

A Dashing Picture Hat, all of Velvet

has a Moleskin Gray Crown

nd lines with a feather in just place. Very stunning is the sailor with a feather at the brim. The hat is made of velvet and the rather scraggly, coarsely smart plume is in of buff and canary yellow. Ang hat is made of black panne and has no trimming save a big lled pin thrust through the t one side. One of the likable natre hats of the season has a wn of ermine (to match an wrap), and a draped brim of purple velvet and purple the grape clusters following ped folds of velvet around the

INEN HAS NO SUBSTITUTE OR THE DINING TABLE. ING the recent shortage of in during the war, various subites in the way of tablecloths napkins were put out by sing manufacturers but the housekeeper did the best she it. One of the likable natre hats of the season has a wn of ermine (to match an wrap), and a draped brim of purple velvet and purple the grape clusters following ped folds of velvet around the

a Dress Hat


nade a lining of white satin, sing at the top, ran in this d black silk cord and added els—and there you are!" ew sort of reticule was so ing that every woman in the olved to go home and hunt up and's dress hat—even if he out forthwith and buy an-

GHT BAGS DAINTIEST OF LUGGAGE

voman who does not own a ight bag should ask for one ith, as her next birthday rary gift. These smart and e traveling bags are a won- mfort, and convenient and a number of things—quite or an overnight stay any- ound the sides of the bag oilet fittings; brush, comb, or, manicure implements, engings and covered jars for ler and perfume. In the lace for a folded piece of ft soft fabric, bed room slip, a fresh blouse—provided the eorgette or crepe de chine oft stuff. A very good look- ight bag of shiny black eather with lining of deep e or buff colored moire, and f imitation ivory costs be- e ten dollars and is a gift to present to any

GARDMENT HANGERS OUT OF NEWSPAPER

at time you happen to be el room—or even in some- uest-room—and wonder e going to hang up your r your frock or blouse win- e lines, because nobody t of dress-hangers, remem- newspaper hangers. All is to make a long, com- of a newspaper folded in bit of string, or falling any t of ribbon, around the en- roll and hang the roll up by the string or ribbon. You practical garment hanger, en inches long, which will ur frock, coat or blouse Half a dozen of these e made in ten minutes.



His First Shave


He's starting right

Dad knows it. For hasn't he vivid memories of other times, before the eventful day when he bought his cherished AutoStrop Razor? So he is happy to find that his boy won't have to put up with what he went through—dull blades tingling face, half removed stubble—these are the things that make dad wince as he thinks of them. But happily all that is past—to stay.

And now for the boy there is only cleanliness and comfort, the sense of physical well being that follows a cool, clean, satiny shave such as only an AutoStrop Razor can give. This and the fact that the AutoStrop Razor sharpens its own blades, and is not taken apart for stropping or cleaning, has led thousands of dads everywhere to recommend the AutoStrop Razor to their sons.

The price you pay for an AutoStrop Razor, strop and blades—\$5.00—is on deposit till you're satisfied.

AUTO-STROP SAFETY RAZOR CO., Limited
AutoStrop Building, Toronto, Canada



Auto-Strop Safety Razor

Furs

In Great Array

Our stock of raw and manufactured Furs is complete in every respect and cannot be surpassed anywhere. No matter what you want in the line of Furs, whether it is a single piece, a complete set, or a Fur Coat, you have a splendid choice here.

Remodelling and Repairing

We will remodel or repair your old furs at reasonable cost. We do all our own work in our own fur factory, and employ only skilled operators.

FELDMAN

Furrier 21 W. King
Kitchener's Fur Store

A Little Chat

If I were to ask you to buy a dozen Chrysanthemums to decorate your table every day you would think I had a lot of gall, so I would.

But if I told you Flowers were as necessary to life as the food on your table, I would leave an opening for an argument, (here it is): A well filled stomach and beautiful surroundings satisfy. What else fills the place of Flowers (or a single inexpensive Flower) in the centre of your dining table.

They satisfy the taste.

Yours truly,

H. Armstrong, Florist

Phone 38. Residence 1714.
Successor to C. H. Janzen, 71 Walter Street.



Girls! Your hair needs a little "Danderine"—that's all! When it becomes lifeless, thin or loses its lustre; when ugly dandruff appears, or your hair falls out, a 35-cent bottle of delightful, dependable "Danderine" from any store, will save your hair, also double its beauty. You can have nice, thick hair, too.

The Merchants' Column

(Copyright)
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. The column is a free management—buying, accounting, advertising and retail salesmanship—will be dealt with, not too reticently, but by descriptions of methods actually in use by successful merchants.

NEW BUSINESS CODE SEEN IN CO-OPERATION.

Co-operative advertising, such as that introduced for the first time in New England by the Olneyville, R. I., Business Men's Association, must be taken up in every community sooner or later. Horace G. Becker, chief clerk of the Town Criers of Rhode Island, told the retail merchants' division of that organization at a recent meeting.

The Olneyville co-operative advertising scheme—a pooling of funds by retail merchants for advertising a suburb of this city—has attracted much attention throughout New England and has added thousands of dollars' worth of business to the various retail firms of that community.

The scheme is previously explained, is one whereby retail merchants contribute to a yearly budget expended for advertising Olneyville as a good place to trade, for advertising to show the value of "buying at home."

In his recent address, Mr. Belcher said:

"One of the most interesting features of modern business has been the changes it has undergone within the last few years in respect to business ethics. In nothing else, it seems to me, had the advancing spirit of the times been so adequately reflected as in the changed attitude of the business man, little or big, toward his customers, his competitors and his employees. It is an interesting question how far this movement is to extend and how comprehensive the business motto of 'service' is to become. For the individual definition of 'service' is the differentiation between business men of to-day, and on this bedrock of 'service' rests modern business."

"It is generally admitted that the world is growing better every day, and it usually is considered that business morality, business ethics, business practice is advancing as a result."

"Is public opinion shaping the new business policy, or is the new business policy shaping public opinion? In all probability it is a combination of both—although the average man would be apt to look at it from his own point of view and to maintain that the changes realized have been forced from outside, a conclusion which is far from being in line with the facts."

"The greatest change of all is the change in the standard of business honesty in the replacement of the old attitude of 'Do others or they'll do you' with the newer one—by the modern adaptation of the thousand-year-old adage—'so as you would be done by.'"

He referred to the community advertising of the Olneyville Business Men's Association as a splendid example of this newer tendency in business and as a move resulting in immeasurable benefit to every business man and dweller in Olneyville.

SELLS MORE SUITS BY SHOWING RIGHT SIDE.

A suit of men's clothes draped on the left, states John F. Loock, display manager of George's clothing store, of Buffalo, N. Y.

Here's the way he explained it before the display men's convention at Chicago: "The average clothing house has a button designer—a man who designs buttons to harmonize with each suit designed. Now the store doesn't have any buttonhole designer, so why should you show up the left side, where the button holes are, when there's beauty on the right side in properly designed buttons. Buttons, well chosen, are a good selling point, and it is essential that they be shown to good advantage."

TEN SOURCES OF LIVE MAILING LISTS

The compilation of a live mailing list becomes comparatively easy when the merchant sells principally to a special trade or profession, but the merchant who sells the general run of regular people has a little harder job.

Here are ten suggestions by Julian M. Solomon, manager of the exhibitors' service department of the Famous Players-Lasky Corporation. It's the way the movie houses get up their lists, and most of the ten suggestions will convey valuable hints to the average merchant.

First. From local dealers. It's a case of swapping lists between two or more sellers of different types of goods to the same class of customers.

Second. From Blue Book and Social Register. These publications give the names, addresses and lines of business of prominent people. They are valuable when it is desired to reach a social or money class.

Third. From society columns of the newspapers. Here again it is a case of a rule. The announcements of weddings, dances and other functions at least convey a pretty good hint as to who is spending money for jewelry, food, clothes and a host of other articles of merchandise.

Fourth. From canvases by boys. The children of a neighborhood may be put to work this way by the offer of prizes. Often the local Boy Scouts organization is glad to undertake it in return for a donation of some sort to the organization. In this case printed slips, for name, address and telephone number should be distributed to the canvassers.

Fifth. From the telephone book. This is a fairly accurate guide to substantial and within periods of publication (three or four times a year) is up to date. If a neighborhood list is desired the compiler may run down the telephone number column skipping all but the local exchanges. It's a process that's somewhat tedious, but it yields a big list, with the phone numbers as well as addresses. Of course, the classified sections of the directories look for themselves. They are ready-made.

Sixth. Through newspaper advertisements. If the merchant is able to offer any inducements to prospects convincing them why they should be on his mailing list there is no better way to announce it than in a newspaper advertisement. This will bring in a list of genuinely interested ones.

Seventh. From membership lists of clubs, lodges and societies.

Eighth. From canvassers who also "sell" the store. If the right salesmen can be found it is often profitable to put one or two of them at work steadily over an extended period, in a house-to-house canvass. They make no attempt to take any orders unless the prospects themselves suggest it. They simply ask for names, and make some pertinent suggestion to the prospect as to reasons she might find it profitable to deal with the merchant in question.

Ninth. From the State Highway Department. A list of automobile owners may often be secured from this source.

Tenth. From the local librarian.

Gillette

MADE IN CANADA

Safety Razor

KNOWN THE WORLD OVER.

The Shaving Service for Everyman—Everywhere.

The Psychology of a Clean Shave

(Part of an Editorial in Collier's)

Shaving as it is practiced today marks a step forward in civilization. It is a thing that is done, but it is not so long ago but that we can remember the best in all its varying degrees of ignominy. Every family album shows how prevalent it was.

There are two reasons—just two:—

The safety razor made shaving easy. It transformed shaving from a fairly long, decidedly unpleasant and slightly dangerous operation to one that was finished before the bath water had ceased running.

It saved time. Compared with the old style razor it saved several minutes. While individually these minutes may seem unimportant, taken in the aggregate, multiplied by the number of days in the year, and again by the millions of men who over to the use of the safety razor, the amount of time saved is enormous.

What has brought about this change in men's habits? It's not so long ago but that we can remember the best in all its varying degrees of ignominy. Every family album shows how prevalent it was.

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† Keep count for one day of the number of times you stroke your chin. So many times do you develop confidence—or the reverse—according to the smoothness of your chin.

**The Gillette not only makes shaving easy, but it abolishes stropping and honing—two exceedingly delicate operations in which few shavers are really successful.

† Five dollars invested in a Gillette means ten minutes saved each day, or an ordinary day's working period saved every 48 days or so.

There is a Gillette dealer waiting to show you Gillette Safety Razor sets—today!

Kitchener

Is going to be

BOMBED

On Saturday afternoon, November 8, one of Canada's daring aviators is going to give a demonstration of trick flying, bomb dropping and daylight flare signalling.

This is being done in the interests of the North Waterloo Victory Loan Campaign and he will visit Kitchener, Waterloo, Elmira, New Hamburg, Wellesley, Wilmot, Waterloo Township, etc.

Watch for this aviator. He is going to drop something that nearly everyone has, or should have.

North Waterloo Victory Loan Campaign, 1919.

PULES

Zam-Buk ends the pain, and stops bleeding. Try it!

All dealers, 50c. box.

Zam-Buk