

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

A LIST OF WORDS THAT OFTEN "BACK-FIRE"

Poor phrasing and the careless selection of words, is noticable in a great deal of retail-store advertising. It is so easy to slip into terms of exaggeration and shadings of the truth that one department store head has issued a little booklet of rules on the subject. In it are set forth the customary words and phrases of the trade with reasons why they may or may not be used. The following are a few examples:

"All sizes". The use of this phrase is permitted only when a complete stock of all sizes is on hand.

"Bargain" (as implied to goods quoted below regular prices) is a word the public understands, and it is used where circumstances warrant.

"Best" is prohibited. Frequent misuse of the word has deprived it of its meaning, and it is impossible to tell just when its application is correct.

"Choice of the house" or "Entire stock". These phrases are only permitted where every article is in stock and where no reserve supply is held back.

"Cost," "at cost" or "below cost" are not allowed because the public is very likely to look upon them with suspicion.

"Ever before" is a meaningless phrase and is not used.

"Fortunate purchase," "sample lot" and "manufacturers' Overstock" are not allowed to stimulate interest in goods from regular stock. When used they must apply truthfully to conditions.

"Half price," "one third off" and similar phrases are only permitted where prices are actually one-half, one-third or more off.

"Last season's" is O.K. if it expresses the truth.

"Limited Quantity". The use of this is encouraged where the supply is likely to be exhausted before the end of the day.

"Never before," "never again" are prohibited.

"Not all sizes" is misleading. Sizes should be stated, if possible giving the amount of each, if all sizes are not on hand.

"Not the latest" to be used only when goods are not entirely out of date.

"Regular Price Should be" or "would be" or "made to sell for" are phrases used when goods are advertised that were bought below the market price.

"Seconds" or "run of the mill" should always be used in an advertisement of such goods.

"Sold elsewhere at" is misleading and therefore not accepted.

"Special," "special price" or "special sale" must be complied with liberally. Price in each instance must be below regular.

"The latest," "the newest" must express absolute truth.

"Usually sold for" does not refer to competitors' prices, but to the store's own, and means the same as regular price.

"Value" is another meaningless word because of overuse. It is also difficult to judge the exact value of any particular article.

"Width of Merchandise" should only be used in stating width as it is at

that time; not as it was before bleaching or shrinking.

"Worth up to" is forbidden because it allows for too much misrepresentation. Lowest as well as highest price must be stated.

These are simple rules of precaution but they are no doubt account in no small degree for this store's remarkable following.

AMBULANCE REQUIRED, BUT GOODS ARRIVED

One day when a new salesman fell down because conditions were not as per the regular program, the proprietor of a Denver store said to him: "Use your head. Get it done some way. There is always a way and the young man who figures things out quite is the one who gets to the top."

The salesman said he would try to do better.

That was on Saturday.

The very next Tuesday his opportunity came. The boss had taken one of the cars to run down to market.

The other was out. Mrs. Watkins had called up to have a dinner order delivered at once. There was no boy there and the cashier was too new to trust. "My kingdom for a jitney," the salesman thought as he went to the door and looked up and down the street, knowing full well that Mrs. Watkins was peering the floor. What had happened to the car?

Then he saw a solution—one that would have appealed to Fatty Arbuckle. A gray ambulance was being fed some gas at the oil station on the corner about a block down. The salesman ran over. "Got a trip ahead?" he asked. No, the man had just finished one and had found his gas too low. Would he come over to make a special rush trip for the store?

"Somebody hurt?"

"No, just a delivery—one that has to be made within the next ten minutes or I lose my job."

"What. Oh, well, I'll help you out. Where is it?"

Five minutes later Mrs. Watkins saw the big gray ambulance drive to her curbing. That was all over for fifteen minutes—for she was not aware that it was a basket of groceries rather than a stretcher with her husband on it that was to be taken from the rear. When she became normal it was too late to prepare any dinner. And what the ambulance driver said to the salesman was not for language to quote, but what could the boss say?

The young man had shown in initiative by the wholesale.

"GRAB-BAG SALE" CLEARS ODD "GRAB-BAG SALE" CLEARS ODD ODDS AND ENDS

Once a year the offices in St. Joseph, Mo., are very much cluttered up with bags of merchandise. And they originate with the Kirkpatrick Jewelry Company, Eighth and Felix streets, of the city.

At clearance sale time, once a year for a good many years, this store has selected the odds and ends and "lemons" from its stock preparatory to the heavy selling in the fall. These are put into paper bags which fill the windows and the showcases. Some are worth many times the price asked for a selection "sight unseen"; but for the most part the bags contain articles which the store is glad enough to sell at the price of a quarter, good value though each be. As soon as the doors open the early shoppers swarm in and begin to pick. At noon office workers begin to visit the store. And almost every one takes more than the comfort of the dog, but the success of the hunt.

Perhaps your dog has not been hunted before this season. It may be that he is just off the chain and not in field trail condition. His muscles are flabby, his flesh is soft and long continued work will not tire him for the day, but will incapacitate him for the next day.

A short preparatory run where there is no game will often tone down a dog and fit him for work. If the hunter is away from home

on an expedition the first care should be to see that the dog has proper quarters for the night. His care should not be delegated to hotel servants, but the master should by personal inspection assure himself of the comfort and proper feeding of his dog.

For hunting, a dog should be fed very sparingly in the morning. Give him a bite or two of your lunch at noon and let the full meal be given at night after the day's work is finished. A dog will not hunt well on a full stomach nor will his food digest well while he is working in the field.

If you have a brace of dogs, work them alternately. Let one do the hunting while the other is resting at heel. Do not permit a dog to lie in water for any length of time while afield. An occasional plunge will do no harm, however.

On returning at night examine your dog carefully. A slight hand rubbing will disclose thorns or hairs. They cannot be removed too quickly if found.

Special attention should be given to the feet. If they are inflamed or tender they should be bathed in beef brine which can be obtained from any butcher. If the skin is worn or the foot wounded, vasoline should be applied. If very badly off, the dog should be "laid up" until he reaches condition again.

Antiquity of Glacial Deposits. A profound controversy has been proceeding between American and Canadian geologists on the one hand, and Australian experts on the other,

regarding the period of a series of glacial deposits in South Australia. The estimate varies in millions of years. Professor Coleman of the University of Toronto maintains that those glacial deposits are very much more ancient than the Australian geologists believe, and compares them with similar deposits which he found near the great lakes of Canada. Recently, Professor David, of Antarctic and European war fame, the celebrated geologist of New South Wales, visited the deposits. By the aid of radio activity he estimated that the deposits at Olary were between 800,000,000 and 900,000,000 years of age, and those of Stuart George between 450,000,000 and 550,000,000 years.

PRINCETON CELEBRATION Princeton, N.J., Oct. 21.—The 173rd anniversary of the founding of Princeton University will be observed here to-morrow with appropriate exercises. It was on Oct. 22, 1746, that the synod of Philadelphia received from the province of New Jersey a charter for the establishment of a college that would rank with Harvard, Yale and William and Mary.

PLUMB PLAN FOR CITY TRACTION Denver, Col., Oct. 21.—A lively interest is manifested here in the special city election to-morrow to decide on the adoption or rejection of plans for the operation of the local traction lines on a service-at-cost basis. Under one plan the city would take over the lines of the Denver Tramway Company and

would come into full ownership at the end of a period of 25 years.

BIG ISSUES BEFORE PARLIAMENT London, Oct. 21.—Not even in the most critical stages of the war did the members of Parliament face issues of greater public importance than at present. Irish question is one of the big subjects that will be given priority over other matters of discussion. Of even more vital interest and importance to the general public will be the labor problems, including the proposal for the nationalization of the mines. The Allen bill is down as the first matter for consideration, but it probably will be postponed until after the Irish question and the labor problems have been dealt with.

Everyone Who Bought Canada's Victory Bonds Made Money.....

EVERY one of the million and a half subscribers to Canada's Victory Bonds knows that he can sell them to-day for more than he paid for them.

Every one who bought Canada's Victory Bonds has received 5½ per cent interest per annum—paid twice a year.

Over half a million Canadians who bought Canada's Victory Bonds on the instalment plan saved money that they would not otherwise have saved.

The guarantee back of Canada's Victory Bonds is the same as the guarantee back of a One Dollar or a Two Dollar bill. There is this difference, however, that you get interest on the Victory Bonds and you don't on the One or Two Dollar bill.

Canada's Victory Bonds will always be accepted as security for a loan.

Banks are ready to loan money on Canada's Victory Bonds.

Canada's Victory Bonds may be turned into cash at any time.

There is no other way in which you can invest your money with such absolute security—paying such a good rate of interest.

Canada will soon give her citizens an opportunity to buy Victory Bonds 1919. It will probably be the last chance to buy Canada's Victory Bonds on such favorable terms.

Prepare to buy as many Victory Bonds this time as you now wish you had been able to buy the last time.

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.

to know how to keep a dog in condition and get the best out of him. The fall hunting season will soon be in full swing and the following tips may be of aid to adding not only to the comfort of the dog, but the success of the hunt.

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NOTICE

To residents of Kitchener.

Come to the rescue of a few young ladies and young men who happen to be in our city and away from home, looking for board and room in comfortable homes. Simply sign your name and address and mail this ad. to box 57 News Record.

Coughs and Colds



The Well-Known Cod Liver and Iron Tonic—Without Oil

Vinol

Stops the cough and breaks up a cold by removing the cause. It builds up a healthy body and prevents colds.

Your money back if it fails. Get Vinol at leading drug stores.

CHESTER KENT & CO., WINDSOR, ONT. THE ARTHUR SALES CO., TORONTO.

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.

WHERE COLDS STRIKE

The throat, breathing passages and lungs are the weak spots at which colds strike. And these are the very organs most difficult to treat, because only a reliable remedy is capable of reaching the troubled lodge there.

Peps provide a breathable remedy which is swallowed into the stomach is there obvious. For convenience, this breathable remedy is condensed into tablet form. To take the treatment, merely dissolve Peps in your mouth, and the medicinal vapor that is released is carried by the breath to the remotest parts of the breathing passages and lungs, soothing, soothing and strengthening every part with which it comes in contact. At the same time, by destroying all disease germs, these medicinal fumes prevent the development of colds, coughs and serious chest trouble.

Carry Peps with you, and when you go from an overheated building to the bitter cold of outdoors, put a pastille in your mouth. Also as a protection against germs, keep a Peps in your mouth, when breathing the impure air of a crowded theatre or store.

For colds, asthma, or chest troubles, which have already developed, Peps are equally invaluable; also for bronchitis, sore throat, laryngitis, etc. All dealers, 50c. box.

PEPS

DADDY! YOUR HAIR NEEDS "DANDERINE"

It Always Checks that Ugly Dandruff and Stops Hair Falling.

To stop falling hair at once and rid the scalp of every particle of dandruff, get a small bottle of "Danderine" at any drug or toilet counter for a few cents, pour a teaspoonful on your hand and rub it into the scalp. After several applications the hair usually stops coming out and you can't find any dandruff. Soon every hair on your scalp shows new life, vigor, brightness, thickness and more color.

"SYRUP OF FIGS" IS LAXATIVE FOR CHILD

Look at tongue! Remove Poisons from Stomach, Liver and Bowels.

Accept "California" Syrup of Figs only—look for the name California on the package, then you are sure your child is having the best and most harmless laxative or physic for the little stomach, liver and bowels. Children love its delicious fruit taste. Full directions for child's dose on each bottle. Give it without fear.

Mother! You must say "California!"

ARMY ANIMALS ROYAL CANADIAN MOUNTED POLICE

Not all of the United States export overseas service war country. More than 100,000 animals purchased in France, Great Britain, in Spain, \$289,161, \$5,314,711, or a total of \$5,603,872. The total purchased overseas was \$5,603,872, with a total of \$2,895,928, purchased in Spain, \$289,161, \$5,314,711, or a total of \$5,603,872. The total purchased overseas was \$5,603,872, with a total of \$2,895,928, purchased in Spain, \$289,161, \$5,314,711, or a total of \$5,603,872.

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