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OVERALLS
SHIRTS & GLOVES



My Dad wears 'em

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R.G. LONG & CO. LIMITED
TORONTO CANADA

DRESS

BY ANNE RITTENHOUSE

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One Can See Even Now Signs of More Distended Hips and a Little More Skirt Length.

Paris, Aug. 19.—When Paris took itself to the resorts a large number of the small American colony, along with the reporters and buyers, went along to see what there was to see. Usually the dressmakers experiment with new things at this season, and one can get a suggestion of what they intend to do, and at this moment the tendency is shown to be the distended hip, the small bodice, a trifle more fullness at the hem, and a little more length.

flowers running across the bust to the shoulder.

Doucet does not follow the usual model in the coat suits which he built for smart women at Deauville and St. Moritz. He uses a loose hosiack, rough to the touch, pale beige in color with a jacket that almost touches the knees and has no fastening, but is held at the waist by a self-colored cord that runs through buttonholes that are not buttoned. The skirt has sufficient fullness for stepping and just covers the turn of the leg.

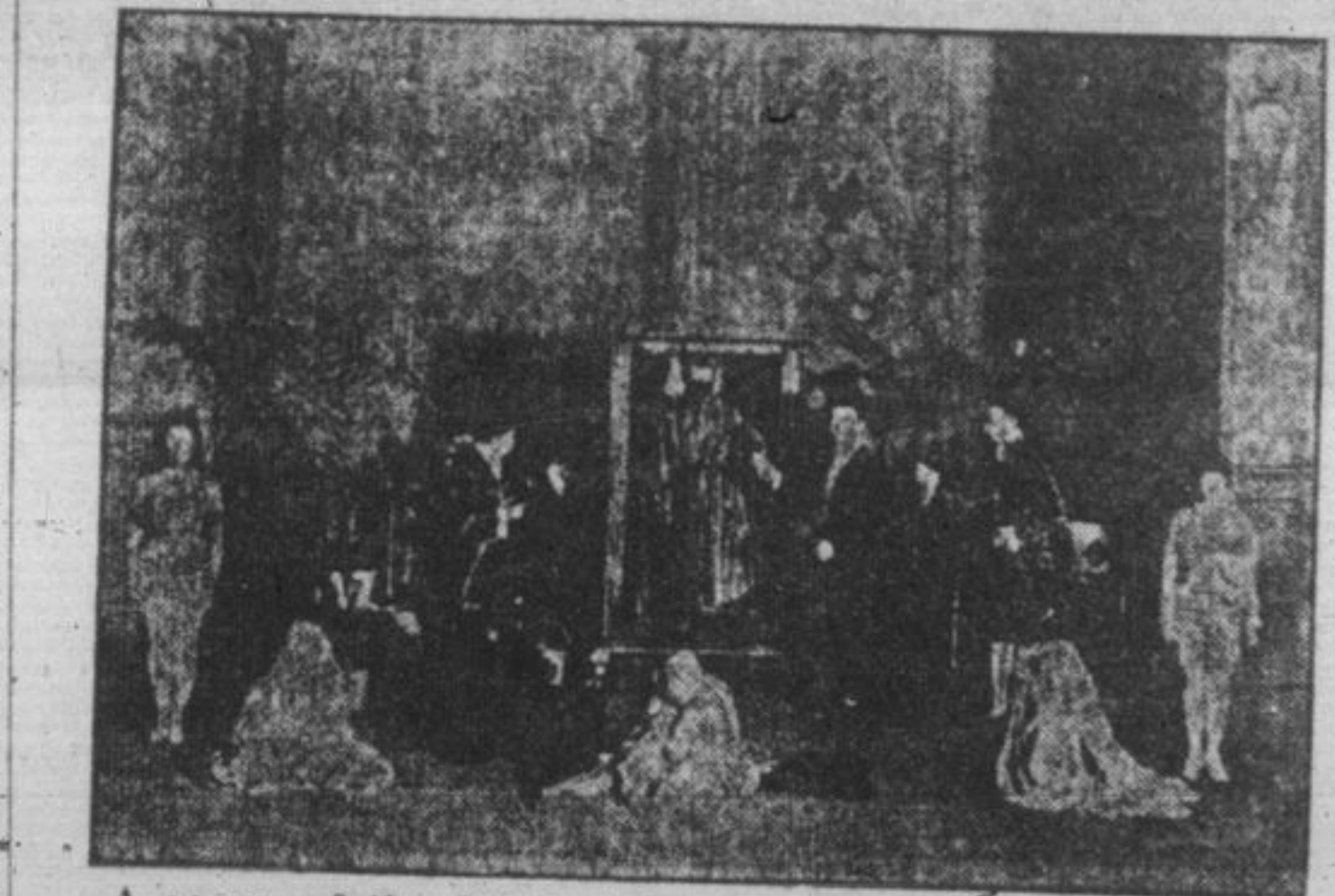
Again Metal Tissue.

Mme. Turet appeared at a dance the other night wearing a frock of transparent silver tissue trimmed with black peltre, a silver cloth turban and long silver earrings, and brought into prominence the devotion of the women here to necklace and ear ornaments. They are semi-barbaric in appearance. A smart English woman who cuts her thick auburn hair short wears a white hat and an immense chain of deeply-colored amber beads as big as roc eggs.

Mrs. Cable, who was Miss Mimi Scott, a bride of June, throws brilliancy on a dull green tulle frock by a self-colored-of-crimson and black beads; to keep up the color she winds around an immense hat of dark straw pheasant feather, the ends of which drop over the edge of the brim.

Color is in the air. You may not want it in your frock, but brilliant spots of it must be added somewhere to the costume. The necklace and the long heavy earrings are usually the spots. And always, over here, there are two barbaric hatpins placed one over each eye.

Often the air is fresh water pearls, but often they are jade set with brilliant, or red quartz banded with gold, round or broken in shape, unless one prefers long bars set with diamonds.



A scene of the Magical Performance of the Great Blackstone at the Grand, Sept. 4th, 5th and 6th.

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

"DON'T" AND "MUST NOT" TWINS ARE BARRIED HERE

According to S. J. Bloomingdale, of Bloomingdale Brothers, New York, "don't" and "must not" should have no place in a store creed. Mr. Bloomingdale has therefore developed a creed of his own, in which each salesperson is schooled until letter-perfect.

The title of this creed is "The Way to Succeed," and runs as follows: "Keep this fact in mind. Your Position and the very existence of this business both depend on Customers. The Real Boss in every store is the Customer."

"Each Customer who makes a purchase from you helps toward your advancement. Show your Appreciation by your manner."

"Be on the alert and don't make it necessary for a Customer to ask you to Wait on her. Say politely: 'Madam, May I Wait on You?'"

The salesclerk who waits on a Customer with interested attention will have the pleasure of seeing that Customer Wait for Her, should she happen to be busy.

"Discover and remember each Customer's individual taste and you will be able to give her Quicker and Better Service. Always introduce and display your New goods; this will please the Customer and help your sales."

"The Customer entitled to Know what she is buying and You Must Be Able to Tell Her. This means that you should know the goods you sell and where to find them quickly. Study your stock constantly."

"Serve each Customer so promptly, pleasantly and politely that she will come back again and again and recommend us to all her friends."

"SALES SCHOOL" IS JUST LIKE STORE

Tucked away in an inconspicuous corner of the huge Loft candy factory in New York, there's a big room with a sign over the door, "Instruction Department."

If you view it from one angle, it resembles the regulation schoolroom, with its rows of desks, and its blackboard, and its chalk, etc. Seen from the other angle—well, it's a slice of any Loft candy store—from the counter, with its little square registers over the stock, to the cashier's desk. There's even a cash register and a section of a typical Loft window display where applicants desiring to follow window dressing professions are given the chance to trim windows themselves.

This is the newest Loft innovation—a model school for saleswomen and cashiers. It is presided over by Miss Soffer, who knows all the strategy and rules of candy-selling, and who convinces you that there's much more to candy salesmanship than you're inclined to think.

Take, for example, a typical lesson on "Goods and Prices" and the approach to a customer. First Miss Soffer discusses Loft Candies, the various qualities and values—showing packages and contents to illustrate her talk. From the sale of the Loft students are taught the manner of wrapping and tying neat bundles, as well as weighing loose stock.

Cashiering Also Taught

Another important branch of store work taught in the Loft school is "cashiering." The students make actual sales, ringing up register slips and actually pay the cashier, who sits in a model booth. They request change for various banknotes offered in for goods and Miss Soffer's Cashier is taught the art of making change accurately and rapidly.

In the cashiering study Miss Soffer points out the pitfalls incidental to the duties of the average cashier—illustrating the various flimflams and swindles practiced by seasoned male and female crooks, who explain the importance of a cashier keeping her head at all times and under all conditions. By actual illustration the student cashier is shown the tricks of confusing her, often tried. After correct change has been made, Miss Soffer demonstrates the old trick of requesting different forms of change and thereby fleecing the cashier out of the bill and the change.

Window dressing is another branch of salesmanship taught in the Loft school. Here saleswomen are taught the manner of arranging candy and boxes to attract the eye, the efforts of contrasting and harmonizing candies in the window, effective and artistic draping and the manner of displaying candies to show the centres. The window dressing instruction is under the direction of Miss Ella J. Griffing and her assistant, Miss Siberman, both window designers.

This instruction school is really a practical college of salesmanship and the young women who pass the required examinations are judged fully competent to take their places behind the counter of any Loft store or to assume the position of cashier.

THE HOUSEHOLD

Edited by Anne Rittenhouse.

HOW MUCH FOR FOOD.

A lot of time can be spent in keeping household accounts that might be spent in another way, to a better way, at least a more interesting way. Moreover, one dares suggest that the habit of accounting for every last penny of expense cultivates, unless you are very large-minded and large-hearted, a penuriousness that is not entirely lovely, best at the close of the day you must recollect that you gave this poor woman a quarter and dropped a dime in the poor box in the church vestibule and spent ten cents to get a cooling drink for the little waif you saw looking longingly into the confectionery case—well, there is something about having to record these good deeds, and record them on paper, that must take away from you something of the joy of doing them.

Yet, even if you don't choose to keep general expense accounts, you really ought to have a better amount you spend on food, and you cannot possibly have an idea unless you put down the separate items as they occur, save your bills and then total the entire amount. The reason for this is that you are in really great danger of spending a ridiculous proportion of your income on the matter of food. For if you go on getting exactly the same things that you used to get and cook them in the same way that you did before the war—same to get them in a chaos and leave us to get them out, we could, you really would have to spend as much as an average man makes.

Perhaps your conviction that you are not spending a disproportionate amount of your income on your food is based on your ideas of things before the great changes in food prices. It may be that if you have the same things that you did then on your table you feel sure that everything is all right. Now, it may be that you are spending far too much—that is, that you are depriving yourself in other ways of the joys of life. Remember, then that if a man has an income of twelve hundred dollars, authorities tell us that he should spend not more than four hundred and sixty dollars on food. If the income is twenty-five hundred then you may spend not more than six hundred and fifty, if the income is three hundred and sixty, more or less, and after that—well, then one doesn't have to worry so much about the H.C.L.

Visitors At Westport.

Westport, Sept. 1.—Rev. W. J. McCann of Grand Rapids, Dr. R. J. McCann of Marquette, Mich., and Mr. and Mrs. McCann of Mount Pleasant and motored here two weeks ago and returned last Thursday after spending a good time. Mrs. Dr. Graham of Toronto is visiting her father, Dr. McCann. Miss Nettie Taggart returned home on Saturday after spending two weeks with friends in Morrisburg. Rory W. Knapp recently returned from Siberia, having spent his holidays at home, is leaving this week for Ottawa to resume his duties there. Mr. and Mrs. J. D. Cameron spent the week-end with Mr. and Mrs. Alexander Blair, Perth. Mrs. Dr. C. V. Tower and little daughters have returned to their home in Collegewille. Charles Egan returned to Cavers on Saturday after spending the past two weeks with his father, P. Egan. Mr. and Mrs. Andrew McNally motored to Kingston to spend the holiday. Capt. (Rev.) J. E. and Mrs. Hagar spent a few days of last week the guests of Mrs. J. F. Knapp and family. The captain has lately returned from overseas. Mrs. E. J. Morse and Ray Morse of Watertown, N.Y., and Miss Hattie Ripley, Mimico, are the guests of Mr. and Mrs. G. C. Frodenburgh.

Lots of men, after laying up something for a rainy day, get discouraged because it does not rain.

There's nothing truer than a sister's love for some other chap.



The fuller hip finds expression in this tailored suit of blue serge with flaring coat, the seams of which as well as the bottom of the skirt are finished with narrow folds of nasturtium silk.

QUICK'S WESTERN MEAT MARKET

Specials for Saturday

Choice Creamery Butter 50c. lb.
All kinds of choice cooked meats.
Choice Stew Beef 15c. lb.
Choice Pot Roasts 20c-25c lb.
Choice Steak, Lamb, Pork, etc.

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And all kinds of Ornamental Cement Work.

Factory, cor. of Charles and Patrick streets.

Phone 750W.
Mgr. H. F. NORMAN

The Cash Store

Specials For This Week:
Fresh Lettuce, Beets, Onions, Cucumbers and Vegetables, etc.

Fresh Fruits arriving daily—Red Currants, Raspberries, Peaches, Bananas, Gooseberries and Pears.

Watermelon, whole, or by the slice.

Choice fresh Butter 50 to 55c

The United Grocery
138 Princess St. Phone 207
Next to Standard Bank

Budget From Elginburg.

Elginburg, Aug. 30.—A temperance meeting was held in the hall on Monday night. Walter Clogg and wife are attending the Toronto exhibition. Harry and Jack Porter and little George, Rochester, N.Y., spent their holidays at John Porter's. M. W. Kiell and brother-in-law, David Anley, Montreal, made a short visit at W. W. Kiell's. Alexander Smyth and Melburne spent a couple of days at Toronto exhibition. Mrs. Silver and grandson Donald, were recent visitors at John Silver's.

G. Bliss and H. L. Kiell attended the fair at Brockville and made a good win with their poultry. The garden party held on Elgin Stover's lawn was a success, considering the rain during the afternoon. Mrs. E. Stover and little Edna have gone to Toronto to visit her brother, John Scott.

Miss Jessie Brown, Kingston, is visiting Miss Lorena Fraser. Miss S. Jackson spent last week with friends in Kingston. Miss Jessie Campbell, Hartington, visited at Norman Graham's. Mrs. C. Fraser is spending a few days in Kingston. Miss Elsie Bearance has returned from Kingston. Miss B. Shannon, of Brockville, was a recent visitor at John Reid's.

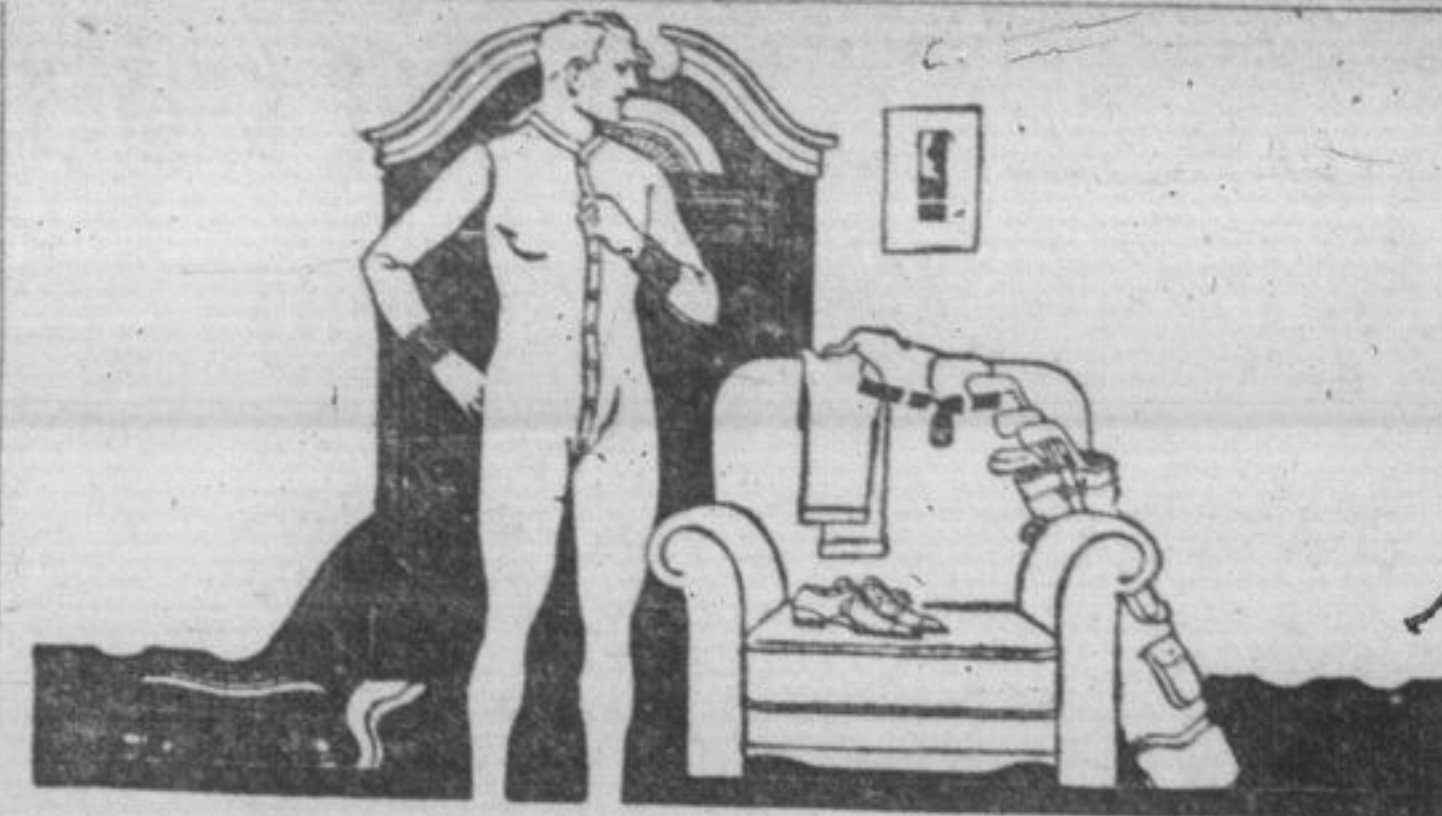
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From every standpoint—pocketbook—health—taste—It pays to use—

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STRETCH out your arms, raise your limbs! If there is no strain, no bagginess, no discomfort, it is the perfect fitting garment that all other things being equal, will give excellent wear.

Mercury Underwear for men is designed for the "perfect fit"—special fitting neck, neat shoulders, plenty of room under the arms. Closed crotch combinations are an improved style.

Great care is taken in the choice of materials and in the making of all Mercury goods to maintain the popular Mercury quality.

Light garments for office wear, Scotch knit garments for extra warmth and service.

Ask for "Mercury." If your dealer does not have them, send us his name.

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Makers of Underwear and Hosiery for Men, Women and Children.



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QUEBEC—LIVERPOOL
4 P.M. October 9th
Special train leaves Windsor at Station 9:45 a.m. direct to ship.
1st, \$170 2nd, \$100, 3rd, \$52.75
War Tax \$5 \$5 \$3.00
Special suites and rooms with baths.

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Gage's Cash Grocery
Cor. Gore and Wellington Sts.

We are running SPECIALS every Friday and Saturday. Watch our Window Displays. Watch our Advertisements. We are positive—we can save you money.

This week we are offering:

| | |
|-------------------------------------|----------|
| Fray Bentes Corner Beef | 45c. can |
| Jam, 4 lb. tin, Raspberry and Apple | 75c. |
| Welch's Grape-Jade (large) | 55c. |
| Welch's Grape-Jade (small) | 25c. |
| Silver Glose Starch | 15c. |
| Benson's Corn Starch | 15c. |

See our window for other articles too numerous to mention.
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We shall endeavor to tell you frankly what some of these problems are.

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