

ERNST'S "Where the Good Clothes Come From" ERNST'S

The Most Satisfactory Suits and Overcoats the Price Will Buy.



WHEN WE SAY that these suits and overcoats are the most satisfactory garments that the price will buy we mean they will give the most satisfactory service that any fair man can reasonably demand; that the styles, workmanship, fit, general appearance and value are in full accord with the highest standard of excellence and that they will completely satisfy the men and young men who buy them and wear them.

You may have your favorite materials and colorings--the variety is great enough to accommodate all preference and taste. At each of the prices named we offer satisfying suits or overcoats.

\$20, \$25, \$30, \$35, \$40

Men's Fall Weather Overcoats-- A remarkably large and satisfactory showing of Men's Fall Weight Overcoats. Extreme and conservative models. Will please both men and young men.

FALL WEIGHT OVERCOATS **MEN'S TWEED RAIN COATS**

\$18.00, \$20.00, \$25.00, \$30.00, \$35.00, \$15.00, \$18.00, \$20.00, \$22.00, \$25.00

WARMER UNDERCLOTHING

Our stock of Fall weight Underwear contains many interesting lines. Some of these will be sure to appeal to you now that the chilly evenings have come. Fine Mercury Ribbed Combinations in white and cream shades, sizes 34 to 42, special value suit, **\$2.29**. Men's Fine Merino Shirts and Drawers, splendid fall weight, per garment, **\$5c**.

Vigorous Ribbed Cotton Combination, Fleece, Velvet finish, Cream color, size 34 to 44, **\$2.98**. Men's Fine Cotton Combinations, closed crotch, long sleeves and long legs, special snit, **\$1.98**.

SWEATER COATS

Men's Sweater Coats in great variety from the best mills in the country, pure wool and wool and cotton mixtures, prices from **\$3.50 to \$10.00**. Boys' Coats in many styles and colors, reliable qualities, prices from **\$1.98 to \$5.00**.

AUTUMN NECKWEAR

With all the richness of the autumn splendor of color, **\$2.00, \$1.50, \$1.00, 75c and 50c**.

BOYS' SUITS, SPECIAL \$9.50

Here is a great snap considering present market prices; it's only quantity purchasing that brings these suits our way, sizes 25 to 35, every suit a bargain, at **\$9.50**.

EXTRA VALUES ARE HERE IN BETTER GRADE BOYS' SUITS \$13.50

Sizes to Fit Ages 8 to 17

These Suits are every one a real bargain, good reliable English tweeds, in a big assortment of attractive patterns and latest models. We can not replace them for anything like the same price **\$13.50**.

NEW FALL HATS

Italian English American and Domestic makes; all the latest Fall shades are here. Fine Caps in the newest shapes and fabrics, the kind you can rely on, price **\$1.50 to \$3.00**.

QUALITY-ECONOMY TROUSER BARGAINS

Two-year-old contracts here give you two-year-old prices. In scores of cases the same qualities now twenty to thirty per cent. of a clear savings; shrewd buyers are taking two or three pairs along;

every pair absolutely guaranteed wear, Scotch tweeds, English worsteds and tweeds, stripes, checks, plain and fancy weaves.

SPECIAL WORK GOODS SELLING

All our work garments are made in good full sized garments whether Overalls, Smocks or Shirts. Our prices are the keenest in the city.

Work Mitts Horsehide Mule Sheep, one finger and all fingers.

Work Shirts The best value in Black Sateen and Canada, and all the Drill **\$1.00, \$2.50, best makes, black & white stripe.**

HERE ARE SOME HOSE SNAPS

45c Black Cashmere Hose, 3 pr. **\$1.50**. 55c dozen English Cashmere **\$6.00**. Canada's best \$1.00 Cashmere Socks **75c**. Ernst's Footwarmers, pure wool, heavy rib socks, **50c, 75c, 85c**.

Bring the Children to Ernst's

FALL COMFORTABLE SHOES

Lasting Comfort Splendid Workmanship and good wearing are embodied in Ernst's Children's Shoes. We have an excellent showing of fall footwear for both dress and play.

Child's good quality Kid, lace and button shoes, patent with white tops, fawn tops and check top, sizes 3 to 7, all one price, **\$1.50**. Girl's dark brown high cut lace Shoes, sizes 8 to 10, special, **\$3.25**. Sizes 11 to 2, special, **\$3.75**.

The greatest offering to-day, Women's black kid and gunmetal, also dark brown high cut lace shoes, low heels, sport heels and Louis heels in the lot, sizes 2 1/2 to 7, special, **\$4.95**.

Men's, black and brown calf lace shoes, special, **\$5.95**. Boys' sizes, 1 to 5, special, **\$4.95**.

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 theoretically, but by descriptions of methods actually in use by successful merchants.

Not "What Else?" but "Look at These." William Richards, a haberdasher in Youngstown, O., got tired of "Anything else today?" or "Will that be all?" particularly when his clerks insisted upon putting these questions to customers during the holiday season. So he determined to find a specific remedy.

Now, the first thing in the morning, every clerk in the Richards store gathers at a little meeting which decides what article is to be pushed during the following day. As a general rule it is some accessory of dress, not very expensive, but likely to be in considerable demand. Men's cravats, especially boxed for Christmas, will be the item decided upon one day, for example, while handkerchiefs will be featured the next, and so on. The article agreed upon is then advertised in comparatively small space, but with a distinctive type and border arrangement, and the entire store stands ready to give the maximum service, because the feel a personal pride in making the "specials" move fast.

A careful record is kept of the different articles pushed during the month and of the total number of sales made by each clerk. The one who sells the greatest number of "specials" receives a cash prize and Mr. Richards is authority for the statement that this plan has resulted in an extremely large percentage of "suggestion sales," for the combination of the advertising with the conference of the day before puts part of the organization on its mettle.



Knowing Boys Helps Blake Sell Handcars

P. W. Blake, of Peoria, Ill., cleaned out all the handcars for children that he could buy last year. He even bought and sold some from a competitor's stock just because he knew something about a boy psychology. Only he says, "Easy on that 'psychology' stuff--I don't know what that is; I was just a kid once, and I have never forgotten my wants." Here is how he sold the cars:

Blake operates a tinshop in the rear of the store and has a handy man there. He knows that a boy with a car likes to feel that he is like "dad" with his car. So he had the tinners cut some oblong pieces of galvanized iron about eight by five inches, covered these with a coat of white, then lettered and

ONTARIO ELECTION CANDIDATES
—From left to right are shown: T. H. Slack, U.F.O. candidate in Dufferin; C. Woods, Liberal candidate in Lennox; and W. E. N. Sinclair, Ontario lawyer, who will be the Liberal standard-bearer in South Ontario. The lower picture is that of Dr. A. W. Nixon, of Georgetown, M.P.P., who will contest Halton as a Conservative.



Bouiril
gives strength to win

On sale at all Druggists and Stores.

stenciled on them a design that was a fair imitation of an automobile license tag. He put one of these on each car shown on the sidewalk. One day a young mother with the five-year-old came along. The boy saw the cars with the numbers. "Look! Look! See mother, there is the one I want. Right there with the license number on." The mother tried to lead him by. "Not here, Bruce. Father said to go to —, where we trade." But she tried in vain. The lad would not pass of putting the dealer's name on the car.

45129
Blake Hdw. Co.
Druggist to Swap Sundays
A movement is on foot in Bethle-

This Is Better Than Laxatives

One NR Tablet Each Night For A Week Will Correct Your Constipation and Make Constant Dosing Unnecessary. Try It.

Poor digestion and assimilation mean a poorly nourished body and low vitality. Poor elimination means clogged bowels, fermentation, putrefaction and the formation of poisonous gases which are absorbed by the blood and carried through the body. The result is weakness, headaches, dizziness, coated tongue, inactive liver, bilious attacks, loss of energy, nervousness, poor appetite, impoverished blood, sallow complexion, pimples, skin disease, and often times serious illness. Ordinary laxatives, purges and cathartics—salts, oils, colonics and the like—may relieve for a few hours, but real, lasting benefit can only come through use of medicine that tones up and strengthens the digestive as well as the eliminative organs. Get a box of Nature's Remedy (NR Tablets) and take one tablet each night for a week. Relief will follow the very first dose, but a few days will elapse before you feel and realize the fullest benefit. When you get straightened out and feel just right again you need not take medicine every day—an occasional NR Tablet will then keep your system in good condition and you will always feel your best. Remember, keeping well is easier and cheaper than getting well. Nature's Remedy (NR Tablets) are sold, guaranteed and recommended by your druggist.

E. O. Ritz & Co. Druggists, Kitchener, Ont.

Nature's Remedy
NR TABLETS
Better than Pills GET A Box For Liver Ills. 25c Box

hen, Pa., to induce the owners of the town's twelve drug stores to alternate successive Sundays and keep one establishment open all day and evening. The stores now observe Sunday hours, being closed a greater part of the Sabbath. Three Boys Build Up \$75,000 Business

One day a St. Louis shoe salesman walked by a bright-faced youth who stood near the entrance to The Leader a Mt. Vernon, Ill., department store. "I would like to see Mr. Carp, the proprietor," said the salesman as he approached a girl in the notions stock. The girl suppressed a smile with difficulty and the salesman wondered whether or not he had forgotten his necktie. "There he is," said the girl as she pointed to the young man at the entrance. "That's Mr. Carp Mr. Bernard Carp. He's the man you wish to see." The salesman walked over to the young man and apologized. "Oh, that's all right," said Bernard, who is but a couple of years beyond his majority. "I'm used to that."

With him Bernard has his two brothers as partners. When they opened The Leader about four years ago Bernard was nineteen, his younger brother was but thirteen years old and the other brother fourteen years old. The father, a merchant in another Illinois town, had sent them to Mt. Vernon with about \$1200 worth of bankrupt stock. Their business was to clean it out. After a look over the town Bernard decided that there was room for another store and then and there he decided that his store which he named The Leader, was going to be one of the town's institutions. Mr. Carp, Sr., advanced them about \$2900 in money operated on for the first year. That year they did a business of \$44,000. The next year the store did \$97,000, the third year, \$165,000 and last year, \$197,000. The current year will run beyond the \$257,000 mark.

Handle Many Lines. And as the volume of sales increased the boys moved into one larger building after another until today they occupy two floors, the lower being 54 125 feet and the upper 75 by 125 feet. Their stocks include men's clothing, women's ready-to-wear, dry goods, rug and groceries. "It was almost enough to get our goat," said Bernard, "to have people walk out of the store. They did that often in the first year. One reason was that we insisted on cash. Every cent's worth we have sold has been for cash. They thought we kids could be bluffed, but we stuck to it. Sometime they walked out when we refused to cut a price. They thought that we were a fly-by-night store run by boys and could be worked. But we explained that we were in the same for good and had already priced our merchandise at the best possible figure. Gradually they got to appreciate us."

Many of the prominent people of the town felt hurt to be refused credit. From time to time the boys issued circulars explaining the 4be refused credit. But from time to time the issued circulars explaining the advantages of the no-credit plan. One of these contained the paragraph: Bear in mind that there is no such thing as something for nothing and that every merchant who gives stamps, silverware, dishes, talking machines or pianos must figure his cost of doing business, and naturally the customer must bear part of his cost.

Learned in Father's Store. Much of the success of the youthful firm is credited to the father of the boys. According to Bernard he early trained them in merchandising, had them handling trade in his store where they had to use boxes behind the counter in order to see the customers, they were so short. His first lessons

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cases ended in death! So a recent Canadian investigation showed. These were not cases of infectious diseases—of consumption—of typhoid! They were cases where a person had sustained some slight injury—a cut, a burn, a wire-pick—and where the wound, being thought not serious enough for careful treatment, had been neglected. Blood-poisoning and death resulted. When you or your children sustain any injury, ensure against infection by applying Zam-Buk. This balm soothes the pain, stops bleeding, and by destroying all germs prevents blood-poisoning, etc. Hence no time need be lost from work or pleasure by those who use Zam-Buk. All dealers, 50c. box.

Zam-Buk

were in the treatment of the trade. "Never let a customer leave the store feeling that he has not been treated fairly," was one of his rules. Another was to keep everlastingly at whatever is to be done until it is done. Then he taught them to form judgment in matters. In buying he would ask for the opinions of the boys. Not always did he follow their advice but he always did explain why he couldn't. Now the boys are reaping the benefits of this training. "We're all too anxious to get to get thing done for any one of us to be boss," said Bernard. And we have made friends of our customers because we taught that the only customer worth while is the one who comes back. There is no miracle about the business but there is a lot of pleasure out of it. And, as Elbert Hubbard said, we get a lot of happiness out of our work."

TOUR OF OLD SOL'S FAMILY.

Spectroscopic studies and sky observation alike tell us that our sun and his family are all headed in a great migration across the sky toward a point between the constellations of Hercules and Lyra. Lyra is the constellation now at the zenith, identified by the bright, bluish star Vega. Hercules is an irregular group to the west of Lyra, about one-quarter of the way to the horizon. The speed which we are travelling in that direction is twelve miles a second. The velocity of an artillery shell is about 3,000 feet a second, that of the sun 63,000 feet. An artillery shell with the velocity of the solar system through space would, according to Kippax, penetrate a sheet of steel four city blocks thick.

Think how far we travel every year and how complex our journey! In the first place those of us who live near the equator cover upward of 9,000,000 miles in our flight around the earth's axis. In the second place in our journey around the sun we travel nearly 800,000,000 miles. While we are doing all this we are also being carried off into new and untried regions of space at the rate of 400,000,000 miles a year.

Is our great family journey through space along a straight road, or is it greater even as the earth revolves around the earth? The astronomer tells us frankly that if the sun has an orbit its curve as yet defies detection.—National Geographic Magazine.



NEW AUTUMN FOOTWEAR

The New Autumn Styles

of which we have a complete range, are to be seen here in all their beauty and charm, the footwear having an individuality which will appeal to women of discriminating taste, whether for smartness of appearance or sturdiness of wear they will be found all we claim for them. We shall be pleased to have you call and inspect our full lines of footwear. They embody the season's newest modes and most approved styles.

J. AGNEW Limited

Kitchener's Leading Boot Shop