

## THURSDAY BARGAINS

- Men's Blue and White Striped Overalls or Smocks. Special price..... \$1.48
- Men's Heavy Fleece lined Shirts or Drawers, all sizes. Extra value at..... \$1.00
- Men's Fine White Merino Shirts or Drawers, all sizes. Very special..... \$1.00
- Men's Wolsey Brand pure wool black cashmere Socks. Special..... \$1.00
- Men's fine quality Havana brown Calf Lace Shoes, newest last with neolin soles and rubber heels, all sizes. Special per pair..... \$6.50

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



"Pass the bread, please," will be a meal-time slogan in your home if you use



**"Ocean Flour"**  
The Wm. Snider Milling Co.  
Waterloo, Ontario.



**ONLY** one way to know—get a furnace you can depend on. Get a Banner—get a Banner because of its ability to throw out heat readily, steadily, and in even volume.

The flanges of the Banner furnace throw out heat rapidly by increasing the radiating surface. That is to say, the flanges allow more air to come in contact with the source of heat, so that a great volume of air is heated quickly, less warmth goes up the chimney and more to the living rooms.

A larger-than-usual space between the radiator and outside covering of the Banner furnace permits the warm air to flow more freely and more generously to the registers. This means greater and more even distribution of warmth throughout the house.

The flanges, moreover, add strength to the furnace and protect it against warping or breaking.

Other special features of the Banner furnace are explained and illustrated in our interesting little book on "How to Choose a Furnace," which, whether you buy a Banner or not, will help you to solve the furnace problem.

You may have a copy free if you're interested.

**Banner Furnace**  
The Galt Stove and Furnace Co., Limited  
Battler & Freiburger  
29 King East

Kindly send me a copy of your booklet on "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.

## Liberal Meetings

Public meetings in the interests of **WALTER J. SNYDER**, the Liberal Candidate in North Waterloo, will be held as follows:

- ELMIRA**, Theatorium, Monday, 13th October;
- KITCHENER**, Roma Theatre, Tuesday, 14th October;
- ST. JACOBS**, Winkler's Hall, Wednesday, 15th October;
- ST. CLEMENTS**, Esbaugh's Hall, Thursday, 16th October.

All meetings will begin at 8 o'clock.

Mr. Snyder and other speakers will be present at all the meetings.

**MR. C. M. BOWMAN, EX-M. P. P.** of Southampton, will also address the Kitchener meeting. Everybody welcome. Ladies specially invited.

**J. C. HAIGHT**, Secretary, N.W.R.A. **J. STAUFFER**, President, N.W.R.A.

## The Merchants' Column

Edited by Mansfield F. House

In this column, which appears every Monday, Wednesday and Saturday, will be found a number of special articles of special interest to merchants, their salespeople, accountants, advertising and retail trade generally, but by descriptions of methods.

### ARE NIGHT DISPLAYS REALLY NECESSARY?

The majority of retailers consider it essential to have their windows brilliantly illuminated, especially during the holiday season when there are large numbers of people on the streets. Hazelton, Pa., is likely to be rather dim this year, however, for merchants there have discovered that the coils which formerly went into electric meters can be used profitably in the purchase of newspaper advertising space.

The discovery was made when the Harwood Electric Company recently insisted in raising its rates for electric signs and window lighting. The merchants complained, but they were informed that they could take the current at the higher figures or leave it, just as they pleased. So the majority of them decided to leave it.

Windows are now lighted only for a short time after the stores close, as well as during the regular business hours when lack of daylight demands it. The other money is invested in additional newspaper space.

The new policy has not injured business in the least. In fact, the Hazelton stores report that trade has picked up considerably since the change went into effect.

### PAPER PATTERNS FIT FURNITURE TO ROOMS

Because a number of visitors to the furniture department of a store in Kansas City frequently decided to make purchases as they were not sure that the article at which they looked would fit the size of the rooms, the store in question has worked out a plan whereby the sale becomes practically automatic.

When a customer makes this objection the salesman secures a sheet of tough wrapping paper, specially prepared for this purpose, places the chair or table or desk upon it, traces the pattern and the exact size, cuts it out and hands it to the customer with the request that they measure the space by it when they return home.

A report is then made to the advertising department of the store and the pattern is followed up a day or two later by a personal call from a furniture salesman, who is often able to suggest some other piece in stock which will exactly fit the space.

In this manner the store has been able to secure sales from 90 per cent of the prospects who took home these patterns.

### HONOR ENOUGH FOR ALL

A large portion of the mail of a retailer in a small Illinois town was the writing of letters of recommendation for young men of the town who had left to secure positions in the larger cities. It was never known if he refused to write a letter for any boy Good record or bad, that that an appeal to "B. J." would bring the letter that would open the way to a job.

"Now, look here, 'B. J.'," an acquaintance said one day when the business man mentioned that another of the town's worthies and jobless had applied to him for a letter of recommendation. "I would like to know how you can write a letter for every fellow. You must have stretched things for a smect of them."

"No, I've got a simple plan that I follow. If the fellow is not bright or industrious, I can usually say that he is honest. And if the fellow is tricky or not just exactly honest, why I usually say that he is very energetic."

### A QUEER BOOK SHOP

It is "SUN-WISE TURN" that the outside you never would imagine that you were in the heart of New York's busiest shopping district—Thirty-first street, right off Fifth avenue. It's more like a quaint old corner of London, years ago—perhaps in Dickens' time.

To look at the bookshop from the inside—well, Sunwise Turn isn't really an original background. It's form a Gaelic word meaning luck—for there's an old superstition among these folk that if you follow the sun you'll have luck.

The Sunwise Turn Bookshop is run by two women—both writers themselves—who really know the meaning of the personal bookshop, not entirely obscured by commercial considerations.

Miss Madge Jenison and Mrs. Mary Bowbray-Clarke, who run Sunwise Turn, have founded their bookshop in one idea: To promote more original, creative work among those in the art and craft by supplying them with the proper tools—books that inspire them to originality rather than encourage them to imitate others.

Aside from its regular plan of selling books, Sunwise Turn has a "university" bookshop, a "university" designed for professional men and women interested in the world of letters and too busy to follow it closely; for country houses and other places too remote from the centres where ideas pass current.

To subscribers they send no lists but first ascertain the subjects in which the person is most interested. Then the subscriber pays a certain sum—\$10, \$25, \$50 or \$100. In return, Sunwise Turn sends at intervals, as it comes across works on the subject in which the subscriber is interested, packages of books. These packages are laid au-

tomatically on a subscribers table monthly or twice or four times a year. The subscribers price covers professional services in carefully choosing the best books, cost of books and expressage. Sunwise Turn carries man subscriptions in this way for children's reading.

The Sunwise Turn secret of popularity is in selecting the right books for the right person. Customers come in lay down a specified sum of money, tell their favorite subjects and let either Miss Jenison or Mrs. Clarke do the selecting.

Mrs. Clarke and Miss Jenison have one definite idea behind their successful bookshop. Instead of selling books as merchandise they attract booklovers a collectors of libraries by knowing their stock, being familiar with the contents of each and every book selling intelligently.

They have attracted a worth-while clientele to Sunwise Turn by "book evenings"—at which persons interested in different subjects gather and discuss their particular hobbies. Galsworthy, John Masfield and others equally prominent most frequently at these Sunwise Turn book evenings, and the publicity incident to the idea hasn't hurt sales a bit.

### ST. AGATHA.

Visitors: Miss Aurelia Jantz of Detroit with her sister Mrs. I. Dietrich; Miss Kate Tschirhard in Baden and Kitchener; Miss Johanna Strauss of Bethlehem, Pa., with her parents; Mrs. Jos. Steffler in Kitchener with her son Albert, whose wife is very ill; Mrs. Edwin Weinstein of Kitchener with Barbara Buchheit; Geo. Isley and family of Haddon in town last Sunday; Albert Hergott and wife of Waterloo with Peter Hergott; Peter Dietrich and family and Milton Haffner of Hawkesville at Aug. Dietrich's; Chas. Albers and family of Tavistock with Henry Kienappel—Joh. Huber is leaving the employ of the orphanage to work for his brother John at Hawkesville. Geo. Stubb of Toronto and Miss Olive Steckley were quietly married at the parsonage last Friday.—Last Thursday evening Mrs. Cath. Greyerbichl was presented with a handsome rocker on the occasion of her 68th birthday anniversary and an address was read. The evening was spent in games and dancing after which refreshments were served.

Cook's feathers, preferably of the scarlet variety, are now being used to loop up to loop up skirts draperies or evening frocks in Paris.

Tye Y. W. C. A. has now a fine clubhouse at Buxton for the accommodation of women and girl travellers in the mountains.

HOW TO AWAKE FRESH AS A DAISY CONSTIPATION GONE! No other remedy acts the same. Works while you sleep, smooth, silent, effective. Cures the worst headache or constipation.

This is at Buxton when you use Dr. Hamilton's Pills. For wind, or pain in the stomach nothing works better. No bad taste left behind, no furred tongue, no dizzy spells or bilious fits, after taking Hamilton's Pills.

All the old costiveness, frightful dreams and nervousness disappear as a ship in the night. The appetite is sharpened up, takes on a keen edge.

You enjoy your meals, relish and digest them. Strength and buoyant spirits return. You feel good, you look like your old self again with bright eyes and rosy cheeks.

The best guarantee of good health and old age that man and woman can have is the regular use of this family pill.

Suited to all ages, you should get a few 25c boxes from the drug store and keep them handy.

## WHY DO WOMEN SUFFER

When There is Such a Remedy for Their Ills as Lydia E. Pinkham's Vegetable Compound?

Mishawaka, Ind.—"I had such a severe female weakness that I could not do my work and I could not get anything to relieve me. A physician treated me, but it did no good. I had been in this condition for three months when I began taking Lydia E. Pinkham's Vegetable Compound (tablet form) and it cured me. I keep house and am a mother of four children. I certainly praise your medicine."—Mrs. SUDA OLDFATHER, 548 West Second Street, Mishawaka, Ind.

Women who suffer from such ailments should not continue to drag around and do their work under such conditions, but profit by the experience of Mrs. Oldfather and thousands of others who have tried this famous root and herb remedy, Lydia E. Pinkham's Vegetable Compound, and found relief from such suffering. If complications exist write the Lydia E. Pinkham Medicine Co., Lynn, Mass. The result of their 40 years' experience in advising women on this subject is at your service.



**"We're Hurry'n, Mamma, for our FRY'S COCOA"**



THE best food for children is the one they like, and the one that does them the most good. That means FRY'S. Its flavor is delicious. It is all fine, quickly assimilated nourishment—very economical, no waste. Makes children strong, rosy-cheeked and happy. Remember—

"Nothing will do but FRY'S"

Two Phones THURSDAY AT 1447, 1448

## SCHELL BROS

- STOCK TAKING SPECIALS.**
- 300 pkgs. Quaker cornflakes, strictly fresh, per pkg. .... 10c
- Comfort soap, the new large bar, for Thursday only, 3 bars .... 25c
- Epps old country cocoa, large 30c tin ..... 19c
- Epps cocoa, 13c tins ..... 9c
- Jams in tumblers, 15c sizes ..... 9c
- French mustard, 10c glass ..... 9c
- 6 tins only Clark's corned beef, 2 lbs. size, reg. \$1.00 for ..... 60c
- Choice Carolina rice, worth 30c per lb., 2 lbs. .... 23c
- Pearl table syrup, large 16c bottles ..... 23c
- Figs, slightly sugary, reg. 25c per lb., clearing at per lb. .... 10c
- Dried peaches, slightly sugary, clearing at 2 lbs. for 30c ..... 25c
- California prunes, good quality, but sugary, reg. price 20c clearing at 2 lbs. for ..... 25c
- 3 cases only sweet California oranges, fresh quality, reg. 40c per doz. .... 23c
- 15 boxes Diamond crystal salt, 10c size ..... 9c
- NEW DATES SPECIAL.**
- Fresh Dromedary dates, per pkg. .... 25c
- Fresh Excelsior dates, per pkg. .... 20c
- SUGAR SPECIAL.**
- Best granulated sugar 8 lbs. .... \$1.00
- Best granulated 100-lb. sacks ..... \$11.90
- Best bread flour, 35 lbs. .... \$5.50
- Best icing sugar 2 lbs. .... 25c
- GRAPES, CHESTNUTS, ETC.**
- 500 baskets of choice grapes, at lowest prices. .... 50c
- Choice handpicked apples per pk. .... 25c
- Choice plump chestnuts, per lb. .... 25c
- Choice sweet potatoes, 3 lbs. .... 25c
- Large Spanish onions, 3 lbs. .... 25c
- Solid cooking onions, 3 lbs. .... 25c
- Choice solid cabbage, per lb. .... 6c
- Choicest Thorndale celery, 7c to 10c. .... 7c
- LARD, BUTTER, HAMS, ETC.**
- Schneider's small hams have the flavor and are well cured, per lb. .... 30c
- Guaranteed lard worth 35c per lb. .... 33c
- Choicest farmers lard, per lb. .... 36c
- Crisco, reg. 50c tins ..... 40c
- Swift's best margarine, per lb. .... 38c
- Nucos, the new margarine, per lb. .... 38c
- Choicest creamery butter, per lb. .... 60c
- Choicest nippy factory cheese, gold medal quality, per lb. .... 40c
- Steiss or Baden Limburger lb. .... 38c
- Choice brick cheese, per lb. .... 38c
- Choicest dried beef, per lb. .... 70c
- Choicest boiled ham, per lb. .... 70c
- Choicest breakfast bacon, per lb. .... 55c
- COFFEE, TEA, COCOA**
- Our fresh roasted special coffee worth 45c per lb. for ..... 38c
- Jewel coffee worth 45c for ..... 45c
- Mocha and Java worth 45c for ..... 60c
- Choice black tea, worth 75c for ..... 60c
- Choice mixed tea, worth 75c for ..... 60c
- Choice Japan tea, worth 75c for ..... 60c
- Lipton's tea, reg. 50c per lb. .... 55c
- Minto tea, black or mixed, per lb. .... 70c
- Choicest cocoa, reg. 40c per lb. for 30c ..... 25c
- Fry's or Cowan's cocoa 30c tins ..... 25c
- RAISINS, PRUNES, FIGS.**
- Seeded raisins, large 25c pkg. .... 20c
- Seedless raisins, worth 30c per lb. .... 23c
- Seedless raisins worth 30c pkg. .... 23c
- Seedless raisins worth 25c pkg. .... 20c
- Choice new figs, per lb. .... 25c
- Large sweet prunes, worth 30c per lb. .... 25c
- Dried apples, per lb. 3 lbs. .... 25c
- FLOUR, CEREAL, ETC.**
- Best pastry flour, 24 lbs. .... \$1.38
- Best bread flour, 35 lbs. .... \$5.50
- Best bread flour, 35 lbs. .... \$5.50
- Kellogg's best cornflakes, 2 pkgs. .... 25c
- Fresh shredded wheat, per pkg. .... 14c
- Good health food, 2 pkgs. .... 25c
- Quaker, Tillson's and Robin Hood oatmeal, large 40c pkg. .... 33c
- Our special oatmeal 3 1/2 lbs. .... 35c
- Farina or wheat germ, 3 lbs. .... 25c
- Rollod wheat, 3 lbs. .... 25c
- Broken sweet cakes, 2 lbs. .... 20c
- Golden syrup, 65c pails ..... 60c
- Medium syrup, per qt. .... 30c
- Sardines in olive oil, reg. 25c for ..... 15c
- Good sardines, 4 tins ..... 25c
- Shaker salt, large 15c pkg. .... 10c
- Wonder Wash, per pkg. .... 15c
- Wash boards, worth 45c for ..... 25c
- Vanilla, lemon, etc. extracts, large 15c bottles ..... 8c
- Table salt, 7 lbs. for ..... 10c
- Best matches, per pkg. .... 10c
- Best matches, 15c pkg. 3 for ..... 25c
- Swift's toilet paper, large 10c rolls ..... 5c
- 2 in 1 shoe polish, 15c tins, 3 for ..... 25c
- Lux, large size 15c pkg. .... 12c**
- Ammonia powder, large 15c pkg. .... 10c**
- Dutch cleanser, per tin ..... 10c**
- Pearline, large 8c pkg. .... 7c**
- Washing soda, reg. 5c per lb. 3 lbs 10c**
- BROOMS, VERY SPECIAL**
- Fancy brooms worth \$1.00 for .... 75c
- Good brooms worth 90c for ..... 65c
- Special brooms worth 80c for ..... 65c
- EXTRA SPECIALS**
- Stone crocks from 1 to 10 gallons. .... 25c
- Choicest potatoes, per peck ..... 45c
- Oaklike, large size pkg. .... 25c
- Jumbo stove polish, large 15c tin ..... 10c
- Sardines, labels slightly soiled, worth 25c per tin, at 2 for ..... 25c
- Campbell's soups, all kinds, per tin, 15c ..... 15c
- Sweet refined elder, per gal. .... 50c
- Choicest peanut butter, worth 35c per lb. for ..... 25c
- Choice large fresh grape fruit, 2 for worth 40c ..... 25c
- Carnation milk, large tins ..... 18c
- Masaroni, large 15c pkg 2 for ..... 25c
- Sago baking powder, 25c tins ..... 25c
- Our pure cream baking powder large 30c 1-lb. tins ..... 20c
- Salmon, full 1-lb. tins, reg. 35c ..... 25c
- Red cross salmon, reg. 25c tins ..... 20c
- Pure red salmon, large 50c tins. .... 30c
- Broken sweet cakes, 2 lbs. .... 20c
- Golden syrup, 65c pails ..... 60c
- Medium syrup, per qt. .... 30c
- Sardines in olive oil, reg. 25c for ..... 15c
- Good sardines, 4 tins ..... 25c
- Shaker salt, large 15c pkg. .... 10c
- Wonder Wash, per pkg. .... 15c
- Wash boards, worth 45c for ..... 25c
- Vanilla, lemon, etc. extracts, large 15c bottles ..... 8c
- Table salt, 7 lbs. for ..... 10c
- Best matches, per pkg. .... 10c
- Best matches, 15c pkg. 3 for ..... 25c
- Swift's toilet paper, large 10c rolls ..... 5c
- 2 in 1 shoe polish, 15c tins, 3 for ..... 25c

## Notice - Boys

Four exceptional opportunities for bright boys, 14 to 16 years of age, light pleasant work at good wages. Write

**BOX 62, NEWS RECORD**



VENSON, ex-Mayor, will oppose Sir Nominer of Labor

to Classify

collees dog Oct. 15. Answers to names person showing his party have been 10-15-19 containing sum of 2 at 74 Cheron St.