

DR. PARENT'S
Electrocure
KILLS PAIN INSTANTLY
JUST APPLY—PAIN STOPS
SOLD EVERYWHERE

Austin's Red Cross Drug Store, Distributors



THE pleasure of choosing suitable hosiery need not be marred by uncertainty as to the lasting qualities either of color or material. Although Penmans now means everything in hosiery that the fellest of the smartly-gowned woman desires, there is still the underlying quality that has been associated with the name Penmans for generations. For daintiness without extravagance—simply remember the name—Penmans.

Penmans
HOSIERY
"The Standard of Excellence"

MATHIEU'S SYRUP OF TAR & COD-LIVER OIL



CURES

Coughs, Colds, Grippe, Bronchitis, Whooping Cough, Asthma, Etc.

MATHIEU'S SYRUP is a sovereign tonic combining the curative properties of TAR and the strengthening virtues of COD LIVER OIL. Colds, when neglected or badly treated give rise to consequences of such a grave character that you should not risk using inferior preparations. MATHIEU'S SYRUP is the only genuine remedy whose reputation has caused to crop up many imitations of doubtful value. ON SALE EVERYWHERE



BEAUTY and durability, those are the combined points achieved in Mercury Fashioned Hosiery. Every Mercury Hose is form fitting, not stretched into shape. Designed with narrow ankle, shapely full-fashioned calf, extra wide roummy top and without seams to mar comfort or appearance.

Materials and shades in the latest fashions—for all wear. If your dealer does not handle Mercury lines, he will order for you.

MERCURY MILLS, LIMITED,
Hamilton, Canada

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

Mercury
Hosiery



THE BUSINESS COLUMN
EDITED BY MANSFIELD F. HOUSE

"Irishman and Jew" Prosper in Harmony

Probably there is no more unique name for a retail business anywhere in America than that used by a firm of haberdashers in Traverse City, Mich., who style and advertise themselves as "The Irish and the Jew." This firm name blazes out every night from a big electric sign over the front of the store and all of the concern's newspaper ads and other publicity are signed this way. Even the neckties which they sell bear a label: "Made especially for the Irishman and the Jew." Incidentally it may be remarked that hundreds of traveling men and other "outsiders" who visit Traverse City drop in and buy neckties just to be able to exhibit the unique label when they get home. P. E. Joy and D. H. Netsorg, the original "Irishman and Jew," who named the business fifteen years ago when they started out, and who still operate it, explain the selection of their unique name in the following way: One of them is Scotch-Irish and the other a Hebrew. When they started in business they had but little money to put into an advertising campaign of a size sufficient to bring the results they were anxious to get. So it occurred to Mr. Netsorg that if they could get some unique name for their business—a name that would be as striking as to "stop" any casual reader of their advertising—their success would be assured. "The Irishman and the Jew," was the result, and it has proved a combination hard to beat.

After Promoters of Closing-Out Sales

George C. Flynn, of Madison, Wis., a director of the National Association of Retail Clothiers, has issued an appeal to member of the Wisconsin association to unite in their efforts to obtain legislation to combat the evils of the professional sales promoter and the bankrupt sale. Speaking before the recent convention of the Wisconsin body, he said: "Every individual merchant must feel a personal share in the national responsibility and maintain the credit and financial standing of his community. Everything that tends to create the popular impression that business is 'rushing to cover' should be condemned. 'In that regard we must at this time use every effort to arouse public sentiment and secure legislation against the widespread practice of conducting bankrupt and closing-out sales. 'Every bankrupt sale sign in a town impairs public confidence in the financial stability of that town. Such sales are usually conducted by irresponsible agents, having no material investment in the business; and often the merchant is duped into signing a contract for such a sale under the impression that it is good business. 'We should urge our national association to establish an efficiency bureau in connection with our main offices, with trained men in charge to advise and give their services to all members when found necessary by them, or their heirs or administrators, to close out their businesses.'"

Pattern Shows if Piano Fits Room
The M. Doyle Marks Company, of Elmira, N.Y., has found a new way to sell more pianos. It's like this: Very few people would buy clothes if a fitting were denied them. But it didn't make any difference about pianos in the old days, when rooms were big. Now, however, rooms are small, and the company figured out that a great many people don't buy pianos because they are in doubt about the fit. So the store simply furnishes one with a floor pattern of a piano on request, so that one may rearrange one's furniture to see if the piano won't fit after all. The experiment doesn't cost one anything, but it does get one's piano. The store's piano sales record proves that the idea is sound.

Volume Sales Secret of Meat Store Profit

A margin of 20 to 21 per cent between selling and cost price yields the maximum profit in the operation of a meat store. A smaller margin is not sufficient to meet the expenses of the average store of \$100,000 a year sales class. A larger one immediately places the brake on the necessary volume. If business and decreased goodwill. This statement is made by John T. Russell who operates a number of stores in Chicago and was formerly president of the National Association of Master Butchers. From his experience and tabulated records Russell submits the following figures and data, which may be accepted as standard for the average butcher shop in the \$100,000-a-year class. The minimum weekly expense for such a store, he says, is \$397. This includes a salary for a manager as well as for the proprietor, who must of necessity put in a great part of his time in buying. Items of expense are: Owner's time for store \$75 Manager for store 35 Four butchers 120 Cashier 150 Truckman 30 Rent 35 Ice 10 Depreciation 25 Advertising 10 Shrinkage (2 per cent on cost of meat) 20 Repairs and miscellaneous 12 Total for week \$397 Total for year \$20,644 But the actual figures of \$100,000 a year's sales is the absolute minimum upon which a store with such expenses and such a margin can do business. Twenty-one per cent margin on \$100,000 is \$21,000, and this barely covers the overhead expense of \$20,644. In fact, with interest on investment figured in, as it should be, this will show a loss. Interest on investment, according to Russell's figures, should be about \$1,000 a year—5 per cent on \$15,000 in cost of plant and fixture, plus \$5,000 working capital.

Saving Time at the Counter. If, however, he does a business of \$110,000 on this same price margin, and with the same actual expenses, he will be able to charge off this \$1,000 in interest and still show a profit of \$1,456. If he can manage to maneuver his sales up to \$120,000, the net profit will be \$4,456, and so on, up to the limit of ability to handle increased business without increasing overhead expenses. This, of course, involves other things besides simple stimulation of volume of business. It means, for instance, a consistent policy of encouraging sales of such meats as can be handled with the least waste of time, by the butcher at the counter. Russell, for instance, has found that it is more profitable to sell a larger volume of cheaper cuts than a smaller volume of expensive cuts which would go to make up the same value. The answer lies in the fact that the cheaper the cut the less time the customer takes to hesitate in making up her mind. If a butcher can save an average of one minute per sale, Russell figures if means an increased profit of one-cent per sale. "The average owner of a meat store," says Russell, "does business on a 20 to 21 per cent margin. He makes 5 to 6 per cent a year, including his own salary or compensation. A few retailers here in Chicago do business on a margin of 35 per cent, and one is attempting to run a \$250,000 business on a margin of 15 per cent between selling and cost price." All of the figures submitted are based on an assumption of cash, no delivery and no telephone orders.

Doings At Denbigh. Denbigh, Nov. 4.—Gustavo Stein who bought a 200-acre farm near Listowel, left Denbigh with his family a few days ago for Perth county, thought he does not get full possession of his new estate until March, next. Fred Stein, W. Both, L. Ready, L. John, S. Lane and O. Klem are away to New Ontario where they intend to spend the winter. The teacher, Miss Gladys Wrightly has been taken seriously ill, and her mother and sister were sent for, and were a few days with her, but as the patient has somewhat improved and seems out of danger they have returned again to their home in Selby. The school is closed for the present. Miss Flora Fritsch of New York, nurse-in-training, spent a couple of weeks at her home here attending to her mother who has been sick for some time, but she had to leave again yesterday to resume her duties at the hospital. Miss Bertha Stein left for Belleville a few days ago where she has been offered a good situation. Outside sportsmen are beginning to arrive to be ready for sport when the season opens. Between September 25 and Oct. 25, 436 burglars and thieves were arrested and imprisoned in Hanover. Polish reports state that a bomb has been thrown at General Brodoff, Governor of Kiev, who was severely wounded.

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TODAY IN HISTORY



Revolution in Russia
Two years ago today, November 8, 1917, a second revolution in Russia directed against the government of Premier Kerensky was announced. Find a revolutionist. Share in your city's struggle. Right side down, under mortar.

All Free! SIX LOVELY DOLLS AND THE MOST WONDERFUL DOLL VILLAGE YOU HAVE EVER SEEN—OVER 60 PIECES IN THIS GRAND OUTFIT FOR GIRLS

DOROTHY'S HOUSE THE TWINS' HOUSE RUTH'S HOUSE VIRGINIA'S HOUSE THE NURSERY THE PUBLIC SCHOOL

GIRLS—You have never seen anything in your lives to compare with this marvelous Doll outfit. Nothing else you could think of to make you the most wonderful and beautiful Doll Village you could think of. You will be the envy of all your friends when you give out these famous and beautiful "Body Truly Dolls," but wait! You will get them all for only \$1.00! We are giving you all these wonderful prizes free to introduce "Dainties," our delightful New Cream Candy Coated Swiss Parlours. Just send your name and address to-day and we will send you free a big surprise package to try yourself and with it just \$1.00 in cash. Write to-day, girls. Don't lose a minute. Address: Gold Dollar Mfg. Co., Dept. V 9 Toronto, Ont.

The House of Eddy
A Factor in Canadian Life

IT is probable that not a day goes by in which the House of Eddy does not make life more comfortable and convenient for you. Eddy Products—Eddy Conveniences—are woven into the very fabric of Canadian life. You light the kitchen fire, or the gas-grate of a morning—or perhaps your pipe, and the comfortable glow springs from the end of an Eddy match-stick.



Eddy's Products are Products of Convenience

Eddy's Indurated Fibreware Pails, Washtubs and Washboards are widely used on the farm and in the cities. Your butter was shipped in an Eddy Butter Tub, which kept it free from taint or odor. Eddy Milk Pails play their part in keeping your supply clean and sweet. Your purchases from the store are sent home in Eddy Paper Bags. It is highly probable that the newspaper you are now reading is printed on paper which was made at Hull—by Eddy.



The E. B. EDDY Co., Limited
Hull - Canada
Matches—Indurated Fibreware—Paper Specialties.

Eddy's Matches Indurated Fibreware Paper and Paper Specialties all contribute to make Canadian life more convenient. Since 1851 the House of Eddy has been bending its energies toward this one end.

Regular supplies now arriving

IF there is anything in the world that cannot be duplicated or successfully imitated, it is Eno's Fruit Salt. Fifty years of use by the public proves that Eno's is absolutely in a class by itself as a pure, healthful, cleansing stomach tonic and aperient, and a household remedy. In every corner of the earth you will find Eno's Fruit Salt.

During the latter-part of the war, material, bottles, shipping facilities and the enormous demand all over the world reduced the supply of Eno's for Canada to almost nothing. Stocks in this country were gradually depleted, and at last it came to a point where druggists were helpless to supply their customers. This condition made an opportunity for the substitutors and imitators.

It is annoying, day after day, to be putting up with makeshifts. To thousands of users of Eno's this substitution has been irritating but, from now on, "Eno's Fruit Salt" will be coming through in full supply, and the public's discomfort will be at an end.



ENO'S FRUIT SALT

Prepared only by J. C. ENO Ltd., "Fruit Salt" Works, London, Eng. Agents for North America: HAROLD F. RITCHIE & CO. Limited 10 McCaul St. TORONTO 170 Madison Ave. New York City