

## LEGAL

BA, L.L.B., Barrister,  
Solicitor Public and Court  
Office Court House

M.A., Barrister, Solicitor  
and Notary Public  
at King Street.

SNIDER, B.A., Law Of-  
fice 2nd Floor, 2nd Floor,  
Office Phone 237, Resi-  
dence 104 Waterloo.

McINTOSH, Barrister,  
Solicitor and Notary, Office  
West, Phone 191.

## PHYSICIANS

CKNER, Physician, Sur-  
geon and gold and silver  
dentist at Toronto  
Member of College of  
Dentists of Ontario  
and Surgeon of Ontario  
Dentists Association  
Office at Waterloo Court  
and Residence, 24 North  
St.

LETT, Specialty, Nose,  
Surgical Diseases and

KALBFLEISCH, 32 Ben-  
Kitchener, Ont. Physi-  
cian for the County of

LING, Osteopathic Phy-  
sician, Osteopathic at 23  
St. Phone 406, Residence

## DENTISTS

ERMAN, Dentist Licen-  
sured of Ontario, Hon-  
orary University of To-  
ronto, 2nd Floor, 2nd Floor,  
Office hours from 9 a.m.  
Saturday 9 a.m. to 12 a.m.

POQUE, Dentist, All  
kinds of dentistry, Phone  
Jensen St., cor. of Queen  
St.

ICHMIDT, Dentist, Office  
East, over Dominion  
Insurance 2nd floor west of  
St. Telephone 454.

UDELL, Dentist Licentiate  
of Ontario, Honorary  
University of Toronto,  
Rumana Block 17 King St.,  
Chenier, Telephone: Office  
480.

JORNELL, D.D.S., Dentist,  
Bridges a specialty,  
Office 2nd floor, 2nd floor,  
23 Queen St. North.

CATZENMEIER, Dental Sur-  
geon of Ontario, Hon-  
orary University of To-  
ronto, 2nd Floor, 2nd Floor,  
Office hours from 9 a.m.  
Saturday 9 a.m. to 12 a.m.

## MUSIC STUDIO

LE, Corner Queen and Duke  
Sts., Piano, Cornet, Clar-  
inet and all wind instru-  
ments. Limited class in har-  
mony singing.

A. HOLM D.C.  
Chiropractor  
and  
Therapist  
144 West King  
Phone 344  
Residence 1323W.

Frank L. Cole  
Jennie M. Cole  
Chiropractors.

real mission of the Chiro-  
practor is to solve your health  
problems.  
104, 107 W. King St.

## SOLOMON

ing, Truck-  
g and Quick  
Delivery

Special Service for  
LUMBER AND PIGS  
parts of the Country  
th Motor Truck  
e Orders Phone 299  
th Fred. Solomon,  
Phone 1063

## OR SALE

d farm, 127 acres bush,  
in full wheat sown. On  
n and Breslau Road, 6  
m from Kitchener, 6 miles  
Galt, in good condition,  
1900. Apply E. B. Saly-  
Preston, Phone 45.

Beginning October 6

## Moving and

## Carting

Pianos a Specialty  
phone your orders to

H. Hartung  
Phone 1019J.

motto: "Prompts Service"

## THURSDAY BARGAINS

## Sweater and Sweater Coats

MEN'S SWEATER COATS—Good heavy weights in khaki  
shades, without collars, in sizes 36 to 42, special price. \$3.50

MEN'S PULLOVER SWEATERS—An assorted lot in plain  
colors and in several combinations of colors, all are of heavy weight,  
close knitted wool, sizes are from 36 to 42, special price. \$3.50

SWEATER COATS for boys in fine quality yarn, nice clean  
oiled greys and browns, made with a big collar that will button up  
close to the throat, all sizes, special. \$2.00

Small Boys' Pullover Sweaters, special. \$1.00

MEN'S WORK MITTS, GAUNTLETS AND GLOVES—A line  
of men's Work Gloves, made of selected heavy weight mule skin, well  
sewn and good fitting well-lined and sure to give good service, special  
price, a pair. 75c

Men's Unlined Mitten Gauntlets, well sewn and good fitting,  
and will stand lots of rough wear, special for to-morrow, a pair. 85c

We have a special line of Men's Work Gauntlets for to-morrow  
at a pair. 45c

While they last Men's Work Gloves that are light and strong,  
to-morrow only a pair. 39c

**ERNST'S** Head to foot outfitters  
to Men and Boys'  
32 E. King St.

## WE HAVE FOR SALE

## Sherlock-Manning Pianos

at from \$375 to \$475.

The Sherlock-Manning is a high grade piano of  
beautiful tone which will always give satisfaction.

## Phonola Talking Machines

at from \$25 to \$400.

Don't buy a phonograph until you've  
heard the Phonola.

**Lutheran Book  
and Music Rooms**  
67-69 Frederick St. Phone 446.

## The Government Wheat Director Says:

"Women! Revive Your  
Wartime Consciences!"

Practice Economy. Substitute good Bread  
for the higher-priced foods, and you will  
quickly reduce the cost of living. You get  
the best bread by asking for



**Dietrich's Bread**  
EAT MORE  
OF IT.

**Dietrich's Sanitary Bakery**

Phone 413.

## THURSDAY AT

## A. W. DIETRICH

Phone 74.

Best granulated sugar, 8 lbs. ....	\$1.00	Choice pot barley, 5 lbs. for ....	25c
Best light brown sugar 9 lbs. ....	\$1.00	Vanilla or lemon extract ....	8c
Stone crocks at lowest prices.		Matches, reg. 15c pkg. 2 for ....	25c
White wine vinegar per gal. ....	45c	Toilet paper, large rolls ....	5c
Older vinegar, per gal. ....	35c	2 in 1 shoe polish, 2 tins ....	25c
Best bread flour, 24 lbs. ....	\$1.45	Black Knight or Quick Shine, per tin ....	10c
Best pastry flour, 24 lbs. ....	\$1.30	Corn starch, reg. 15c pkg. ....	13c
Choicest factory cheese, per lb. ....	38c	Gloss starch, reg. 15c per lb. ....	13c
Good coffee, worth 45c per lb. ....	36c	Richard's pure soap, 5 bars ....	25c
Choicest black tea, per lb. ....	50c	Lennox soap, special 4 bars ....	25c
Choicest mixed tea, per lb. ....	45c	Happy home soap, 4 bars ....	25c
Cocoa, reg. 13c tins ....	10c	Dingman's electric soap, 3 bars ....	25c
Choicest cocoa, reg. 40c per lb. ....	30c	Comfort, Gold, Surprise, Sunlight, P. & G. Napha ....	10c
Dromedary dates, per pkg. ....	25c	Pure castle soap, long bars ....	35c
Excelsior dates, per pkg. ....	20c	Pure castle soap, 9c bars ....	6c
Fancy seeded raisins, per pkg. ....	20c	Fine salt, 7 lbs. for ....	10c
Choicest clean currants, per lb. ....	30c	Shaker salt, large box ....	15c
Eggs baking powder, per tin ....	20c	Wonder wash, per pkg. ....	15c
Maple leaf baking powder, per tin ....	20c	Salt flush, reg. 35c tin ....	30c
Parina or Graham flour, 2 lbs. ....	25c	Dutch cleanser, per tin ....	10c
Fresh shredded wheat, per pkg. ....	14c	Washing soda, 3 lbs. for ....	10c
Good health food, 2 pkgs. ....	25c	Lux, 15c pk. ....	13c
Kellogg's corn flakes, 2 pkgs. ....	25c	Choicest home grown potatoes, per pk. ....	40c
Fresh oatmeal, 2 1/2 lbs. ....	25c	Sweet potatoes, 3 lbs. ....	25c
Carrot milk, large tins ....	15c	Lima beans, per lb. ....	15c
Carrot milk, small 2 tins ....	15c	Lahtador herring, per doz. ....	60c
Pure leaf lard, per lb. ....	35c	Choicest cooking apples, per pk. ....	50c
Cultivated lard, per lb. ....	35c	Tolman sweet apples, per pk. ....	50c
H. A. Margarine, per lb. ....	40c	Choicest spy apples, per pk. ....	60c
Brooms, extra heavy, reg. \$1.00 for 75c ....	75c	Large spanish onions, 3 lbs. ....	25c
Crisco, worth 50c per tin ....	40c		
Soft cooking onions, 8 lbs. ....	5c		
New solid cabbage, per lb. ....	5c		
Choice rice, reg. 10c at 2 lbs for ....	25c		

## The Merchants' Column

Edited by  
Mansfield F. House

In this column, which appears every Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

## ADVERTISING SCHOOL CLOTHES

IN A NEW WAY.

Lansburgh & Bro., in Washington,  
D. C., wanted to do something unusual  
this year to hammer home the fact  
that they had laid in a very large sup-  
ply of clothing suitable for school  
children. It wasn't so much a matter  
of using large space, for that is a  
Lansburgh policy. The difficulty lay  
in making the announcement striking  
and distinctive.

The solution finally hit upon was the  
newspaper columns and containing  
crudely drawn cuts illustrative of  
childish writing which described the  
goods. "Little Susan's State School  
Needs" was the headline which ap-  
peared across the top of this unusual  
advertisement, followed by such dis-  
play lines as "My Brother needs Best  
in L. & B. Clothes," "Oh! What Pre-  
tious School Hats," "School Needs for  
Girls" and the like. A prize contest  
offering \$20 for the best reproduction  
of any of the drawings of the page  
completed the advertisement—on  
which the name plate of the firm was  
the only line of type.

In reply to the question, "Will such  
an advertisement bring business?"  
Ernest C. Hastings, advertising man-  
ager of Lansburgh's, replied:

"I'm sure it will. In fact, it has al-  
ready produced a very satisfactory  
result. I have often said that if you  
could, by some trick or fair means,  
cause the folks of your city to think  
of your store in connection with their  
every want, there would be little need  
for screaming headlines and 72-point  
prices in order to bring shoppers to  
your store."

A startling ad. of this kind isn't  
easily forgotten. It will stick in the  
back of one's head long after regular  
store news has faded away. It will  
cause women to connect your store  
with children's school needs for weeks  
and months from the date of publica-  
tion. It would be foolish to even guess  
at the cumulative value of such an  
announcement, or the length of time it  
will influence the buying of children's  
apparel.

"Spend the time and energy neces-  
sary to produce, occasionally, adver-  
tisements that touch the cords of mem-  
ory or the heartstrings of your read-  
ers. I know you will be repaid many  
times in satisfaction, and I would be  
willing to wager a new pair of shoes  
that the financial returns will exceed  
your keenest expectations."

**BANK SENDS "BILLS" TO SLOW  
DEPOSITORS.**

Russell Richardson, advertising man-  
ager of the Sacramento Bank and the  
Port Sutter National Bank, of Sacra-  
mento, believes in wide-awake, pro-  
gressive bank advertising and is cov-  
ering that pays.

One of his advertising stunts that  
makes regular depositors of those that  
used to save "once in a while," or that  
would plan to "save next month," was  
to get them by advertising both in  
newspapers and through the mails, to  
sign a card agreeing to deposit a cer-  
tain specified sum each month. Month-  
ly statements and bills were referred  
to those who were behind in their  
"bill," and depositors grew to feel that  
their saving bill should be paid as  
promptly as their grocery or meat bills.

Believing that helping people to save  
would result in new accounts, a folder  
was distributed which described the ef-  
ficient and simple method of keeping

personal and household accounts and  
records. The folder was widely ad-  
vertised and resulted in a number of  
new accounts.

A feature of the Port Sutter Bank  
advertising was that it advertised, not  
the bank's business but its customers'  
successes. One quarter-page adver-  
tisement gave facts about a large bakery,  
another was about a garage and only  
about one-tenth of the advertising  
space was devoted to facts about the  
bank. But, according to Mr. Richard-  
son, the results were exceptionally  
gratifying.

**"NO MEAT SHOP SMELL" BUTCH-  
ER ADVERTISES.**

What is the most advertiser virtue  
a butcher shop can have? Quality of  
meat? Courtesy? Prompt service?  
Location? Number of years in busi-  
ness at a certain stand?

The Quality Shop of Mobile discar-  
ded all of these as being too obvious,  
too hackneyed.

For one day an exciting lady cus-  
tomer came into the shop and, in speak-  
ing to the proprietor, she dropped this  
remark:

"This is the one meat shop in Mobile  
that doesn't smell like one. It always  
disgusts me and is repugnant when I  
enter a meat store. The odor of the  
meats affects most people that way."

I imagine, your place seems to have  
found the solution of the problem."

The Quality Shop saw merchandis-  
ing value in that blunt statement.

Ever since it has carried the trade-  
mark line, in quotes, at the top of all  
its advertising in newspapers and other  
mediums, "The Meat Shop That  
Doesn't Smell Like One."

This phrase is now the talk of the  
town.

**PRICES TOO HIGH, SO "PEANUT  
JAKE" QUILTS.**

"Peanut Jake" has quit, the latest  
victim of the H. C. of L. His name is  
Jacob Fritz, but every one in Lansdale,  
Pa., knew him as "Peanut Jake." For  
many years he peddled peanuts and  
kept a stand in bad weather when he  
could not take his cart over the town.

Recent raises in the high price of  
peanuts made it impossible for Fritz to  
hand out a few peanuts to every kiddie  
he met. They would come out just the  
same for their honorarium, but Fritz  
felt he would go broke if he gave away  
his profits. Before the high prices  
went on he could do so and still make  
money.

Soon than meet the disappointed  
faces of the kiddies he has quit to be-  
come a watchman.

**SELLS HATS EITHER BY SHADE  
OR PRICE.**

Arranging all hats in two ways—by  
shades and by prices—is a stunt work-  
ed in Scranton, Pa., department store  
by Mrs. Von Bergen, manager of the  
millinery department, that is moving  
goods rapidly and giving general sat-  
isfaction.

black or blue or whatever she fancies  
the woman looking for a \$5 hat in  
a jiffy, and the ones who fancy the  
will go best with her dress, can get it  
\$25 or \$50 headgear are just as quick-  
ly accommodated.

Mrs. Von Bergen has the unique dis-  
tinction of being able to look well in  
any hat in the store and will put on  
the headgear that any woman may se-  
lect and show it off to advantage. She  
says she is sure to sell the hat she  
shows if the pocketbook of the patron  
will stand the strain.



In this column, which appears every Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.

Monday, Wednesday and Saturday, will  
appear news and short articles and special  
business men and women in general.  
All phases of store management—buy-  
ing, selling, advertising, etc.—will be dealt with, not the  
theory, but by descriptions of methods actually in use by successful merchants.