 per cent. discount that will be advertised at the sale."

"Not a cent do we find on the books under your name this month. So here's one first-of-the-month statement you will be glad to get. We trust that you have nothing against us. Have you? If you have it will come down and give us the opportunity to make the matter right. We try to tell everybody that a transaction to satisfy us must satisfy our customers. But sometimes people forget. You do not have to put up with anything that isn't 100 per cent. right that you get from us. Will you remember that? And accept our thanks for your patronage of the past."

The Store of 10,000 Items

In these queer days, when the druggist sells package handkerchiefs, the book store trades in seeds and garden tools and the hardware store stocks razors and shaving soaps, the poor public is somewhat perplexed as to which way to turn.

A Kentucky pharmacy, recognizing the shifting boundary lines, recently ran an advertisement listing odd kinds of merchandise he sold, such as collar buttons, fishing tackle, flashlights, Boston garters, etc. Needless to say, the sales of such articles peaked up considerably.

"What's the Dope?"

A New York druggist has discovered a new way to attract neighborhood attention to his stock. On the back of handbills he has printed the word "Dope." These handbills are folded and refolded until they are mere wads. But always the word "dope" appeals. The wads are slipped into large cans and the top capsules are opened to learn what the dope idea really is the handbill is ready for perusal.

From The Countryside

Frontenac

MYER'S CAVE. July 29.—Berry picking is the order of the day. A number from here attended the ball in the Orange Hall on Friday night in Harlowe. A number of tourists from Toronto are at Charles Macgregor's. The hot weather drove them to the country. Mr. and Mrs. Joseph Perry and baby, and Mrs. Menor spent Sunday at Hillcrest. Mr. and Mrs. D. Fraser, Harlowe, called on friends here Sunday. R. Hamilton, at John McCallan's on Sunday; Duncan Macgregor has returned to Ottawa, after spending the last week with his parents here; Mrs. T. D. Perry called on Mrs. A. Spence, Saturday afternoon. Mrs. A. W. Summers and her brother, R. Morgan, Buffalo, returned home, after spending a couple of weeks at C. Macgregor's. The dance at the Sider Depot, on Wednesday evening, was very much enjoyed by the young people. W. T. Faulkner and Mr. Sharpe, Plevna, were week-end visitors here.

MISSOURI EAST.

July 31.—Haying is almost completed in this vicinity and the farmer report a heavy crop. The yield of grain will be very light. Misses Mattie Johnston, Norine Koen, and passing the entrance examinations. Edward Walsh and Albert Harte, who recently returned home from overseas are with their parents here. Miss Helen M. Harte is visiting Miss Mary Donahue at Genoaque. She has many friends of Mrs. P. Walsh are glad to know she is recovering from her recent illness. Albert Harte has returned home after spending the week-end in Smith's Falls. Before enlisting for service overseas almost four years ago, he was employed as stenographer with the Frost and Wood Company of that place. Mrs. E. Petterson, Inverary, spent a few days with Mrs. J. Johnston last week. Miss Frances Burne, Cleveland, has returned to Chaffey's Locks and is at James Burne's. Mr. and Mrs. E. McCallister, Harrowsmith, were recent visitors at E. Johnston's. A number from here took in the social at Glenburnie and report a good time.

Lennox and Addington

DENBIGH. July 31.—Harry Chatson and his sister, Rene, Renfrew, are enjoying a pleasant visit here for a couple of weeks with their uncle, Oscar Chatson, William Petsoff and sister, Lena, Harwood Lake, sent last week-end and Sunday with their grandparents, Mr. and Mrs. Edward Patz, and Mr. and Mrs. Joseph Wise, Ganouque, were for a couple of days welcome guests of Mrs. Wise's parents, Mr. and Mrs. A. Fritsch. Mr. and Mrs. J. R. Brinary, of Oswego, N.Y., with son and daughter, arrived for a visit to Mrs. Brinary's parents, Mr. and Mrs. William John. They enjoyed a pleasant auto trip all the way. Thomas Doon, who enjoyed a week visiting here with his aunt, Mrs. E. Sellars, has returned to Caldwell Station, where he is employed.

The Heaviest Police Court Fine ever

imposed in Lindsay was handed out by Police Magistrate, Bradford to George Hanes, for selling wet goods, namely, \$750 and costs. Thos. E. Elliott, B.A., principal of Morrisburg Collegiate Institute, becomes principal of Sudbury High School.

HOW TO GET RID OF RHEUMATISM

"Fruit-a-lives" Point the Way to Quick Relief

"I suffered for a number of years with Rheumatism and severe Pain, in my Side and Back, caused by strains and heavy lifting. When I had given up hope of ever being well again, a friend recommended 'Fruit-a-lives' to me and after using the first box I felt so much better that I continued to take them; and now I am enjoying the best of health, thanks to your wonderful fruit medicine."

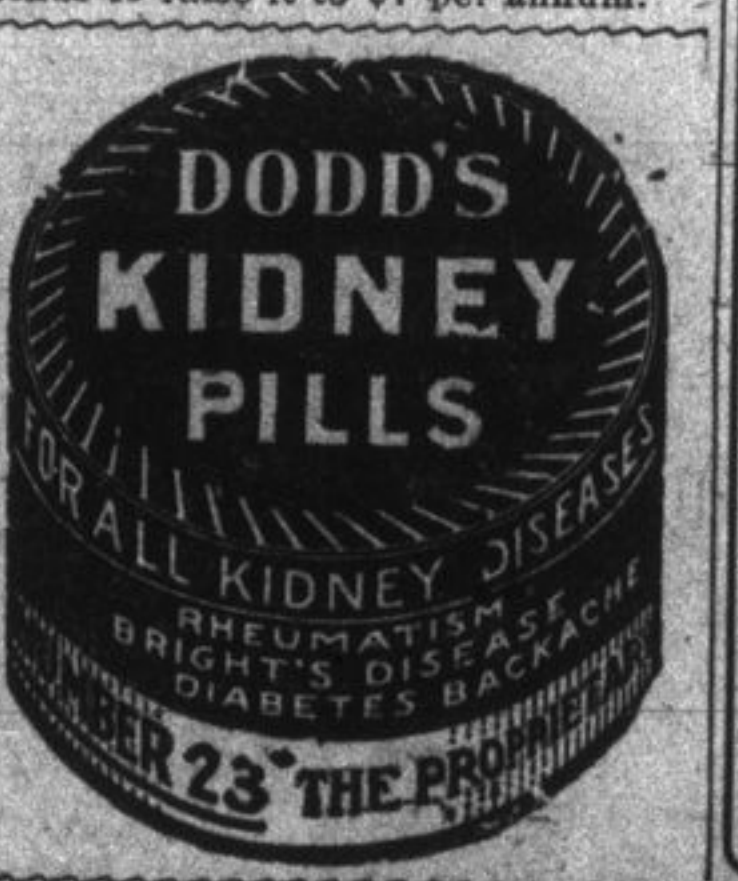
W. M. LAMPSON. "Fruit-a-lives" are sold by all dealers at 50c a box, 6 for \$2.50, trial size 25c, or sent postpaid by Fruit-a-lives Limited, Ottawa.

FALL FAIRS, 1919

Table listing various fall fairs across Ontario with dates and locations.

Word was received in Athens

of the passing away of Mrs. Roy Johnston, Watson, Sask. Deceased was aged about thirty-five and for many years an Athenian, being a daughter of Sheldon Bullis. Dr. Rosetta Sherwood Hill, home on furlough from hospital work at Ping Yang, Korea, is at Athens and is vicinity visiting the relatives of her late husband, Rev. W. J. Hall, M.D. Miss Eva M. Ranson, Prescott, for the past six years, principal of Cardinal continuation school, has been engaged as principal of Millbrook school. T. M. Henry, for two years of the staff of the Cobourg Collegiate Institute, has been engaged for the Bowmanville High School. McNab Telephone Company finds the present rate of \$6 too low and intends to raise it to \$7 per annum.



Whether you are skirting the coast line of the Maritime Provinces or enjoying your work or pleasure lakes you to the prosperous cities and towns of Ontario, or out on the sweeping plains of the Prairie Provinces; whether the rugged Rockies are at your door; DOMINION TIRES will give you the best service, no matter what make or size of car you drive.

Willard SATISFACTION GUARANTEED On repair work of magnets of all kinds, including marine, stationary and motor cars, lighting, starting and generating systems of all makes, and storage batteries. Inquire about the new threaded bone dry battery before purchasing. WILLARD SERVICE STATION 19 Brock St. L. LESSE, Prop. Phone 1340

A COSY CORNER with a table for two is very popular with young people who come here to dine quite often. It offers all the selection of a private room and all the enjoyment to be had in the soft lights and fine appointments. These tables can be reserved by phone. If you want one let us know early or you may be disappointed. Grand Cafe 322 Princess Street, Two Doors Above Opera House Open from 9 a.m. to 3 a.m. Peter Lee, Prop.

Government and Municipal Bonds as Investments leave nothing to be desired from the standpoint of safety. They return up to 6% are always easily negotiable, and as present prices are so favorable are likely to increase in value. We shall be glad to mail you our current list of offerings on request. Wood, Gundy & Company Canadian Pacific Railway Building Montreal Toronto London, Eng. New York

Fires Break Out and thieves break in. Don't risk the first, or invite the second, by keeping money in the house. Put it in The Merchants Bank, where it will be safe from loss—always available—and earn interest at highest current rates.

THE MERCHANTS BANK OF CANADA Head Office: Montreal, Established 1864. Kingston Branch, H. A. TOFIELD, Manager. Verona Branch, J. W. McCLEMMONT, Manager. Safety Deposit Boxes to Rent at Kingston Branch.

LOEW'S TORONTO THEATRE FIRST MORTGAGE GOLD BONDS Payable Canada and New York. Due any year, 1921 to 1934. Yield 6 1-4% The best mortgage investment offering to-day. A limited amount. Ask us for further information. BONGARD, RYERSON & CO. 227 Bagot St. Phone 1752. E. J. Bongard, Manager

DOMINION TIRES ARE GOOD TIRES for Every Car in the DOMINION DOMINION OF CANADA Whether you are skirting the coast line of the Maritime Provinces or enjoying your work or pleasure lakes you to the prosperous cities and towns of Ontario, or out on the sweeping plains of the Prairie Provinces; whether the rugged Rockies are at your door; DOMINION TIRES will give you the best service, no matter what make or size of car you drive. DOMINION TIRES and ACCESSORIES are distributed through DOMINION RUBBER SYSTEM BRANCHES and sold by the Best Dealers throughout Canada.

TO-DAY IN HISTORY



Five years ago today, August 4, 1914, England declared war against Germany. Find two Germans. Answer to Saturday's puzzle. Upside down, nose at shoulder of center man.

When You Feel Dumpy And Out of Sorts Generally Look around a little and see if the trouble is perhaps with the food. A lot of people need better nourishment. Grape-Nuts Contains marvelous nutriment—all the goodness of wheat and barley, including their rich mineral elements. Have Grape-Nuts as a daily ration with other food and see if life doesn't take on a brighter look. A delicious, economical food! You'll like it. "There's a Reason"