

See Windows
For Special
Prices
On

Men's
Suits

Boys'
Suits

Boys'
Overcoats

Dwyer Bros.
112 Princess St.

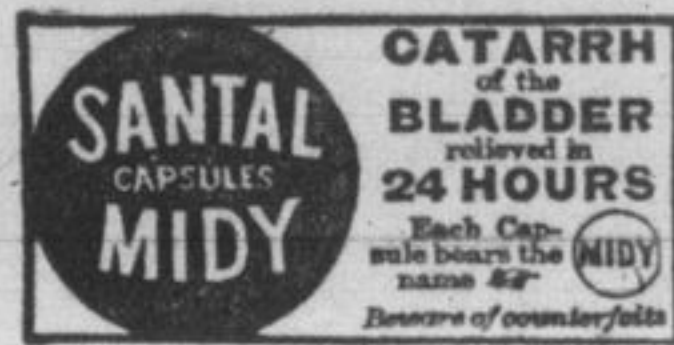
**INDIGESTION AND
CONSTIPATION**

Quickly Relieved By
"Fruit-a-tives"

ROCHON, P. Q.
"I suffered for many years with terrible indigestion and constipation. A neighbor advised me to try 'Fruit-a-tives'. I did so and to the surprise of my doctor, I began to improve and he advised me to go on with 'Fruit-a-tives'."

I consider that I owe my life to "Fruit-a-tives" and I want to say to those who suffer from indigestion, constipation or headaches—try "Fruit-a-tives" and you will get well!"

CORINE GAUDREAU.
No. 6 box, 5 for \$2.50, trial size 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.



**Underwood
Typewriters**

Still the acknowledged leader.
"There's a Reason"
Ask us to show you before buying.

J. R. C. Dobbs & Co.
41 Clarence St.

**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.

**FIVE SIMPLE RULES
OF EFFECTIVE DISPLAY**

There are five guiding principles which the Chelsea Hardware Company, of Atlantic City, follows in the display of its goods and the arrangement of its store.

First. Luxuries to the fore; necessities in the background, but in view.

This applies both to window display and counter display; and so far as practicable to the arrangement of the store interior itself.

The theory is that customers come in the store anyhow for their necessities. They hunt for them. It is only necessary to make the hunting easy by putting the necessities where they will see them. It is luxuries, on the other hand, which attract them into the store where perhaps they did not intend to come in.

Hence the luxuries and the novelties should be placed in the front of the window, in the front of the counter case and on the counter case. Where possible the departments of the store which handle these items should be placed closest to the entrance.

Second. Show only a few of each kind.

The manager of a "five and ten" found that when he had an article he wished to push hard he actually showed up sales by displaying it in great profusion. Customers got the notion that the store had so much of that article in stock that they could wait just as well tomorrow or next week. This applies to counter sales as well as to window display. It is only under exceptional circumstances that any good purpose can be served by putting the entire stock in view.

Third. Don't make the show window a stock room or a catalog of all the store offers.

Crowding many things together, unless there is some other feature, such as sweeping price reductions, to hold the shopper's attention, only serves to confuse. A few articles can be displayed to much better advantage than a multitude of things jammed together.

Fourth. Wherever possible, let cards answer questions.

Prospective buyers see an article and develop a desire for it, but often some question concerning it arises in their minds which they may never give voice to. Cards which answer the questions most likely to arise boost sales strongly; for instance: on electric fans, "It needs no oil"; on vacuum cleaners, "No, it won't clog."

Fifth. Harmony between window and counter displays helps.

When a show window pulls a prospect into a store it is generally a specific article in it that is responsible. Sales are speeded by having the window display articles prominent and within easy reach at the sales counters.

"HOW DID WE RUN THAT SALE LAST YEAR?"

One of the largest stores of Pittsburgh, Pa., conceived the idea of planning sales one year in advance, as fixed sales events. For example, if the office furniture sale is now in progress, salesmen, clerks and others can take record of the possible improvements to be made and submit collectively this information as the basis of next year's sales, as the notations were made while the matter was fresh in the minds of the interested parties.

A letter file system, copies of advertisements, memo data and other details carry out the system in its entirety.

USES STRONG LANGUAGE TO SELL SOFT DRINKS.

H. F. Hood & Sons have twenty-seven creameries in Boston, and are known as dairy experts. The distributing stations give them virtually a retail trade and they are advertising Hood's buttermilk as the drink for Mr. Man. The basic idea was considered worthy enough to use unusually large newspaper space, with special pen and ink illustrations.

But here is the daring part of the campaign: It deliberately "talks turkey" to the man who has been accustomed to drinking something very much stronger. Words are not minced.

The heading of one of the series of ads reads: "Goody 'Shaky Nerves,' there is no bracer that keeps you braced superior to Hood's Cultured Buttermilk, a food, a drink and a medicine, all in one."

The headline is hand lettered and the words "Shaky Nerves" sketched in vibrating, unsteady, quivering lines.

"It is never too late," continued the text, "to correct past faults of diet. The man, woman or child who makes Hood's buttermilk an important part of the diet will never feel the need of an artificial stimulant to keep them from wearing down from topnotch speed—all their faculties, mental and physical, will work smoothly and swiftly."

SPLendid "AD" IN VISITOR'S LETTER

Shreve, Crump & Low Company, 147 Tremont street, Boston, believe that the testimonial, if it is bona fide, makes a very superior appeal, and with elaborate hand-embellished ornate frames to incorporate them, is reproducing some of the correspondence it receives. A characteristic ad is headed, "One Collector Wrote," and proceeds to drive home an unforgettable merchandising moral.

"Gentlemen—Last summer in your store I feasted my eyes and desires on a beautiful highboy of Italian make. The price pleased me and I fully intended to purchase it. Last week I had the shock of finding it ensconced in the home of a friend. Too late then I realized what I had missed.

Frankly, in my friend's house the highboy looked worth two or three times as much as you, price. My purpose in writing is to pay a tribute to your stock and also to ask if you ever show me another such bargain to remind me of what I missed by my delay."

The writer's experience was by no means unusual. Good antiques, the only kind we sell, are increasingly hard to obtain. The war has wasted a large part of the treasure house of Europe. The rare pieces of American olden time which we offer are not easily found by antiquarians.

Therefore, we are proud of the rare things shown on our third floor. We shall be glad to have you spend a leisurely hour examining them. You will feel under no obligations to purchase. Should you find your heart's desire, however, remember that your neighbor may have an eye as discriminating as yours. An antique in your house is a treasure; in a friend's house it might be an aggravation.

YOU CAN GET WORK in the line or which you are fitted, through a small campaign in the classified.

A bank account aids wonderfully in the production of the so-called popular fellow.

**ARE THE DAYS OF
MIRACLES OVER?**

IS SUPERSTITION AND FALSE BELIEF TO OVERSHADOW FACTS ANY LONGER?

When a woman who has been sick for years becomes well after taking a certain scientific preparation—can you deny that the remedy must be good?

Read these extracts taken from a letter written to us by Mrs. H. Cross, of 362 King Street West, Toronto:—

"I suffered for several years with inflammatory Rheumatism and could hardly get up or down stairs. My husband bought me a box of Templeton's Rheumatic Capsules, and almost immediately I felt relief. The swellings started to go down and the stiffness left my knees. I might say that previously to using T.R.C.'s I had tried almost everything under the sun without success. I am a happier and wiser woman now, and I cannot thank you enough for the aid T.R.C.'s have given me."

It's the same story from hundreds of other Rheumatic sufferers. They tried T.R.C.'s and T.R.C.'s fixed them up. If you suffer, try them.

Ask your Druggist or write us for our new booklet, it is interesting and costs you nothing (Templeton, 142 King West, Toronto). We mail T.R.C.'s anywhere on receipt of \$1.00.

McLeod, Druggist.

The Telgmann School of Music

Piano, violin and other stringed instruments; elocution and dramatic art. Pupils may begin at any date. Terms on application. Engagements for concerts accepted.

216 Frontenac Street.
Phone 1325j

You Can Afford It

You can afford to dress well. Let us prove it to you. Here you are, head to foot.

\$2.50 to \$4.00—Smart Hats, from \$2.50 to \$4.00.

\$40.00—A serviceable, dressy Suit in English Serge, only \$40.00.

\$ 8.00—Good leather and workmanship, in a stylish boot at less than present wholesale price, \$8.00.

Collars, Ties and Sox at prices that will surprise and please you.

ISAAC ZACKS

271 Princess St.

Sometimes mighty poor stock can boast of a good pedigree. Membership is something called church work and service.

Teach the Children to Save

Habits are acquired early in life. Children, who are taught the value of money and the habit of saving, grow up into good business men and capable women.

The easiest way to teach children to save, is to start a Savings Account for each child (\$1.00 each is sufficient). After a child has saved another dollar to make an additional deposit, he or she will have a better appreciation of just what a dollar stands for, and how much work and self-denial it represents.

THE MERCHANTS BANK

Head Office: Montreal, OF CANADA. Established 1884.
Kingston Branch, H. A. TOFIELD, Manager.
Verona Branch, J. W. McClymont, Manager.

Safety Deposit Boxes to Rent at Kingston Branch.

Wood, Gundy & Company

Dealers in High Grade
Canadian Government
and Municipal Bonds

Toronto Montreal New York Saskatoon

All classes of high yield investments—
Corporation, Government and Municipal.

Private wires—New York, Chicago,
Montreal, Toronto.

STOCKS—GRAIN—COTTON

BONGARD, RYERSON & CO.

227 Bagot St. Phone 1728. H. J. Bongard, Manager

An Ice-Box

For Year 'Round
Service Is a Present
Day Necessity

Health statistics absolutely prove that an Ice Box is a household necessity for the good of the family's health all year around. Better take this precaution and safeguard your food before it's too late. Here is a complete assortment of Ice Boxes in all sizes and styles at moderate prices.

STEVENSON & HUNTER,

Phone 53 85 and 87 Princess street.



**Make the News
More Interesting**

WHEN you sit down to read the newspaper after dinner, chew a Chiclet. Scrunching the dainty candy-coating releases a flood of zestful peppermint flavor that adds interest to the news.

Besides, Chiclets are an ideal after-dinner confection—"Really Delightful." They satisfy that craving for "something sweet." Aid digestion. Keep the teeth white. Sweeten the mouth.

A packet left lying around is soon an empty packet. For children, look on week-ends, take home the generous Chiclets as the greatest of "goody" treats. 25 cent box.

—an Adams product, particularly prepared

**ADAMS
Chiclets
CANDY COATED GUM**

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