RS

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chener

byes. This amount was d, the officials reported. aprial.
Ohio, Nov. 17.—The re & Rubber Company.

English law a girl o of ordinary intelligence of sufficient capacity to a domicile and mode of PEPS

cal breathcable tablets, make throat, chest, and lungs coldting. When a masty cold or a thing bout foretells the revival our old bronchial trouble, best thing to do is to take at once to strengthen and

ROTECT

when a Peps tablet is from its preserving silver and allowed to dissolve abouth, it gives off powerful all and germicidal fumes mediately circulate with eath through all the airs, and destroy any germs we got into

Your

trils and throat. At the same to the sore, inflamed membrane on the healed, and protected, arm is released from the broads, breathing is made easy, that distressing cough and out soreness disappear. The this direct treatment Peper trouble off the

HEST

d lungs, and the worst weather in he faced without fear of evil associated. It is the safest plan always have a few Peps handy arrest a cold, and prevent it aching the lungs or starting conchitis and chest weakness.

Peps

PURINA PURINA CHICKEN SCRATCH FEED IN CHECKERGARD BASS

This is the feed that's guaranteed

More eggs or money back

EIDT, WEBER & CO.,
Distributors
Kitchener,
Ont.

Attention Poultrymen

we are putting up the best scratch feed that money can buy at \$3.50 per cwt. Composed of buckwheat, wheat groatine and cracked corn. Also have a limited quantity of buckwheat.

Eidt, Weber & Co. 17 Benton St. 27-61.

Cleaning & Pressing

It's cheaper to have your old suit cleaned and pressed than to buy a new one. We'll make it look, like a new one.

The Dye Works
29 South Queen. Phone 808

The Merchants'
Column

Edited by
Mansfield F. House

In this column, which appears every Monday, Wednesday and Saturday, will oppear news and short articles of special fapreest to merchanis, their salespeopie no business men and women in general. All phases of store management—buyand occounting, advertising and retail salesmanship—will be deal with, not theo tically, but by descriptions of methods actually in use by successful merchants.

GOMPLETE SATISFACTION BUIL

, \$150,000 QROCERY.

An annual business of \$150,000 is one which many a grocery store, located in a large city, would be glad to claim for its own; but to accomplish it in a town of 7000 automatically stamps the organization as being distinctly above the accomplished to the control of the con

Maryville, Mo., is the town in question and Schumacher's is the store. Moreover, the \$150,000 was attained last year without price-cutting of any kind—simply through rigid adherence to the principle of giving value receiv-

we have made it our business to study the sources of supply and to get good values—evin if we have to pay a higher price and charge our customers accordingly," states Edward Schumacher. "By doing this we can tell our customers exactly what to expect and we can guarantee satisfaction. Of course, we have low-priced goods as well as the high-priced lines, but that portion of our business is gradually giving way to the better class, for we tell our patrons highly that they were

just what they pay for." "We never make a special price. We watch our stock closely and if any goods are found to be damaged through the manufacturer's fault we return them. If the damage is due to a fault of our own, we simply haul the questionable goods out to the dump heap, figuring that we cannot afford to take the slightest chance even though we gave thee customer a discount. "If a customer has any fault to find with goods purchased from us, we take them back without argument. It is always safe—for business purposea—to assume that the customer is right and. Iving up to this principle, we naturally do our buying from houses that make the same sweeping guarantee. "It is a mistake to suppose that the ordinary trade does not appreciate the ultimate economy of high quality. A farmer's wife came in the other day.

Thus, never stressing prices but always assuring complete satisfaction, the Shumachers have gradually drawn to their store the allegiance of families who trust them implicitly. Sales put on by the other groceries in Marysville do not tempt this trade away, for they have learned by experience that Schumacher's gives them what they pay for-walue for every penny they spend. Which is the reason for the \$150,000 business in a town of 700 people-own rows then \$250.

TO REDUCE NUMBER OF CHECKS OFFERED.

The person who intends to present a check to the Coulter Dry Goods Company, Los Angeles, Calif., reads

outside the community that the open-

The Rev. John Logan Mayquis recently announced that he had accept ed a call to another pastorate, an that he would leave the First Preshyterian Church on November 1. Nocontent to await his actual departurthe church authorities immediatel sanctioned the publication of and payment for a series of advertisements designed to call attention to the opening and secure the services of a suc-

The church does not, however, word on the assumption that it can secure a minister merely by publishing the fact that a vacancy exists. It makes every effort to sell the advantages of the position by calling attention to the desirability of Phoenix as a place of residence and stating that "our church has had but four pastors during the last twenty seven."

In has doptJour church building is not mod dopttung" the erection of a new structure is on hecks, odd the things on our program for the hear future, when conditions are fav back or cold the spirit of the Lord and with energ for His- work. Phoenix is a fine fiel for men, and a pastor should be equip ped with special ability to attract an pro-

that the church will have but little difficulty in securing the pastor it wants, thus scoring another point for advertising in an unusual field. RICH SETTING PROVIDED FOR

RICH SETTING PROVIDED FOR RUG COLLECTION.

The Fraser-Patterson Company. o

HOUSEHOLD NECESSITY

Gillett's Lye has long been regarded as a house-hold necessity because of the fact that it is useful in so many ways, and so satisfactory in every respect that no woman feels that she can keep house without it. Makes the finest kind of soap for washing and cleansing. One can of Gillett's Lye will make ten pounds of good soap in twenty minutes. Many of its uses are shown in booklet under the label.

"GILLETT'S LYE EATS DIRT"

Seattle, Wash, has opened an Oriental rug department on the fourth floor
of the store, which has been transi formed into a picturesque Turkish rug
market, with the slender arches and
swinging lamps of a Moorish temple
as background for the rich fabrics.

On the occasion of the opening of this department big newspaper advertisements carrying a sketch of the comple with its display of russ.

crowds flocked to the section for days. Saw at Typerse of C. W. Dolan, head of the departing most.

ment, has spent years getting the colling lection together and it is said to be ments, furniture, and the country, ment, delivery—a furniture. Typerse furnorman, Caussian and lished in a box set in the country.

"WHAT DID YOU SEE HERE"
Tepper Brothers, of Elmira, N. Y.,
have just finished an interesting essay
contest which brought much business

ment, furniture, food, clerks' equit ment, delivery—all were touched up on. Two of the essays are being put lished in a box such day in the Teppe Brothers' Space, and tell the public in musual terms and language som of the merits that the Tepper shoppe says in the establishment.

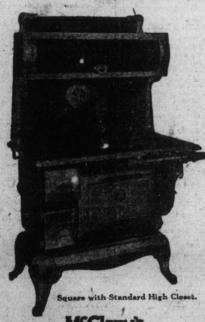
Mushrooms, a world-wide product

"Be master of your health"

Dr. Chase's

Herve Food

No. 2.-To be used during Demonstration



MClary's are also makers of the

are also makers of the
Pandora Cast Iron Range
Kootenay Steel Range
Bon Accord Cast Iron Range
Garry Steel Range
Regina Steel Range
The Famous Baseburner
The Sunshine Furnace
The Radium Furnace
The McClaw's Electric Range

Have You Seen This Range in Action?

A COMPLETE Gas Range-burning natural or artificial gas-a complete coal or wood stove-all in one-a range that combines simplicity, economy and efficiency, with beauty and durability, is the range for every home.

McClary's

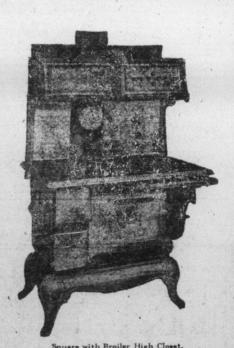
is a complete Range because it combines all these very valuable and very essential features.

Therefore, before you buy a range see the Simplex in action. Attend the demonstration in our store to-day. The Simplex proves itself such a saver of fuel and material, money and trouble, that you will want one in your kitchen.

The Simplex Combination Range is so easily adjusted that a twist of the wrist changes from coal to gas, or both can be burnt at any time.

For gas you simply turn the key at the right of the oven door; when through turn it back. There are no parts to change as in ordinary ranges. And you cannot make a mistake, because you have only to turn the key that's all.

SEE IT AT



H. Wolfhard & Co

31 King West. Phone 42

See the "SIMPLEX" and be convinced of its value in your home.