

Sunburn

The heat of Sunburn is quickly taken out by an application of—

BEST'S BALM

The effect is simply marvelous—the heat and pain disappear at once and leave the skin cool and comfortable.

Large Jars 25 cents.

The Popular Drug Store
Open Sundays

At Best's

The Popular Drug Store
Open Sundays
Phone 59. Branch 2018

Keeley Jr., M.O.D.O.



Those people (and they are many) who dread the ordeal of an eye examination are agreeably astonished to find that, as made by us, it causes no pain, discomfort, or inconvenience.

And We Use No
Drugs.

Keeley Jr., M.O.D.O.

226 Princess Street

Nurse Gladys Black, daughter of Mr. and Mrs. F. J. Black, Tweed, arrived from overseas on Monday. About a year and a half ago she enlisted in the U.S. army and was sent to France.



Years will not dim the brilliance and beauty of a fine

Diamond

Our stock of these precious stones has never been so extensive as at present and we know that the quality and prices are "the very best."

SMITH BROS. JEWELERS

Limited
Established 1840
King Street Kingston

WOOD

Sawed in Stove
Lengths

BOOTH & CO.,
Phone 133
Foot West Street

THE MERCHANTS' COLUMN

Edited by
MANSFIELD F. HOUSE
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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.

A HARDWARE STORE THAT SELLS DRESS PATTERNS.

You have seen drug stores change from places where only drugs were compounded to stores that compare with department stores in diversity of stock carried, but did you ever see a hardware store that sold dressmaking patterns?

Is sounds foolish, of course, and yet one of the largest and most successful hardware stores in the country, Walbridge & Co. have introduced many other new wrinkles into hardware merchandising. They do not believe that because a hardware store used to be limited to certain articles it should never branch out and add new lines when a demand exists or can be created.

Walbridge & Co. operate five big hardware stores in Buffalo, each one of them being a profit-payer. Their largest store is on Main street, in the centre of the best shopping district, and here they occupy a six-story building that extends all the way through to the next street and the outside is as unconventional as the inside.

There are two immense front windows, with a V-shaped entrance. In front of the door is a case of stationery. And a sign at the top of the case calls attention to New Idea Patterns. No wonder people stop, look and enter.

The Diplomacy of Location. The usual hardware stock—the staples, such as general housefurnishings, tools, nails, paints and heavy hardware—is kept in the basement, but to get to these everyday necessities the customers have to walk three quarters the length of the store to the stairway going down.

Assuming that they "keep to the right," on the way down they pass cases of sterling and plated ware, stationery, party favors (think of that for a hardware store), razors, watches, clocks, to mention only a few of the departments.

Coming from the basement—if they turn to the right on the way out—they will pass cameras, sporting goods, auto accessories, electrical goods, and so on. Signs around the elevator invite them to the department upstairs. They will not be interested in the fifth and sixth floors, for these are used only for storage. But on the fourth they will find a big toy department and a large stock of trunks and bags; on the third, stoves, sewing machines and dress patterns; on the second, china, glass and electrical goods, including several small rooms especially fitted up to show people just how the electrical fixtures look in actual use and what ones are needed for the various rooms of the house.

In every department of the store an intelligent attempt has been made to make it easy for people to buy things that naturally go together, such as sewing machines and stoves, razors, soap, strops and talcum, and just because hardware stores do not usually carry talcum powder is no reason why Walbridge should not.

Curiosity Brings Trade.

"I think one of the biggest mistakes that merchants make," said one of the Walbridge executives, "is to allow themselves to be bound too closely by precedent. I know that it held us back for many years, and when we finally did see the light and put our convictions into practice the effect was marvelous. We became the talk of the town almost over night. Even today many people come into our store out of curiosity, because it looks like such an unusual hardware store. Our regular customers know, of course, that we can supply them with almost everything except wearables and eatables.

"Two other factors have played a tremendous part in building up our business to its present proportions. One is that we have always pushed nationally advertised lines. You will find signs and fixtures in the windows, counters, and scattered around the store. We push them in our newspaper advertising, and bring the actual goods to the front on the counters and in the cases.

The other point is that we always take the position that the customer is right. With us it isn't a policy that we preach and then violate in practice. We won't allow our clerks to argue with a dissatisfied customer; what the customer says goes. If a woman brings in a fountain pen that she claims is defective she gets another one without any quibbling, even though the clerk may know perfectly well that the pen point was damaged by the pen having been dropped on the floor.

"With these three factors as a foundation we have built up what is really a remarkable business in the past few years."

THESE MERCHANTS COULDN'T WRITE—BUT KEPT RECORDS.

Back in the ages when the history of the American continent was written only on the cliffs of South America—Peruvians used their own method for keeping track of their flocks, figuring up the price of their wares and doing the other odd sums which were necessary to their extremely cultivated civilization.

Explorers of modern times, finding strange knotted cords in the Peruvian sepulchers, were puzzled as to their significance, until L. Leland Locke, of Columbia University, recently analyzed what is probably the earliest known use of the decimal system and announced that the "quipu" (or "knotted cord") was the combination cash register and adding machine which the Peruvians used on all occasions.

In spite of the fact that the Incas were considerably more advanced than the other peoples of their time, they developed no system of writing, as understood today. However, they kept accurate track of the birth rate of the empire, census and tribute statements, crop and stock records, retail sales and the like. The "quipu" did it all.

This system consisted of a series of knotted cords, hanging, fringed like from a heavier cord in the center. Each of the knots in the hanging cord represented a number, its value dependent upon its position from the main cord and the manner in which it was tied. The section closest to the main cord represented hundreds, the centre section the tens and the one furthest away the single figures.

Quipus with different colored cords were used by storekeepers to designate the accounts of their customers, and from the much-knotted condition in which some of these have been found, it is evident that the question of prompt payment of bills was as much a problem in those days as it is right now.

The Peruvian retailers, however, carried their quipus with them, even into the grave, which is further than a modern merchant would carry his cash register or adding machine, no matter how much he is attached to it. Possibly, though, the Peruvian theology taught that debts left unpaid in this life might be collected in the next, and the storekeeper wanted to be certain of having his records handy so that there would be no dispute.

MOVIES HOLD KIDDIES WHILE MOTHERS SHOP.

Frederick & Nelson, the leading department store of Seattle, Wash., have started a weekly motion picture show for children in their splendid auditorium on the fifth floor of their new store building. The shows are given on Saturday morning, starting at 9.30, each performance lasting an hour. The last one starts at 11.30, and they are given free of charge.

The films are selected particularly to suit the child mind, usually featuring one of the child stars—Baby Marie Osborne or Gloria Joy. The idea in giving these children's shows was to give the mothers a safe place to leave their children while they shopped and a place where the child would be contented to stay.

One of the regular employees of the store operates the projection machine, another acts as usher, and still another acts as doorwoman.

These shows have become very popular with the children and the influx of shopping mothers during these hours has become noticeable through the store.

"TWO PANTS" SUITS GAINING IN FAVOR.

That an era of two-pants suits for men is sure to come soon is the prophecy of a buyer of men's and boys' clothing for one of the leading Chicago street stores.

More and more men are demanding two-pant suits, he says, and they will patronize the stores that are prepared to give this service, even though retailers do not desire it because it slows up trade, and manufacturers look with disfavor upon it on account of its inconvenience in manufacturing.

One of the largest wholesale tailors, however, says he welcomes this kind of trade because their manufacture is no inconvenience when garments are cut singly. The two-pants suit advocates claim that, while a customer may not buy as often, when he does buy it will invariably be at the store which has served him in this manner.

PROBS:—Showers today and part of Tuesday.

Steacy's Presentation Of The Authoritative Fashions For Autumn

Our position as the fashion centre for ladies' wear in Kingston is more pronounced than ever, by reason of the master exhibit of quality apparel now on review—a gathering of approved fashions without a peer in Kingston.

There is every evidence of supremacy in the styles and values presented by this store—the result of matchless resourcefulness in assembling the cream of the product of the world's most noted makers.

Coats

Strikingly beautiful in richness of their materials and the softness of the furs that trim them, the Fall and Winter Coats surpass anything we have ever seen. The wide range of materials is particularly interesting in view of the high price of woollens and shortage of labor. Priced

\$25.00 to \$100.00.

Suits

New in many delightful phases are the suit fashions for the fall season. Suit modes have longer coats, slightly more tailored; many of them belted; close fitting at the waist, but flaring slightly at the bottom.

In these suits embroidery of braid or of Silk and unusual pockets are noted, and many of them are trimmed with fur.

Priced \$35.00 to \$85.00.

Dresses

The showing includes many exclusive models. Here are to be seen smart Dresses of Silk, Satin, Taffetta, Georgette, Crepe de Chene, Serge, Tricolette, in various charming styles. These dresses must be seen to be fully appreciated, and the prices will be found to be moderate in each case. Priced

\$16.50 to \$95.00

Skirts

The fine quality of the fabrics, the exceeding care with which the Skirts have been made, and the fact that these styles have just arrived for Fall, make these skirts particularly desirable. Priced

\$8.75 to \$27.50

Fall Hats

All the popular new models are now on display—roll brims, tam effects, mushroom shapes—a very comprehensive collection designed for Autumn wear. Priced

\$3.00 up to \$10.00

Steacy's - Limited

3 Home Comfort Makers

McClary's Sunshine Furnace

The tang of Autumn is in the air and you will soon be thinking of heating. For comfort, cleanliness and economy, we recommend

THE McCLARY HOT AIR SUNSHINE FURNACE

Our expert will be glad to consult with you on plans, installation and prices, for either old or new houses.

The No. 300 Furnace is a splendid home size.

Buck's Happy Thought Cooking Range

It has many desirable cooking features. We emphasize the cooking help that avoids opening the oven door when baking. The latest pattern is fitted with good size glass panels.

You can see how cooking is progressing and as the thermometer on door registers accurately, you can get just the right temperature to bake with. No need to spoil anything.

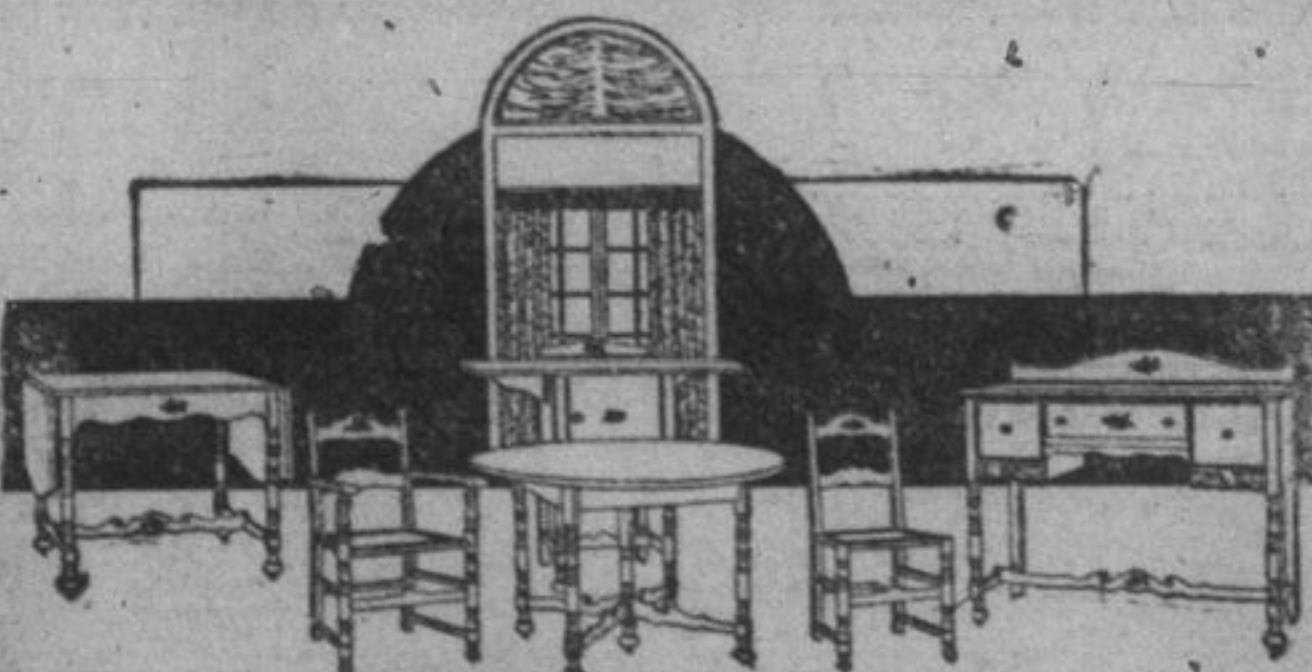
No. 94, fitted with high closet, \$75.00, is a very popular stove.

Perfection Oil Heaters

Splendid to take chill off a room \$6.00

McKelvey & Birch Ltd., Brock St.

—PHONE 237—



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



The Prince talks with wounded soldiers on City Hall steps at Toronto.