



British Grown for British Taste

This new tea called Lanka is British through and through, the perfected blend of finest varieties the hill gardens of Ceylon can produce. It comes straight to us from the Island of Ceylon through the Keystone Port of Vancouver—a direct route which saves freight charges and import duty. Thus, although super-quality, Lanka is sold at the popular price of 75 cents a pound.

Once you have tasted it, once you have enjoyed its incomparable flavor, Lanka will be your final choice of tea. No other varieties satisfy after you have once enjoyed the wonderful flavor of Lanka.

Lanka Tea is further distinguished by its beautiful bright sparkling color, by its captivating aroma, as irresistible as the bouquet of rare wine.

You will see the handsome Lanka package illustrated in this advertisement on your grocer's shelves. Leading dealers everywhere have welcomed the chance to offer their customers the supreme quality of Lanka.

Imported and packed by
WM. BRAID & COMPANY
Vancouver, Canada

LANKA TEA



STAR

Matinee Daily 2.30—Children 10c, Adults 15c.
Evening 7.15 and 9.00—Balcony 15c, Lower Floor 20c.
New Year's Matinee—Evening prices.

Commencing

New Year's Day

One of the best Programs we have ever shown

Harold Lockwood

in

"A Man of Honor"

This is Harold Lockwood's greatest picture and caps the climax of his astonishing career.
Also a Whirlwind

Larry Semon Comedy

"Tabs and Tabs"

and an exciting instalment of
"SMASHING BARRIERS"
with William Duncan

A GREAT BIG PROGRAM FOR 15c and 20c

"The Star that Cannot Be Dimmed"



WORLD'S LARGEST BIBLE COMING TO CANADA ON CRUSADE—This Bible, weighing three-quarters of a ton, will be used in a world-wide publicity campaign for the popularization of the Holy Scriptures. After touring the Old Country the gigantic volume will be brought to Canada and the United States and other parts of the world. It stands 5 feet 2 inches high and nearly 3 feet 6 inches wide.

The Merchants Column

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Edited by
Mansfield F. House



A STORE THAT FOUND WHAT THE PUBLIC WANTED.

Offering the people the goods they wanted at the prices they thought they ought to pay was the idea back of the "Sale the Public Demanded" conducted at Williams-Barre, Pa., by the MacWilliams store.

A ten days advertising campaign was conducted in the valleys of the Wyoming valley to learn what to put on sale and what people thought they ought to pay for it. Every advertisement urged the public to make known its wants and to state the price at which the articles should sell. A coupon was carried in each advertisement and the people were asked to fill this out and send it into the store. At the same time, personal letters with postal cards were sent to the mail mailing list, as the event was not a cash-customer proposition, but was thrown open to anyone who wished to take advantage of the sale.

Responses came in by the many thousands and almost all the patrons asked for staple goods. Only one fur coat was suggested out of the many cards sent back and coupons filed. This woman thought she ought to get it for \$74. What the public did want was staples, mostly in the household equipment or garment line. The principal call was for ready-to-wear garments—a call so great and insistent that the store featured this section above all others. Next came the demands for bed linen, pillow cases, blankets and sheets.

According to Manager Logan the oldest feature of the sale was the timidity displayed by the patrons of the store concerning prices. Women were not hesitant about asking for what they wanted, but as a rule, they did not state the price they felt like paying, evidently fearing to make themselves ridiculous if they came out pointblank and set the cost of the articles suggested by them in their responses.

The sale lasted only one day, but that was enough to clear out the piles of merchandise and the racks of garments. One hundred extra clerks had been hired for the day, but this auxiliary force was not enough to handle the business attracted by the advertising.

Manager Logan says the sale was a success financially and was interesting also from a psychological standpoint. It brought the store before the public in a novel way and also resulted in the creation of valuable good feeling. The people showed their confidence in the advertising of the firm and this in itself was flattering, as well as indicating the value of publicity carried on with such continuity that the patrons of the MacWilliams establishment believed what they saw about the sale and came to take advantage of its bargains.

DEALERS CAPITALIZE INCOME TAX RULINGS.

Several of the New York stores dealing in high-class or luxury goods are featuring in their advertisements the recent ruling of the Treasury Department allowing deduction of luxury taxes from taxable income.

One big Fifth avenue shop devoted large space in the daily news papers in featuring this ruling, making its announcement to customers in the following language:

The silver lining of relief in the cloud of taxation is that your luxury taxes are deductible. You are no longer to be taxed twice. Whether you buy negligees, lingerie, underwear, bath robes, hosiery, millinery, waists or shoes for women or underwear, hosiery, shoes bath robes or neckwear for men or any of a thousand other taxable articles the tax is deductible.

The government says you may allow for such taxes in your income return, according to the classification under which you are assessed. Thus you need no longer hesitate about buying taxable commodities, for the government has recognized and removed the objectionable features of such taxation.

MONTHLY PAYMENTS SELL HIGH-GRADE GOODS.

The Vadney department store, of Chico, Calif., has instituted a monthly payment plan which is proving most popular. Not only does it move more goods, but customers are buying a higher grade of goods than formerly.

The scheme is very simple. Mr. Vadney goes down to San Francisco to a wholesale house, pays cash for 100 electric irons, twenty-five vacuum cleaners and fifty cut-glass water pitchers. He discounts all bills at 3 per cent, and this cash discount enables him to virtually load money out to customers on a six-month payment plan.

Mrs. Customer comes in to buy a \$20 or a \$25 set of porcelain dishes, expecting to pay cash. The salesman compares (and contrasts) the cheap porcelain with a delicate pattern in real china at \$75 and explains that by paying down 20 per cent of the purchase price the remainder may be divided into six monthly installments. He then, quietly awaits her decision.

The woman never thinks of the purchase price as being \$75, but thinks of it in terms of "so much per month." And she is naturally eager to take advantage of the opportunity to obtain exactly what her own good taste approves but which was out of the question under the old cash plan. So she buys the \$75 china and goes home happy. Other things being equal, a customer would much prefer to buy an article which he could see and examine rather than one selected from a picture. If the article should prove defective the home merchant is easier to reach than the city merchant. The monthly payment plan is proving worth-while in western towns.

BANK GETS 2500 ACCOUNTS IN YEAR.

Through the use of "human interest" advertisements, backed up by direct mail publicity, the St. Joseph Valley Bank, of Elkhart, Ind., has increased the number of its deposits from 4500 to 7000 in less than a year.

A considerable amount of this business came through the use of small savings banks, offered for use in the home and advertised in the local newspapers, and another plan which proved quite successful.

MIDNIGHT DYSPEPSIA

Late Suppers and the Snack Before Going to Bed Are All Right And Safe If You Follow With a Stuart's Dyspepsia Tablet.

The stomach often feels empty just before bed time. A little bite usually



"I Sure Made a Great Discovery When I Learned About Stuart's Dyspepsia Tablets."

Induces sleep. To avoid indigestion, restlessness and the "dark brown" taste in the morning, take a Stuart's Dyspepsia Tablet after eating. It supplies just the right elements to aid in digesting food, rests the stomach, provides properties to relieve the tendency to gasiness and sour risings, morning biliousness and consequent absence of appetite for breakfast. To make a practice of always using Stuart's Dyspepsia Tablets after eating is one of those precautionary measures that repay immensely. This is an age of prevention and these tablets are designed to promote liberty of eating and the good-fellowship that goes with a good meal. You will find Stuart's Dyspepsia Tablets in all drug stores throughout the United States and Canada.

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COULDN'T WORK FOR 8 MONTHS

Spent Four Hundred Dollars Seeking Health—Tanlac Restores Him.

"I consider my first bottle of Tanlac has been worth all of one hundred dollars to me," declared Dan McLean, of 235 Euphemia Street, Sydney, Nova Scotia, while in Turnbull's Drug Store for more of the medicine, recently. Mr. McLean has been following the carpenter's trade for the past forty years. He has lived in Sydney for twenty years and is well known.

"On the 15th of last September," he continued, "I was taken down with the 'flu' and was never able to get anything to put me on my feet until I found Tanlac. I was left so weak that I could not hit a lick of work for more than eight months and this meant a loss of from \$120 to \$180 a month to me; for that is what I was making before getting down. I also paid out \$400 for treatment and medicine trying to get my health back, so you can see what that spell of 'flu' cost me. I could not walk from town to my room without stopping several times on the way to rest and after the trip I would puff like a steam engine."

"Seeing by the papers that Tanlac was helping so many others who were in a run down condition, and thinking it might help me to get on my feet, I bought a bottle. Well, it may sound exaggerated but it's the truth, after taking my fourth dose of Tanlac I could tell it was what I needed and was going to do the work, and I have been gaining ground ever since. Why I never ate more than fifty cents worth of food a week before I got Tanlac, but now I want to eat all the time and no matter what kind of food is set before me, I enjoy it. I have just finished my first bottle of Tanlac and I am feeling well enough already to go back to work. Tanlac beats anything I have ever seen or heard about; it is no more like other medicines I have used than day is like night. Before taking it my nerves were so shattered that I could never get a good night's sleep, but now I sleep like a log. I also had the worst kind of headaches, but they have been broken up entirely. Tanlac is simply making a new man of me and I honestly believe it's the best medicine in the world, and anyone who gives it a trial will be convinced."

Tanlac is sold in Kitchener by E. O. Ritz & Co., in Galt by R. W. Melkham, in Hespeler, by Jno. R. Phil, in New Hamburg by W. H. Boule, in Mulbank by E. R. Hamilton, in West Montrose by A. R. Richert & Co., in Preston by H. L. Friel, in Waterloo by A. B. Learn, in Doon by L. C. Bullock.

* STOP CATARRH! OPEN *
* NOSTRILS AND BREATHE FREELY *
* Says Cream Applied in Nostrils *
* Relieves Head-Colds at Once *

If your nostrils are clogged and your head is stuffed and you can't breathe freely because of a cold or catarrh, just get a small bottle of Ely's Cream Balm at any drug store. Apply a little of this fragrant, antiseptic cream into your nostrils and let it penetrate through every air passage of your head, soothing an inflamed membrane and you get instant relief.

Ah! how good it feels. Your nostrils are open, your head is clear, no more hawking, snuffling, blowing! no more headache, dryness or struggling for breath. Ely's Cream Balm is just what suffers from head colds and catarrh need. It's a delight.

or more preparatory schools and colleges of North America are expected in Des Moines today for the opening of the eighth international convention of the Student Volunteer Movement for foreign missions.

When it comes to developing tennis champions California is in the lead. M. Johnston ranked number one among the men racket wielders and Mrs. George W. Wightman is the champion of the women tennis players. Johnston is a San Franciscan and Mrs. Wightman is also a product of California, though now a resident of Boston.

Hegewisch, Ill., is out. Battling Nelson is to leave the old town flat and make his future home in California.



HAROLD LOCKWOOD in "A MAN OF HONOR"

Star Theatre, Three Days, Commencing Thursday

THE NEW VANCOUVER STATION

The new Vancouver Station built by Canadian National Railways at a cost of a million dollars, and which is one of the best equipped and up-to-date stations in the Dominion. It is constructed generally of brick with stone dressings and features, and its chief attractiveness probably lies in its simplicity of design. It has a frontage of 221 feet with a depth of 105. On the ground floor are situated the large general waiting room, adjacent and opening from which are separate waiting rooms for men and women, dining and lunch counter, barber shop, ticket office for rail and steamship, commercial telegraph, hand baggage, general baggage, government mail, express and sleeping and dining car departments. The two upper floors accommodate the general offices, with entrance distinct from the station proper, with elevator service. On the rear side of the station, directly opposite the main entrance, are situated doors leading to a covered concourse 50 feet in width, running the whole length of the building. From this concourse are exits to the various train platforms, which are also covered. In all there are 16 tracks leading into the station, the average length of each platform being about 1,500 feet.



You will delight in using this non gritty tooth paste that is so delicately flavored.

A.D.S. Peredix Tooth Paste

with peroxide is unlike most dental creams inasmuch as it does not scratch the enamel of your teeth and leaves no soapy taste in your mouth. It whitens and is an absolute germicide.

We want you to try it. Use it regularly for a week or ten days and note the difference between it and the cream you have been using.

A. D. S. Peredix Tooth Paste is sold in 1/2 oz. and 3/4 oz. tubes.

Try it upon recommendation.

Seeg Ph

Phone 16