

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



Thanksgiving Opportunity

WE HAVE MADE PREPARATIONS FOR THE BIGGEST DAY'S CLOTHING SELLING IN THE HISTORY OF THIS CITY. CLOTHING DESIGNED FOR ARTISTS WHO ARE RECOGNIZED FROM OCEAN TO OCEAN AS THE FOREMOST ARTISTS ON THE CONTINENT AND WHOSE CREATIONS ARE CAREFULLY FOLLOWED BY A SMALL ARMY OF CUTTERS, TAILORS AND PRESSERS.

Thanksgiving Smart Dress Overcoats and Suits

For the young men. The newest weaves, colors and combinations are shown exclusively in many cases. Before you do your buying Saturday, come to Ernst's and see the Clothing, not only the lines mentioned in our Store News in this ad, but any Clothing you require. When you get your hands on the material, the feel of it assures you at once of satisfactory wear, and when you slip on the Overcoat or Suit, the trimmings are sound and snug, shapeliness of each garment shows that it has been through the hands of an expert cutter and tailor. Let no man deceive you. Seeing is believing. THEREFORE THE BEST SUITS AND OVERCOATS THAT CAN BE OFFERED AT

\$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 \$18.00, \$20.00, \$25.00, \$30.00, \$35.00, \$40.00
MEN'S TWEED RAIN COATS \$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. \$1.95
Vigoral Ribbed Cotton Combination, Flannel, Velvet finish, Cream color, size 34 to 44. \$2.98
Men's Fine Cotton Combinations, closed crotch, long sleeves and long legs, special suit. \$1.95

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 \$1.95 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

40c Black Cashmere Hose, 3 pr. \$1.55
55 dozen English Cashmere. 60c
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 tops, 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



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.

"ARE YOU A REFORMED SHOPPER?" STORES ASK.

When the Chicago stores came to check up on the results of their holiday advertising during November and December of last year they unanimously agreed that the topic of public relations had the most effect upon store conditions in general and early business in particular was the announcement headed "Are You a Reformed Shopper, Dear Lady?"

"Annie, look who's here in the Tom Lakeside—I never saw her in the store in the morning before, did you?" was the way the copy commenced.

"Never she usually comes in about 4 o'clock in the afternoon and brings a peach of bunch with her, too. Hope she doesn't come over to my counter."

"This conversation between two saleswomen might have been heard last Saturday morning in a Chicago department store. From the appearance of the lady in question she was clearly being maligned—for she was a sunny-faced smiling woman, easy to look at and radiating good nature."

"Lakeside is the name—yes, Mrs. Thomas Lakeside—and I venture to guess that I know who you're looking so incredulously at me. But you are holiday advertising during November and December of last year they unanimously agreed that the topic of public relations had the most effect upon store conditions in general and early business in particular was the announcement headed "Are You a Reformed Shopper, Dear Lady?"

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"WHY HE FAILED"

A Prosperous merchant gives the following "rules of failure" for small country and other merchants.
"I'm going to set the river on fire—tomorrow. I've made up my mind to turn over a new leaf tomorrow. I'm going to take the bull by the horns and get busy and do things—tomorrow."

"I've fooled around all day and yesterday, too and the day before, but things are going to lump—tomorrow. I've had an idea for some time that this or that would be a crackin' good scheme and I'm going to try it out—tomorrow."

"I need a better and more attractive display for the goods in my store and I'm going to take that question up in earnest—tomorrow."

"I've felt a long time that this store needed brightening up, needed gingerin', and I'm going at it for all it's worth—tomorrow."

"I've been losing business or else standing still, for I'll be darned if I know how long, but you watch my smoke—tomorrow."

"I've been setting a lazy, no-account example around this store, I set like a hookworm and talk like a clam, I mumble around like a chronic invalid, I've got a fave on me like an affidavit, and every clerk in the place looks like his past friend was dead but you watch us spruce up and be happy—tomorrow."

"I haven't shown myself much of a manager. I haven't kept much up with the times. I haven't felt there was much call for goods and I haven't believed heretofore in gettin' in the limelight, but you watch me begin to get ready to start to commence to prepare to undertake to study to decide to finally get a move on—tomorrow."

"But not today. Lord, no. Not today."

QUEER "CUSTOMERS" OF THE CREDIT MAN

Few positions in retail stores offer more opportunity for a study of human nature at close range than that of the credit manager. All the vicissitudes of life seem to pass in a kaleidoscope before him when people of every station daily approach him in aid of solving their myriad pressing problems.

"The extension of credit reverts to the principle that 99 per cent of the people are proverbially, honest, after all."

So said the credit manager of a prominent retail institution in discussing this troublesome feature of a merchant's life.

"We have, of course, modern safeguards—such as reports from mercantile agencies, private information and other helps—but the statement that any or all of these credit ratings make the granting of credit a surety is far from being correct."

"My experience has taught me that the extending of credit may be likened somewhat to a sixth sense in business for, if I were to be asked how I protect this vast business from losses, I would really be unable to tell. There is one thing which I found it pays to insist upon in granting credit to small accounts, and that is that a bill must be three-quarters paid before another is undertaken. I have found that, when a person acts in good faith along these lines, further extension of credit is advisable, but when even the oldest customer on our book falls by the wayside in this respect, I place a polite check on his credit."

Like Driving a Skittish Horse.
"Granting credit is something like driving a skittish horse. One must keep a firm but light hand on the reins. Then, of course, you must gauge your people. If a person—for example—has made monthly purchases of clothing and other needs for some time and suddenly begins to buy 'jimmies,' that person either is buying for somebody else or is trying to accumulate a stock of unnecessary articles, taking advantage of his credit standing to do so.
"Here is an illustration: A short time ago we noted that one of our oldest customers, whose purchases were limited to articles generally bought by a ste family man, was buying expensive silk hosiery, jewelry, and even wear and the like. Investigation disclosed that this man, in an unguarded moment, formed the acquaintance of a slightly young woman. The cutting off of his credit, I firmly believe, saved him from further folly and, perhaps, the wrecking of a home."

"A similar case was that of a young man who called at our store a short time ago. In his mother's charge account he bought boots, hunting goods, outing clothing and various sporting goods. This led us to investigate. We reported the matter to the youth's parents and the result was the nipping in the bud of a fly-by-night trip to 'discover gold' and 'hunt Indians.'"

Newlyweds Good Risks.
"When a young married couple comes to me for credit I usually grant it, as my experience has proved that young folks starting out in life by furnishing a home will pay their bills promptly, for I take the view that, as the home they are intent on furnishing will be their particular paradise, nothing short of disaster will cause them to part with it or run the chance of ruining their credit for the future."

"Romance, pathos, misery, happiness, parade before my desk all the day long, and were it given to you to listen to the tales I am compelled to hear you would probably think you'd run the entire gamut of human emotions."

"These are simply a few sidelights on the credit angle of a mercantile establishment. One of the greatest aids in granting credit is that of overtrusting people in all walks of life. If a person is rated as a good risk for, say, \$50, and you trust him for the times that amount, it is almost certain you will lose the money and the customer at the same time, for the patron becomes hopelessly involved and much annoyance results therefrom."

"Therefore, if you would keep your credit claims out of court, keep purchases within reason. Do not depend too much on 'tips.' Rather use your own judgment size up the applicant watch how bills of small amounts are paid, and you have some good common sense rules to follow in extending credit—without which no business can thrive or prosper."

To the Voter

DO YOU KNOW—that the beer sold in Ontario previous to prohibition ranged up to over 7% alcoholic content by weight measure, whilst the "Beer of the Ballot"—the beer for which you are asked to vote October 20th—has a strength of but 2.51%?

DO YOU KNOW—that such well-known beers manufactured in the United States as Blue Ribbon, Budweiser and Schlitz—always spoken of as "very light non-intoxicating beers"—ranged up to 4.19%—sixty per cent. stronger than the "Beer of the Ballot"—the beer for which you are asked to vote October 20th?

DO YOU KNOW—that in Maine, where prohibition has been in force over sixty years, the courts have held that beer of 3% alcoholic strength, was non-intoxicating—and any beer of under 3% strength was permitted to be sold as freely as ginger ale?

DO YOU KNOW—that in Sweden, Norway and Denmark—as a result of the findings of Government commissions appointed to determine what was an intoxicating liquor—beer of practically the same strength as asked for in the coming Referendum is regarded as non-intoxicating and is sold everywhere, by anybody, without license, and without paying a Government tax?

Ontario Brewers' Association

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KING STREET BUSINESS BLOCK FOR SALE

5 KING STREET EAST

One of the best blocks, for sale at \$33,000.

120 W. King St. C. G. PRITSCHAU Phone 1278.

Liberal Meetings

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

WEST MONTROSE, Jupp's Hall, Tuesday 7th October.
CENTREVILLE Township Hall, Wednesday 8th October.
WATERLOO Town Hall, Wednesday 8th October.
WELLESLEY Opera House, Thursday 9th October.
LINWOOD, Schnurr's Hall, Friday 10th of October.
NEW GERMANY, Halter's Hall, Saturday 11th 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 Waterloo meeting. Everybody welcome. Ladies specially invited.
Josiah Stauffer, J. C. Haight, Pres. N.W.R.A. Sec. N.W.R.A.

PILES

Do not suffer another day with itching, bleeding or protruding Piles. No surgical operation required.
Dr. Chase's Ointment will relieve you at once and so certainly cure you. Get a box, all dealers, or Edman & Co., Limited, Toronto. Sample box free if you mention this paper and enclose 10c stamp to pay postage.