

99% EFFICIENT

TEMPLETON'S RHEUMATIC CAPSULES
FOR RHEUMATISM, NEURITIS, SCIATICA, LUMBAGO, NEURALGIA, GOUT, ETC.
A SURE RELIEF FOR THE WORST HEADACHE

15 YEARS SUCCESS

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.

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, accountants, 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 kick B. Can I see you before I go?' On the face of it that 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 used 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!'"

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.

BANK OF MONTREAL
ESTABLISHED OVER 100 YEARS

Board of Directors:

SIR VINCENT HERSHOLT, Pres. President,
SIR CHARLES GORON, C. B. E., Vice-President,
LORD SHAUGHNESSY, K. C. V. O., C. E. HOSMER, Esq.,
D. FORBES ANGUS, Esq., W. H. MASTER, Esq.,
H. R. DRUMMOND, Esq., HAROLD KENNEDY, Esq., J. H. BAUDLER, Esq.,
L. CAL. HERBERT HOLLAND, Esq., COLONEL HENRY COCKSCUTT, Esq., J. H. ASHDOWN, Esq.,
GEORGE B. FRASER, Esq., 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.



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.

Banner Furnace

The Galt Store and Furnace Co., Limited

Battler & Freiburger
29 King East

NEGRO "MAMMY" HELPS SELL MANY WASHERS

In company with the other parts of these United States, the white shoptown 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 so 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 effectually 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 mummies 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.

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 impels it is which stirs in the breast of a bird and tells it that it is time to be flying south? And what gives them the courage 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 intellect 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 which he is being warned."

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

Miss Amy Neibergall was a visitor to Kitchener last week.

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
Established 1864.

Head Office: Montreal.
KITCHENER BRANCH, D. A. MacMILLAN, Manager.
Sub-Agency at Brantford opens 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.

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 is never touched because it is always 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 worth of goods a year to every one of them, or an annual total of \$70,000 worth of business, which wouldn't be considered large in a city a good many times as big 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-

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
- Sull' Air Rotore 9559 . \$1.50
- La Forza del Destino, La Vergine degli Angeli 4958 . \$1.50
- Good-Bye! (Tosti) 4950 . \$1.50

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

- Cora Ingrata (Cardillo) 4922 . \$1.50
- Elegie (Massenet) 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
- Hojra Kati, Sonatas from the Cards 4950 . \$1.50
- Romances from Concerto No. 2, Opus 22 (Wissniewski) 4947 . \$1.50

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

- Louise, Depuis le Jour 4954 . \$1.50
- Eyes Me Agains (Harbert) 7793 . \$1.00
- Bonnie Sweet Bonnie (The Maid's Duet) 5943 . \$1.50

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

- Hi Say the Dues From "Sings" A-2746 . 90c
- On the Road to Cairo From "Sings" A-2690 . 90c
- Wedding Bells (Will You Ever Kiss Me?) A-2512 . 90c

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

- How 'Ya Gonna Keep 'Em Down on the Farm? A-2607 . 90c
- My Barney Lies Over the Ocean A-2678 . 90c
- Memory's Pinksney, Don't You Cry A-2771 . 90c

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

- Everybody Wants a Key to My Cellar A-2759 . 90c
- O Death, Where is Thy Sting? A-2653 . 90c
- Bring Back Those Wonderful Days A-2718 . 90c

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

- Oh! How She Can Sing A-2757 . 90c
- In the Land of Yams A-2521 . 90c
- Why Do They Call Them Soldiers? A-2574 . 90c

Columbia Novelty Record Booklet
Every Columbia Dealer Has It

It contains the cream of the latest material of new artists, veteran "B" Operas, special features, Turkish, Spanish, or Oriental.

COLUMBIA GRAPHOPHON COMPANY
Toronto, Ontario

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

BOB L
UNION
OVER
SHIRTS &

AMERICAN

Happenings of B
Condensed For
Readers.
Two Vermont golf
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law.
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Made by that old and
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in the Red Boxes.

To Rid Yours
La Grippe,
NEURALGIA, HEADACH
DOMINION C. B. Q.
Tablets (in the Red Box)

DEM
Twir