

The Great Art
of SalesmanshipMR. A. M. SAMUEL ON FOREIGN
TRADE, ADVERTISING AND
SALESMANSHIP.

Mr. Arthur Michael Samuel, Conservative M.P. for Farnham, Minister in charge of the Department of Overseas Trade, and one of the few members of Parliament who has himself been a manufacturer while being at the same time a skilled economist, addressing the Working and District Chamber of Trade, urged the necessity of cultivating the art of personal salesmanship for the export trade.

Mr. Samuel said: "Our problem is—why cannot we sell for export more of our products? We live by our export trade. To that trade the quality must be right, the price must be right, and the salesmanship must be right."

He has written on a card that hangs over my office mantelpiece: 'Goods do not sell themselves.'

We have to seek out buyers now, in the markets all over the world. Our foreign competitors go and find customers and in that way obtain orders.

COSTLY SHELTERED TRADES.

Foreign buyers do not care a pin about how high or how low the standard of living of our working people. The foreigner only buys if the price suits him. The basis of our working people's wages is the price a foreigner will pay for their products. If the price does not tempt a foreigner he does not buy of us. We have sheltered trades and sheltered trades. The trades shelter-

H.P. SAUCE
Excellent with
ham and bacon.
Contains no preservatives.

ed against foreign competition are, for example, the railway and building industries; public utility enterprises such as electricity, water and gas, and the municipal services. The sheltered trades are subjected to competition by foreigners.

The costs of goods or services, provided by our sheltered trades for the use of our unsheltered, go on to the costs of goods produced by our unsheltered trades for sale in the overseas markets. If goods produced by us come out too dear to attract buyers in competitive markets they are not sold.

That is also why so many foreign-made goods are sold in Britain. And foreign-made goods sold here are often 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 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 world-markets at unsheltered prices and are, at the same time, compelled

to buy in our home markets indispensable goods and services at sheltered prices. The result will be that the sheltered trades may themselves eventually suffer, because the unsheltered trades will not need sheltered goods and services if over-seas buyers 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 is weighed down by our sheltered prices imposing an extra cost upon the goods made for competitive markets. He estimated the burden to be £200,000,000 annually on our unsheltered productions.

That, he said, was one of the causes for our prices being too high to secure export orders. That is why, too, foreign goods invade our home markets. Our sheltered prices thus act, he explained, as a clog on the sale of our goods in competition with those of foreign manufacture.

From the reports which reach me from the Department's over-seas officers, I am driven to the conclusion that, while we sometimes lose orders 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 regard to similar cases all over the world.

Advertising and catalogues are indispensable spearheads of trade, but you must have the driving force to push that spearhead home. That driving 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 commission.

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 to the Department and expect us to wet-nurse them and to do something for them abroad which they, if they had the adequate gumption, ought to do, and could do, successfully for themselves.

It is sometimes found that in the same district two factories work under the same conditions, and offer the same goods produced at the same cost, yet one factory will get orders up to its full output and the other will be short of work. Why? Because one firm knows how to sell its goods and the other doesn't.

ART OF SALESMANSHIP.
Salesmanship is a great art. It is an art of personality. It requires long training, knowledge of men and goods, judgment and tact, besides energy and initiative. Haven't people been talking and thinking too much about producing the goods and too little about the art of selling them.

In trades in which goods are small enough to be carried as samples our export houses will eventually be compelled by foreign competition to send their commercial travellers into the shops and warehouses of the distributors all over the world, just as we send our travellers among the shopkeepers and warehouses in the home trade in Britain.

We still have the advantage of a reputation for high quality. For that reason should not, clever, personal salesmanship be henceforth cultivated and directed to convincing possible buyers that British goods are best?

BLANCHE YURKA
starred this past season in "Man and the Masses" writes: "For the new smooth, close-lying style of dressing the hair, Stacom is invaluable."

Stafford's Phorotone for coughs and colds.—Nov 21, 1925.

SNOODLES
SNOODLES AND PETEY CAN ALWAYS FIND SOMETHING TO DO—TODAY THEY WANDERED DOWN TO THE BEACH WHERE THEY DISCOVERED A CANNIBAL CANOE. PERHAPS YOU CAN GUESS THE REST OF THE STORY—

JOSEPH MURPHY
JOSEPH MURPHY FOR COUNCILLOR.

Balfour Stock Co.

To-night last
Chance to See

"TWIN BEDS"

MONDAY. TUESDAY, WEDNESDAY

A Modern Tragedy of the Baby That Wasn't Wanted!
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.

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"

ONE OF THE MOST DARING OF RECENT PLAYS

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

CASINO

Seats Selling at
Box Office

Special Feature Attraction.
"THE FACE ON THE BAR-ROOM FLOOR"
Animated Picture Recitation, by
JACK MCKENNA.

Professor W. Seeley

BUILDER OF THE BODY
BEAUTIFUL.

Special offer to all ladies and girls:—I will give you a full three months' course for the small sum of \$5.00 each. This same course will cost you \$20.00 each, as soon as I get back to U.S.A. My business is growing so fast that I am able to make a special offer. There will be \$175.00 given in prizes at the beauty of form contest. I will hold the contest about the 1st of March, 1926, here in Newfoundland. First prize \$100.00 in gold or a return ticket to New York; second prize \$50.00; 3rd prize \$25.00. Will also photograph the three prize winners for the leading papers and magazines of the world. Will also hold a beauty of form and strength contest for men. The first prize winner will receive about \$200.00 in gold. I will hold this contest about March 15th, 1926. Beauty contests are held all over the world, why not hold them in Newfoundland? Is there any reason why Newfoundland cannot send out world's champions? All the boys here want a chance to progress and someone to teach them. I am offering you people some things that should interest you; please don't value my course by the small sum I am asking for it. Don't fail to see the big performance at the Star Theatre, December 4th and 5th. Myself and three of my star pupils will perform at the Star Theatre and I know that you all will be interested to see your local boys perform. It will be well worth your while to see what can be accomplished through physical training; under the proper teaching in only about eight weeks.

Special notice to all the people of Her Majesty's Content, Carbonear, Port de Grave and Brigus—I will perform at Her Majesty's Content Saturday night, November 21, 1925; Carbonear, Monday night, November 23; Port de Grave, Tuesday night, November 24; Brigus, Wednesday night, November 25. Don't miss seeing this performance, I guarantee you all a real good time. Back to St. John's Thursday noon, November 26th. We instruct personally in classes and by mail to all parts of the country.

PROFESSOR W. SEELEY.
Physical Director,
Office—Renouf Building,
Phone 2146. P.O. Box 1902.
Nov 21, 1925

Fisheries Statistics

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

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

	Quintals
Trinity Bay	49,688
Trepassey and St. Mary's	41,000
Flaccatia Bay	88,090
Twillingate District	28,785
Bonaville South	26,104
Bonaville North	5,930
Bay de Verde and vicinity	31,901
Conception Bay	9,446
St. George's District	14,628
Perryville District	39,850
Fogo District	57,506
St. John's and vicinity	42,386
Burin District	141,925
Fortune Bay District	86,202
Burgess & LaPelle	27,544
St. Barbe, Bonne Bay section	23,321
St. Barbe, Englee section	36,890
Total Shore	801,164

Landed on Coast	112,800
Brought Home	246,420
Total	359,220

STRAITS.

Landed in Straits	17,000
Brought Home	35,000
Total	52,000

Total catch for the season 1,212,384

About 40,000 quintals of the above are now in salt-bulk for Winter Spring Cure.

The continuous storms of October made the prosecution during that month practically impossible. This was unfortunate as fish were plentiful, and with fine weather the catch would probably have been from 50,000 to 60,000 qts. greater.

North's Star
Breakfast Bacon

MAKING GREAT HEADWAY WITH CONSUMERS.
Fresh every steamer from Boston. Mild cured, perfectly delicious. The leading dealers of St. John's are selling more North's Star than any other brand.

Ayre & Sons, Ltd.
W. E. Bearns.
Bowling Bros. Ltd.
W. E. Brophy.
J. M. Brown.
W. Ebsary & Co.
E. Gaze, Ltd.
Geo. Knowling, Ltd.
W. J. Murphy.
J. J. Mulcahy.
P. D. Murphy.
The Royal Stores, Ltd.
J. D. Ryan.
Stearns Ltd.
J. F. Wiseman.
Wiseman and Hawkins.
J. R. ORE CO., LTD.,
Importers.

Nov 21, 1925

McMurdo's Daily Bulletin

WAMPOL'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 display and sold during that week. 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 feel run down. If your children are not strong. If you have a cold. 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.

WAMPOL'S has no equal. It has seen many substitutes all of which have passed along, but Wampole's still goes strong.

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 JUST ARRIVED.

Lemonade Bon Bons	60c. lb.	Goblin, assorted	60c. lb.
Fruit Bon Bons	60c. "	Venetian, assorted	90c. "
Carnival Bon Bons	65c. "	Liquid Fruits	1.20 "
Buttered Brazils	70c. "	Pineapple Glace	1.00 "
Buttered Walnuts	70c. "	Barley Sugared Brazils	70c. "
Barley Sugared Almonds	70c. "	Silver Bridge Liquors	80c. Box

Something New in SWEETS—Fresh and Wholesome.

T. McMurdo & Company, Ltd.

CHEMISTS AND DRUGGISTS. OPEN DAILY TILL 8.30 P.M.

Oct 29, 1925

THE LONDON DIRECTORY

with Provincial & Foreign Sections and Trade Headings in Five Languages enables trades to communicate direct 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, including—

EXPORT MERCHANTS with detailed particulars of the Goods shipped and the Colonial and Foreign Markets supplied.

STEAMSHIP LINES arranged under the Ports to which they sail, and indicating the approximate sailings.

One-inch BUSINESS CARDS of Firms desiring to extend their connections, or Trade Cards of

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

The directory is invaluable to every one interested in overseas commerce, and a copy will be sent by parcel post for 10 dollars net cash with order.

THE LONDON DIRECTORY CO., LTD., 25, Abchurch Lane, London, E.C. 4, England.

Business Established in 1814.

Private
Greeting Cards

BEAUTIFUL DESIGNS
SUPPLY LIMITED
ORDER NOW!

S. E. Garland

Leading Bookseller & Stationer, 177-9 Water Street.

Nfld. Nurse Wins
Life Saving Diploma

Miss Margaret J. Murphy, of St. John's, Newfoundland, has just received the diploma and pin of the Life Saving Corps of the American Red Cross.

This is the highest honor that can

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

The young lady is at present pupil nurse at the Truesdale Hospital, Fall River, Mass.

The examiner was Ethel B. Traynor, a graduate of Sargent's Physical Training School, Cambridge, Mass.—Newfoundland Weekly.

A Canoe Is A Treacherous Boat

By CY H'UNGERFORD



TO BE CONTINUED