

## The Merchants' Column

Edited by  
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In this column, which appears every Monday, Wednesday and Saturday, will appear news and short articles of special interest to merchants, their salespeople, 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.

### ADVERTISING GOODS RATHER THAN PRICES

When asked the secret of the tremendous volume of business done by the Wanamaker stores during every holiday season for years, W.R. Hotchkiss, formerly advertising manager for "W.", recently opened a copy of a December newspaper and pointed to one of the announcements which was spread across an entire page.

At first glance there wasn't anything very distinctive or out-of-the-ordinary about the copy—just a long list of articles, with the price of each. Not a word of description or a particle of that is known as "selling talk." But the list was divided and sub-divided, with headings which read "For Mother," "For Son," "For Daughter," "What a Man Would Appreciate" and the like. Under each heading appeared some two score suggestions at prices ranging from fifty cents to as many dollars.

In answer to objections that at this time of space merely to list a few of the items in the immense store was wasteful, the master-merchant would reply that the thing which worried most people around Christmas was "What on earth shall I give so-and-so." Men, particularly, have very little time in which to shop, and those who can spare the time do not care to wander around without any fixed object in view. They prefer to have a definite goal, with at least an approximate idea of the amount which their purchases will cost. Hence the Wanamaker lists have proved highly successful—not only in attracting new trade to the stores but also in moving lines in certain departments, lines which are emphasized by appearing at the head of the various sub-divisions of these shopping lists which feature goods, rather than their prices or quality.

### DEALER PHOTOGRAPHS AUTO STANDS AS ADS

St. Louis has an enterprising and resourceful automobile branch manager. He took the advertising reins in his own hands rather than use it, and dried plate matter that happened to be sent in.

Here is his unique and rather hair-raising scheme:

A photographer, a car and a driver were sent round St. Louis to every steep grade and "impossible" road barrier that might be imagined. That automobile was made to do things that no manufacturer would ever ask of a car. But the things it did were dare-devil test stunts that went to prove this particular automobile was well-nigh invincible. The photographer stood on the side lines and snapped these feats of hazard.

For example, the driver deliberately drove his car up a long, tedious flight of stone steps in Forest Park. Every one in St. Louis knew of the stairs, had puffed up them and knew how steep they were. If an automobile could ascend this granite handicap it could do anything on earth within reason.

Three-column newspapers space was used to reproduce the photograph and a bit of descriptive matter. Each ad photograph was numbered, with a suggestion that the reader save them as they were issued, completing a remarkable series of twelve.

### CAN BUY CANDY BY YEAR

The Kaufman store of Pittsburgh Pa., has an ingenious candy club whereby one may leave an order for one month, three months or one year for sweets to be sent each week as designated. Thus the busy man can leave an order for a box of his favorite sweets that will be sure to reach his home regularly. This is billed to him at the end of the month and paid for as would be any other article charged to his account.

### MISSING CUSTOMER'S LETTER A PULLER

One morning, about the first of the month, the good customers of a Fresno, Calif., clothing store tipped off to a special sale put on by the dealer. And the tip appeared to come not direct from the clothing himself, but from one man in the town who could not come. And the sale was a success.

In the envelopes received by the patrons of the store was a six-page folder. On the cover was the printing:

### THE ONE MAN WHO CANNOT ATTEND

WALTER HAMILTON'S SUMMER SALE

As the man opened up the folder he saw on the first inside page a picture of a man in convict's uniform peering through the bars of a cell. Then opposite this portrait and on the remaining two inside pages was a letter with the following to say:

Dear Wallie—Say, I'm sorry I can't come over to your annual summer sale. I hoped to come, but the warden insists that I stay here as his guest. It's hard to break away from a man who is as hospitable as he is—you know Bill Gordon, I reckon, and understand how hard it would be for me to turn down his entertainment.

And I sure wanted to get a pair of those silk shirts you have on the counter at \$6.75. I know that they're worth \$8. And as my straw hat is gone, I would like to get one of those you're closing out.

Underwear, too. I need a little of that. Wish I could come over to invest in a suit or two to finish the season. How about those suits you marked down from \$40 to \$32.50—do you suppose you've got anything in nice stripes that would fit me? I'd like to get another suit, and the way you got them marked it's better'n the place I usually get them.

Well, Wallie, when you start that annual summer sale next Monday

morning this will tell you why I'm not there—and I suppose the early comers will get the cream of the picking. But you know how it is. Confidentially yours,

ARTER-DARK BILL, Cell 456.

### LOW VISIBILITY FOR SCRUBBERS

How to garb the women who scrub and sweep stores is a matter which has been solved by the Fair of Chicago. Their force of scrubwomen,

cleaners and store-cleaning help are fitted with neat khaki uniforms which do not show dirt, but give the wearer a business-like appearance instead of the usual slipshod, ill-kept appearance of people who do this sort of work.

### THE ANTI-ADVERTISER

He swore he'd have nothing to do with the cult—

Nay, nothing—whatever And that was his ult.

He loathed the vulgarity often displayed

In Drinks, toothpaste, underwear—

wretched old "trade"

But yet when he fed he ate advertised

Wore advertised clothing so's noddog

nude;

Drank advertised liquids from advertised

cups,

And played, at his leisure, with advertised

pups.

He wrote all his letters on advertised

linen,

Used dentifrice trade-marked with

somebody grinnin'.

He bathed every day in an advertised

tub.

And advertised soap helped him out

with his scrub.

He slept every night in an advertised

bed;

And through with his endless beratin' and scoffin'

They laid him away in an advertised

coffin.

Marie Dressler is to be seen this fall in an elaborate revival of "Tillie's Nightmare." Many of the higher priced fall suits feature vests of fur mole being the favorite pelt.

Miss Marie Tempest has just finished a tour of South Africa, and the Far East, but it will invade probably be another year before the company reaches America.

A perfect stenographer is more profitable than a wife, more comforting than a mother, more docile than a sweetheart, and rarer than a pet mosquito at a summer resort.

Tetrazzini, the opera singer, recently began an eight-day "conversation"

fast, during which time she did not speak a word to anyone, and she does this to increase the strength of her voice.

### BABY'S OWN TABLETS OF GREAT HELP

Mothers, if your baby or growing child is sickly; if he does not sleep well at night; if he cries a great deal; is constipated and his little

bowels and stomach are not working right, give him Baby's Own Tablets—they have proved of great help to thousands of mothers.

Concerning the Tablets Mrs W.H. Deuster, Corson's Siding, Ont., says:—"I have used Baby's Own Tablets and have found them excellent for the little ones and would not be without them."

The Tablets are a mild but thorough laxative and are guaranteed to contain no harmful drug—that is why they always do good and never harm. They are sold by medicine dealers or by mail a 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

# 2IN1

## SHOE POLISHES

### A Great Home Shine

### The Big Value Box

LIQUIDS AND PASTES

FOR BLACK, WHITE, TAN AND OX-BLOOD (DARK BROWN) SHOES

THE F.F. DALLEY CORPORATION LIMITED, HAMILTON, CANADA

# The Expenditure of \$610,000,000

How the last  
Victory Loan  
was spent

For  
Demobilization

For Trade  
Extension

BEFORE buying Victory Bonds again you may want to know how Canada used the money you loaned her last year.

Canada borrowed the money to carry on the war and to provide credits for Great Britain and our Allies.

CONSIDERABLY more than one-half of the Victory Loan 1918 was spent on our soldiers. This included \$312,900,000, for paying them, feeding them, bringing them home, separation allowances to their dependents, maintenance of medical services and vocational training schools.

\$59,000,000 of the Victory Loan 1918 was paid on account of authorized Soldiers' gratuities.

\$9,000,000 was spent at Halifax for relief and reconstruction after the disaster.

Other disbursements were not, strictly speaking, expenditures, but National Re-investments.

To Great Britain for example:

\$173,500,000 was loaned for the purchase of our wheat and cereals.

\$30,000,000 for other Foodstuffs

\$2,900,000 for Canadian built ships.

\$5,500,000 to pay other British obligations in Canada.

\$9,000,000 for our fish.

Making in all, \$220,900,000 advanced to Great Britain.

To our Allies, we loaned \$8,200,000 for the purchase of Canadian foodstuffs, raw material and manufactured products.

The Re-investments will be paid back to Canada in due time, with interest.

These credits were absolutely necessary to secure the orders for Canada because cash purchases were impossible.

They have had the effect of tremendously helping agricultural and industrial workers to tide over the depression that would have followed the Armistice, had we not made these credit loans.

As far as money is concerned, 1919 has been, and is still—just as much a war year as 1918. Our main expenditures for war cannot be completed until well on into 1920. Thus another Victory Loan is necessary—Get ready to buy.

# Victory Loan 1919

"Every Dollar Spent in Canada"

Issued by Canada's Victory Loan Committee  
in co-operation with the Minister of Finance  
of the Dominion of Canada.