

EUROPEAN SITUATION NOW THE ONLY UNFAVORABLE FACTOR. Business has definitely turned the

in Business

orner and is now climbing the road that leads to fundamentally normal onditions. Attaining that level, conditions will enter an era of pros perity again. Speaking An Toronto R. W. Babson, American statistical expert, analyzed business conditions and made this summary of the present situation.

Mr. Babson stressed the importance business cycles. They divided themselves into four parts which he compared to summer, autumn, winter and spring. Summer was the period of inflation-of prosperity. Then came autumn, a period of declining prices, of collapsing business such as was experienced in 1920 and 1921. Followed the winter of depression which in turn has always given way to spring, a period of upward readjustment but under the normal line of business. That was the period we were now entering. It would continue until the amount of deflation equalled the amount of inflation of the prosperous period.

Mr. Babson gave an interesting theory as to the importance of difference divisions of personnel, in the different periods. In periods of pros perity importance should be attached to the activities of buying; the pur chasing agent was the key man to prevent loss and save money. In the period of reaction that followed the man in charge of the financesbanks, loans, etc.-was all important. In the period of depression it was Mr. Babson's opinion that the credit manager was the pivotal officer. Business men should grant credits more freely in times of depression. Experience had shown that credits granted in the period were usually sound. Now that we have entered upon the phase in the cycle analagous to the spring of the year, Mr. Babson felt that the men connected with selling and extensive advertising were all important. Aggressive selling and extensive advertising/were needed to make this period a good one for business. The Importance of Retailers.

In connection with selling the importance of the retail merchants should not be overlooked. In the retailers of Canada there was a mighty latent force awaiting exploitation by the manufacturer. The retailers were the men who could make sales o-day; who could make markets. Every effort should be directed towards making the greatest possible use of the tremendous retail selling organization of the country. All the factors in present business situation were favorable, said Mr Babson, with one exception-the European situation. Fundamental economic, and spiritual conditions were sound; employment had increased greatly; labor was producing more efficiency; monetary and credit conditions were greatly eased and money was abundant; crops were excellent; there were good crops at fair prices nsuring a 30 per cent. increase in the purchasing power of the country .--inancial Post.

Coats

A wonderful gathering of beautiful new by our famous buyer, especially for this Sale, CHENE, CREPE-DE-METER, SERGES a n d from which it will be a fascinating delight to select your new Fall and Winter Coat. Coats that forecast the new Models; Prices that will please

A large quantity of Dresses just arrived in styles in Ladies' Fall and Winter Coats selected CANTON CREPE, SATIN, SILK, CREPE-DE-

Dresses

Hats

We have just received a new shipment of Ladies' and Misses' Fall and Winter Hats. We must give credit to our buyer for selecting such

in that day was reconsiderable sum picture, but she with it. I am glad for I can assure you very hard pressed myself, induced to part

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the most thrifty.

Dress is a jewel for itself. Hundreds of Dresses to select from.

TRICOTINES, all prominently in the foreground | beautifully Trimmed Hats in such tasty colors. of our New Fall and Winter Fabrics. Every Wonderfully designed. When you see them you will be convinced that there is not a Hat like it in the city. Guaranteed no two alike.

We have also received a new shipment of Pleated Plaid Skirts, Tricolette Smocks, Crepe-de-Chene and Georgette Waists

TUCKER. **BOYS'** Notice ! Boys Overcoats equest of Mr. Tucker, we e considerable investigation American Suits "Haidee," and find that case the name is spelt as writes it. Webster's Dic-Reader's Hand Book, and We have opened a new shipment of Boys' self, spell it "Haidee," a he Cyclades and the daugh-Overcoats in Blue and Grey Nap, to fit from 4 to 200 Boys' American Suits to select from. ambro a Greek pirate. The 10 years. A splendid looking Coat, to clear at Suits new in fabric and patterns of fine looking idee is told in Byrens' noem "We notice to that Sir Every garment Greys, Browns and Blues, plain color mixtures dges in a review also dee." So very obviously, 7.80 and striped; to fit from 7 to 16 years. All prices the name of the brig, and is hung out on mater, being unacquainted with ranging spelt it phonetically; and the Also a limited quantity of Boys' Overcoats, 7.50 úp to fit from 10 to 16 years old, in American rack and marked Tweeds and make, beautifully designed, with Girl's Revenge. Also a few Boys' Suits in Corduroy, to fit 2 and 3 years old. To clear on the Sale belt all round. For immediate disposal we are of ink and a wedding emarks the Berlin corresclearing them at in plain figures. the London Times, were hief ingredients in a drama of 9.80 2.98 the fashionable Berlin of Schomeberg. The bridehad a past, and the girl who tim chose to revenge herbride was about to enter - AMERICA lage the jilten girl walked to her and suddenly poured a of ink over her wedding dress, ruining it. The bride back into the house. Nothing luce her to go to the church be married at all on that 312-314 WATER STREET Cigarettes are appreciat-only by the smoker but se in his company.



Have you tried it yet? Thousands verywhere are using it. It is a wonerful tonic for the skin, defies hot summer sun and causes wrinkles, tan, freckles, sallow skin, blackheads, sun spots, roughness, ruddiness to quickly disappear. It gives a youthful complexion, brings roses to the cheeks and makes anyone look 10 years younger. A single application proves t. Ask your druggist about it.

THE HEADACHE.

The headache saves us many hours of boredom ain d distress with it we shield our divers bowers from long drawn weariness. When from my window I look out, to note the signs of rain, I see approach a

WALT MARCH windy scout who gives my soul a pain. Then to our servant maid I say, "Oh Janet Rose fcGinn, I have a headache fierce today, so let no callers in." My aunt tends a lecture course; she'll sit for urs on end, and listen to some peaker hoarse the Volstead act deand. Anon she says to me, "Ods pie, ilt thou not come with me?" "I have a headache," I reply, "and must drink boneset tea." When I am asked to fix a chair, to hee or dig or sweep, 'I headaches from the air, or vasty deep. No doubt. eighbors think the aches that thus infest my head are hollow mockeries and fakes, but nothing have they said. For they have headaches too, at times, protecting them from foes, and from the tawdry talksmith crimes our bankrupt culture knows. The head-ache is the greatest gift to mortals and their wives, by kindly gods de-