

BRITISH DEALERS SELL "SWEETS," NOT "CANDY"

to go and take poison or jump from cash basis and have been there ever the top of the tallest building he could since."

Take confectionery as an example- "WE JUDGE A MAN BY "candy" is quite wrong. "Candy" is that sticky stuff you keep baby quiet with. "Confectionery"—or "sweets," whichever you prefer—is what adults buy. You would scorn to deal in such childish things as candy on the other wild. For example and such childish things as candy on the other lovely. Co. of Parket NAN BY HIS FACE," SAYS WILDMAN Many people whose credit ratings would class them as "rotten" prove their innate honesty if they are given a fair chance, according to Joseph M. Wildman, manager of the Levy

numerous. In fact, to find a real soda against it. fountain is like looking for the pro-verbial needle in the rick. With ex-ception of a few of the big enterpris
"Nine people out of every ten you factories of nonthern France, where the tenth is the abnormal downright the outbreak of the war paralyzed ing London establishments the soda crook," added the credit man. fountain is not, and even then the "People go into debt over their four years. Of this number, how- and Mrs. Glenn, 160 King street.

none does this apply more than to the individual is distinctly different in ing the war zone under a special dis- a few weeks. confectioner. His window space lit- traits and type. We deal with each pensation of the Government. erally sags with the weight. The idea, new customer as a separate problem, showed that in this region 30,000 handled right into the limelight, and agency we judge reliability largely were razed by gunfire, looted or bad-give the fly a good old picnic. There through a person's face and his talk. ly disorganized. is taste shown in the arrangement of If a man is a crook he will probably the goods. Loose candies are set out in be clever enough to fool the credit little trays of cut glass punctuated agency first." here and there by chocolate bars and small boxes of chocolate adorned with IN THE HOSIERY LINE

to respect this sort of window trim. And when she changes into socks, There is one thing about it—the buyer | The maiden gets a lot of knocks. can see at a glance what there is for sale before he enters the store—and | 70 P.C. OF DRY GOODS it's ten to one that whatever he wants STORES NOW GIVE BONUSES in the candy line will be taken from Virtually 70 per cent, of the retail habilitation of the country could 236 Earl street, to the General hosthe window where every solitary arti- dry goods stores in the United States cle from a two-cent bar of toffee to a have some form of commission or the programme was enlarged.

dollar box of chocolates is duly ticket bonus system for their employes. ed with the price.

A WHOLE STORE FULL OF SIDE LINES

wouldn't think that the little store on research work in wage problems. Fulton and North avenues, in Balti- | A second questionaire now has gone window display elaborate.

A partial list of the contents and of the association, and 670 replies the varied types of business conducted were received. Of these 458 reported within the confines of this small shop they had commission or bonus may be gathered rom a sign which systems, and forty-nine declared they

polish used. Your shoes treated right, ed they had never had them. Cigars and tobacco. Confectionery Commission and bonus systems are and soft drinks. Magazines. Lady's a growth of recent years, as was in and gent's tailor. Shoe repairing good dicated by a further analysis of the as new, Straw, felt and stiff hats replies. Out of the 458, they had been cleaned. Agency for laundry. Orders in use for five years by only ninetytaken for coal and wood. Pianos, one stores, but 215 merchants report victrolas, records and automobile tires ed they had been paying commission sold. Have you heard the latest song? and bonuses for three years or more Put a nickel in the pianola. Individual The foregoing data apply to selling drinking cups. Jewelry."

THEATRE TICKETS THAT CHANGED STORE POLICY

ures of life are seldom secured on bonus systems, is lengthy. An inevit-credit, caused John Taylor, a dry able result, says the committee, will goods merchant. Kansas City, to be the crystallizing in the mind of the change from a credit to a cash basis merchant who attempts to answer it in merchandising. Taylor built up one of a much more clear understanding of the biggest cash dry goods stores of his own system, its strong points, in the United States. But he had to be and its faults. converted to the cash system.

How that conversion took place is related by a friend of Mr. Taylor. This PAGODA SHOP SELLS friend once asked Mr. Taylor how he GIFTS ALL YEAR happened to change from credit to Exceptional success has crowned the introduction of a new idea in a

brothers to a theatre. I stepped up to the window to buy the tickets. The ticket seller named the price and I shop within a shop" by constructing laid down my money. At that instant the idea hit me, 'Why do I have to pay floor in anticipation of Christmas to safety. cash for my theatre tickets and yet business. can't sell my dry goods for cash?' In operation since midfall the plan reader, and every driver should That idea kept buzzing around in my has worked out to the financial benefit try to attract the attention of head all during the performance. I of the firm, which finds the novelty of other drivers by the following sigmade mental note that for virtually entering a store within a store ap- nals: all the pleasures of life, such as shows peals to the average shopper who, in and dinners and travel and entertain- addition, discovers the concentration ment, people pay cash, while the of different lines of articles suitable staples and necessities of life they for presents saves time, worry and buy on credit. It didn't look right to exertion.





Chases resume January 13th. given slips good for photos of them-

solved right then and there if people could afford to pay cash for the pleas-If the American retailer labored ures of life there was no reason why they should object to paying cash for British brother he would either want the necessities of life. We went on a

side. Fancy selling Gladys a box of it, tied up in pretty ribbon; she'd pro-bably heave it at your head. But tell whose record with credit firms was as it's confectionery (or sweets) and— bad as it could be," says this jeweler. well, there you are! So much for a "He wanted a watch that cost \$35.

"As usual we judged the case The popular retailer of confection-ery this side usually handles a tobac-co line as well. Candy and tobacco here go hand in hand. In the towns he said, "and could not make his payscattered around London the store is ments. We sold him the watch and he usually double-fronted, one side being devoted to all sorts and varieties of candies and the other to a display of the most saleable brands of cigarettes and tobaccos. Soda fountains are not and tobaccos. Soda fountains are not houses simply because he had been up

Inchests. We sold him the watch and he never missed meeting a statement. Since then he has paid up his old accounts. But that fireman was classed as dishonest for a long time by many houses simply because he had been up

Lillie, Jan. 3.—Production has

soda fountain trade is crudely handled heads. When they get in too deep they compared with this American speci- cannot pay. But there are mighty few ever, about thirteen per cent. have actual dead beats in the world. window trim of the average "A lying axiom says men are all examined to-day by the correspondent Moxley will remain with her parents, British retailer shrieks "bulk." And to alike. It is far from the truth. Every of the Associated Press, who is visit- Mr. and Mrs. A. Wallace Dunlop, for

gly, is to crowd everything Although we subscribe to a credit plants, employing 800,000 workers,

At least that is the indication of replies so far received to the questionnaire sent out by the committee of the National Retail Dry Goods Associa-Viewing it from the outside, you tion, which is conducting constructive

more, was anything out of the ordin- out to stores which have commission ary. The space isn't large nor is the and bonus systems for the purpose of analyzing these. The first one went to 1100 members

greets the prospective patron: had formerly had such systems, but had abandoned them. The rest report-

help only, but in 298 stores bonuse for nonselling help were also established. Bonuses for buyers were reported by 307 stores, and for other executives by 160 houses. The purchase of theatre tickets for The second questionaire, which i cash, and the realization that pleas- planned to analyze commission and

"Well, one night I went with my two "gift shop" in the Peter Deisroth de-

. The "Pagoda" is permanent, with a "The next day I told my brothers variety of Christmas, wedding, birthwhat I had been thinking and we re- day, party and farewell gifts arlinner favors, card party prizes and

The structure is shaped like a huge Japanese pagoda, with all draperies trimmings, decorations and doorways to match. Its roof touches the ceiling of the first floor and the aisles are arranged to swing to right and left of

SHOWS FOR CHILDREN

SOLD PHONOGRAPHS Educational and juvenile records were sold without much difficulty by the Temple of Music in Scranton, Pa., nch advertisements in which the talk-

layed up. Special kiddie features now speciazed in by the talking machine companies were used in other space preads, so that the entertainments' ised the boys and girls daily rom 3:30 to op. m. drew crowds that taxed the capacity of the improvised auditorium. Once the kiddies and their parents gathered, the shows were put

To arouse further interest the first twenty-five children each day were

CHANGES AT OTTAWA







(No. 1) Hon. Martin Burrell, Secretary of State, retired to become sumster of Customs. No. 2) Hon. Arthur Sifton, Minister of Public Works, retired to become Secretary of State. No. 3) Hon. S. C. Mewburn, Minister of Militia, whose resignation is effective January 15.

PROGRESS BEING MADE IN RECONSTRUCTION

been at work only a month. Figures

Officials consider the work done during the last year as very creditable, as the period between November 11, when the armistice was signwater colors of pretty girls, and tied When lovely maidens show their ed, and the first of March was ocwith tastefully colored ribbons.

But the consumer has been educated The prudes all get a lot of shockings.

The prudes all get a lot of shockings. cupied by the authorities in getting for publication today. sary to begin at the bottom and build railways, houses and storage places for food and supplies, and to build roads capable of bearing motor vehicles, before actual work on recommence. As this work progressed pital for medical treatment.

Oil Fields In Peace River.

An interesting account of the natural resources of the Peace River country and the efforts already being made to develop the same, especially as regards the oil fields, which prominent geologists have investigated and found indicative of the greatest oil supply existing in any one country, has been given by Mr. W. C. Goffatt, who called particular attention to the enormous extent of the territory included in the Peace River district as indicated by the fact that the boat journey between two points on the Peace River is 265 miles in length, and that this distance represents only a small part of the total length of the river. Another indication of the country's area given was the fact that thirty-five S. G. Keith, a member of the R. C. million acres are open to the plough, G. A., was found guilty in the police and only need attention by the farm- court on Saturday morning of obtainer to produce grain, vegetables and ing liquor from a boy under the age ley. small fruits sufficient to support of fifteen years, and was fined \$200 whatever population may occur in or three months in jail. the future as a result of the work en- A woman charged with fraud was of strong sunlight during the sum- ted an offence. mer season, the action of the aurora borearis, rich land and the absence of too strong winds, he credited with responsibility for the fact that corn, tomatoes and even canteloupes can former secretary for home affairs, tion is a difficult matter on the praistion, was defeated by Tom Meyers.

the country as an oil-producing ter- Dec. 20th, is as follows: Tom Myers, ritory that Mr. Goffatt dealt princi- 11,962; Sir John Simon, 10,244; Col. pally. He told of one boring which B. Fairfax, coalition-liberal, 8,134. had revealed the existence of a depth of 70 feet of oil sands in the first feet at a lower level.

Proper Signals Vital to Safety. Proper signals are not acts of Ottawa. courtesy; they are absolutely vital

The driver behind is not a mind

By the outstretched hand-(1) When pulling away from the (2). When turning at an inter-

(3) When turning in street. (4) When changing course, When stopping, signal by extending arm in horizontal position. Sound horn when passing overother goods of similar type are car- taking vehicles and when approaching intersections.

Don't signal in a half-hearted way. Every day traffic congestion is Strict obedience to the laws is incumbent on every citizen.

Man-The Brute! The fond mother had dropped in to see how her newly-married daughter was getting on. "You look worried, dear!" she

"Worried!" snapped the bride. "I this fall by means of a direct appeal have with that husband of mine! I to the kiddles—a series of 4 by 12 don't have a minute's peace when he's don't wonder! Such a time as I do in the house. He is always calling ng machine part of the business was | me to help him to do something of

> "Well, last night be actually asked me to go all the way upstairs just to thread a needle for him, so that he could sew a button on his coat!"

Coal Production In Canada. Nova Scotia led in coal production, on and the youngsters were turned in-to talking machine "fans," equipped for home mission work without put. Alberta was second with 4,723,139 tens.

> London boasts of having the world's smallest violin, a perfect instrument, but 2% inches long. .

Local Notes and Items of General Arthur Powell, druggist, Lan-

caster, has been appointed manager of Best's branch store. William Truelove, Westport, died Lillie, Jan. 3 .- Production has in the city, Friday night. The rebeen resumed in about one-half the mains were sent by R. J. Reid, un-

dertaker, to Westport. home in Peterboro after spending sap. industry, and where battles raged for the holidays with her parents, Mr.

Dr. Moxley, has returned to Hamlton. He and Mrs. Moxley spent the John Schermehorn, jr.; Charles Mc-Christmas week in Kingston. Mrs. | Connell and George S. Sexsmith. Misses Glen, Davis, and Nesbitt,

neral Hospital, left on Saturday for James McCarten, sr. Mount Sinai, N.Y., where they will School trustees-Dr. H. S. Northtake a post graduate course for six more, Max. Robinson, G. A. Wart-Livingston & Co's annual twenty

per cent discount sale of men's, boys and children's ready to wear clothing and gents furnishing will start on Monday. Advertisement too late On Friday, James Reid's motor

ambulance moved the daughters of ision street; Mr. and Mrs. Compton, Arch street, and Mr. Wilkinson,

Young Farmer Weds Teacher. Monday, Dec. 22nd, by Rev. T. A. Gough. Savary, Barrie street, when Miss Stella Vinola Strong, was united in marriage to Frank Tryon. The bride was attired in a tailored navy blue suit, picture hat with plume and Platt, N. Benson, F. Quaiff. a blouse of bisque georgette. The happy couple, after a short honey- Nash, A. A. Morden. moon trip spent Ohristmas at the bride's home at Maberly, where a number of immediate relatives also spent the day. The bride was the reipient of many beautiful presents. The groom is a prosperous young farmer near Sharbot Lake, where the bride has been a popular school teacher for the past three years.

Fined \$200 and Costs.

tailed in developing the other great given her liberty, as there was nonatural resources. Long days full thing to show that she had commit-

Sir John Simon Defeated. London, Jan. 3 -- Sir John Simon, be successfully grown in this Far Liberal candidate for the House of North country, while their produc- Commons, in Spen Valley bye-eleclabor candidate. It was with the possibilities of The result of the election held on

A quiet wedding took place on Dec. stratum, and a further depth of 80 37th, at the home of Mr. and Mrs. A. O. VanLuven, Napanee, when their only daughter, Edithe, was MUNICIPAL NOMINATIONS.

Township of Camden. Reeve-John Hannah. Deputy reeve-Fred E. McDonald Councillors W. Wilson, James Fisher and John Cousins.

Newburgh Village. Reeve-W. W. Adams. Councillors-Harry Sutton, Thos. Mrs. E. Davy has returned to her McNeely, Joseph Paul, Thomas Mil-

> Township of Richmond. Councillors --- William Provins,

Village of Bath. Reeve-James Hawley. Councillors-J. A. Tompkins, graduate nurses of the Kingston Ge- Fletcher Young, Merton Mellow,

> Township of Ernesttown. Reeve-W. C. T. Loyst. Deputy reeve-W. G. Clark.

Township of Amherst Island. Reeve-Samuel Miller. Councillors-Wm. Glen, jr.; Ben. Mr. and Mrs. Earl Parkin, 241 Div- Wemp, Hugh Filson, James Gibson.

> Township of Adolphustown. Reeve-C. F. Allison.

Township of Bloomfield. Reeve-J. E. Baxter. Councillors George Walkinshaw, A wedding was solemnized on John Shannon, A. Weeks, W. H.

Wellington Village. Reeve-William Monaghan. Councillors H. Cleminson, School trustees-Alex. Tait, T. M. Public utilities-Norman Morden.

Township of Athol. Reeve-M. Frank Hawkins.

Township of Hallowell. Reeve-Bryon Reynolds. Deputy reeve-Morris Huff. Councillors-Cal. Rabbie, Fred Hubbs, Seburn Cronk.

Township of South Marysburg. Councillors-Lewis Hughes, Fenton Dodge, Albert Collier, D. Haw-

Township of South Marysburg. Councillors-Frank Eaton, Fred Duetta, George E. Lumley, Herbert

Township of Sophiasburg. Reeve-D. B. Cole, jr. Councillors-E. W. Gorsline, Horace R. Way, Harold T. Noxon, Arthur

Kingston Township Election. The result of the nominations in the Township of Kingston, was: Reeve G. A. B. Clark; Councillors, A. E. Weller, R. C. Hawkey, B. Coulter, all by acclamation. The contest for the position of deputy reeve takes place on Monday. The aspirants are J. L. F. Sproule and John Heaton.

An electrical method for quickly united in marriage to James Eadie, detecting counterfeit coins has been invented by a mint official in India.



RECOVER \$1,000 COLLIE. "Alstead-Aeroplane," the champion collie of America, which was missing for some m onths, has been found in High Park, Toronto, in a state of wil dness, by his master, Alex. Do-

BOUND TO HAVE TROUBLE, IF YOU DON'T PUT IN A MAXOTIRE SOLD BY THE

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-FURS-

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Sleigh Robes

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