

lore
y to se-
for your

**NGS,
WORK.**

S' HATS.

on tables 2nd
named and un-
in a variety of
is surely here,
me, **\$1.98**

d Children's
lose

ck heavy cotton
s 4 1/2 to... **29c.**

netette hose, in
u, sizes 8 1/2 to
... **69c.**

silk, in black,
... **\$1.19**

and Crepe
uses

traveller for a
staring concern
s blouses; the
e offering retail
an his; he didn't

pecialize
in

ats

derwear
Accessories

RTMENT

goods galore,
als, cushions,
fels to show

ORE

pure-bred spring chic-
77, Waterloo, 11-27-21.

ior for office. Apply
: Co, Edward and Vic-
11-27-21.

RIED couple require
ard, or small furnished
house for two or three
neces. Apply Box 38,
11-27-21.

hesterfield, wing chair,
able. Apply 21 Ellen
chener. 11-27-21.

FOR SALE—Touring
w, equipped with Lim-
and shock absorbers,
at Dietrich's Garage,
apply O'Donnell & Hen-
loo, 11-27-21.

Princess, Ave., London,
he C. P. R., was killed
it, about 2:30 Sunday
he fell off a moving
on over.

Get

2

ks

6.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

37.

DR. JAEGER'S Pure Wool Underwear

is known the world over. The Jaeger Name which appears on every article sold by them guarantees purity. This store carries at all times a most complete stock of Men's Pure Wool Underwear, Socks, Mitts, Gloves, Scarfs, Sweater Coats, Caps; also Women's Pure Wool Stockings, Gloves, Scarfs and Sweater Coats, all bearing the Jaeger trade mark guaranteeing them to be of pure wool. Come in and let us show you what high quality really can be bought for very little money.

ERNST'S Head to foot outfitters
to Men and Boys
32 E. King St.

Say It With Flowers

At your service for Quality in all kinds of Floral Work, Wedding Bouquets, etc. Remember that friend in sickness, in gladness. On His or Her Birthday, Congratulate him on his success, Probably it's a Boy. Say it with Flowers for all occasions.

H. Armstrong, Florist

Phone 38. Residence 1714.
Successor to C. H. Janzen, 71 Walter Street.

BANK OF MONTREAL

ESTABLISHED OVER 100 YEARS
Board of Directors:
SIR VINCENT MEREDITH, Bart., President.
SIR CHARLES GORDON, G. B. E. Vice-President.
LORD SHAUGHNESSY, K.C.V.O. C. R. DUGGER, Esq.
D. FORBES ARNOLD, Esq. W. H. MCMASTER, Esq.
H. C. HERBERT MONTGOMERY, Esq. H. W. BEAULIEU, Esq.
GEORGE B. FRASER, Esq. COLONEL HENRY COCKSHUTT
E. W. BEATTY, Esq. E. C.
SIR FREDERICK WILLIAMS-TAYLOR, General Manager.
Capital Paid Up \$ 20,000,000.00
Reserve 20,000,000.00
Undivided Profits 1,661,614.16
Total Assets (April 30th 1919) 489,271,197.43
Branches throughout Canada and Newfoundland; in London, England, New York, Chicago, Spokane and City of Mexico; also in San Francisco—British-American Bank (owned and controlled by Bank of Montreal).

J. J. BENSON, Manager, Kitchener Branch.

INCORPORATED 1855
THE MOLSONS BANK
VICTORY LOAN COUPONS
Do not forget your coupons and Interest cheques.
We shall be glad to cash or place to your credit Victory Loan coupons or cheques maturing November 1.
THE MOLSONS BANK
Kitchener Waterloo
Bridgeport St. Agatha.



Girls! Your hair needs a little "Danderine"—that's all! When it becomes lifeless, thin or loses its lustre; when ugly dandruff appears, or your hair falls out, a 35-cent bottle of delightful, dependable "Danderine" from any store, will save your hair, also double it's beauty. You can have nice, thick hair, too.

Going! Going! Gone!
ANOTHER DOLLAR SAVED
CITY AUCTION ROOMS
WATCH OPENING DATE
Phone 267w.

The Merchants' Column

Edited by Mansfield P. House

In this column, which appears every Monday, Wednesday and Saturday, will appear news and short articles of special interest to merchants, business people and business men and women in general. All phases of store management—buying, accounting, advertising and retailing—will be discussed in a practical, not too technical, but by descriptions of methods actually in use by successful merchants.

BUSIEST DRUG STORE HANDLES ONLY DRUGS.

The Firemen's Drug Store, at Broad and Market streets Newark, N.J., is given credit by pharmacists throughout the United States as being the busiest establishment of its kind in the country, and is visited from time to time by the knights of the mortar and pestle to learn just how to gain business and hold it.

Its owner is W. J. Beldon, aged about forty-five, a quiet and unassuming man, who was told by his friends a few years ago that he was plain downright crazy when he quit his little store where he was making a good living, to embark in business in the center of town.

What impresses the visitor to the store is the absolute absence of any of the department store atmosphere that so often is found in the pharmacy of to-day. It is a drug store—only that and nothing more. Beldon sells drugs and the usual accessories and lets the other stuff go.

A marvel of efficient arrangement where the public can be served quickly and efficiently is thus provided, and the Firemen's Drug Store is inspected as a model by druggists from all over the country when they get near or in New York. They all say it is worth the trip to Skeeter Land.

Beldon has nothing to say about how he did it. He advertises in the papers of Newark and Elizabeth and lets it go at that, saying he advertises drugs but not himself. So the druggists who have gone over the place with a critical eye have reached some conclusions on how a small drug store has attained this pre-eminence. These are:

First. Picking a location that assured plenty of traffic and having the nerve to abide by one's own judgment. Second. Possessing the right kind of an eye to see what the public wants and having it ready for them when they call.

Third. Arranging every department so the busy customer need not wait.

Fourth. Hiring a large enough sales force to handle trade with speed.

Fifth. Telling the public by advertising what he is to be had and thus securing quick turnovers.

GROCERS PROPOSE LAWS TO HELP CUT H. C. L.

As a means of taking constructive action toward reducing the high cost of living the National Retail Grocers' Association, through its secretary, Leon M. Hattenbuehler, Col., is urging state secretaries to advocate the passage of four federal laws, as follows:

First. That a limited embargo be placed upon exports of all essentials, permitting only the surplus to be exported after ascertaining the available supply and estimating the requirements necessary for home consumption.

Second. That resales between members of the same group of distributors be prohibited.

Third. That all trading on all boards of trade and exchanges be limited to transactions intended for actual delivery.

Fourth. That only those actually engaged in the production or distribution of the people's food or other necessities, both raw materials and finished products, be permitted to deal in the same.

MOTHERS SHOP WHILE CHILDREN READ BOOKS.

Attracting the book trade of both adults and children is the Children's Book Corner in the Lord & Taylor Book Shop, New York. Tucked away inconspicuously at one end of the well-stocked bookshop for adults is a special corner, enclosed by high counters that insure little people complete privacy and quiet when they pore intently over Mother Goose rhymes. This secluded little room, walled by bookshelves, is furnished with the most diminutive chairs and tables imaginable, just high enough for little boys and girls.

For this little corner is the children's own department devoted exclusively to literature for little people. In this quiet spot children are invited to come and read—whether mother buys the book or not.

In other words, to quote Miss Ennis, the brown-eyed, sympathetic woman, who takes charge of the Children's Book Corner: "This is a corner where children may come and amuse themselves while mother does her shopping upstairs."

Miss Ennis realizes, of course, that on the whole children are not strictly helped to leave their children in such safe, capable hands while they do their shopping alone upstairs. Needless to say, the children prefer to wait here among the picture books, too. Nothing makes a little boy or girl more fretful and impatient than to be hurried around dress departments or millinery sections and here, buried interestingly in fairy tales or pirate adventures—well, the time just flies.

Another attractive feature of this Children's Book Corner is the little guest book idea. There is a big brown leather covered guest book devoted exclusively to the little visitors to the corner. Nothing delights a child more than to be asked to write his name. Even the tiniest person feels important to think that his signature is requested and many are the broad juvenile scrawls of Marjories and Billies, who read in the book corner.

EXPLOIT SUCCESS TO WIN MORE BUSINESS.

Believing in the old adage that nothing succeeds like success, Retowich Brothers, clothing, of Pottsville, Pa., are using a large portion of their newspaper space this fall to tell the public just how well they have done the last several years.

They point out that on August 2, 1919, their business done to date for the year reached the total handled for the whole of 1918, notwithstanding 1918 was a profitable year.

The corollary to the feature is that their line is bigger and better than ever before and that they can sell more cheaply because of the volume of business done.

When the United Farmers of Ontario suddenly called upon to form a government, were looking around for a suitable leader all eyes rested upon T. A. Cregar.

late Minister of Agriculture in the Union Government, but more recently a private member on the cross-benches—but he declined, feeling that his work in the West. There is something about the West which holds the imagination and which is even strong enough to counteract the lure of premiership. And Cregar is a Westerner—if residence on the prairie in Manitoba since 1881 counts for anything.

It was under pioneer conditions that Cregar learned the West. He learned what it was to look anxiously into the burnished sky for the rain which would save the crop from the drought. He learned how to dread the sudden storm with its icy hail barrage, and he knew what it was to face the wintry blizzard as it swept free and unrestrained by tree or bluff from the frigid northland.

This was the life on the prairie. It, and the sturdy Highland Scotch ancestry—with a strain of Irish from the mother—made a man of Cregar.

After a few short years of schooling we find him teaching a country school at 35 per month—but not for long. The love of the soil still held him and he turned his hand to homesteading on his own account. For a while, as a side-line, he ran a small saw-mill in the winters. His destiny, however, did not lie in that direction. The fates had chosen him to be one who should play a part in the great epic of the wheat. Little did he know the significance of the step he took when he became manager of the Farmers' elevator at Russell, Manitoba.

A few years before a group of grain growers had organized a co-operative association to market their wheat. As it grew it had to fight the opposition of the line elevator companies, the railway, the financial interests and the Winnipeg Grain Exchange, but it had succeeded in fighting its way through. Cregar had consigned occasional care of what to this company and had become acquainted with some of the prime movers in it, notably E. A. Partridge.



Edited by Mansfield P. House

ONLY DRUGS.

The Firemen's Drug Store, at Broad and Market streets Newark, N.J., is given credit by pharmacists throughout the United States as being the busiest establishment of its kind in the country, and is visited from time to time by the knights of the mortar and pestle to learn just how to gain business and hold it.

Its owner is W. J. Beldon, aged about forty-five, a quiet and unassuming man, who was told by his friends a few years ago that he was plain downright crazy when he quit his little store where he was making a good living, to embark in business in the center of town.

What impresses the visitor to the store is the absolute absence of any of the department store atmosphere that so often is found in the pharmacy of to-day. It is a drug store—only that and nothing more. Beldon sells drugs and the usual accessories and lets the other stuff go.

A marvel of efficient arrangement where the public can be served quickly and efficiently is thus provided, and the Firemen's Drug Store is inspected as a model by druggists from all over the country when they get near or in New York. They all say it is worth the trip to Skeeter Land.

Beldon has nothing to say about how he did it. He advertises in the papers of Newark and Elizabeth and lets it go at that, saying he advertises drugs but not himself. So the druggists who have gone over the place with a critical eye have reached some conclusions on how a small drug store has attained this pre-eminence. These are:

First. Picking a location that assured plenty of traffic and having the nerve to abide by one's own judgment. Second. Possessing the right kind of an eye to see what the public wants and having it ready for them when they call.

Third. Arranging every department so the busy customer need not wait.

Fourth. Hiring a large enough sales force to handle trade with speed.

Fifth. Telling the public by advertising what he is to be had and thus securing quick turnovers.

GROCERS PROPOSE LAWS TO HELP CUT H. C. L.

As a means of taking constructive action toward reducing the high cost of living the National Retail Grocers' Association, through its secretary, Leon M. Hattenbuehler, Col., is urging state secretaries to advocate the passage of four federal laws, as follows:

First. That a limited embargo be placed upon exports of all essentials, permitting only the surplus to be exported after ascertaining the available supply and estimating the requirements necessary for home consumption.

Second. That resales between members of the same group of distributors be prohibited.

Third. That all trading on all boards of trade and exchanges be limited to transactions intended for actual delivery.

Fourth. That only those actually engaged in the production or distribution of the people's food or other necessities, both raw materials and finished products, be permitted to deal in the same.

MOTHERS SHOP WHILE CHILDREN READ BOOKS.

Attracting the book trade of both adults and children is the Children's Book Corner in the Lord & Taylor Book Shop, New York. Tucked away inconspicuously at one end of the well-stocked bookshop for adults is a special corner, enclosed by high counters that insure little people complete privacy and quiet when they pore intently over Mother Goose rhymes. This secluded little room, walled by bookshelves, is furnished with the most diminutive chairs and tables imaginable, just high enough for little boys and girls.

For this little corner is the children's own department devoted exclusively to literature for little people. In this quiet spot children are invited to come and read—whether mother buys the book or not.

In other words, to quote Miss Ennis, the brown-eyed, sympathetic woman, who takes charge of the Children's Book Corner: "This is a corner where children may come and amuse themselves while mother does her shopping upstairs."

Miss Ennis realizes, of course, that on the whole children are not strictly helped to leave their children in such safe, capable hands while they do their shopping alone upstairs. Needless to say, the children prefer to wait here among the picture books, too. Nothing makes a little boy or girl more fretful and impatient than to be hurried around dress departments or millinery sections and here, buried interestingly in fairy tales or pirate adventures—well, the time just flies.

Another attractive feature of this Children's Book Corner is the little guest book idea. There is a big brown leather covered guest book devoted exclusively to the little visitors to the corner. Nothing delights a child more than to be asked to write his name. Even the tiniest person feels important to think that his signature is requested and many are the broad juvenile scrawls of Marjories and Billies, who read in the book corner.

EXPLOIT SUCCESS TO WIN MORE BUSINESS.

Believing in the old adage that nothing succeeds like success, Retowich Brothers, clothing, of Pottsville, Pa., are using a large portion of their newspaper space this fall to tell the public just how well they have done the last several years.

They point out that on August 2, 1919, their business done to date for the year reached the total handled for the whole of 1918, notwithstanding 1918 was a profitable year.

The corollary to the feature is that their line is bigger and better than ever before and that they can sell more cheaply because of the volume of business done.

When the United Farmers of Ontario suddenly called upon to form a government, were looking around for a suitable leader all eyes rested upon T. A. Cregar.

late Minister of Agriculture in the Union Government, but more recently a private member on the cross-benches—but he declined, feeling that his work in the West. There is something about the West which holds the imagination and which is even strong enough to counteract the lure of premiership. And Cregar is a Westerner—if residence on the prairie in Manitoba since 1881 counts for anything.

It was under pioneer conditions that Cregar learned the West. He learned what it was to look anxiously into the burnished sky for the rain which would save the crop from the drought. He learned how to dread the sudden storm with its icy hail barrage, and he knew what it was to face the wintry blizzard as it swept free and unrestrained by tree or bluff from the frigid northland.

This was the life on the prairie. It, and the sturdy Highland Scotch ancestry—with a strain of Irish from the mother—made a man of Cregar.

After a few short years of schooling we find him teaching a country school at 35 per month—but not for long. The love of the soil still held him and he turned his hand to homesteading on his own account. For a while, as a side-line, he ran a small saw-mill in the winters. His destiny, however, did not lie in that direction. The fates had chosen him to be one who should play a part in the great epic of the wheat. Little did he know the significance of the step he took when he became manager of the Farmers' elevator at Russell, Manitoba.

A few years before a group of grain growers had organized a co-operative association to market their wheat. As it grew it had to fight the opposition of the line elevator companies, the railway, the financial interests and the Winnipeg Grain Exchange, but it had succeeded in fighting its way through. Cregar had consigned occasional care of what to this company and had become acquainted with some of the prime movers in it, notably E. A. Partridge.



"The Flu" Coming Back Are You Prepared?"

HERE is an article about the "Flu." It says that the general opinion among physicians is that it will return this winter.

"Have they found a cure?"

"No. It seems that at the annual meeting of the American Medical Association, papers were read by physicians who could speak from authority on this subject. There was such a diversity of opinion on the effects of vaccination and inoculation, that these methods cannot be considered a success."

"What is a person to do then?"

"Well, statistics show that about three persons out of four are immune to the 'Flu' germs. Investigations of a large number of cases make it clear that this immunity from attack is due to the healthful condition of the system."

"In some districts 24 persons out of 1000 developed pneumonia from the 'Flu.' The germs of these ailments seem to thrive under similar conditions. If you are tired out and run down you are an easy prey to pneumonia germs, and the same applies to the 'Flu' and other germ diseases. The thing to do is to keep fit."

"In what way?"

"By living according to the best hygienic laws, giving attention to diet and exercise and keeping the blood pure and rich, for, after all, pure rich blood is the greatest of germicides."

"When your digestive system fails to keep the blood rich there is nothing that will help you so much as Dr. Chase's Nerve Food. This treatment is composed of the elements which nature provides for the building up of the red blood corpuscles. By its use you are enabled to get your vitality up to high water mark and to keep it there. For this reason it is a wonderful help in the fight against all germs which threaten the human system."

Dr. Chase's Nerve Food, 50c. a box, 6 for \$2.75, all dealers, or Edmondson, Bates & Co., Limited, Toronto. Look for the portrait and signature of A. W. Chase, M.D., the famous Receipt Book author, on the box you buy.

"Twenty Branch Stores"
More Joy to Life
If you cannot play some musical instrument you are missing much of the joy of life. Commencing Friday, Nov. 28, Prof. Kelley will give instruction at special club rates on
VIOLIN, UKULELE, MANDOLIN, GUITAR, BANJO
Responsible customers may obtain these instruments and instructions on a "Pay as you Learn" Plan. We are now enrolling members. As the number to be taken on is limited our advice to you is to enrol at once.
MASON & RISCH
34 King St., Kitchener
Phone 194

Properties for Sale at Reasonable Prices
11 Irwin St.; 137 Frederick St.; 143 Queen St., N.; 131, 133 and 135 King St., E.; 56 Weber St.; 361 King St., W.; 289 Courtland Ave.; 41 Cherry St., with one acre of land, 39 Weber St., E.; 928 King St., W.; 8 Queen St., N.; 5 King St., E.; 140 and 142 King St., W. FOR PARTICULARS AND PRICES, SEE
C. G. PRITSCHAU,
120 King Street West.

Read Our Classified Ads

EXPERIENCED HELP WANTED
One Machine Laster. Steady employment guaranteed. Apply
Canadian Consolidated Felt Co. 84 Margaret Ave.
or 127 King St. West.

SQUEEZED TO DEATH

When the body begins to stiffen and movement becomes painful it is usually an indication that the kidneys are out of order. Keep these organs healthy by taking



GOLD MEDAL
The world's standard remedy for kidney, liver, bladder and uric acid troubles. Famous since 1906. Take regularly and keep in good health. All druggists, 50c. a box. Guaranteed as represented. Look for the name Gold Medal on every box and accept no imitation.