

THE BUSINESS COLUMN

BRITISH DEALERS SELL 'SWEETS,' NOT 'CANDY'

If the American retailer labored under as many disadvantages as his British brother he would either want to go and take poison or jump from the top of the tallest building he could find.

Take confectionery as an example—"candy" is quite wrong. "Candy" is that sticky stuff you keep baby quiet with. "Confectionery"—or "sweets," whichever you prefer—is what adults buy.

The popular retailer of confectionery this side usually handles a tobacco line as well. Candy and tobacco here go hand in hand.

The window trim of the average British retailer shrieks "bulk." And to none does this apply more than to the confectioner.

A whole store full of side lines. Viewing it from the outside, you wouldn't think that the little store on Fulton and North avenues, in Baltimore, was anything out of the ordinary.

A partial list of the contents and the varied types of business conducted within the confines of this small shop may be gathered from a sign which greets the prospective patron.

The purchase of theatre tickets for cash, and the realization that pleasures of life are seldom secured on credit, caused John Taylor, a dry goods merchant in Kansas City, to change from a credit to a cash basis in merchandising.

How that conversion took place is related by a friend of Mr. Taylor. This friend once asked Mr. Taylor how he happened to change from credit to cash.

Well, one night I went with my two brothers to a theatre. I stepped up to the window to buy the tickets.

KEEP YOUR GUMS HEALTHY Do you know that you from diseased gums and decay...

PEMETINE for PYORRHEA (Gum Disease) gives instant relief and quickly heals sore, bleeding, swollen, discolored, or pus-discharging gums.

Shows for Children Sold Phonographs Educational and juvenile records were sold without much difficulty by the Temple of Music in Scranton, Pa.

Special kiddie features now specialized in by talking machine companies were used in other spaces spreads, so that the entertainments promised the boys and girls daily from 3:30 to 5 p. m.

solved right then and there if people could afford to pay cash for the pleasures of life there was no reason why they should object to paying cash for the necessities of life.

"WE JUDGE A MAN 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.

"Nine people out of every ten you meet are honest, in my experience. The tenth is the abnormal downright crook," added the credit man.

"A lying axiom says men are all alike. It is far from the truth. Every individual is distinctly different in traits and type. We deal with each new customer as a separate problem.

IN THE HOSIERY LINE When lovely maidens show their stockings, The prudes all get a lot of shockings.

70 PER CENT OF DRY GOODS STORES NOW GIVE BONUSES Virtually 70 per cent. of the retail dry goods stores in the United States have some form of commission or bonus system for their employees.

The first one went to 1100 members of the association, and 670 replies were received. Of these 458 reported they had commission or bonus systems, and forty-nine declared they had formerly had such systems, but had abandoned them.

The second questionnaire, which is planned to analyze commission and bonus systems, is lengthy. An inevitable result, says the committee, will be the crystallizing in the mind of the merchant the attempts to answer it of which more clear understanding of his own system, its strong points, and its faults.

PAGODA SHOP SELLS GIFTS ALL YEAR Exceptional success has crowned the introduction of a new idea in a "gift shop" in the Peter Deisroth department store in Hazleton, Pa.

The structure is shaped like a huge Japanese pagoda, with all draperies, trimmings, decorations and doorways to match.

Man—The Brute! The fond mother had dropped in to see how her newly-married daughter was getting on.

RECOVER \$1,000 COLLIE. "Alstead-Acroplane," the champion collie of America, which was missing for some months, has been found in High Park, Toronto.

MAXOTIRES IF YOU HAVE A RIM CUT ON YOUR TIRES, YOU ARE BOUND TO HAVE TROUBLE, IF YOU DON'T PUT IN A MAXOTIRE SOLD BY THE STANDARD VULCANIZING SHOP

RECOVER \$1,000 COLLIE. "Alstead-Acroplane," the champion collie of America, which was missing for some months, has been found in High Park, Toronto, in a state of wildness, by his master, Alex. Donaldson.



(No. 1) Hon. Martin Burrell, Secretary of State, retired to become Minister 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

One-Half of Factories in Northern France Resume Production. Lille, Jan. 3.—Production has resumed in about one-half the factories of northern France, where the outbreak of the war paralyzed industry, and where battles raged for four years.

Officials consider the work done during the last year as very creditable as the period between November 11, when the armistice was signed, and the first of March, when occupied by the authorities in getting ready for operations.

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.

Finer \$200 and Costs. S. G. Keith, a member of the R. C. G. A., was found guilty in the police court on Saturday morning of obtaining liquor from a boy under the age of fifteen years, and was fined \$200 or three months in jail.

Sir John Simon Defeated. London, Jan. 3.—Sir John Simon, former secretary for home affairs, Liberal candidate for the House of Commons, in Spen Valley bye-election, was defeated by Tom Meyers, labor candidate.

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

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INCIDENTS OF THE DAY.

Local Notes and Items of General Interest. Arthur Powell, druggist, Lancaster, has been appointed manager of Best's branch store.

William Trulove, Westport, died in the city, Friday night. The remains were sent by R. J. Reid, undertaker, to Westport.

Mrs. E. Davy has returned to her home in Peterboro after spending the holidays with her parents, Mr. and Mrs. Glenn, 180 King street.

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.

Young Farmer Weds Teacher. A wedding was solemnized on Monday, Dec. 22nd, by Rev. T. A. Savary, Barrie street, when Miss Stella Viola Frank, was united in marriage to Frank Tryon.

Widow Charged with Fraud. A woman charged with fraud was given her liberty, as there was nothing to show that she had committed an offence.

Quiet Wedding Took Place on Dec. 27th, at the home of Mr. and Mrs. A. O. VanLuren, Napane, when their only daughter, Edith, was united in marriage to James Eadie, Ottawa.



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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. McNeely, Joseph Paul, Thomas Millspaugh.

Township of Richmond. Councillors—William Provins, John Schermehorn, Jr., Charles McConnell and George S. Saxmith.

Village of Bath. Reeve—James Hawley. Councillors—J. A. Tompkins, Fletcher Young, Merton Mellow, James McCarty, Sr.

Township of Ernestown. Reeve—W. C. T. Loyt. Deputy Reeve—W. G. Clark.

Township of Amherst Island. Reeve—Samuel Miller. Councillors—Wm. Glen, Jr.; Ben. Wemp, Hugh Filson, James Gibson.

Township of Adolphustown. Reeve—C. F. Allison. Councillors—J. E. Baxter, George Walkinshaw, John Shannon, A. Weeks, W. H. Gough.

Wellington Village. Reeve—William Monaghan. Councillors—H. Cleminson, C. Platt, N. Benson, F. Quaff.

Township of Athol. Reeve—M. Frank Hawkins. Councillors—Bronn Reynolds, Deputy Reeve—Morris Huff, Councillors—Cal. Rabble, Fred Hubbs, Seburn Cronk.

Township of South Marysburg. Councillors—Lewis Hughes, Fenton Dodge, Albert Collier, D. Hawley.

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

Township of Sophiasburg. Reeve—D. B. Cole, Jr. Councillors—E. W. Goraline, Horace R. Way, Harold T. Noxon, Arthur Rightmyer.

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.

An electrical method for quickly detecting counterfeit coins has been invented by a mint official in India.

For The Xmas Season Place Your Order Now For Dublin Ginger Ale—English Ginger Beer, Pure Apple Cider All Brands of Domestic and Imported Cigarettes Thompson Bottling Works

-FURS- Ladies' Hudson Seal Coats and Sleigh Robes Gourdier's 78 BROCK-STREET.

FRENCH IVORY FIRST SHIPMENT, NEW GOODS JUST ARRIVED SHOP EARLY FOR CHRISTMAS GET THE CHOICEST GOODS SARGENT'S DRUG STORE Telephone 41 Cor. Princess and Montreal Sts.

TOYE'S BREAD Phone 467 and our salesman will call.

To Our Best Wishes For a Happy and Prosperous New Year We add our sincere thanks to the music-loving people of Canada who have given us their patronage during the past year. Canada's Premier Piano House LINDSAY'S 121 Princess Street - Kingston Montréal, Ottawa, Quebec, Brockville, Belleville, Cornwall and Three Rivers.