



**Straw Hats, Frozen in Ice, Make Novel Display.**

Six 200-pound blocks of ice with a straw hat frozen in the centre of each, displayed in prominent places of the business district, was the unique manner in which L. Strauss & Co., of Indianapolis, opened their straw hat drive recently.

Six brand-new straw hats were sent to the refrigerating company's plant where they were imprisoned in transparent oblongs of ice. Each hat was placed in a 200-pound ice vat and frozen so that it would be horizontal, top-side up and near the top when the cake of ice was stood on end.

The novel show cases, so to speak, were then distributed in the busiest section of the downtown shopping district. One was displayed behind the large show window at the front of the Strauss arcade. The other five were put on the sidewalk in front of theatres, cigar stores and the like, where they attracted much attention. The ice was placed on the curb in order that it might not impede traffic and that the water resulting from the melting would run into the gutter. On one side was tied a sign bearing two words—"Strauss says." To the residents of Indianapolis these are household words, so that the passing spectator immediately caught the significance of the display. The unusually warm weather Monday helped to put the "stunt" over big.

In the evening, the attention value of the sidewalk publicity was taken advantage of in a follow-up in an Indianapolis paper, where an advertisement was run with a wash-drawing in half-tone of the straw hat increased in its block of ice. The argument of the picture was driven home by this copy: "Strauss says, 'Time for straw hats—The place? We'll leave it to you!'"

**Abraham Told Them in No Uncertain Language.**

Everybody seems to be picking on the retailer. The farmer says the merchant wholesalers hint as much. The same thing is said openly by government officials, and the buying public is repeatedly told that they won't get relief until the retailer is made to lower the price of the goods he has for sale.

A. T. Abraham, shoe retailer, of Lake City, Minn., got tired of hearing the retailer "bawled out" and blamed for existing conditions. One day he woke the citizens of Lake City up with an advertising broadside that became the talk of the town and redounded to his material advantage. It was rather a shock, but it made folks stop and think about the charges being made so freely against the retailer.

In the four-column advertisement, in blackface type, the Abraham store said: "The woods are full of amateur economists who claim that prices of clothing, underwear, hosiery, shirts, sweaters, overalls and shoes will soon return to pre-war levels.

"Will they?"

"Yes, they sure will!"

"When hard coal is back to \$9 a ton, when railroad fares are back to two cents a mile,

"When house rent is back to \$25 a month,

"When gasoline is back to ten cents a gallon,

"When telephone rates are back to \$1 a month,

"When a square meal is back to a quarter,

"When labor is back to \$2 a day,

"When gas is back to ninety cents,

"When shaves are back to ten cents,

"When the freight rate from New York, now \$1.84, is back to ninety-seven cents,

"When street-car fares are back to a nickel,

"When money is back to five per cent,

"When cooks are back to \$3 a week,

"When haircuts are back to a quarter,

"When movies are back to a nickel,

"When a car wash is back to ten dollars,

"When ice cream is back to a dime,

"When a doctor's call is back to two bucks,

"When a newspaper is back to a penny.

"For the love of Mike," continues the advertisement, "why expect the retailer to go the route alone? Why expect us and no one else to go back to pre-war prices?"

"Beg your pardon, we forgot the farmer. He, too, is getting it hard. Why pick on us?"

"Aren't we all in on this proposition together? Haven't we got to work it out together? Well, then, haven't we, the retailers, got much faster and much further than the average in reducing prices and making readjustments? We'll say we have.

"We're ahead, we and the farmer—why ahead of the processor? Now let the barbers and the movie houses and the Standard Oil and the soft-drink parlor and the landlords and the hotels and restaurants and the drymen and the bankers cut their prices and catch up with us.

"It's time for us to pick on somebody.

"We've been the goat long enough."

**—And There Isn't a Box in the Store!**

Decked with shining rows of mahogany cases, divided into compartments small enough to hold a 4-4 glove on the first floor to a row of fresh blouses on the third, the Hunter-Tupper Department Store in Syracuse, N. Y., is today ranking as the first paper-boxless retail concern in the country.

A total absence of the pasteboard box, heretofore considered an indispensable adjunct of the retail department store, is the most striking feature about the newly equipped establishment. From the ground floor, with its notions, toilet accessories and small wearing equipment, up through the women's wear of the children's department, the crockery and household goods, as far as the fourth floor, where the house furnishings begin, the new mahogany cases hold sway.

In the words of the advertising manager, "We put them everywhere that the rug department—and we couldn't get them big enough for that."

The cases mark a new departure in the retail business in Syracuse, for no other store in the city is able to present its goods to such advantage as the cases permit. The entire establishment from the first to the top floor is finished in the mahogany and the hotels and restaurants and the drymen and the bankers cut their prices and catch up with us.

"It's time for us to pick on somebody.

"We've been the goat long enough."

**Can Goods Be Sold on Three Months' Guarantee?**

M. J. Jackson, of the Robinson furniture store in San Jose, Cal., had long cherished a vision of a specialty shop where nothing but nationally advertised, tested, approved and thoroughly dependable merchandise would be sold to the housewife with a positive guarantee that said: "Keep this article three months and thoroughly test it, and if you find you do not like it, we insist on your bringing it back."

Jackson's friends sadly shook their heads and his competitors chuckled gleefully when it became known that a small shop adjoining the Robinson furniture store had been secured for the Specialty Shop and that Jackson was to take charge of it, while every sale would include a three months' trial of the article purchased. Such a policy had never been heard of out on the Pacific coast. It simply couldn't work!

But it did!

Here is the psychology of it. Mrs. Brown purchases an electric vacuum cleaner at the Specialty Shop. Proudly she is sent to her home, and after one or two trials she is perfectly satisfied that it is exactly what she wants. Proudly she pushes it back and forth over the rugs. Some sweeper! Then Friend Neighbor happens in. "Oh, I see you have a new vacuum cleaner. You ought to have one like mine. Nothing like it! Had it a year and never a cent for repairs!"

Mrs. Brown's heart sinks. Why hadn't she investigated the merits of the other make before purchasing? What if she had been stung? She rushes to the telephone: "Mr. Jackson, my neighbor says that her sweeper is much better than the one I bought, and cheaper, too. What do you think?"

And he answers: "I think you are the one to be satisfied. It is you who will use the cleaner. I'll be right out to your house with a sweeper of the other make and let you compare the two and take your choice."

Out he goes to Brown's (if he hadn't carried the other sweeper in stock, such is his faith in his own lines that he would have gone out and bought it and risked comparison), and in her own mind Mrs. Brown soon admits that her vacuum cleaner must be all right because there wasn't the least hesitancy in offering to exchange it for one costing less money, with the difference refunded. Such is human nature that when she has perfect liberty to exchange she doesn't want to. Jackson returns to the shop with the other sweeper, as he knew he would.

The slogan of the little shop, if it has one, would be something like this: "We make good on a sale and absolutely satisfy the customer if we lose every cent of profit."

Jackson attributes his phenomenal success in this new venture to specialization—including first, last and all the time, specialized service. Every repairman, every salesman is a specialist in some one line. He not only knows this line from A to Z, but his competitors as well, and he is paid enough to make it worth his while to learn everything about the different makes so he can discuss them intelligently and with authority.

**They Come From Four Towns to Buy Here.**

Suppose you had a store at a country crossroads in the centre of four good-sized towns, but eight miles from the nearest of them and good concrete roads the only thing in your favor? How would you go about getting their business?

Yes, it can be done. The Neal Bros. have done it. Or rather, the sons of Nealville, N. C. have done it. Or brothers have done it, with the assistance of their wives. It was the result of a keen inspiration, just the logical outgrowth of reasonably taking advantage of an opportunity when it presented.

The idea of gasoline, oil and a repair shop, coupled with sandwiches and lunches, looked about right. They tried it out. It was right. Many of the machines stopped when they saw the gasoline tanks and the signs telling of the sandwiches.

The next step was to so arrange the lunch-room that as the customers sat and ate the merchandise of the store would be in view. So only a railing, more decorative than anything else, separated the lunch room from the body of the store.

Here was where the wives of the sons of the Neal brothers got into the game. They arranged the displays of inexpensive house dresses, caps and the like with yards prominently featuring the prices. The women patrons of the lunch-room were quick to see that these prices were lower than those quoted in the town shops for similar goods. They were lower, of course, because the overhead of the store was lower. They began to buy. They began to drop in when they passed the crossroads from one town to another, even when they did not want lunch. They'd saved up many of their little purchases of household articles until the date of their visit to a neighboring town. Then the store began to push things. The wives visited the four towns. They noted the sort of merchandise which sold well, the sort for which there was a demand.

The store today is doing a business of about \$25,000 in general merchandise and a lunch business of \$60,000 a year, with just 150 people in town and eight miles to the nearest of the four sources of trade, all four of which have good shops.

**Smoke & B**

All the rich aroma of the best Virginia leaf

**USE The Want Ad War**

NO APPROVAL **MACAULAY'S** NO APPROVAL

# JULY Clearance SALE

Everything in this sale is marked at Genuine Clearance Prices, and will be found a great help in finishing out the season, as there are always lots of things to be replaced, and now is your opportunity.

Get Your Wants at This Big Clearance Sale

## Sale Starts Friday 15th Ends Saturday 30th

**Coats Less 20%**

Our entire balance of Spring Coats will be cleared during this sale at 20% discount. There are many very effective styles in this range and various materials, making it a pleasant task to select a coat of becoming style at such a low price.

Think what it means—20% Off!

**Children's Apparel**

GINGHAM DRESSES in very neat styles, trimmed with White Repp and Pearl Buttons—\$2.98 to \$3.75.

CHAMBRAY DRESSES in many shades with piping around collar and cuffs; Bloomers attached to Dress—\$2.98 to \$4.50.

CHILDREN'S DRESSES in Pink or Blue Cotton, with White Collar and Cuffs, also Pockets and Belt—\$1.69 to \$2.19.

**Dresses**

12 SILK DRESSES, \$36.95

It is not often you can buy a \$55 Silk Dress for \$36.95, but this is one of the times you can, and those who know values will be quick to take advantage of this wonderful opportunity.

\$55.00 Silk Dresses for \$36.95.

**Unheard-of Bargains in Millinery**

This Final Clean-up of Millinery offers you unheard of bargains, and includes the very newest and most wanted shapes.

TAILORED HATS—With Ribbon, Fruit or other clever novelties, 98c.

SMART MODELS in exclusive designs and clever workmanship, \$3.50.

SPORT HATS—White Milan and gros grained binding, Java and Tagle with contrasting facings. White and colored Sport Felt, \$4.98.

IMPORT MODELS—A few only selling at half price. A splendid opportunity to secure a smart hat to finish this season or to reserve for the next.

**CLEARANCE PRICES ON WHITE-WEAR**

This is the biggest clearance of Whitewear for a very long time. Come and get your share.

NIGHT GOWNS with round, square or V neck, showing lace and Hamburg trimming, long or short sleeves—\$1.98, \$2.49, \$2.69.

ENVELOPE CHEMISE, nicely trimmed with lace and embroidery, greatly reduced—\$1.75, \$1.98, \$2.69.

WHITE UNDERSKIRTS trimmed with lace and Hamburg—\$1.69, \$2.19, \$2.39.

LADIES' and CHILDREN'S MIDDIES—These are slightly soiled but are wonderful values. Showing white or colored collar, 79c. and 98c.

LADIES' ALLOVER APRONS—In best quality, print, some have elastic at waist and others are belted in. The Bungalow style is also included—98c., \$1.29, \$1.69.

**Hosiery**

LADIES' MERCERIZED LISLE HOSE in Black, White or Brown, sizes 8 1/2 to 10, 55c. pair.

LADIES' SILK HOSE in Medium Grey, White and Dark Grey, sizes 8 1/2 to 10—75c. pair.

CHILDREN'S RIBBED COTTON HOSE in Black, White and Brown, sizes 5 1/2 to 10—65c. pair.

CHILDREN'S 3/4 SOCKS, 75c. pair.

LADIES' LONG SILK GLOVES in Black, Maise, Sky, Pink or Nile, 75c. pair!

**Household Utilities**

CURTAIN SCRIM—5 yards for \$1.00.

CURTAIN SCRIM—5 yards for \$1.40.

CRETONNE—Reg. 75c., sale 50c. yard.

CRETONNE—Reg. \$1.35, sale \$1.00 yard.

BED SPREADS—Single, medium or double 20 per cent. off.

ODD PAIRS OF CURTAINS of marquisette, Scrim or Lace—20 per cent. off.

**Fabrics**

ALL WOOL SERGE—Navy only, 40 ins. wide, 98c. yard.

ALL WOOL SERGE—Navy only, 54 ins. wide, \$1.50 yard.

ALL WOOL SUITING SERGE—Extra heavy quality, navy only, 54 ins. wide, \$2.25 yard.

PLAIN WHITE VOILE, 40 ins. wide, 29 cents yard.

COLORÉD PIQUE, 36 ins. wide, 35c. yd.

NOVELTY COLORED VOILE, 42 ins. wide, 59 cents yard.

**SILKS FOR SUMMER CLOTHES AT LOWEST PRICES**

PAILLETTE SILK in a variety of colors—\$1.75 and \$1.90 a yard.

DUCHESS SATIN—A beautiful quality at a very special price—\$2.75 a yard.

PAISLEY KIMONO SILK in different colorings, regular \$2.75—\$1.90 yard.

STRIPED WASH SILK in many light shades—\$1.90 yard.

STRIPED SILK, Navy and White, reg. \$3.00—\$2.15 yard.

NATURAL PONGEE, free from any dressing—95c. and 98c. a yard.

BUTTERFLY JAP. SILK in a big range of colors—\$1.15 a yard.

PUSSY WILLOW JAP SILK in a big range of colors, 98c. a yard.

**Bargains in Towels, Sheets, etc.**

Fawn and Red Bath Towels, size 20x36, reg. 50c. each, for 75c. pair

Fawn and Red Terry Toweling, 18 ins. wide, reg. 65c. yd., now 45c. yard.

Roller Toweling, 18 ins. wide, 5 yards for \$1.00.

All Linen Roller Toweling, 35c., 40c., 45c. yd.

Cup Towels, 18x36 or 20x40, 25c. each.

Fruit of the Loom Fine Cotton, 36 ins. wide, 39c. yard.

Lonsdale Soft Finish Cotton, 36 ins. wide, 39c. yard.

Soft Finish English Hemstitched Sheets, reg. \$11.25 pair, now \$6.00 a pair.

Pillow Slips, hemmed, 44x36, reg. 50c. each, 25c. each.

Marquisette Bureau Scarfs, 18x45, \$1.95 each.

**A Sale of Remnants**

BIG OPPORTUNITIES EXIST IN THIS BIG CLEARANCE SALE OF REMNANTS. ALL ARE OF USEFUL LENGTHS AND SELLING AT WONDERFULLY LOW PRICES. THESE INCLUDE HUNDREDS OF DRESS GOODS, WASH GOODS, SILKS, RIBBONS, COTTONS, LACES AND BRAIDS.

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