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Ohio, Nov. 17.—The
r. & Rubber Company,
day increased its cap-
a \$100,000,000 to \$200,
English law a girl o
of ordinary intelligence
of sufficient capacity to
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PEPS

the real breatheable tablets, make
the throat, chest, and lungs cold
resting. When a nasty cold or a
coughing bout foretells the revival
of your old bronchial trouble,
the best thing to do is to take
Peps at once to strengthen and

PROTECT

the chest. When a Peps tablet is
taken from its preserving silver
wrapper and allowed to dissolve
in the mouth, it gives off powerful
antiseptic and germicidal fumes
that immediately circulate with
the breath through all the air-
passages, and destroy any germs
that have got into

YOUR

nostrils and throat. At the same
time the sore, inflamed membrane
is soothed, healed, and protected,
phlegm is released from the bron-
chia, breathing is made easy,
and that distressing cough and
throat soreness disappear.

By this direct treatment Peps
helps trouble off the

CHEST

and lungs, and the worst weather
can be faced without fear of evil
consequences. It is the safest plan
to always have a few Peps handy
to arrest a cold, and prevent it
reaching the lungs or starting
bronchitis and chest weakness.

Peps

ALL DEALERS 50c BOX



This is the feed
that's guaranteed
to bring

More
eggs or
money
back

Sold only in checkerboard bags, by
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 buck-
wheat, wheat cracked
corn. Also have a limited
quantity of buck-
wheat.

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.
Try us.

The Dye Works
29 South Queen. Phone 899

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 and women in general. All phases of store management—buying, accounting, advertising and retail salesmanship—will be dealt with, not too technically, but by descriptions of methods actually in use by successful merchants.

COMPLETE SATISFACTION BUILT A \$150,000 GROCERY.

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 average.

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 received.

"We have made it our business to study the sources of supply and to get good values—even 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 plainly that they 'get 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 the 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 purposes—to assume that the customer is right and, living 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 and asked for the highest priced sardines, adding that she found them cheaper than the twenty cent ones. 'We used to throw some of the cheap ones away,' she explained, 'but these forty cent ones are so good that we eat every morsel, even down to the last drop of oil.'"

Thus, never stressing prices but always assuring complete satisfaction, the Schumachers have gradually drawn to their store the allegiance of families who trust them implicitly. Sales put on by the other groceries in Maryville do not tempt this trade away, for they have learned by experience that Schumacher's gives them what they pay for—value for every penny they spend. Which is the reason for the \$150,000 business in a town of 700 people—or more than \$20 a year per person.

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 opening existed.

But times have changed—at least in Phoenix, Ariz.

The Rev. John Logan Macquis recently announced that he had accepted a call to another pastorate, and that he would leave the First Presbyterian Church on November 1. Not content to await his actual departure, the church authorities immediately sanctioned the publication of and payment for a series of advertisements, designed to call attention to the opening and secure the services of a successor.

The church does not, however, work 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 years."

"Our church building is not modern," admits the announcement, "but the erection of a new structure is one of the things on our program for the near future, when conditions are favorable. We want a pastor filled with the spirit of the Lord and with energy for His work. Phoenix is a fine field for men, and a pastor should be equipped with special ability to attract and organize them."

Already the replies received indicate that the church will have but little difficulty in securing the pastor it wants, this score another point for advertising in an unusual field.

RICH SETTING PROVIDED FOR RUG COLLECTION.

The Fraser-Patterson Company, of

HOUSEHOLD NECESSITY

Gillett's Lye has long been regarded as a household 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"
Made in Canada.

Seattle, Wash., has opened an Oriental rug department on the fourth floor of the store, which has been transformed into a picturesque Turkish rug market, with the slender arches and swinging lamps of a Moorish temple as background for the rich fabrics. Panels in the temple walls are decorated with pictures of the tribes of the desert.

On the occasion of the opening of this department big newspaper advertisements carrying a sketch of the temple with its display of rugs appeared in the Seattle papers and crowds flocked to the section for days.

C. W. Dolan, head of the department, has spent years getting the collection together and it is said to be one of the very best in the country. Mr. Dolan has specialized on Persian, Turkish, Turkoman, Caucasian and Chinese rugs. Prices range from \$12 to \$4800.

"WHAT DID YOU SEE HERE?"
Tepper Brothers, of Elmira, N. Y., have just finished an interesting essay contest which brought much business. They offered prizes to women who wrote 100 words as to what they saw in the establishment.

Mushrooms, a world-wide product as plentiful in Siberia as in saw at Teppers that interested them the most.

Corsets, service, clothes, undergarments, furniture, food, clerks' equipment, delivery—all were touched upon. Two of the essays are being published in a box each day in the Tepper Brothers' Space, and tell the public in unusual terms and language some of the merits that the Tepper shoppers saw in the establishment.

"Be master of your health"

Dr. Chase's Nerve Food

No. 2.—To be used during Demonstration

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

SIMPLEX Combination RANGE

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.

Square with Broiler High Closet.

McClary's
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 Radiant Furnace
The McClary's Electric Range
The Florence Automatic Oil Stove