

# Notice

Our Hyslop and Cleveland Bicycles have not changed in prices — \$43.00, \$45.00, \$50.00—all this year's stock.

## Harvey Milne

272 Bagot Street, Kingston.

Sole Agents for Dayton Airless Tires.

# SCHOOL OPENS



Next month the kiddies will be back to the task of making themselves better fit for the life ahead.

## PARENTS

are you giving the child a fair show? Is he backward, cannot study any length of time, without headaches and print blurring? Does he suffer pains in head or back?

These and many other complaints come from defective eyesight.

If your child is backward and has any of the above symptoms consult

### J. J. STEWART, OPT. D.

"Right Specialist," Kingston. Opp. Post Office. "The House of Better Glasses."

## MOORE'S

Tire service is the best.

## MOORE'S

Accessory Department is the largest—we have just what you want.

## MOORE'S

Re-built tires are wonderful money savers. Try one.

## MOORE'S

Have your size tire in stock and will put it on quick.

## MOORE'S

Sell Dominion Tires only and every Tire and Auto Accessory worth while.

## MOORE'S

"Where They Rebuild Old Tires"

WELLINGTON STREET KINGSTON, ONT.

## Mid-Summer Sale

# Women's Pumps

PATENT COLT and VICE KID, in Colonial or plain seamless patterns; with Louis and Spool heels. Regular \$5.00 and \$6.00. To clear \$3.75

## Allan M. Reid,

### SHOE STORE

111 Princess St. Kingston

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

### HUGHES' LETTER TO CLERKS ARE SECRET OF HIS SALES.

J. F. Hughes, of Pratt, Kan., three years ago bought a dry goods store there which was commonly known as a "run-down" establishment. It was doing an annual business of about \$50,000. Today the annual business handled by Mr. Hughes is in excess of \$150,000 and instead of three or four clerks employed when he bought the store he has a force of from eighteen to twenty-five.

Much of his success, Mr. Hughes believes, is due to the fact that he writes letters to his clerks.

The following is typical of the letters by which Mr. Hughes builds the morale of his salespeople:

Dear Friends: There are two grave charges laid at this store's door that make us feel very bad. One, that the clerks do not wait on customers promptly and that most every store in town gives better service. The other, that our clerks are not pleasant, and in some cases even short-spoken and snappy to the customers.

Now, presuming that these serious charges are true, what would be the ultimate outcome of a store that allows its clerks to follow this policy? I can say without a question that it would mean failure.

The people of this community do not have to trade with us and we cannot afford to have our customers run away, just because some one of us is not feeling well, or some one of you does not like the boss or the store management. This mistreatment of the customers, that the boss spends days and nights trying to get into his store and trying to make them friends and regulars, is a direct slam at the management.

We insist that, beyond everything else, our employees must give every customer courteous treatment and undivided attention, striving always to please. This store would not have a position for you if it did not have an established line of customers on which to base its business.

We want this bulletin to get next to your hearts and to be plain some of you are not giving the store the proper support that it must have to succeed. The hard part about it is that we are unable, so far, to find out just which ones are driving away the customers instead of bringing them in. Please try and place yourself in the boss's shoes and realize how you would feel if someone was not doing his best to make this store grow larger and better and was pulling back instead of pushing forward.

This is all just a little joke on our part to wake you up to the fact that we will all have to do a lot of unusual things this year to make this store forge ahead. Seriously, though, there have come to me rumors that this store did not give the service that it should, and that some of us, unthinkingly, failed to do our full duty toward our customers. Please try to impress upon yourselves the value, to this store, of making every one that comes in a prospective customer. If you fail in this we cannot succeed.

Then let us all do away with that grumpy look and the unpleasant thought that we have, and never fail to give the very best we have in knowledge and service to every customer we wait on.

No matter how busy you may be at other work, drop everything, for the one thing this store must have to succeed—a customer.

Moral—Don't wait until customers ask you to wait on them—beat them to it every time. Say: "What will you have?"

### TRUNKS—AND TRUNKS

The absent-minded young man wandered from the boardwalk into a baggage dealer's place and asked to be shown some trunks and wardrobes.

Proving hard to please, the salesman, with such politeness as he could summon, suggested:

"We don't seem to have just what you want in trunks."

"You bet you haven't," said the young man emphatically. "I saw her out on the beach there a little bit ago."

### A SALES BAROMETER THAT NEVER FAILS

A hardware "barometer" that tells unerringly just what kind of a buying mood the public is in and reg-

### A PRESENTATION MADE

At Mountain Grove to Soldiers Returned From Overseas.

Mountain Grove, Aug. 21.—When Great Britain sent out her call for men to take up arms in defence of home and country thousands of men nobly responded to that call. Among the first who volunteered were a large number from the little village of Mountain Grove. They willingly and gladly offered their services in the defence of home and loved ones, and now after years of service in England and France they are again returning. Alas not all, for five of brave Mountain Grove boys paid the supreme sacrifice.

On Friday evening Aug. 15th, the members of the Women's Institute held a reception and presentation in

### Putnam's Corn

Extractor Destroys All Corn Misery

ACTS PAINLESSLY—NEVER FAILS

Takes the sting right out—cleans 'em right off without pain. Thousands say it's the surest thing to rid the feet of calluses, sore foot bumps or corns. Don't suffer—buy a foot-lab—buy a 25c bottle of Putnam's Painless Corn and Wart Extractor, it does the trick quickly and is invariably satisfactory. Sold by druggists everywhere.

### United Farmers' Harvest Picnic

At Glenburnie, Tuesday, August 26th. R. H. Halbert, president of the United Farmers of Ontario, will be the principal speaker. Everybody welcome. Admission free.

William Fawcett, Director. A. E. Weller, Secretary.

The Philadelphia Girl Scouts, whose registered membership has now reached 4,960, have the largest organization in the country.

ulates the sale of timely merchandise through the various seasons of the year is one of the novel features of advertising that have been worked out by the J. B. Shannon Hardware Company, of Philadelphia.

The plan is this: Every Sunday appears an advertisement based on the probable activities of suburban and rural people during the following week. The "copy" used is small—it may be 50, 75 or 100 lines across one column, but its appeal is always topical and calls attention to the "special bargain" offered in hand sprayers or garden shears or any of the thousands of advertising articles that come in handy during the different seasons. The advertisement is directed to out-of-town prospects and quotes the price for the article described, together with the amount of parcel postage necessary for mail delivery.

The direct returns from these advertisements are easily traced and the volume of orders that comes in during the next few days is clear proof of their value and ability to reach outside customers.

An idea of the sales through this medium may be gained from the following results—picked at random—secured through this regular parcel post advertising:

In one week 1000 metal ice tongs were disposed of; three gross of sawing awls at 50 cents apiece; 300 hand-saws at \$1 each; two gross of tool grinders at \$2 each; one gross of combination wrenches at 75 cents apiece; hundreds of hand sprayers, garden, grass and pruning shears, etc., besides stimulating the local sale of the articles advertised.

Company Has Always Advertised. C. Richard Watson, general manager, who has been connected with the Shannon Company for more than forty years, has this to say about its advertising policy:

"The company began advertising many years ago, as far back as our records go and beyond the memory of any member of the present firm. We are continuing the advertising, for it continues to pay. If you have a splendid display in your window on how much business will result? That is exactly what some merchants do with their advertising. They advertise once and then quit—while, if they kept at it, they would find that the cumulative value of advertising in dollars and cents cannot be over-estimated."

"Shades Are Up All Week." Experience has proven to us that successful advertising is the same as any other means of selling—the result of persistent, logical argument presented attractively to those who are able to buy your goods. That is the reason that we don't stop at parcel post advertising, but keep the 'shades' drawn all the other days of the week, how much business will result? That is exactly what some merchants do with their advertising. They advertise once and then quit—while, if they kept at it, they would find that the cumulative value of advertising in dollars and cents cannot be over-estimated."

The Shannon Company is the oldest hardware concern in Philadelphia. The present business, with more than a million separate items in stock, does a trade of over \$500,000 a year. The turnover of stock is said to be about seven times a year.

"ICE SERVICE STATIONS" ARE THE LATEST THINGS

The Crystal Ice Manufacturing Company of Columbus, O., has inaugurated a novel means of distributing ice and advertising its service.

Twenty-six quaint little houses have been constructed in various parts of localities and are painted snow white—all essential in architecture. There is always at least one within easy walking or motoring distance of the home or office.

For it has been figured out that during the warm weather ice will be needed in between times.

Ice is sold for thirty cents per hundred pounds at these special ice stations. Wagons are run in addition.

In order to acquaint the public with the new, modern, liberal space is used in daily papers to list the twenty-six stations, while the ads are illustrated with attractive line drawings of the "ice bungalows."

the township hall, for six soldier boys, namely, Ray Drew, Alexander Emery, Ira Raymond, Frank Smith, Archibald Smith, George Fitzgerald and T. Godfrey. Rev. W. H. Buckler read the address and D. J. Cronk made the presentation. Each boy was given a club bag, ring or fancy arm chair. The hall was filled with friends.

A short programme was given and the presentation was made and refreshments were served. All of the boys made suitable replies.

This is the second occasion that has been given the returned boys. On a similar event was held in April last for W. K. Somers, Bruce MacDonald, Harold Somers, T. Beverly, O. Hayes and E. R. Price when each of these boys were given chairs, club bags or rings.

The Institute members have also remembered three more old Mountain Grove boys and have sent presents to Ray Parker and Fred Toles of Kingston and Robert Bradley of Wintipeg.

### Letters to the Editor

Likes City Hall's Appearance. Kingston, Aug. 23.—(To the Editor) Kingston has a city building of which every citizen should be proud. To keep it in good condition is a trust that our forefathers (the builders of this handsome pile) have committed to the citizens of the present day. It is, therefore, my pleasing duty to testify to the fact that the city has a wide-awake chairman of the Property committee and not before it was urgently needed. He has cleaned up the offices and with the aid of a capable decorator has made them fit for the Prince to visit. If the city wants the best work from its employees the offices where they have to work must be kept clean, bright and therefore, fit to induce the very best that they can give.

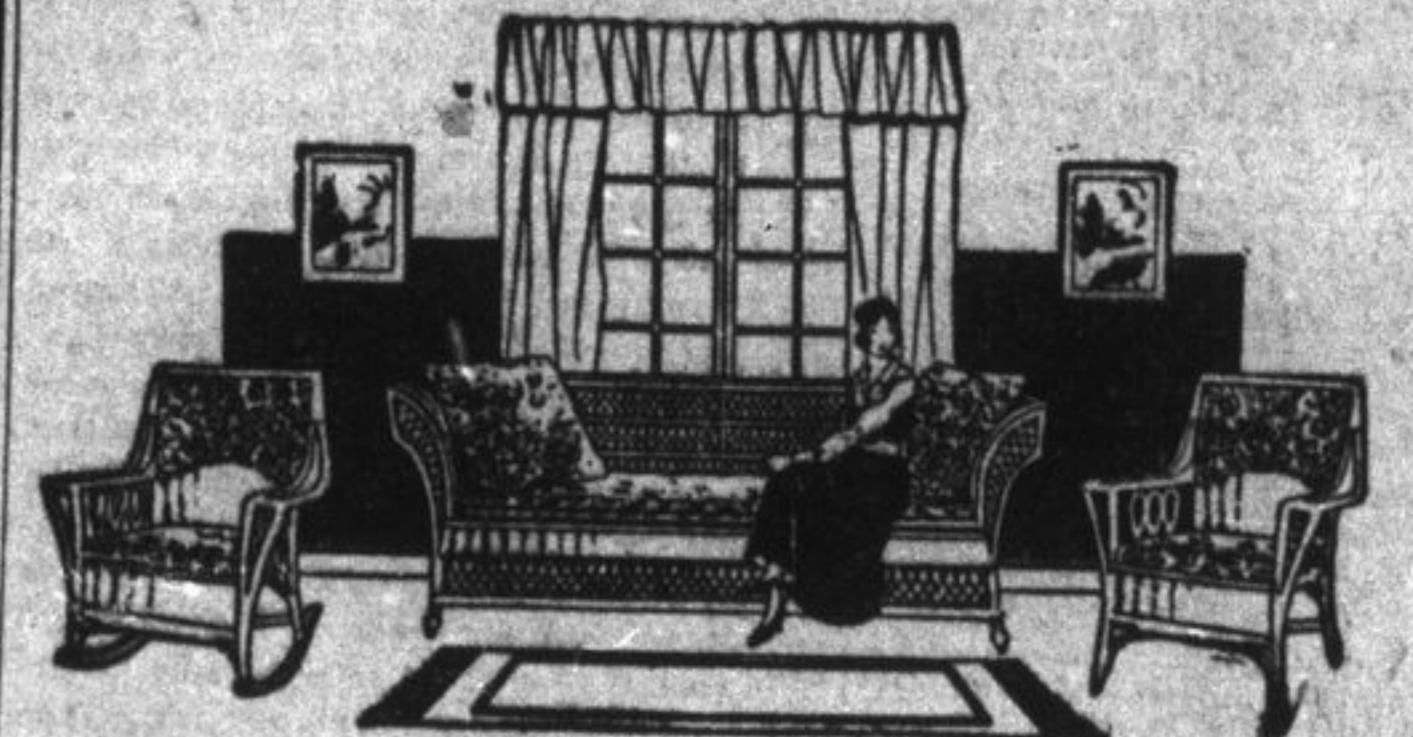
Yours etc.

J. GALLOWAY

# \$1.75---Girls' Patent Strap Slippers

Girls' Patent 1 and 2 Strap Slippers; sizes 11 to 2; special value \$1.75—This Week Only—

## Abernethy's Shoe Store



### FANCY RATTAN, COOL AND INVITING

for living room, lawn, or porches; upholstered in cretonnes or tapestry; settees, arm chairs and rockers; it enables you to furnish in artistic way at moderate prices.

Phone 147 for service, as a full staff of upholsterers and cabinet makers are at your service.

## JAMES REID

Phone 147 For Service

## Sale of Men's Panama Hats

A big discount on every hat.

Ladies' Panama Hats

Children's Summer Hats

Men's Soft Straw Hats

All at Clearing Prices

## CAMPBELL BROS.

Kingston's Largest Hat Dealers

## Star Fruit & Candy Store

If you want to have a good time on a holiday get your fresh seasonable Fruit and Candy from the Star Fruit and Candy Store.

68 Princess Street. Phone 378. Canada Food Board License: Fruit, 4-1559; Candy, 11-114

## Your Picnic Basket

- Ox Tongues, in glass.
- Lunch Tongues, in tins.
- Sliced Smoked Beef, in tins.
- Peefsteak and Onions, in tins.
- Corned Beef Hash, in tins.
- Potted Meats, in tins.
- Canadian Boiled Dinner, in tins.
- Baked Beans, in tins.
- Grape Juice, in bottles.
- Lemonade, in bottles.
- Orangeade, in bottles.
- Montserrat Lime Juice, in bottles.

Anything else you may want, just ask for it.

## Henderson's Grocery

50-61 Brock street. Phone 279

## Specials at the Unique Grocery and Meat Market

- Prime Western Beef.
- Spring Lamb.
- Cooked Meats.
- Pickles and Relishes.
- Fruit and Vegetables.

## C. H. PICKERING

400 to 403 Princess Street. Phone 590

## Cook's Cotton Root Compound

A safe, reliable, regulating medicine. Sold in three sizes: 25c, 50c, and \$1.00. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Weston.)

## Kingston Cement Products Factory

Makers of Hollow Blocks, Proof Cement Blocks, Bricks, Sills, Lintels, and Drain Tiles, also Gravel Vanite.

And all kinds of Ornamental Cement Work.

Factory, cor. of Charles and Patrick streets.

Phone 710W. Mgr., H. F. NORMAN

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## Steamer Brockville Bulletin

AUGUST 19th—24th.

Monday, August 19th—Special Excursion from Amherst Island and Bath to Picton.

Tuesday, August 20th—Regular trip to Amherst Island.

Wednesday, August 21st—Regular trip to Amherst Island cancelled for this date.

Thursday, August 22nd—Running out of Belleville.

Friday, August 23rd—Regular trip to Amherst Island at 8 p.m.

Saturday, Aug. 24th—Regular trip to Alexandria Bay, N.Y., at 2 p.m.

Sunday, Aug. 25th—Regular trip to Alexandria Bay, N.Y., at 2 p.m.

TELEPHONE 126 FOR INFORMATION.

## Kingston-Cape Vincent Ferry

BY R. S. MISSEQUIOI—DAILY

Leave Kingston 6.30 a.m. and 1 p.m.

Returning leave Cape Vincent at 4.30 p.m. Home at 6.30 p.m.

Round trip tickets \$1.25, with a 50c rebate on return trip, having a lovely outing for 75 cents. Tickets good to return on date of issue only. Bus connections at Cape Vincent from morning boat, giving nearly 4 hours in Watkinsville and returning to connect with steamer leaving for Kingston.

For information, phone 2195, Rockport Nav. Co. Ltd.

Automobiles carried; small \$2.00, large \$4.00. Spaces reserved.

## Pine Mouldings

DOORS, SASH, FRAMES, TRY—

## Allan's Lumber Yard

Victoria Street Phone 1042