

BECAME SO THIN SHE WAS AFRAID

"FRUIT-A-TIVES" Made Her Well, Strong and Vigorous



MADAME ARTHUR BEAUCHER

"I suffered terribly from Constipation and Dyspepsia for many years. I felt pains after eating and had gas, constant headache, and was unable to sleep at night. I was getting so thin that I was frightened and saw several physicians who, however, did not seem able to help me.

At last a friend advised me to take 'Fruit-a-tives'. I did so and soon I felt some relief. I continued with 'Fruit-a-tives' and in a short time, the Constipation was banished, I felt no more pains or headache or the disagreeable sensations that follow dyspepsia. Now I am well, strong and vigorous."

Madame ARTHUR BEAUCHER.

50c. a box, 6 for \$2.50, trial size 25c.

At all dealers or from Fruit-a-tives Limited, Ottawa, Ont.

IMPORTANT NOTICE

All persons who desire to commence their course of instruction with the

International Correspondence Schools SCRANTON, PA.

by the first of the new year should make their application at once, either by writing to the

ADIAN HEADQUARTERS 745 St. Catherine St. W. Montreal, Que. or apply, phone or write— Dis. Rep., 180 Clarence Street. Phone 1002W, or 1520F. 478 I.C.S. Students in Kingston

Why?

Proof is positive when founded upon facts plus experience. BEECHAM'S PILLS have been used for 60 years by people all over the globe.

BEECHAM'S PILLS The Largest Sale of Any Medicine in the World.

Sold everywhere in Canada. In boxes, 25c., 50c.

Chamberlain Metal Weather Strip

For doors and windows. Makes House warmer. Stops Draughts. Saves Coal. Try some.

J. R. C. Dobbs & Co. Tel. 519 41 Clarence St.

XMAS SUGGESTIONS

"The early bird gets the worm" Our season's goods are all here and on display. Djerkins Toilet Sets \$4.00 up. Manicure Rolls—Ebony, Ivory and Mother Pearl. Neilson's Chocolates—"The Chocolates that are different," and in boxes that bring home the Christmas spirit. Stationery—finest linen in charming boxes \$1.35c. to \$4.00. Toilet Sets—Mavis, Seely's, Taylor's, \$2.50 to \$10.00

Prouse's Drug Store Opp. St. Andrew's Church Open Nights Until Christmas

CP & OS SAILINGS-RATES TO EUROPE From West St. John To Dec. 21—Tuscan... Havre-Lon Dec. 21—Scandinavian... Liverpool Jan. 1—Scotian... Antwerp Jan. 15—Metagama... Liverpool Jan. 15—Emp. of France... Liverpool Jan. 22—Granplan... Havre-Lon Jan. 25—Frenorian... Glasgow Feb. 1—Scandinavian... Liverpool Feb. 5—Stellan... Havre-Lon Feb. 12—Metagama... Liverpool Steamers sail on arrival of C. B. trains leaving Montreal 12:15 p.m. and 7 p.m. day previous. Rates and all information from CANADIAN PACIFIC OCEAN SERVICES

THE BUSINESS COLUMN EDITED BY MANSFIELD F. HOUSE

WINDOW CHARTS HELP CUSTOMERS DECIDE.

The Paul H. Krauss Co., of Indianapolis, like other dealers in men's clothing, believes that price tags on clothing shown in its windows detract somewhat from the merits of the display, adding a touch which might cause a shaker of high-grade garments to pass by. Nevertheless, the company realizes that there is a certain advantage to the price tag, which tells the prospective buyer just how much he has to pay and enables him to avoid the embarrassment of looking at a \$60 suit, when he has just \$40 in his pocket. The average man, the company believes, doesn't like to "shop," as many women do, but goes into a store to buy. If he finds that the clothing he has his eye on costs more than he expected, he is unpleasantly surprised and usually leaves rather awkwardly, probably not to return.

The Krauss company finally has decided on a compromise between two methods. Its windows are still guiltless of price tags, but the marks on the floor usually near the entrance so he can direct patrons to the proper department of the men's wear establishment, has a chart and a chart of each window showing the position of every garment displayed and its price.

If a man points to a suit or an overcoat and asks the price, the floorman is able to tell, on a moment's notice by simple reference to the chart, which is made by the window trimmers every time the display in the window is changed.

CHINESE DEATH RATE BOOSTS HAIR NETS. Add to the list of fancies that of hair nets. Stores handling this feminine necessity are almost down to the last net, and there's no relief in sight.

According to wholesalers, the shortage is caused by the decline in the death rate in China. Nets sold in America are virtually all made from Chinese hair, the bulk of which is obtained from the heads of dead Chinese. The big shortage is in dark brown and black nets. Women have been forced to buy white or gray hair nets and dye them.

"COURTESY," SAYS JONES. "PAYS BIG DIVIDENDS." Courtesy costs less than anything else in L. C. Jones's clothing store in Ottawa, Kan. There is a sign over the desk which reads: "I am busy to-day, but no matter who you are or what your business is, I have time to talk to you."

Mr. Jones, who is probably selling as much clothing as any other clothier in Kansas located in a town of 10,000 inhabitants, believes in instructing his salesmen and frequenting his friends in the art of selling goods, making friends and putting the store ahead. Here is a summary of some of Jones's business getting advice and suggestions: "The first lesson my salesmen get in salesmanship is to learn to smile. The man who can't smile can't work for me."

"Know your stock and its chief selling points. Spread more merchandise on the counter and less of yourself. Approach the customer instead of having the customer approach the salesman. A customer is our guest and must be treated as such."

About advertising, Mr. Jones says: "I do not spend my money for space in a telephone directory, hotel register, church cook book, menu card or any other advertising graft. I am a first believer in newspaper advertising, personal letters, good window displays and personal attention to my customers."

REST ROOM BRINGS WOMEN INTO HARDWARE STORE. Realization that women are the largest buyers, even of hardware, has made many thousands of dollars for the Powell Hardware Co., of El Dorado, Kan.

When L. C. Powell planned a new store building a year or so ago he made provision for a woman's rest room. It was finished and furnished comfortably with wicker chairs and couches upholstered in tapestry. There was a photograph for entertainment if the visitors desired, for Powell handles phonographs and records, so this room makes an ideal salesroom as well as rest room.

When ready Powell began to invite the women of the town and surrounding territory to make this rest room their meeting place down town. He played it up as the best place to have a comfortable visit, and the women accepted his invitation. Now nearly every day this rest

room is the place women name when arranging to meet their friends. It opens on a prominent street, so that a visitor can watch for friends in cars. But best of all from the merchant's standpoint, the room is directly opposite his rather unique display of household utensils. It is the most natural thing in the world for a woman waiting to stroll through the aisles separating these racks and pick out something she needs. Powell says the rest room has been a tremendous drawing card to bring women to his store. Once they are in the habit of coming he gets their business.

THE QUESTION IS—WHICH SIGN WAS TRUE? There is a yarn going the rounds in London regarding a certain retail grocer of profiteering tendencies who fired an assistant one day when he caught him winking at the local village belle instead of getting on with the window trim. This employee went into the signwriting game, and a few months later got the job of fixing up his former employer's premises.

Among other things the grocer wanted the following notice printed on strips and pasted on his store window: FOR THE PRESENT WE ARE RELUCTANTLY COMPELLED TO INCREASE THE PRICE OF CERTAIN ARTICLES WE SHALL ENDEAVOR TO SELL THEM AT A LOWER PRICE AS SOON AS POSSIBLE

The notice was done in strips and pasted up in due course. Very soon after there was such a hubbaloob outside the store that the grocer guy thought his place must be on fire. He rushed out to find a huge crowd preparing to bombard his home with old cans, bricks and dirt. "Whatnel!" he began. Then stopped.

"You miserable mattress-faced scoundrel," yelled the crowd. "What do you mean by that? And it waved divers fingers at the grocer's new notice. The grocer's eyes goggled as he read: WE SHALL ENDEAVOR TO INCREASE THE PRICE OF CERTAIN ARTICLES AS SOON AS POSSIBLE FOR THE PRESENT WE ARE RELUCTANTLY COMPELLED TO SELL THEM AT A LOWER PRICE

"BUNDLES WRAPPED TO FIT YOUR POCKET" The Arcade, in Philadelphia, pays attention to small trifles, like the proper wrapping of bundles. And small trifles, like the small wrapping of bundles, pays the Arcade big dividends, according to F. Ehrenreich, manager of the store. "A man hates to carry a parcel," claims Ehrenreich. "I've noticed that wherever you wrap anything up for a man he invariably tries to stow it away somewhere in one of his numerous pockets. Sometimes he discovers that the package is too bulky for any of his suit pockets and he resorts to strategy by attempting to crumple or fold it up. Then he tries to insert it again, and, unless it's altogether too big, he generally gets away with his pet system. "No man ever leaves this store with a parcel under his arms if we can help it. We always endeavor to make up the goods he buys into as compact a package as possible, and in nine times out of ten the customer is enabled to slip it into one of his pockets. They appreciate this service and we believe that it has been the means of bringing quite a little trade into our store. "A man will go out of his way to be accommodated in the way he likes so the rule works out the same in this instance. Certainly the male species never invented the shopping habit, because, as is well known, men won't enter a department store unless their furnishings are displayed right next to the door, and their peculiar trait applies equally to their dislike of carrying parcels in their arms if they can possibly get out of it by storing them away in hidden places. "It seems to me that this was probably the reason why the pocket was invented anyway!"



Mrs. James S. Nolan, Carleton Place, passed away on Friday last, in her eighty-third year. Mrs. Nolan was born in Ireland, her maiden name being Jane Cunningham. A family of twelve children blessed their fireside, six of whom survive. Peter Cornelius VanAllen, Belleville, passed away Tuesday. A few days ago he was taken seriously ill. The late Mr. VanAllen was born in Foxboro forty-five years ago. Twelve returned soldiers were given a royal welcome on their return to Renfrew and each given \$50. After the reception they were dined.

JOHNSON'S FREEZE-PROOF is easy to use—is non-inflammable—inexpensive and guaranteed. It does not evaporate so one application will last all winter. Read This Guarantee We guarantee that Johnson's Freeze-Proof has no more effect than water on the metals of the radiator or on rubber. If Johnson's Freeze-Proof is used according to the simple directions in the proportion shown on our scale, it will absolutely protect your radiator against damage from freezing. We do not guarantee Johnson's Freeze-Proof when used in cars with aluminum manifolds, although it has been used satisfactorily in hundreds of such cars. Water alone often has an injurious effect on aluminum. Testimonials!! I had Freeze-Proof in the radiator while the thermometer registered 22 below zero. No injury was done.—REV. F. ADIX, Rush Center, Kans. We used several cases of your Freeze-Proof last winter with the very best of results.—CITY GARAGE OF TYLER, Tyler, Texas. I used Johnson's Freeze-Proof last winter and had no trouble.—L. K. LOY, St. Louis, Mo. I have used Johnson's Freeze-Proof in my Overland car all winter and have had absolutely no trouble. I have no hesitancy in recommending Johnson's Freeze-Proof.—J. VAN NORMAN, Asst. Business Manager, The Herald, Grand Rapids, Mich. Johnson's Freeze-Proof is the best insurance one can have in the cooling system of any car.—C. W. MALLORY, Georgetown, Ky. I used Johnson's Freeze-Proof last winter with satisfaction. I know it won't freeze at 28 degrees below zero.—DR. F. W. COLLINS, D. V. M., Madison, Neb. For saving me the price of an engine, I am indeed grateful to Freeze-Proof.—A. T. RICE, Crawfordsville, Ind. We have recently had temperatures of 20 below zero and it did not freeze in my car at that time.—W. J. DYSART, Woods-Evert Stone Co., Springfield, Mo. Directions Must Be Followed Johnson's Freeze-Proof will give perfect satisfaction if used according to directions on label. It requires just a little time and care to comply with these instructions—then your worry is over for the whole winter. 1st—Clean all dirt, scale, sediment, etc., from the cooling system by using a boiling solution of ordinary washing soda. Flush out thoroughly. 2nd—Repair all leaks. Unless hose connections are new, replace them. Tighten all packing and gaskets. \$2.00 Protects a Ford One package of Johnson's Freeze-Proof (Cost \$2.00) will protect a Ford to 5° below zero, and two packages to 50° below zero. For larger radiators or to protect to a lower temperature, use additional Freeze-Proof according to the scale on the package. FOR SALE BY ALL DEALERS Mfd. by S. C. JOHNSON & SON, RACINE, WIS. ESTABLISHED 1883

