

99% EFFICIENT



A preparation which has won its enviable reputation solely on its merits. The safe, sure and speedy remedy for all Rheumatic complaints.

Ask your druggist or write us for our new booklet; it is interesting and costs you nothing (Templetons, 182 King W., Toronto). We mail T.R.C.'s anywhere on receipt of \$1.00. Sole Agent for Kitchener, E. O. RITZ & CO., Druggists. For Waterloo, A. B. LEARN, Prescription Druggist.

BANK OF MONTREAL

ESTABLISHED OVER 100 YEARS
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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.



The time to plan your heating is now

THERE is nothing to be gained by putting it off. Furnaces will not be any cheaper, at least for a long while to come, and the chances are that, owing to the strong world-wide demand for raw material of all kinds, prices will go up before they will come down.

So our advice to any one thinking of buying a furnace or replacing an old one is to do so now and save much inconvenience and some money.

Another thing: For those who are planning to put in a Banner Furnace we can possibly do more now than we may be able to later on when the rush comes.

If, therefore, you have a heating system to figure out if you would like expert advice on the subject, or if you would like to know just about what it is going to cost, fill in the coupon below and mail it to us. We maintain a staff of men to give such service free, and asking them to help you will place you under no obligation whatever.

Kindly send me a copy of your booklet "How to Choose a Furnace."

Name _____
Address _____
Say whether you would also like an estimate on the cost of putting a Banner Furnace in your home.

Teach the Children to Save
Habits are acquired early in life. Children, who are taught the value of money and the habit of saving, grow up into good business men and capable women.

The easiest way to teach children to save, is to start a Savings Account for each child (\$1.00 each is sufficient). After a child has saved another dollar to make an additional deposit, he or she will have a better appreciation of just what a dollar stands for, and how much work and self-denial it represents.

THE MERCHANTS BANK OF CANADA

Head Office: Montreal. Established 1864.
KITCHENER BRANCH, D. A. MacMILLAN, Manager.
Sub-Agency at Breslau open Wednesdays and Fridays.
PRESTON BRANCH, H. SNEYD, Manager.
HESPELER BRANCH, M. S. SUTHERLAND, Manager.

Grand Trunk Railway System

Through Train with Sleeping Cars and Coaches is now operated from Toronto and Hamilton TO NEW YORK AND PHILADELPHIA
Via Grand Trunk Michigan Valley and Philadelphia and Reading R.R.

Leaves Union Station, Toronto 5.45 P.M. Daily.
Leaves G. T. Station, Hamilton, 7.05 P.M. Daily.
Arriving New York at Pennsylvania Terminal, 32nd Street and 7th Avenue
and at Philadelphia at Reading Terminal.

Dining Cars are also operated on this train.
For full particulars apply to any Grand Trunk Agent or to G. E. Morning, District Passenger Agent, Toronto.

The Merchants' Column

Edited by Mansfield F. House

In this column, which appears every Monday, Wednesday and Saturday, will appear news and short articles of special interest to merchants, their salespeople and business men. All phases of store management—buying, accounting, advertising and retail salesmanship—will be dealt with, not theoretically, but by descriptions of methods actually in use by successful merchants.

MANY A "MOVIE PLOT" IN LONDON WANT ADS

Americans, and particularly the thousands of doughboys who are passing through England on their way home, are getting more than a few smiles from what is regarded as a typically British institution—the "agency column" of the London Times.

"Now, I ask you," said a former agency man, as he pointed to the personal column of the Thunderer, "where in the United States could you find such a bunch of apparently irrelevant and meaningless ads as appear right here?"

"Take this one signed 'Darling for example. It's addressed to 'Duckie' and reads: 'You promised you wouldn't. Can't stick it. Can I see you before I go?' On the face of it it sounds like the basis for a typical Chambers-triangle, with Darling at one apex, Duckie at another and B., who looks to be the goat at the third. What did Duckie promise and what did Darling try to stick B. with? That, as a famous Englishman remarked a few centuries ago, is the question."

"But all the queer ads aren't confined to the agency column. J. Rufus Wallingford himself couldn't improve on an announcement that 'An income of a thousand pounds a year may be secured by an investment of 1200 pounds, evidently the rate of interest is going up rapidly.'

"Lady William Phipps, judging by her advertisement for a good single-handed cook, believes in helping along wounded soldiers while the shortage of houses in and around London is fuelled by the fact that premiums of from 350 to 1000 pounds are offered for unexpired leases, over and above the rental for the premises."

"Another radical difference between the Times and American newspapers is the almost total absence of classified retail advertisements, except those for motorcars and cast-off clothing—which recalls the classic announcement which appeared some months ago to the effect that 'Mr. and Mrs. Jones, at such and such an address, have castoff clothing of all varieties and invite your immediate attention'."

NEGRO "MAMMY" HELPS SELL MANY WASHERS

In company with the other parts of these United States, the negro shortage in washwomen and laundresses has hit Illinois extremely hard. The high wages paid for unskilled labor and the great demand for workers of all kinds have made it virtually impossible to secure help, even at \$3 a day, to do the family wash.

So Beatty, the local hardware man, had a bright idea. "If laundresses are as scarce as feathered fish," figured he, "there ought to be a big market for electric washers. I'll put in an order for some at once."

The order was placed and the goods delivered, but Beatty didn't stop there. No sooner had the first batch of machines arrived than he started to work to move 'em all out again across the counter.

To accomplish this most effectively he took everything out of his largest window and installed therein the fattest negro washwoman in town, with nothing to do but sit in a rocking chair and grin while she watched an electric washer doing her work. In the afternoon she put the sheets and other linen through an electric wringer and grinned some more.

A big banner across the front of the window told the whole story. It read: "Electric Washers Make Monday Funday."

Mandy—possibly that wasn't her name, but all negro mammys answer to "mandy"—not only attracted a crowd that blocked traffic in front of the Beatty store all day long, but she succeeded in moving every one of the original shipment of washers and securing orders for as many more as Beatty could lay his hands on.

A CIGAR MAN'S PLAN TO KEEP NEAT DISPLAY

A Cincinnati cigar man was long troubled by the necessity of always taking the various boxes out of his showcase whenever he sold a cigar. As a result his boxes were always in a ragged condition, partly full, and they did not look neat.

He finally evolved a way to get around that. In the rear of his counters and showcases he had a shelf built, and on this shelf he placed a layout of cigar boxes exactly as in the showcase. Now when a customer leans on the case and points out a cigar he wants the cigar man hands him the box from the shelf behind the showcase and doesn't have to disturb the showcase display at all. The latter now always looks neat because it is never touched.

"PERSONAL SERVICE" A FACT IN THIS STORE

According to the latest available statistics, Oklahoma City has something like 92,000 inhabitants, and Madansky Brothers sell an average of seventy-five per cent of goods a year to every one of them, or an annual total of \$70,000 worth of business, which wouldn't be considered bad in a city a good many times as large as this one.

The reason for this high percentage, in the opinion of Edward M. Taylor, of Madansky Brothers' clothing department, is that the firm has worked out a system of personal salesmanship which comes pretty close to being infallible.

This system starts automatically to work the moment a customer enters the store. In the first place, one of the three members of the firm is nearly always in sight and they know at least 75 per cent of the "regular trade," by name. When a stranger wanders in, they always introduce themselves before turning the cus-

tomor over to a salesman to be waited upon, in this way, overcoming the atmosphere of cold-blooded commercialism which invites distrust and at the same time building up a feeling of friendly interest which goes a long way toward making satisfactory sales.

"The first thing that salesman in the clothing department are instructed to do," states Taylor, "is to secure the correct chest and waist measurements of every customer with a tape line. Even if a man is sure that he takes a size 40, we measure him just the same because it is more than possible that his body size has changed since he bought his last suit. Moreover, it makes it possible to sell him easily on the first suit he tries on."

"Right here is the crux of the whole system, this 'first suit' idea. Men are like to do their shopping and get it over with. If they like the first thing you try on them, they'll buy it and tender you a vote of thanks for saving them time and trouble. What's more, you have that much more time to devote to another customer—so it works both ways."

"The moment I find that a customer likes the coat I have picked out for him, I suggest that he step into the dressing room and try on the trousers. Once you get that far, the sale's made. All that remains is to arrange alterations, get the name and address and see that deliveries are prompt."

"But there is one other point that helps boost the average for the store. Having sold the suit, we always ask the customer if he would like to see a hat or a pair of shoes that will go particularly well with his purchase. That indicates interest in his appearance, and in at least 50 per cent of the cases, it works. 'After all, the plan simmers down to two words—'personal salesmanship'—and our constantly increasing business is proof of the value of the theory."

THE FUTURE COMPLAINT

Wish you'd tell me the one who drives Your delivery plans Not to drop his groceries

NO EXPERIENCE NECESSARY

The idea that bread making is a long and difficult operation is a mistake, as bread may now be included in the list of quickly prepared foods, for with

ROYAL YEAST CAKES

light, sweet bread can be baked and ready for use within four hours from the time the sponge is set. Full detailed instructions are contained in Royal Yeast Bake Book which will be sent free upon request.

E. W. Gillett Company Limited, Toronto, Canada.

On our roof again,
Willie had to climb around,
Nearly broke his neck,
Getting those potatoes down—
Lost a half a peck!

Wish you'd tell your pilot man
When he brings the fish
Try to make a better aim
On the dewy lawn—
Hope to find the fish therein
When I rise at dawn.

Also, while I think of it,
Tell the man to fly
Several kilometers
Nearer to the sky.
Noise that his motor makes—
Careless, stupid chap—
Always wakes poor grandpa up
From his daily nap.

BRITAIN LOST 254 WARSHIP AND 815 AUXILIARIES IN WAR

LONDON, Sept. 28.—An official return, just issued, shows that British warships lost during the war numbered 254, including 13 battleships, 3 battle cruisers, 12 cruisers, 6 light cruisers, 64 destroyers and 54 submarines. Auxiliaries lost during the war totaled 815, including 244 colliers and 246 trawlers.

TALKING IT OVER

With Lorna Moon

INSTINCT.

The birds are going South this week. Long rows of them, like tiny airships, are winging their way confidently and rhythmically. What impulse it is which stirs in the breast of a bird and tells it that it is time to be flying south? And what gives it confidence to come back north again in the spring?

"Instinct," the dictionary says, "that instinct is 'a propensity prior to experience and independent of instruction.' What a matter-of-fact thing a dictionary is. I prefer to call instinct a whisper from God."

"A propensity prior to experience and also the dictionary says, 'the instinct of animals is held by many philosophers to be of the same nature as the intellect of man, but inferior and limited.' I think the philosophers have got off the track here. Instinct is not intellect. And the instinct of animals, far from being inferior, is greatly superior to the instinct of man. Have you ever seen a sleeping animal awakened by a noise? That animal will dart like an arrow away from the supposed danger. A human being under the same conditions will be amazed and uncertain, and in all likelihood will blunder straight into the danger to Kitchener last week."

ST. JACOBS

Mrs. Andrew Wall and son was a visitor to Kitchener.

Mr. and Mrs. Edgar Menger, of Hamilton, spent a week at the former's home here.

Miss Acheson, of Elmira, spent Saturday in town.

Mrs. Alvin Cross and children, of Kitchener, spent the week-end with Mr. and Mrs. Jas. Cross.

Miss Amy Neibergall was a visitor to Kitchener last week.

Exclusive All-Star Bill on Columbia Records

Ponselle

Makes Records Exclusively for Columbia—Here Are Some of Her Best

- Il Trovatore, D'Amor \$1.50
- Sell All Roses 9559 \$1.50
- La Forza del Destino, La Vergine degli Angeli 4958 \$1.50
- Good-Bye (Tutti) 4950 \$1.50

Stracciari

Makes Records Exclusively for Columbia—Here Are Some of His Best

- Cora Ingrate (Cardillo) 4952 \$1.50
- Elegio (Masettoni) 4933 \$1.50
- The Sunshine of Your Smile 4950 \$1.50

Seidel

Makes Records Exclusively for Columbia—Here Are Some of His Best

- Gypsy Airs (Zigeunerweisen) Opus 20 Sarasate 4954 \$1.50
- Hojas Kati, Sonatas from the Cards 4950 \$1.50
- Romance from Concerto No. 2, Opus 22 (Wieniawski) 4947 \$1.50

Al Jolson

Makes Records Exclusively for Columbia—Here Are Some of His Best

- Fill Say the Dues From "Sings" A-2746 .90
- On the Road to Cairo From "Sings" A-2690 .90
- Wedding Bells (Will You Ever Forget Me?) A-2612 .90

Nora Bayes

Makes Records Exclusively for Columbia—Here Are Some of Her Best

- How 'Ya Gonna Keep 'Em Down on the Farm? A-2687 .90
- My Barney Lies Over the Ocean A-2678 .90
- Mommy's Pickaninny, Don't You Cry A-2771 .90

Bert Williams

Makes Records Exclusively for Columbia—Here Are Some of His Best

- Everybody Wants a Key to My Cellar A-2750 .90
- O Death, Where Is Thy Sting? A-2653 .90
- Bring Back Those Wonderful Days A-2710 .90

Van and Schenck

Makes Records Exclusively for Columbia—Here Are Some of Their Best

- Old How the Cam Sing A-2757 .90
- In the Land of Yams A-2521 .90
- Why Do They Call Them Melons? A-2674 .90

Lashanska

Makes Records Exclusively for Columbia—Here Are Some of Her Best

- Louise, Depuis le Jour 49364 \$1.50
- Eve Me Agains (Harbert) 77943 \$1.00
- Bonnie Sweet Bonnie (The Maid's Dance) 59443 \$1.50

Seidel

Makes Records Exclusively for Columbia—Here Are Some of His Best

- Gypsy Airs (Zigeunerweisen) Opus 20 Sarasate 4954 \$1.50
- Hojas Kati, Sonatas from the Cards 4950 \$1.50
- Romance from Concerto No. 2, Opus 22 (Wieniawski) 4947 \$1.50

Columbia Headquarters for Waterloo County
Kitchener Furniture Co., Limited
All Models Crafanolas. All Columbia Records

BOB L

UNION OVER SHIRTS &

My Dad wears 'em

Known from C.R.G. LONG TONTO

AMERICAN

Happenings of B. Condensed For Readers. Two Vermont golfers to test the legality law. In a raid at New were arrested for books. Name of captain steamship, now at a is Gamahoochoechee. Two handits held Club in St. Louis and \$800 and some jew. Wm. J. Bryan prod ate will ratify the pea out important reserv Excessive rainfall \$2,000,000 loss to Co was by rotting the Viscous Grey, ne

A CAPITAL TO AVOID

Well Worth T

Of all the suggestion preventing the "Flu", be more worthy of trial of Dominion C. B. Q. Dominion C. B. Q. Quinine Tablets) immed the germs and, increasing of the stomach and liv system with certainty weakening effects. Th of the buzzing sensation the Sulphate of Quinine. Made by that old and The National Drug & C Canada, Limited. At in the Red Boxes.

To Rid Yours

La Grippe, NEURALGIA, HEADACH DOMINION C. Tablets (in the red box)

DEM

Twir

Van and Schenck

Makes Records Exclusively for Columbia—Here Are Some of Their Best

- Old How the Cam Sing A-2757 .90
- In the Land of Yams A-2521 .90
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