

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.

EIGHT BUSY LITTLE SIDELINES THAT PAY PROFITS.

It's a wise business man who is not overlooking some opportunity to add to his profits by the simple expedient of using his present organization to sell some novel side line.

It isn't always an easy matter to find the proper "side line." Sometimes it's a matter of a fortunate location, sometimes it consists in cashing in on the peculiar ability of an individual in the organization.

The following briefly told examples cover all three types: A drug store located close by a Brooklyn hospital hazarded a guess that many of its passers-by would prove customers for flowers if the opportunity was offered them.

A book store—the Korner & Wood Company, of Cleveland, O.—surprised its regular trade and won new acquaintances by making a window display of artistic garden tools.

The Eclipse and Electrotype and Engraving Company, of Cleveland, features its work in preparing individual book plates for book lovers and collectors.

Another type of "engraver"—the kind who prints wedding invitations, announcements, etc., makes a specialty of artistic ashtrays fashioned from the actual copper plates from which the impressions were made.

Helps a Weak Throat Strengthens the Voice Cures Bronchitis

By Breathing the Healing Balsam of Catarrhose You Are Cured Without Using Drugs.

You breathe through the Catarrhose Inhaler medicated air that is full of healing, soothing balsams, full of piney antiseptic essences that resemble the air of the pine woods in the Adirondacks.

Lake Ontario Trout and Whitefish, Fresh Sea Salmon, Haddock, Halibut and Cod.

DOMINION FISH CO., Canada Food Board License No. 9-3246

Do it Now

Send us your hair or felt mattress to be renovated and recovered.

Kingston Mattress Company 225 Princess Street. Phone 6220.

proves more than sufficient to induce her to authorize the additional expense.

An advertising agency every December offers its services to the officials of its client companies for the preparation of individual Christmas cards.

Last Easter William Hamadell Son & Co., in the neighborhood of a prominent cemetery in Cleveland, sold out a large stock of potted plants solely by the simple plan of displaying a placard reading: "Plants ordered here will be delivered to Lawndale Cemetery without extra charge."

Dan Williams, a New York picture dealer, has built up a national reputation and a highly profitable trade in the novel field of miniature ship models and sells his reproductions of all parts of the United States.

A Cleveland jewelry store sells a particular brand of hard candies while in the same block a book and stationery merchant has a successful agency for a famous make of jewelry.

SOLD 32 PER CENT. OF BOOKS SENT "ON APPROVAL"

When most booksellers were complaining that business was quiet on account of the entertainment competition of theatres, "movies," outdoors parties, magazines and newspapers, John E. Foster, a bookseller in Newark, N.J., decided to stir up business in an original way.

When a new shipment of books was received, Mr. Foster wrapped up twenty-five to one hundred packages of four books each.

My Dear Madam: I have just received from our publishers a shipment of the enclosed new books:

(Here Mr. Foster listed the four titles he enclosed in the package.)

These are such interesting and exceptional stories that I wanted a few of my customers to have an opportunity to purchase some before I put them on general sale.

I am sending herewith a volume of each, which I would like to have you look over at your convenience.

These books will retail at \$1.25 (or —) and I know they will have a large sale.

Yours very truly, John E. Foster.

P.S.—I have made arrangements with our publishers to forward to me monthly their most popular and best publications and if you should like, I shall be pleased to send over these new volumes as we receive them each month, for your perusal.

On the first trial of this plan, Mr. Foster's sales amounted to 32 per cent. Sales resulting later increased this percentage.

No complaint was made and several customers thanked Mr. Foster for his thoughtfulness.

Another customer kept the four books because "they came at a time when I was wondering what to buy for prizes for a card party and the books solved the problem most delightfully."

Mr. Foster reports that the cost of this method of increasing business was small. He figured delivery as a fixed charge anyway, and having a duplicating machine, he ran off the letters at slight cost.

"Personally, I was completely surprised with the results of my little plan," Mr. Foster remarked, "because I was rather afraid at first of being charged with forwardness. I am not certain whether this plan would work well with merchandise—but it seems peculiarly desirable for books, inasmuch as they are rather 'personal'—and if accompanied by a proper letter, are bound to prove acceptable. Perhaps these tactics applied to other lines of merchandise might not prove so successful. I do know, however, that the plan sold, and is still selling a great many extra books for me."

CALENDAR LEAVES AS DISCOUNT COUPONS

In many cases calendars are given out without thought of ever seeing returns, but a Denver druggist planned his calendars to get people to the store.

From a firm that sells a variety stores this druggist made a buy of twelve specials such as would interest the housewives of the community.

Each leaf of the calendar pads was printed on the back with a short advertisement of the special for the month, a window of the store was filled with them at the regular prices, but as the month passed the women a discount of amounts varying from 5 to 25 cents.

GRAND TRUNK RAILWAY SYSTEM

HARVEST HELP EXCURSIONS

\$12.00 to Winnipeg, plus 1/2 cent per mile beyond.

Going dates, August 12th and 19th.

For further particulars, apply to— J. P. HANLY, G.P. and T.A., G. T. Ry., Kingston, Ont.

C.P. & O.S.

SAILINGS—RATES

MONTREAL—LIVERPOOL 10 a.m. Cabin Third

MONTREAL—GLASGOW 10 a.m. Cabin Third

VANCOUVER—ORIENT Quickpass time across the Pacific

Apply Local Agents U.S.S. Steamship, Bank, Agt., Toronto.

CANADIAN PACIFIC OCEAN SERVICES

A quiet wedding was solemnized at the home of Mr. and Mrs. William Houton, Smith's Falls, on Tuesday, when their eldest daughter, Pearl May, was united in marriage to Edward S. Hoak, of Rochester, N.Y.

The financial district meeting of the Methodist Church will be held in Grace Church, Nanaimo, on Sept. 2nd.



Sure of a Welcome-Chiclets

THE best-liked confection in Canada— "Really Delightful" Chiclets. So dainty, so refreshingly different, with their candy-coating de menthe. A chewing gum bonbon always welcome, never neglected.

Make it a practice always to have Chiclets handy. See the pleased smiles when you produce the famous yellow and gold packet.

At home, have the family-size Week-End Box—a generous supply for 25 cents. Then everybody will be happy.

—an Adams product, particularly prepared

ADAMS Chiclets CANDY COATED GUM

Canadian Chewing Gum Co., Limited, Toronto, Winnipeg, Vancouver

Farm Laborers Wanted



For HARVESTING In Western Canada

"Going Trip West"—\$12 to WINNIPEG. 1/2 cent per mile Winnipeg to destination.

"Return Trip East"—\$18 from WINNIPEG. 1/2 cent per mile starting point to Winnipeg.

Table with columns for GOING DATES and TERRITORY, listing specific dates and destinations.

Particulars and tickets from F. CONWAY, C.P.A., CH. Ticket Office, corner Princess and Wellington streets. Phone 1177.