SCHELL BROS

Choice mixed tea, worth 75c for.. 50c Choice Japan tea, worth 75c for.. 50c Liptons mixed tea, reg. 75c per lb., 55c Minto tea, black or mixed, per lb., 70c

Annual Price of milk, why not try condensed milk, per tin ...

**East part double, break arge pickling herring, 4 for ...

**East part double, condensed milk, per tin ...

**East part double, condensed milk, per tin ...

**East part flour, 24 lbs. ..

MARGUERITE CIGARS

A leader for over 25 years

ARE COMING

The Distinction in Process hearts

Age of the Party of the Coming of the C

MEIN THIS WEEK

Job Salts is inexpensive; cannot inJob Salts in inJob

LEGISLATOR FACES CHARGES
Columbus, O., Nov. 13.—Much
public interest is manifested in the
case of Frank Delenaty, a represent
ative in the Ohio legislature from
Cleveland, who is to be brought
to trial here to-morrow on charges
of alleged bribery in connection
with the passage of a bill licensing
chiropractors. Delenaty was indicted on two charges, that off
soliciting a bribe and that of offering a bribe in connection with the
passage of the bill. Announcement
has been made that Attorney General Price will assist in the prosecution
of the case.

Judge Spotton III. Harriston, Nov. 11.—While en route to Mitchell on Friday morning, in com-pany with Reeve Dale, Judge Spotton was taken suddenly ill at Palmerston and was removed to the general hes-pital, Guelph. The cause is reported as stomach trouble.



FOGGY?

If Bilous, Constipated or Headachy take

"Cascartes."

Tomatoes ...

Foundation of Navy said if such a honor for agrate Durry said grain that sponsibility.

Towardow the sun will shake partial the such as a strong-general sailing insesting will be held in the control of the sun will shake partially the sun and the strong strong will sail a strong stron

Dietrich's Butter-nut Bread (Wrapped)

until you act. Ask your grocer or phone 413 for a wagon to call.

Dietrich's Sanitary Bakery Phone 413.

The Merchant

Wednesday, November 12th, 1919

Perspiring Customers Buy 1,000 and infant Selling 1000 winter overcoats to uct; the

Palm-Beached and straw-hatted men milk for the in early September might sound like trying to "rush" the frigid season a she can ex little, but the Hub, of Baltimore, Md., time because

trying to "rush" the frigid season a little, but the Hub, of Baltimore, Md., scored such a success with the idea that the entire 1000 coats were disposed of within three days—and all through newspaper advertisements almost as unusual as the presenson sale itself. "The sale really wasn't planned at all," says Joseph Katz, advertising manager of the Hub. "To be perfectly frank with you, when we bought these 1000 overcoats last February, our original idea was to hold them till the winter of 1919. At that time the market skies were darkening and every live ket skies were darkening and every live retailer was looking to his oars. Which reminds me that it might not be amiss to get away from the subject a moment, in these days of indiscriminate accusations of profiteering, and remind the dear public that if it wasn't for this far-sightedness on the part of many re tailers many things would be selling

But to get back to the overcon sale, our second thought was 'What a stunt it would be to pull off an over-coat sale in hot weather!' We had some faith in the outcome—but we may as well admit we were not as cocksure about it as we would have been about a sale of women's fur coats. The latter case had been tried before; it was an in stitution, and then, too, women had the bargain instinct more keenly de-

veloped than men.
"We went ahead. The first advertisement was run a day ahead of the big-one giving the details. It simply carried the words:
WOULD YOU BUY YOUR OVER-

COAT NOW IF WE SAVED YOU MONEY?—THE HUB

"That's all; no price; no argument The next day the page ad appeared It occurred to me it would be effective to compare the keen bargain instinct of women with man's indifference to ways of saving money by spending it, and so

A woman will buy a fur coat in August because she can save money. Is man made of the same stuff? Then the advertisement contin 1000 WINTER OVERCOATS-Bought in February and Put Away as an Investment Will Go on Sale

at \$33.50
Anybody is entitled to change his mind. Last February we bought a thousand overcoats with the idea of putting them away; clothes were going up; looked like extra money for us. They did go up—but we've changed our mind about holding them. There was a chance to pull off a big stunt to make a thousand new friends for the store: So here we are with a January sale of over-

WE'D PAY AS MUCH AT
WHOLESALE TO-DAY you know there's a good reason why you should get your winter overcoat

several months ahead of time.
"The 1000 overcoats were gone in three days. We don't know how many ore we could have sold if we had had ben. There were many calls for days

at 54 fourteen years ago at the age of forty

fourteen years ago at the age of forty, after spending twenty-five years in butcher shops as a meat cutter. Edward D. Snyder, of Hazleton, Pa., has attained such a degree of success that he has been given the title of the "Milk King" throughout the Lehigh field, and men go there from all over the state to study his methods.

His recipe is brief and to the point: "Keep your wagons, cans, bottles and help spotlessly clean; pasteurize all milk sold, and don't keep your light under a bushel basket, but tell the public the precautions you take for their safety and health."

While the above is Mr. Snyder's idea of what has been the vehicle which bore

While the above is Mr. Snyder's idea of what has been the vehicle which bore him from a mediocre salary to comparative affluence, his friends and associates add a few more contributing causes to explain how their model dairyman, who took out 130 quarts of milk and sold only eighty his first day in business, can now handle from 3500 to 4000 quarts a day, as well as other dairy products.

chief among them they class his methods of publicity. The Snyder wagons and trucks all have the name, "E. D. Snyder," on them, and a wooden milk bottle enameled to resemble a bottle filled with the lacteal product, as their sold sign. Covering the whole Lehigh field, no one can see a milk bottle but that instantly the name "Snyder" is associated with it.

Mr. Snyder follows up this publicity plan with newspaper advertising. He says he can't write advertisements, and he has "readers" composed at the newspaper offices, running ten to twenty to thirty lines every day the newspapers issue in the year. These "readers" discuss all kinds of topics connected with the dairy business, such as the presence of tuberculosis and typhoid germs, as well as measles, scarlet fever



Hyacinths and Darwin Tulips have arrived and w are expecting Tulips and Daffodils

DOWNING STEEN & CO. PHONE GREENHOUSE 762

Pool and Biliard Business

I have for sale the best equipped ool & Billiard Parlor in Western Ontario, also barber shop doing xcellent business, must se'l at ace, will sacrifice, the whole 8000. it is certainly worth ouble this amount. Apply Box 15 Record Office. 10-10-6ts.

See our window for all kinds of

> Books For Boys and Girls

utheran Book & Music Rooms 67-69 Frederick St.

Thursday Extra Special at Corner King and Cedar.

Corner King and Cedar. Phone 320

Special Dromedary Dates, per pkg. 26
Excelsior Dates, per pkg. 18c
Fard Dates, per lb. 32c
Choice Currants, pr lb. 32c
Choice Resins, reg. 25e lb, pkg. 26
Seeded Raisins, reg. 25e pkg. 18c
Choice new Figs, per lb. 25c
Vanilla and Lemon Extract 8
Spy Apples, seconds, per pk. 50c
Spy Apples, No. 1, per pk. 55c
Choice Potatoes, per pag 32.20
Guaranteed Lard, per lb. 32c
Choice Potatoes, per pck. 38c
Guaranteed Lard, per lb. 32c
Creamery Sutter, fresh to-day, per lb. 43c
DA Maconsine forth are lb. 43c
DA Maconsine forth ar

 20c
 Toilet Paper, reg. 13c, 3 rolls
 25c

 25c
 2 in 1 Shoe Polish, 2 tins
 25e

 25c
 No. 1 Broom, reg. \$125, special
 95c

 25c
 Choice Broom, reg. 85c
 65c

 14c
 . Kindly Shop Early
 65c

Mason & Kisch Pianos

"FROM FACTORY TO HOME"

The Shrine of Piano Ari

Eminently worthy of leadership is the Mason & Risch Piano. Originally designed to excel in artistic quality, the exalted ideals and traditions of the founders have been followed for more than fifty years with a steadfastness of purpose that is unique in the history of the piano trade.

To the maintainence of Mason & Risch quality, we are devoting our lives, and "the pride of ancestry" which demands the upholding of family reputation has made the Mason & Risch of to-day an instrument of extraordinary meritthe plano of the master musician—the choice of discriminating people. In tone and artistic worth, the Mason & Risch is incomparable.

Mason & Risch prices are eminently fair—the LOW-EST at which truly artistic planos CAN be sold—the HIGHEST anyone need pay to get "Canada's First and Foremost, the Best Piano Built."

MASON & RISCH LIMITED