

SHOPS YOU OUGHT TO KNOW

Designed to place before Our Readers the Merchandise, Craftsmanship and Service Offered by Shops and Speciality Stores.

AUTO STORAGE

AUTO STORAGE, WIRE STALLS to let cars repaired, cars washed. At Thompson's, 55 Sydney St., Phone 668.

BABY CLOTHING

BABY'S BEAUTIFUL LONG Clothes, delicately made of the finest material. Everything required; ten dollars complete. Send for catalogue, Mrs. Wolfson, 678 Yonge street, Toronto, 11-1-1921.

BARGAINS

BUY THE E. T. CORSET. VERY comfortable. All sizes. At Wetmore's, Garden St.

CHIMNEY SWEEPING

J. B. WATTS, THE EXPERT SWEEPER, with mechanical apparatus; chimneys rebuilt and repaired.—Phone 9848. 29838-7-10

DYERS

NOTICE TO MOURNERS—FAST Black returned in 24 hours. Phone 4700, New System Dye Works.

ENGRAVERS

WEDDING ANNOUNCEMENTS and Cards, Jewelry Engraving, etc.—A. G. Plummer, 288 Union St.

FLAVORINGS

USE CLARK'S PERFECTION FLAVORS for all Pies and Cakes. Once used always used. Sold at all stores.

LADIES' TAILORING

EVERYTHING IN LADIES' AND Gents' Tailoring and Fur. Made to order. A. Morin, Artist Tailor, 62 Germain.

MATTRESS REPAIRING

ALL KINDS OF MATTRESSES AND Cushions made and repaired; Wire Mattresses re-stretched. Feather beds made into mattresses. Upholstering neatly done, twenty-five years' experience. Walter J. Lamb, 62 Britain street, Main 887.

MEN'S CLOTHING

READY TO WEAR MEN'S SUITS at a reasonable price.—W. J. Higgins & Co., Custom and Ready-to-Wear Clothing, 182 Union St. T.F.

NERVES, ETC.

R. WILBY, MEDICAL ELECTRICAL Specialist and Masseur, treats nervous diseases, weakness and wasting, sciatica, paralysis, locomotor ataxia, rheumatism, lumbago, etc. To ladies—Facial hair removal, wrinkles, etc. removed. Special treatment for hair growth.—292 Union St., Phone Main 3106. T.F.

PAINTS

H. B. BRAND PAINTS, \$3.50 TO \$4.00 per Gallon. Send for Color Card.—Haley Bros., Ltd., 6-9-1922

PIANO TUNING

PIANO AND ORGAN TUNING AND repairing. All work guaranteed, reasonable rates.—John Halsall, West 629.

PIANO MOVING

HAVE YOUR PIANO MOVED BY Auto and modern gear. Furniture moved to the country, and general cartage.—Phone M. 1167, Arthur S. Stackhouse.

PLUMBING

R. D. HARRINGTON, PLUMBING, hot water heating, Gas and pipe lines installed. Repairs promptly attended to.—5 Dorchester St.

C. R. MURRAY, PRACTICAL Plumber, Steam and Hot Water Heating a specialty. Repairs work promptly attended to. Satisfaction guaranteed. Address 22 Clarence St., Phone 459.

CHAS. H. MCGOWAN, SANITARY Plumbing and Heating Engineer. Satisfaction guaranteed. Repairs work promptly attended to.—8 Castle street.

G. W. NOBLE, PLUMBER AND Gas Fitter, Jobbing promptly attended to.—85 St. Paul street, M. 8082.

SECOND-HAND GOODS

SECOND HAND CLOTHING, Jewellery, diamonds, old gold, silver, guns, etc. purchased.—H. Gilbert, 24 Mill street, Phone 4012.

WANTED TO PURCHASE—LADIES' and Gentlemen's cast off clothing, boots; highest cash prices paid. Call or write Lampert Bros., 655 Main street, Phone Main 4463.

WILL PAY MORE FOR SECOND Hand Clothing, etc.—People's Second Hand Store, 678 Main street, Main 4466.

REPAIRING

ALL MAKES OF GRAMOPHONES repaired.—J. Prodam, 49 Germain street, 4777-7-11

WOOD AND COAL

A Quick Lighting COAL For Summer Cooking

For a quick fire that cooks and bakes well, you are safe in selecting FUNDY SOFT COAL which also goes farther than ordinary soft coal at the same low price.

Main 3938 Emmerson Fuel Co. Ltd. 315 CITY ROAD.

Summer Fuel Broad Cove For Quick Fires.

Consumers Coal Co., Ltd. M. 1913 68 Prince William St.

Dry Wood

Where you get the value of your money in wood. Heavy Soft Wood, Kindling, Hardwood—all cut ready for use, and dry.

City Fuel Co. 257 Gity Road 'Phone 468

COAL AMERICAN ANTHRACITE All Sizes

SPRINGHILL RESERVE GEORGE'S CREEK BLACKSMITH KENTUCKY CANNEL A Wonderful Grate Coal R. P. & W. F. STARR LIMITED 49 Smythe St. 159 Union St.

Hard—Coal—Soft

Protect yourself against any possibility of not receiving your coal for winter. Telephone your booking to Main 3233. Maritime Fuel Co., Limited. COAL DEPT. Phone M. 3233 T.F.

FOR BETTER Coal and Dry Wood

Colwell Fuel Co., Ltd. Phone West 17 0 90

Splendid Kitchen Coal \$10.00 Per Ton Broad Cove Coal \$13.00 Per Ton

GOOD DRY HARD WOOD \$3.50 per load of 1-4 cord. GOOD DRY SOFT WOOD \$2.25 per load of 1-4 cord. Prompt Delivery. D. W. LAND Hanover Street Extension. Phone M. 4055. Evening 874

6 Bags Soft Coal, 1 Load Dry Wood, quarter cord to the Load, \$5.00

Phone 1813 and 3177 L. S. DAVIDSON, 27 Clarence Street

Soft Wood, Hard Wood DRY, BEST QUALITY.

Broad Cove, Victoria and Sydney Coals Well Screened and Delivered Promptly. A. E. WHELPLEY, 230-240 Paradise Row. Tel. M. 1227

SOFT WOOD, SOFT COAL—COAL \$2.15 per ton in bags; Wood, \$2.25 per cord. Orders delivered promptly.—Phone M. 2808, H. A. Foshay, 118 Harrison.

FOR SALE—DRY CUT WOOD, \$2.50 per cord.—W. E. Turner, Hazzard Street Extension. Phone 4710.

FOR SALE—ECONOMY COAL, landing, \$8 per ton, delivered. Coal with order.—J. S. Gibbon & Co., No. 1 Union St., or 614 Charlotte St. 4800-7-11

KINDLING WOOD—\$3 PER LOAD, south of Union St.—Haley Bros., Ltd. City.

FOR SALE—DRY SLAB WOOD, C. A. Price, corner Stanley-City Road, Main 4622. 6-9-1922

FINANCIAL

NEW YORK MARKET.

(By Direct Private Wires to McDougall & Cowans, 28 King street, City.)

Table with columns: New York, July 10, 10. Open High Low. Includes items like Allchem, Atl Gulf, Am Int Corp, Am Loco, Am Smelters, Asphalt, Am Telephone, Am Electric, Balt & Ohio, Bald Loco, Beth Steel B, Bosch, C. P. R., Can, Chandler, Cuban Cane, Calif Petrol, Corn Products, Coaden Oil, Columbia Gas, Grand Electric, Crucible, Davidson Chem, Erie Com, Erie, Gen Motors, Great Nor Pfd, Inspiration, Indus Alcohol, Invaluable, Kennecott, Kelly Sping, Keystone Ties, Lehigh Valley, Marine Pfd, Mex Pete, Midvale, Mid States Oil, Mo Pacific, New Haven, Northern Pacific, N Y Cent, Nor & West, Pennsylvania, Pan America, Punta Sugar, Pure Oil, Pere Marquette, Pacific Oil, Reading, Rep I & Steel, Roy Dutch, Rock Island, Retail Stores, Rubber, Sagar, Sinclair Oil, Southern Pacific, Southern Railway, St Paul, Studebaker, Steel Foundry, Texas Company, Transcontinental, Tex Pac C & Oil, Union Pacific, U S Steel, Utah Copper, Westinghouse, Wool, Sterling.

MONTREAL MARKET.

Table with columns: Montreal, July 10. Open High Low. Includes items like Abitibi Com, Abitibi Corp, Abitibi Pfd, Atlantic Sugar, Bell Telephone, B C Fish, B Canadian, B Empire Pfd, B Empire Com, Can Cem Com, Can Cement Pfd, Can Convertors, Can Cottons, Can Steamships Pfd, Cons S & Min, Laurentide, Loyal Co, McDonalds, Mackay, M L H & Power, Montreal Paper, Ottawa L H & P, Price Bros, Quebec Railway, Shawinigan, Span River Pfd, Steel Canada, Toronto Railway, Wabaco Cotton, Banks: Royal-1.98, Nova Scotia-2.675, 1922 Victory Loan-99.90, 1923 Victory Loan-99.90, 1924 Victory Loan-99.90, 1925 Victory Loan-99.90, 1926 Victory Loan-99.90, 1927 Victory Loan-99.90, 1928 Victory Loan-99.90, 1929 Victory Loan-99.90, 1930 Victory Loan-99.90.

THE BUSINESS COLUMN



Forbids Employees To Compare Prices.

Believing that the practice of making comparisons of price in its advertising does a retail establishment more harm than good, the Harris-Emery store, of Des Moines, Ia., has not only adopted the policy of steering clear of this practice in its publicity, but has taken pains to impress on all its employees that the firm will not tolerate the making of price comparisons by a sales clerk when dealing with a customer. Going even further in its adherence to this policy, the Harris-Emery store has cautioned its employees to be sure that their statements about the establishment's merchandise values are absolutely accurate, even when discussing "on sale" merchandise with fellow employees.

When a worker in one department goes to another department to avail herself of the discount privilege by making a purchase for her own requirements she is to be told the whole truth and nothing but the truth as to the exact value of the merchandise she is buying.

The following notice has been posted on the employees' bulletin board at the Harris-Emery store: When an organization adopts a given policy, good business demands that every one connected with the organization take cognizance and adhere to it. Every deviation, no matter how trivial or by whom made, weakens the structure and weakens the confidence of the public.

no use of comparative prices. Every bit of advertising copy is carefully scanned to eliminate any phrasing that might by any possibility be construed as "comparative prices." The reason for this is that the practice has been abused by some merchants, through carelessness, perhaps as much as any other cause. It has often conveyed false ideas of value. The buying public has been deceived by the business-at-any-price methods till it naturally associates them with exaggerated comparative prices.

Free parking space for customers' cars is not a new idea in storekeeping, but the Scruggs-Vandervoort-Barney Dry Goods Company, of St. Louis, Mo., is preparing to go a step further in its service to motorists by offering free space in an up-to-date garage to patrons of the establishment. Plans have been drawn up for the erection of a four-story garage, in the vicinity of the store, with facilities for parking 400 cars, and construction is to start immediately.

The plans call for "staggered" floors, of which those above the first floor will be reached by a patented system of inclined drives. Elaborate accommodations will be provided for women customers of the store who drive their own cars downtown to shop. It is realized by the firm the number of women motorists has increased tremendously recently, and that it is well worth while to make a special attempt to cater to this class of trade. It is said that when completed the Scruggs-Vandervoort-Barney garage will be the first of its kind in the country to be maintained by a department store.

Open First School for Grocery Clerks.

A school for retail grocery clerks—believed to be the first of its kind in the United States—has been launched by the retail grocers of Syracuse, N. Y., working through their organization, the Syracuse Grocers, Inc. The school is being started to instruct the clerks in the products they sell in order better to enable them to satisfy the desires of the customer, intelligently to explain the merits of the different brands of merchandise they sell, at the same time increasing their sales and gaining valuable knowledge that will put them in line for promotion.

The school is to consist of a series of lectures with tuition free to all retail clerks and retail grocers. Manager Ernest C. Coe of the Syracuse Grocers, Inc., who is in charge of the school, has been assured of the hearty co-operation of a large number of manufacturers of food products who will send officials, superintendents of factories, foremen and others to give addresses before the clerks, explaining in detail the process of manufacture, marketing, sales, etc. In the case of canned goods, for instance, the lecturers will trace the product from the time the seed is planted, through the cultivation and harvest, marketing, arrival at the plant and the various stages through which it goes in the canning factory, its distribution to the jobber and its final arrival on the shelves of the retail grocery store.

\$100.00 For \$76.24

You can obtain an Accumulative Bond for \$100 payable at the end of five years for \$76.24. Possibly you have some funds on hand that you would like to set aside for the present and give to your children later on. If so, the Bonds which this Corporation issues in sums of \$100 and upwards afford an ideal investment for these funds. They are a recognized high grade security, having stood every test of the investment market for nearly half a century.

We shall be glad to have you call and discuss your investment problems with us. Canada Permanent Mortgage Corporation New Brunswick Branch, 62 Prince William Street ST. JOHN, N. B. R. F. WRIGHT, Manager. T. A. McAVITY, Inspector.

Similar treatment will be given to soaps, macaroni, cheese, sugar, coffee, spices and other products sold in the retail stores. "I believe this school is going to be one of the greatest things ever undertaken by the grocers in this city," declares Mr. Coe. "It works to everybody's benefit—the clerk, his employer and most of all the consumer. A customer enters a store and asks for a can of peas. She is not particular what kind. The clerk will be able after a time to set before the buyer several kinds of peas and in a short talk can tell the good points of all of them and let the customer make an intelligent choice. As far as I can see it will work to nobody's harm, but is of benefit to everybody connected with it."

"We are offering the course free to all retail grocers of the city and their employees. You would be surprised at some of the statements retail grocers have made to me since they have learned of this school regarding their own knowledge of the goods that daily pass over their counters. Some of them have declared they are actually afraid sometimes that their customers are going to ask them some question about the merchandise and that they will have to admit that they do not know."

"If the clerks and retailers will get behind this scheme in the right manner it has possibilities that cannot be measured at the present time. It means that every clerk in every store will increase his efficiency to a marked degree. It will cause him to take a greater interest in the store, to become curious as to why some people want this brand and others want another. He can, by attending the course of lectures, obtain a good working knowledge and store away many valuable facts regarding the manufacture of food products that will always be of great benefit to him regardless of whether he continues in the grocery business or not."

Use the Want Ad. Way

PEG TOP



CIGARS

Soldiers know what it means when an army's "morale" is shattered.

The fighting spirit is gone, the men invite defeat.

What is true of military forces is true of some industrial armies.

At the first serious jolt their morale weakens—hope flies, courage disappears—their fighting spirit is lost.

There is no place in business today for the "clammy" howler. He is drawing salary or wages under false pretences. More distressing still, he is weakening the "morale" of other workers and of the business itself.

Strengthen your business morale.

Trade stock of your men as well as your goods. Retain enthusiastic, profitable workers even at a temporary loss.

Venture into new fields for business.

Trade and Prosperity are interdependent. The sooner Capital, Labor and Management realize this the quicker will conditions improve.

Tell the story of your business and its products in the newspapers

Advertise—Create Sales—Stimulate Trade

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