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They, are two standpoints from which to view the shopping question; one in front of the counter, the other

The girl behind the counter is often misrepresented, for salespeople if they are not naturally conscientious, courteous and inteligent are required to be so, and attention to the wants of customers is only a part of their Clerking affords immediate employment, and that explains why so many well-educated girls turn to the big stores to earn their living. In one of the large sections of a big retail store in a Western city was recently a young woman who was nace the social equal of her best custo iers. This young woman's father had met with hea y losses, and she had gone into the store to help lift .:: burdens. Not only was she ancious to learn, but, moreover, she did her work in such a tright, brave manner that all gave her help and encourage-

Observant salespeople will tell in ten seconds to what class a customer belongs. A considerate and wise purchaser comes quietly into a section, awaits her turn, and states her wants to the girl behind the counter, who will most willingly give her best efforts toward pleasing any customer who really desires to be pleased. The inconsiderate customer comes noisily into the department, demands attention at once, is displeased when asked to wait a moment, and by a wrong beginning and lack of tact the salesperson is excited and hurried. All kinds and styles of stock may be displayed but the inconsiderate woman ignores, opinions, abuses the material. price or make, or perhaps chats with a friend, allowing the bewildered clerk to stand while the section is filled with customers. Sometimes this kind of customer may have the attention of a salesperson for half an hour. and in the end go away without buying a single thing.

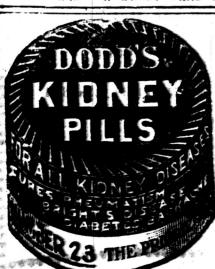
In most large stores many customers have charge accounts. Once a certain beautifully-gowned woman entered the velvet section of one of these stores and asked to be shown evelvet to match a sample which she displayed. The salesman pulled piece after piece of material down; many pieces which matched were rejected on account of price. The salesman found his customer very hard to suit inconsiderate and exacting, but finally she seemed satisfied. The clerkwho thought he had made a large sale-was asked to charge and sent sixteenth of a yard! When we consider that the worth of a salespersor. is judged from the amount of his sales this incident is significant.

It some times happens that customers have complaints to make and they often blame the salespeople for delays or for non-delivery of orders. when by simply listening they might find the real cause. Delays in special orders are sometimes unavoidable. The galesperson takes a special order and gives it to the head of stock, who ordiers from a domestic or a foreign firm as the case may be. An exact date for delivery can seldom be given. A section at a large retail store was once turned upside down. figuratively speaking, by an inconsiderate woman who had given a special order. The buyer had ordered if from a maker in another city, and in some way there was a delay. The customer came into the section and one of the assistants explained the circumstances; to no avail. The irate customer abused the assistant, the buyer, the store, stores in general, talking so loud that even customers in other sections asked what the trouble was. The considerate customer would have seen that the store and the salesperson were probably more anxious for the prompt and correct delivery of goods than she herself was.

A pleasant word and a smile cost as very little effort and give a salesperson new life and ambition. Dur ing the holiday rush a sweet-faced, simply-gowned old lady entered the fancy-work section of a big store, and approaching a tired but refined-looking clerk said to her: "My dear, you look like a good writer. Wont' you address this envelope for me?"

The girl willingly agreed, even writ ing a little note to go with a gift When she had finished and was about to hand the addressed letter to the sweet old lady she was surprised to receive five nickels hastily put into her hand with the words: "Just a little extra for the Christmastime. and a parting smile. It had all happened so quickly that the girl could only wonder at her new happiness the five shining nickels in her

li mothers would teach their children by their own example to b pleasant and courteous, the often-misrepresented salesperson would find her position easier, and if they might be taught out of the store of knowledge that a clerk in a large store collects they would indeed be well taught. It was a busy day in the apron section of one of the big stores when a well-known woman from a Western city accompanied by her six-year-old daughter approached a salesperson, and asked to be shown fancy schoolsprons. In vain the girl attempted to fit Miss Six-Year-Old. The child pulland mn about; while the





GIVEN AWAY Dutch Collar or Belt Pin With Your Initial

These Pins are made of a solid piece of Go yes, heavy Satin Silver Mnish, with raised bright we will give one of these hindsome Pins to every person who will self a boxes of Dr. Batturks's Famous Vegetable Fills for Bleed, Stamaca, Kidney and Liver discuss, to their friends and swighbors, at 25c. a box. Send your name and address to day and we will send you the Pills postpid. With the Pills we send you 4 fancy Pins, to give one to each customer burning a box of p lis from you. When seld, return the money \$2.00 to us and we will sent you one or these handsome Pins, with any Initial desired, by return mail, absalinely PRES. Address: THE DR. MATURIN MEDICINE CO., DEPT. 31 TOBONTO. ONT.

section was filled with unserved customers. The head of stock stopped to ask if Miss Plank would roon be at leisure. But still the mother gave the salesgirl no assistance; once she spoke listlessly: "Dear, stand stillthe young lady looks tired." young lady was tired, having been out of the store many times that day on business. Miss Six-Year-Old promptly replied: "Didn't you say that's what clerks are for-to wait on

If we would teach our children that the girl behind the counter is really no more hardened to unkind remarks and condescension than we are ourselves we would have less cause to complain, and the truth of the words about mercy, that "It blesses him that gives and him that takes," might take on a new meaning.

Just one thing more from the viewpoint of the girl behind the counter. A man customer is usually hailed with delight. Most men are pleasant frank about the price they wish to pay, or else they do not care so that the article is good. They ask few questions, accept answers so being true, select quickly, thank the salesperson and depart with their purchase. And the girl behind the counter who has been lucky enough to wait upon the man is left contented, knowing that a customer has been pleasantly and conscientiously served.-Ladies' Home Journal.

I was cured by Rheumatic Gout by MINARD'S LINIMENT. ANDREW KING. Halifax.

I was cured of Acute Bronchitis by MINARD'S LINIMENT. LT.-COL. C. CREWE READ.

I was cured of Acute Rheumatism by MINARD'S LINIMENT. C. S. BILLING. Markham, Ont. C. S. BILLING. Lakefield, Que., Oct. 9, 1907

FAMILY HEALTH. Brother's in a hospital Busted up and lame, Some one used him for a mat

In a football game. Mother's also quite smashed up Joining in the rush, Got some fractures and the like

In a bargain crush. Sister has a broken leg. Quite a common hurt. Got it walking in the street In a hobble skirt.

Father has a broken skull From a little mix. Got a brick upon his head Talking polities.

A WINDSOR LADY'S APPEAL

To, All Women: I will send free with full instructions, my nome treatment which positively cures Leucorrhoea, Ulceration, Displacements, Falling of the Womb, Painful or Irregular periods, Uterine and Ovarian Tumors or Growths, also Hot Flushes, Nervousness, Melancholly, Pains in the Head, Back or Bowels, Kidney and Bladder troubles, where crised by weakness peculiar to our sex. You can continue treatment at home at a cost of ouly 12 cents a week. My book, "Woman's Own Medical Adviser," also sent free on request. Write to-day, Address, Mrs. M. Summers, Box M. S. Windsor, Ont. Windsor, Ont.

FORESTUNT.

Dugald was ill, and his friend Donald took a bottle of whiskey to him. Donald gave the invalid one glass and said: "Ye'll git anither yin in the mornin'," About five minutes clapsed and then Dugald suddenly exclaimed:

'Ye'd better let me hae the ither noo, Donal'; ye hear o' sae-mony sudden deaths nooadays."



AROUSING THE GREEN-EYED. (Buffalo Express.)

"All the girls at the football game envied Clara "Why-did she have the handsomest

"No, but she went with a fellow whose eye was bandaged, whose arm

was in a sling and who walked with a nec. Weak, Wenzy, Watery Eyen

Rec. Wear. Weary, Watery Eyes.
Relieved By Murine Eye Remedy. Try
Murine For Your Eye Troubles. You
Will Like Murine. It Soothes. 50c At
Your Druggists. Write For Eye Books
wree. Murine Eye Pamedy Co., Toronto.

YAND MCOR DELIGNATE (Success Magazine.)

The regular umpire was sick and a kind old gentleman from the country agreed to do the best he knew how. All went well until the fifth inning when, with the bases full, the pitcher got wabbly and put over four wide ones and the batter started to take his base. "What will we do with the voung feller?" asked the old man of the pitcher. "We ain't got any place to put him."

MAKING ROOM. Cleveland Leader.)

"Party gowns will be cut lower in the back this year."
"Is that so? Then we'll have to make our belts narrower.

GLASS-BOTTOM BOATS.

The boatman anxious to improve

A Western Idea That May be Utilized Elsewhere.

the chining hour might certainly profit from Western developmentthat is, if local conditions are amenable thereto. Out at Catalina Island. off San Francisco, glass-bottom boats are in great demand, for they reveal to those who patronize them an unknown world and new beauties the bottom of the sea. They are a distinct novelty, and ply a thriving trade upon the Bay of Avelon, which inshore is not deep, while the water is as clear as crystal. In the bottom of the boat, says Chambers' Journal, are placed large sheets of transparent glass, and through this the passenger can see, as he is propelled slowly along, dense clusters of seaweed assuming fantastic shapes, shells, fishes of infinite variety of hue in their native

A MOTHER'S PRAISE.

element, as well as some of the

strangest creatures that are known to

live in the deep. The charms reveal-

ed in this manner are so kaleidos-

copic as to exercise a peculiar fas-

cination upon one. A trip in one of

these glazed craft is not only a re-

creation, but an educational exper-

ience as well.

Mothers are always willing to shower their praises on a medicine that not only relieves their precious little ones from pain but removes the cause and keeps them well, bright, active and happy. Such a medicine is Baby's Own Tablets. No other medicine for little ones has received such praise from thousands of thankful mothers. These Tablets never fail to relieve the little ones from any of the many litle ills that afflict them. Mrs. Thos. Hodgson, Riviere du Loup Station. Que., writes: "I always keep Baby's Own Tablets in the house and have given them to my two little ones with the best results. I always recommend them to my friends as they are a a grand remedy." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont. Brockville,

THE ANIMAL.

(New York Herald.)

Aesop's fable of the ass that carried the idol is recalled by Mr. Roosevelt's conduct since his return from Europe. Seeing all the people as he went along bend themselves in reverence, the animal fancied that it was to him they were paying obeisance, and in consequence pricked up his ears and flourished his tail. Mr. Roosevelt, received abroad as a former president and hobnobbing with potentates, fancied that it was to him and not to the nation that obeisance alomaniae notion that he was greater was paid, and came back with the megthan his country.

HIS BLADDER TRO Mr. Herbert Bauer, of Davisville, says he owes Gin Pills a debt of gratitude which he can never repay. He suffered for years with bladder trouble. and could not pass urine except by much straining, which caused great pain. Mr. Bauer sent for a free sample Gin Pills. The first dose did him so much good that be ordered six boxes and began to take them regularly. A month's treatment completely cured him.

You can try Gin Pills before vou buy them. Write National Drug & Chemical Co., department H. L., Toronto, for free sample. At all dealers, 50c a box, 6 for

AN APPLE PIE FEAST.

A quaint ceremony, known as apple pic feast, has just been observed at Branscombe. Owners of orchards provide the apples, and funds are collected for the making of the pies. Every one is welcome to eat of them on handing in his plate. The actual consumption takes place in the village square, the pies being brought from a local bake house in a decorated pony eart and placed on tables from which they are served out to the crowd. The late vicar and his wife always had the first helping, and "for old times sake" the first was this year taken by proxy for his aged widow.-London Standard.

THE TIME IS COMING

When all people will stand by "Mecca" Ointment as the most wonderful relief and cure ever known. In many lands and climes its healing virtues have saved the lives of thousands of people. Once you try "Mecca" you will be glad to always have it in the home. All druggiets: 25c.

MATHEMATICAL CONTRACTION.

(Boston Transcript.) "I've found out why we speak of the participants in a wedding as the contracting parties. "I bite. What's the answer?"

"It's because the two become ope." Minard's Liniment Cures Garget in Cows.

HE WAS THANKFUL.

(Delineator.)

Willie was very proud of his first pants. That night when saying his prayers, he said. "Dear God. I am thankful to say I have on pants now."

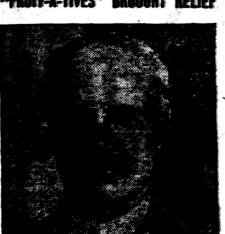
"Don't you think much thought should be given to the drink business?" "Yes. Much sober thought."-Baltimore Ameri-

> FREE! This elegant watch, stem wind and set, fancy engraved SOLID SILVER

engraved SOLID SILVERcases, FULLY GUARANTREE, will be sent you
FREE if you sell only
3.60 worth of our beautifully colored and embossed post cards at 6 for 10c.
These are the very latest
designs in Views, Floral,
Holiday, Comics, &c. The
swiftest sellers. Just show
them and take in the money.

swittest sellers. Just show them and take in the money. Send your name and address, pixhily written, and we will forward you a package of cards and our big premium, list. Don't delay, for we give this extra present for prompt-COBALT GOLD PEN CO., Dept. 301 Toronto, Ont

STOMACH TORTURE



DANIEL SAUNDERS

Shoal Lake, Man., June 11th, 1910 "For years I was bothered with persistent Dyspepsia and Indigestion, having severe pains after meals and I tried everything that I could get but the pain in my stomach became no better.

A druggist recommended "Fruit-atives." I did not give up any foods I was in the habit of eating nor stop smoking-yet "Fruit-a-tives" has done wonders for me and I strongly advise all my friends to use it." (Signed), DANIBL GROWN Fruit-a-tives" is sold at 50c a box, 6 for \$2.50 trial size, 25c. At dealers or from Fruit-a-tives Limited, Ottawa.

IN LOVE WITH ONE'S WORK.

This love of one's work is at the root of all success. The proportion of successes to failures in business is in a very decided minority, and if we reckon the partial failures and the milk-and-water successes, the ratio dwindles. Success to a marked degree can only be obtained by the man who is really in love with his work. It is not sufficient to be content or fairly well satisfied with the returns of one's work, or to make just enough effort to keep out of trouble. Big dividends will never be made or big businesses built up if one regards work as a necessary evil, something to be endured and forgotten at the earliest possible moment or when the shutters are down. Show me the man who is really in love with his work, his business, his profession-his job-and you will point to the man who is bound to rise to success by reason of his enthusiasm, his vitality, his imagination and his breadth. George H. Frost, in the Organizer.

nilons Gure enickly stops coughs, cures colds, heals the throat and lungs. . . . 25 cents.

THE PUMPKIN.

Oh, golden pumpkin, big and round, Thanksgiving's here once more. In flaky crust you will be found, As you have been before. And when I go to Grandma's I Shall feast, of course, on pumpkin pie.

But it is not for pie alone That you are used, I know, as a chariot you shon A long, long time ago; Poor Cinderella would have stayed At home without the coach you made.

And there was "Peter, Peter," too. Who had a restless wife. He put her right inside of vou And then had no more strife; She must have liked it, strange to tell,

"For there he kept her very well." And, golden pumpkin, big and bright, I quite forgot to say How you, as Jack-o'-lantern, light The children on their way On Hallowe'en-what would we do

Without such useful things as you? -Woman's Home Companion.

Minard's Liniment Cures Diphtheria.

WITH GARIBALDI IN LONDON.

I was one of the number who had the honor and pleasure of meeting and giving welcome to the brave, large-hearted Garibaldi when he went to London after his glorious victory in taking Rome.

All seems to me but of yesterday. He was met at the Bricklayers' Arms Railread station by tens of thousands, young and old, rich and poor, and escorted through the streets of London to the Duke of Sutherland's London mansion. It was such a scene as I think never was seen in London before nor since. Pen or tongue could not describe it. From Westminster Bridge to the Duke of Sutherland's house, the crowd of humanity was so packed that once in the crowd. you were fixed there with no possibility

When we arrived in front of the Horse Guards, those nearest the carriage unhitched the horses and the carriage with the hero was dragged the rest of the way by thousands that delighted to do him honor. It was the enthusiasm of a right and just people for the work done by this one man not only for Italy, but for the whole world-a victory over tyranny, ignorance and superstition. England above all nations wanted to do him honor, and did it to its full in the short time it had the chance.-William Denley, Dorset, Minn., in the Christian Herald.

Minard's Liniment Cures Distemper.

TAKING TEA WITH GRANDMA. (Philladelphia Record). Samantha Anne and Mary Lee

Wer asked by grandma out to tea. When they arrived, dressed in their best, They found dear gradma at her rest, "Oh never mind." said Mary Lee, "We'll just sit down alone to tea; We're hungry and can't wait," said she.

So down they sat, the hungry dears; And pretty soon their grandmo hears The dishes clinking on the tray, The disnes clinking on the tray, While "Mary, sugar-cream," they say. I haven't tasted buns in years," Is what the resting grandma hears. "Please pass the jam," thus say the

"Pray, ladies, won't you stay a while."
Cries grandma, coming, with a smile.
"I'm very rude to be a-snooze
And all this pleasant party lose.
Remove your hats and coats I pray, And make yourselves at home to-day." Said Anne, "We haven't long to stay."

PORTUGAL'S MORNING EYE-OPENER.

The Portuguest republic probably is surprised every time it wakes up in the morning and finds itself still there.

PURE MILK.

Mr Nathan Straus, the well know American philanthropist has probably spent over £200,000 in reducing infantile mortality by means of pasteurised

It is about twenty years ago since he began to devote himself to the task of saving the lives of children. He was led to take up the work by the death of one of his own children, while crossing from

of hir own children, while crossing from New York to England. He formed the opinion that pure milk was everywhere working great destruction among the young, and he determined to start pasteurisation plants in some of the principal American cities.

At the present time he has seventeen stations in New York. Every day, all the year round, about 10,000 bottles of milk for young children are disposed of; they are sold at much below cost price while to those who cannot afford even a non-linal sum they are given away. During to those who cannot afford even a nom-inal sum they are given away. During the summer about 25,000 glasses of milk are sold daily in the parks at halfpenny

Since I started my work in New Yerk," said Mr. Straus in an interview with a press representative, "death-rate has come down in a most remarkable way. come down in a most remarkable way.
It has been the same everywhere—in
Washington, Philadelphia, Chicago and
St. Louis. In every city where a plant
has been installed good results have been
almost immediately apparent.
Mr. Straus added that he was most
anxious to do something in this country.
Indeed, he was now considering a scheme
for starting nasteurisation plant in the

Indeed, he was now considering a scheme for starting pasteurisation plant in the potteries. in which district he had a personal interest. Recently he placed a plant at the disposal of Lady Aberdeen, and he had reason to believe that it was having good effect in Dublin.

Why Young Men Shun the Ministry.

The colleges and theological schoolos will soon begin their work for another year. As one who has given much attention to the subject, I wish to interest the Christian home in an important theme. No one can be blind to the fact that our gifted young men are not rushing into the ministry. The brilliant students in the universities are going into civil engineering, chemistry, law, medicine, indeed, into almost any profession rather than that of preaching the gospel. Parents do not now dedicate their sons to this noble work. One reason probably is that the ministerial profession is poorly paid, and that a man after spending the best years of his life in werking for a stipend, scanty enough in the beginning, never gets ahead, and if he live to old age may be a charge upon the church. The average minister cannot hope to save anything, and he may reach the dead line when he is still in his prime, physically and mentally. The churches clamor for young men and discount men of fifty. The young men who are ambitious and talented try to find Christian work outside the pulpit .-John B. W., in the Christian Herald.

Minard's Liniment Cures Colds, Etc.

What Happened to Him. Gver-Windig had an athletic stroke

vesterday. Myer-Athletic stroke! You paralytic stroke, don't you? Gyer No, I mean just what I said. He got mixed up with a professional

ISSUE NO. 47 1900

HELP WANTED.

W ANTENDE ONCE, A GENERAL domestic, one willing to learn. Apply 94 Duke street, Hamilton, Ont. W ANTED - CAPABLE HOUSE-maid. Apply Mrs. A. C. Beasley, 435 Main street east.

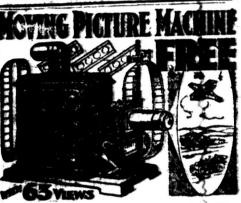
AGENTS WANTED.

CANVASSERS WANTED. WEEKLY ence atreet. London, Ont.

WANTED-ACTIVE SALESMEN OR women for holiday books that sell at sight. Salary \$2 per day guaranteed and COMMISSION; outfit FREE. Write immediately, J. L. Nichols Co., Limited,

Dr. Martel's Female Pills

SEVENTEEN YEARS THE STANDARD Prescribed and recommended for we men's ailments, a scientifically preresult from their use is quick and manent. For sale at all drug of



This wonderful imported Moving Picture Machine with 2 films with 62 yiews, All given free for selling 24 pieces of our goods at 10c each. Get this marvelour mode at 10c each. Get this hardenesses Machine and earn plenty of money. Write for goods. When sold return \$2.40 and we send Moving Picture Machine and films with 62 views. FRIEND SOAP CO., Dept. 777, Boston, Mass.



ENOUGH TO GO AROUND THEN.

(Washington Post.) If some one would tell us how to kill chickens so that they would not keep in cold storage we could all eat chicken.

The Test of Time. "Are you quite sure this fish is fresh?"

"Absolutely. I've held it a week to be sure effit."

Ice sells for a cent a pound in some parts of Mexico.

2010

"NA-DRU-CO" Headache Waters MONTREAL 27 NATIONAL DRUG AND CHEMICAL CO. OF CANADA LIMITED.



INFLUENZA CATARRHAL FEVER

DISTEMPER CHRONIC COUGHS

gists, harness dealers. \$1 and 59c a bottle. \$11 and \$6 a dozen. Distributors—ALL WHOLESALE DECOGISTS.



This is a fire, handsome, clear-toned Violin, highly poliched, richly colored complete with string bridge, three gut strings, abony finishpegs, long how of white horse hair, and hox of resin. Everything complete sent securely packed in a hox. Just send us your mame and address, and agree to sell only 3 hoxes of Dr. Maturin's Pamous Vegetable Pfils, at 25c: a hox. A grand remedy and cure for weak and inpure conditions of the blood, indiscision, stomach troubles, constipation, persons disorders, diseases of the liver and kidneys, houmatism, and Female troubles. A mild lavative, Grand Tenic and Life Builder. They are

rhounatism, and Female troubles. A mild lavative, Grand Tenic and Life Builder. They are easy to sell as each customer buying a box of pills, from you, receives, at the same time, a nice-fancy Pin, which we send you with the Pills. Do not miss the chance of your life.

Don't send any money—Only your name and address, at once, and we will promptly send you by mail, postpaid, the 8 boxes of Pills and the Pins. When seld, remit to us the \$1.00 and we will send you this handsome Violin, etc. just as represented. Write to-day. Address: THE DR MATURIN MEDICINE CO.

Dept. 156 TORONTO. ONT

"SILENT" **EDDY'S MATCHES** ARE THE MOST MODERN AND PERFECT

A SURE LIGHT, THE FIRST STRIKE

They make up noise or sputter-a quiet, steady flame. The match for the smaker, the office and the home. All good dealers keep them and Eddy's Woodenware, Fibreware,

The E. B. EDDY Co., Limited, HULL, CANADA



Tube, Pails and Washboards.

HANDSOME WATCH FREE.

A Gentuer Ladies Sollé Gold Weich coid \$2.5 to \$300 De not throw year messay owe you desire to essure a Watch which to bee and dent well will be equal to any Soli Weich, send us your mame and address imm ly and agree to soil 10 boxes only, of De. Ma Eassans Weightable Pille, at 550. a box. To the greatest research rome troubles, liver, se, and all femals we the Great Moye Purifierand Invigorator, a G Ton-c, and Life Builder. With the Pills we 19 articles of jewelry to give away with the p this makes them easy to sell. This is the cl de lifetime. Do not miss it. Send us your and we will send you the 19 bexes, man When you have sold them, send us the manage and we will rend you

and we will rend you

A GENTS. or LADIES WATERS

We are giving these beautiful Waters to advance to advance the same day the beautiful waters to advance the same day to be a grand opportunity to the same a valuable watch without being to be sent. And our Watch is a stom wind and not the cheep back wind article a gives as premiums. Send for our pills delay, Address THE DR, MATURIN MI

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