## the Great Art of Salesmanship

A. M. SAMUEL ON FOREIGN TRADE, ADVERTISING A N D SALESMANSHIP.

way, it is

cks,

Mr. Arthur Michael Samuel, Conrvative M.P. for Farnham, Minisin charge of the Department of Trade, and one of the few nbers of Parliament who has him-If been a manufacturer while beat the same time a skilled econoaddressing the Woking and Disof Chamber of Trade, urged the nesity of cultivating the art of pernal salesmanship for the export

ur problem is-why cannot we for export more of our produc-We live by our export trade. To that trade the quality must be ght, the price must be right, and lesmanship must be right. have written on a card that gs over my office mantelpiece:

ods do not sell themselves." We have to seek out buyers nowin the markets all over the Our foreign competitors go and find customers and in that

OSTLY SHELTERED TRADES.

at how high or how low the standof living of our working people The foreigner only buys if the king peoples' wages is the price foreigner will pay for their proons. If the price does not tempt foreigner he does not buy of us.



ing industries; public utility enter-prices such as electricity, water and £200,000,000 annually on our unshelgas, and the municipal services. The tered productions. unsheltered trades are subjectjed to competition by foreigners.

use of our unsheltered, go on to the sheltered trades for sale in the over- sale of our goods in competition with seas markets. If goods produced by those of foreign manufacture. us come out too dear to attract buy-

That is also why so many foreignforeign-made goods sold here are ofen produced under lower standards of labour conditions than would be permitted here. The wages of the unsheltered trades are, therefore, pulled down, as unfortunately is the case in our iron, steel, engineering and suits him. The basis of our shipbuilding trades, and ultimately our men are thrown out of work.

TRADES THAT MAY SUFFER. The unsheltered trades are compelled, on the one hand, to sell in the We have sheltered trades and un- world-markets at unsheltered prices and are, at the same time, compelled

Joseph Murphy and Five to Help Him

TO THE CITIZENS OF ST. JOHN'S:

Ladies and Gentlemen,ouncillor, and I ask your votes to that end. I appreciate the necessity, in approaching an intelligent electorate, of stating clearly the policies for which I ask support. I cannot guarantee that they will be carried out if I am elected-that will depend on the measure of support I obtain from the other Councillors But I can and do promise that I shall spare no effort to have them carried out. The following are the points of policy for

1. The most important of all, because nearly all the others lepend on it, is the obtaining of further borrowing powers for he City. This can only be done through the Legislature, but if the Legislature is to be moved to action, strenuous agitation on the part of the City will be required. St. John's should have the same unrestricted civic powers that other capital cities (such as Halifax) enjoy, and such as are commensurate with its import-

ance. A vote for me will be a vote for full civic powers. 2. I am in favour of discontinuing the salaries at present paid to the Mayor and Councillors. It should be a privilege for any citizen to give the small share of his time exacted by these offices to the welfare of the City. Moreover, although comparasmall, these salaries total \$4.000.00—a sum which would pay the interest on a sum of \$70,000.00. The City needs that money more than Councillors need the salary. If elected I shall accept no remuneration for my services, even though I do not succeed in having these salaries discontinued. My salary will in that event be divided between the City Orphanages.

3. I recognize the imperative necessity of improvements both o roadways and sidewalks, particularly the latter, but with its present restricted powers the Council cannot hope to finance these undertakings. If successful in my first aim of obtaining full civic powers, I shall favor as extensive a programme of imovement as seems economically sound. Property owners could assessed for a reasonable proportion of the cost, as is praciced in other Municipalities, and reasonable time allowed them or the liquidation of these charges.

4. I am informed that large amounts of money are due to the City, both from the Treasury of the Colony and from private individuals. Should this prove to be the case, I shall favor prompt and drastic action to make complete collection of all such outstanding amounts, in justice to the many citizens who meet their civic obligations promptly. This action, if successful, should minimize the amount of necessary borrowing, and enable the early undertaking of several long needed improve-

5. I believe that citizens are entitled to know more about the City's finances from time to time than they can now readily ascertain. I therefore favor the rendering of accounts through the newspapers at not less than quarterly, preferably monthly per-

6. As soon as, by reason of its extended powers, the City ands itself in a position to finance such an undertaking, I believe that the water and sewerage system should be extended to all sections at present deprived of these conveniences. As I see this is the only hope of ridding the City of the nightly horrors

of its present "sanitary" system. 7. The foregoing paragraph also applies to sections on the skirts of the City. Expansion is the only hope of solving our busing problem, and I think that an effort should be made to

atend the street car service to these localities. 8. A minor civic problem that needs immediate attention is de collection of garbage. Covered carts should be employed for his work, and the daily collection should positively be com-

9. I am in favor of the appointment of a Public Utilities Board to supervise the conduct of the public franchises already granted and to control the grant of the few franchises that are eft. Such a Board is a long felt want; had it been in existence when the present franchises were granted, both City and citizens

would be better served than they are. 10. I believe the City should be divided into Wards, each ecting its own Councillor who will be responsible to his own ituency. Under this system it will be an easier task for incillors to attend to the wants of their electors, and for ctors to gauge the faithfulness and energy of their Council-

If you do me the honor of electing me, I shall endeavour to show my appreciation by pressing the adoption of these policies by the Council with all my energies, and I shall at all times do my utmost in support of such other measures as, in my judg-ment, make for the betterment of City and citizens.

JOSEPH MURPHY

isable goods and services at shelered prices. The result will be that he sheltered trades may themselves eventually suffer, because the unshel-tered trades will not need sheltered goods and services if over-seas buy-

ers cannot be found.

Probably the sheltered prices in our home markets are about 10 per cent. too high as compared with unsheltered prices.

The President of the Association of British Chambers of Commerce at Sheffield recently stated that our trade s weighed down by our sheltered ed against foreign competition are, for example, the railway and building industries; public utility enter-kets. He estimated the burden to be

That, he said, was one of the causes for our prices being too high to The costs of goods or services, pro- secure export orders. That is why, vided by our sheltered trades for the too, foreign goods invade our home markets. Our sheltered prices thus costs of goods produced by our un- act, he explained, as a clog on the

From the reports which reach me ers in competitive markets they are from the Department's over-seas officers, I am driven to the conclusion that, while we sometimes lose orders made goods are sold in Britain. And in South America and Asia because our prices are too high, we sometimes lose orders because our selling skill is too low.

We must not expect the Brazilian buyer to give us all the orders we may require because he has read catalogues and newspaper advertisements. The same may be said in re gard to similar cases all over th

world. Advertising and catalogues are indispensable spearheads of trade, but you must have the driving force to push that spearhead home. That friving force is the man, and particularly the man on the spot.

WANTED, GUMPTION. An employee of a firm, or a principal, or a partner's son, visiting, cultivating, and studying customers abroad by personal contact, is more likely to secure export business for a British house than the agent who merely collects orders or sells on

My staff at home and abroad gladly placed itself at the disposal of British traders. But our over-seas officers cannot act as commercial travellers and sell the goods. Yet I sometimes gasp with astonishment when representatives of firms come

ART OF SALESMANSHIP.

an art of personality. It requires ner will receive about \$200.00 in gold. long training, knowledge of men and I will hold this contest about March

home trade in Britain.

reason should not clever personal wo. it your while to see what can be salesmanship be henceforth culti- accumplished through physical trainvated and directed to convincing pos- ing under the proper teaching in only sible buyers that British goods are about eight weeks.

BLANCHE YURKA

starred this past season in 'Man and the Masses' writes: "For the new mooth, close-lying style of dressing the hair, Stacomb is invaluable."

Stafford's Phoratone focughs and colds,—nov18,tf

SNOODLES

PETEY CAN ALWAYS FIND

SOMETHING TO

TODAY THEY

DOWN TO THE

SHOULD INNOCENT BABIES SUFFER? The one play in the world that you will thrill and marvel over for its daring, electrifying, soul-stirring portrayal of the great problem entering into modern married life.

Balfour Stock Co. To-night last Chance to See

A tremendous answer to the burning question that enters into every woman's life. Mothers bring your daughters. EVERY WOMAN SHOULD SEE THIS PLAY.

"THE UNWANTED CHILD"

MONDAY. TUESDAY, WEDNESDAY

A Modern (ragedy of the Eaby That Wasn't Wanted!

ONE OF THE MOST DARING OF RECENT PLAYS

A Subject now being debated in every city in the civilized world.

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Special Feature Attraction. "THE FACE ON THE BAR-ROOM FLOOR"

Animated Picture Recitation, by

JACK McKENNA.



Professor W. Seeley

Special offer to all ladies and to the Department and expect us to girls: - I will give you a full three wet-nurse them and to do something months' course for the small sum of for them abroad which they, if they \$5.00 each. This same course will had the adequate gumption, ought to cost you \$20.00 each, as soon as I get do, and could do, successfully for back o U.S.A. My business is growing so fast that I am able to make a It is sometimes found that in the special offer. There will be \$175.00 same district two factories work un- given in prizes at the beauty of form der the same conditions, and offer the contest i. I will hold the contest about same goods produced at the same the 1st of March, 1926, here in Newcost, yet one factory will get orders found and. First prize \$100.00 in gold up to its full output and the other will or a freturn ticket to New York; sebe short of work. Why? Because cond prize \$50.00; 3rd prize \$25.00. one firm knows how to sell its goods Will also photograph the three prize winryers for the leading papers and Brought Home .. .. 35,000 magazines of the world. Will also hold a heauty of form and strength

goods, judgment and tact, besides en- 15th, 1926. Beauty contests are held ergy and initiative. Haven't people all of er the world, why not hold them been talking and thinking too much in Ne wfoundland. Is there any reaabout producing the goods and too lit- son why Newfoundland cannot send tle about the art of selling them. out world's champions? All the boys In trades in which goods are small here want is a chance to progress enough to be carried as samples our and comeone to teach them. I am ofexport houses will eventually be com- fering; you people some things that pelled by foreign competition to send should interest you; please don't their commercial travellers into the value my course by the small sum I shops and warehouses of the dis- am a sking for it. Don't fail to see the tributors all over the world, just as big [performance at the Star Theatre, we send our travellers among the Decimber 4th and 5th. Myself and shopkeepers and warehouses in the three of my star pupils will perform at the Star Theatre and I know that We still have the advantage of a you all will be interested to see your reputation for high quality. For that local boys perform. It will be well

> Special notice to all the people of Heyrt's Content, Carbonear, Port de Grave and Brigus.—I will perform at Hea rt's Content Saturday night, Nov em per 21, 1925; Carbonear, Monday night, November 23; Port de Grave Turesday night, November 24; Brigus We dnesday night, November 25. Don't mias seeing this performance, I guarantee you all a real good time. Back to St. John's Thursday noon, Novembez 26th. We instruct personally in classes and by mail to all parts of the

PROFESSOR W. SEELEY. Physical Director. Office:-Renouf Buildin 'Pl ione 2146.

Fisheries Statistics

TOTAL CATCH OF CODFISH LAND-ED UP TO 10TH NOVEMBER, 1925

The following particulars of the isheries have been compiled by the Fisheries Statistics Bureau:

Trinity Bay	49,688
Trepassey and St. Mary's	
Fracentia Bay	88,090
Twillingate District	28,785
Bonavista South	26,104
Eonavista North	
Bay de Verde and vicinity	31,900
Conception Bay	. 9,440
St. George's District	
Perryland District	39,850
Fogo District	57,505
St. John's and vicinity	42,360
Burin District	141,925
Fortune Bay District	86,202
Burgeo & LaPoile	27,546
St. Barbe, Bonne Bay section	23,321
St. Barbe, Englee Section	86,890
Total Shore	801,164
	The state of

LABRADOR. Landed on Coast .. .. 112,800 STRAITS. Landed in Straits .... 17,000

Total Total catch for the season 1,212,38 About 40,000 quintals of the above

are now in salt bulk for Winter The continuous storms of October made the prosecution during that month practically impossible. This LONDON DIRECTORY was unfortunate as fish were plentiful, and with fine weather the catch would probably have been from 50,-000 to 60,000 qtls. greater.

North's Star Breakfast Bacon

MAKING GREAT HEADWAY WITH CONSUMERS Fresh every steamer from Boston

are selling more North's Star than

any other brand. Ayre & Sons. Ltd. W. E. Bearns. Bowring Bros., Ltd. W. E. Brophy. J. M. Brown.

W. Ebsary & Co. E. Gaze, Ltd. Geo. Knowling, Ltd. W. J. Murphy. J. J. Mulcahy. F. D. Murphy.

The Royal Stores, Ltd. J. D. Ryan. Steers Ltd.

J. B. ORR CO., LID.,

McMurdo's Daily Bulletin

WAMPOLE'S WEEK-COAST TO COAST DISPLAY, COMMENCING NOV. 20th. From Newfoundland to Vancouver Wampole's Preparation of Cod Liver Extract will be on display for one week commencing Nov. 20th. Can you realize the number of Bottles of this wonderful Tonic on It has no equal as a Health Restorer and Blood Builder, and has never been known to fail when taken according to directions.

If you have a bad cough. If you have a cold. If you feel run down. If you are losing weight. If you are convalescing after a bad illness

TRY A BOTTLE—PRICE: \$1.20 Keep a bottle in the home as a general all-round Tonic to prevent Colds, Coughs and Influenza.

WAMPOLE'S has no equal. It has seen many substitues all of which have passed along, but Wam-

We sold 10,000 Bottles the last 15 months. Figures speak for themselves and such repetition means results, which you get when you take Wampole's Preparation of Cod Liver Extract. YOUR WEEK-END CANDIES—Try this week Payne's High Class ENGLISH CANDIES

Venetian, assorted .......90c. Barley Sugared Brazils . . . . . . . . . 70c. " Silver Bridge Liquors ..... 80c. Box

Something New in SWEETS-Fresh and Wholesome.

T. McMurdo & Company, Ltd.

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MANUFACTURERS & DEALERS in London and in the Provincial Towns and Industrial Centres of the United Kingdom and Ireland, the Continent of Europe, Africa, Asia, Australasia, America, etc. The names, addresses and other details are classified under more than 3,000 trade headings, in-

eluding EXPORT MERCHANTS Fresh every steamer from Boston.

Mild cured, perfectly delicious.

The leading dealers of St. John's Markets supplied:

are selling more North's Star than STEAMSHIPLINES

arranged under the Ports to which they sail, and indicating the approxi-

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DEALERS SEEKING AGENCIES can be printed at a cost of 8 dollars for each trade heading under which they are inserted. Larger advertise-ments at 80 dollars per page.

The directory is invaluable to every-one interested in overseas commerce, and a copy will be sent by parcel post for 10 dellars nett cash with order. THE LONDON DIRECTORY CO.,LTD.

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SUPPLY LIMITED ORDER NOW!

S. E. Garland

Leading Bookseller & Stationer, 177-9 Water Street.

Nfld. Nurse Wins

Miss Margaret J. Murphy, of St. ceived the diploma and pin of the Life

be obtained and requires theoretical knowledge and practical skill in the Life Saving Diploma art of life saving.

The young lady is at present pupil nurse at the Truesdale Hospital, Fall John's, Newfoundland, has just re- River, Mass.

The examiner was Ethel B. Tray-Saving Corps of the American Red nor, a graduate of Sargent's Physical Training School, Cambridge, Mass .-This is the highest honor that can Newfoundland Weekly.

By CY HIJNGERFORD

A Canoe Is A Treacherous Boat









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Phone 406.

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stand

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VERS:nter month If not we ance require

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