

**\$50.00 REWARD**

The Fredericton Society of Saint Andrew offers a reward of Fifty Dollars for information leading to the apprehension and conviction of the persons guilty of defacing the Burns Monument on the evening of October 29.

**SONS OF ENGLAND B.S.**

The regular meeting of the above will be held Tuesday, November 2, when all members are requested to attend.

W. RAYMOND, Secy.

**AUTO SALE**

Public Car and Repair Service

The following cars must be sold this month:

- 1 1914 Ford Touring.
  - 1 Chevrolet Touring.
  - 1 Overland Roadster.
  - 1 McLaughlin 4 Touring.
- All cars in good order and ready for the road.

T. A. JARVIS,

Phone 529-12 North Devon

**Wanted****SMART BOY**

Apply at

**GLEANER OFFICE****NOTICE**

The annual meeting of the Kenwick branch of the United Farmers will be held on Wednesday evening, November 3rd, in the Agricultural Hall, Mount of Kenwick.

JOHN INCH, Secretary.

**McLEAN'S STUDIO**

The McLean Studio has re-opened in the Howie Building, 352 Queen street, over English and Scotch Woolen Co. store, uptown.

Having the latest accessories and one of the best studios in the province, we are in a position to give the public high grade photography in sepia or color.

We develop and print films and make enlargements and guarantee only the best.

Our prices are very moderate.

Try us with your films.

McLEAN STUDIO

C. E. McLEAN, Photographer.

**Shave, Bathe and Shampoo with one Soap.—Cuticura**

Cuticura Soap is the fastest and most effective.



KLENZO

Liquid

Antiseptic

35c.

A wonderful antiseptic for combating germs.

A scientific preparation for the mouth, teeth, gums, throat, nose and mucous surfaces.

The Rexall Drug Stores

DIBBLE'S DRUG STORE,

Fredericton.

A. WILFRED COOMBS

Devon.

PERCY G. LONG,

Marystown.

**WANTED**

At the Exchange Sales Rooms, 79 Regent St., furniture of all kinds. Call on telephone and our buyer, Mr. Montford, will wait on you at once. Now in stock at money-saving prices. Furniture, Stoves, Carpets, Piano, Sewing Machine, Slideboards, etc. The House of Bargains.

RALPH SHEPHERD,

General and Commission Merchant.

Telephone 531-21 Auctioneer.

**Mathieu's SYRUP OF TAR & COD LIVER OIL STOPS COUGHS**

Sold in generous size bottles by all dealers.

THE J. L. MATHIEU CO., Props., SHERBROOKE, P.Q.

Makers also of Mathieu's Nervine Powders the best remedy for Headaches, Neuralgia, and feverish colds.



THE well-dressed man is as careful in his selection of inner garments as he is in his choice of a suit of clothes.

He knows that to look well-dressed he must feel well-dressed. Therefore he should ask for Penmans Underwear.

**Penmans Underwear**

"THE STANDARD OF EXCELLENCE"

Penmans Limited, Paris. Also makers of Hosiery and Sweater Coats

**How Canada's Shoe Manufacturers Are Advertising Their Product**

[By J. L. Charlesworth, in Industrial Canada.]

The average citizen of Canada, I do not believe, appreciates the quality of Canadian-made footwear. I think it is the duty of the shoe manufacturing industry to lay before the consuming public of this country the merits of our production. There is a tremendous amount of ignorance and prejudice in the minds of the people of this country with respect to the merits of the Canadian-made footwear as compared with the imported article.

The object of this advertising campaign, as I interpret it, is to help to dispel the prejudice and ignorance that now exist. One can hardly expect other than false impressions to be held by a large portion of our people when you consider the unfair and untrue criticisms that have been passing through the press during the past two or three years with regard to our particular industry.

When the Shoe Manufacturers Association of Canada was held in January last, Mr. J. D. Palmer, president of the Hartt Boot & Shoe Company, and second vice-president of the Shoe Manufacturers' Association, was the man chosen to set forth the plans and objects of the advertising campaign. The extract quoted is from his speech on that occasion. Standing before representatives of the shoe manufacturing industry from all parts of the Dominion, dominated them by voice and gesture, Mr. Palmer told what he was to be carried on. The cheers that greeted his words were not only a tribute to Mr. Palmer's efforts in the campaign, but were an expression of faith in the idea which underlies it.

A Unique Campaign. In one respect the campaign is unique. Times the past few years a group of Canadian manufacturers have associated in advertising their particular product, not with the immediate purpose of selling it, but to obtain justice from the court of public opinion. Naturally the manufacturers wish to sell their shoes, but in the present instance they have not been selling their chief purpose. Instead, they are showing buyers of footwear that it is their duty to buy shoes made in Canada and also that in doing so they are doing good.

The first objective then is to prove that Canadian shoes are equal or superior in quality to any imported article. Allied with this point is the fact that quality Canadian footwear is better value for the price than imported shoes. When the shoe industry exists on which 70,000 Canadians are directly dependent, then it is the duty of loyal citizens to support it by all means within their power.

The figure, 70,000, has been given here as a rough estimate of the number of people employed in shoe factories and their dependents. As a standard for judging the economic importance of this industry, it is far too low.

Allied with the shoe manufacturing business are numerous other enterprises. Tanners, leather merchants, shoe jobbers and all the trades who make up the shoe industry are affected in varying degrees by the conditions which affect the manufacture of the finished product. When the employees of these trades and their families are added to the 70,000 already mentioned, some idea of the national importance of the shoe industry proper may be formed.

The Second Objective. The second objective is the rebuttal of unjust accusations made against the industry. The charge of profiteering is very often made in these days, and the shoe industry has not escaped. Manufacturers have been accused of fixing their prices just low enough to undersell imported articles, so that the tariff as an additional profit. When this charge was made in a booklet issued by the Canadian Council of Agriculture, the Council was invited to appoint a committee to examine the plants of shoe manufacturers. Every factory offered for a thorough survey of the industry, books were open for inspection. The invitation was declined.

Similar charges have appeared from time to time in certain newspapers, and been repeated without comment in others. The result has been that Canadians have received a very misleading impression of the industry, and in many quarters a feeling of actual hostility is apparent. If these charges are to be satisfactorily disproved and this hostility turned to friendship, publicity must be given to the facts.

History of the Scheme. In 1919 some prominent shoe manufacturers in the Maritime Provinces were discussing matters affecting their industry. The outlook was not promising. Internal conditions, such as the rising cost of materials and labor, added to the widespread prejudice in favor of imported footwear, made it look dark, not to say black.

"We're not getting a fair show," was the verdict; "the Canadian public is being told a choice collection of falsehoods about us." "How can we stop it?" someone asked.

By telling the truth about our industry. We have a good case, and people will admit it when they know the facts. Let's advertise!"

About the same time as the idea was taking hold in the East some manufacturers in Ontario were coming to the same conclusion. Letters were exchanged and conferences held. Finally a national committee was formed, with Mr. J. D. Palmer as chairman, to draw up a plan of campaign.

On the original advertising committee with J. D. Palmer were J. E. Warrington, of the John Ritchie Company, Limited, Quebec; J. Alfred Lambert, of J. Alfred Lambert, Inc., Montreal; C. L. Craie, of Ames-Holden-McCreedy, Limited, Montreal; and George A. Blackford, of the Blackford Manufacturing Company, Limited, Toronto. Some time after the formation of the committee Mr. Lambert was appointed to a commission which was to draft a constitution for the city of Montreal and, on account of the heavy duties he had to perform on that body, he withdrew from the advertising committee. In his place, Alfred T. Tetreault, of the Tetreault Shoe Manufacturing Company, Limited, Montreal, was elected. R. N. Ashcroft became a member of the Ames-Holden-McCreedy organization, and

owing to his wide experience in advertising matters he was elected to the committee an additional member. Alex. Marshall, secretary of the Ontario Shoe Manufacturers' Association and manager of the C.M.A.'s Co-operative Intelligence Department, has also done valuable work as secretary of the committee.

Often enough when society decides to do something, the matter is handed over to a committee and the other members promptly forget the matter. In the shoe manufacturers' advertising campaign, however, which is being carried out by the members of the Association, the committee, representative of practically all localities in Canada where shoes are made, and of all lines manufactured, has been a unit on methods, copy and plans. But, while its members have directed the work, other members of the Association have done their share, sending in suggestions and interesting themselves in the copy. The co-operation and financial support of the allied trades should also be mentioned. Makers of lasts and linings, shoe jobbers, tanners, leather-merchants, in fact all those industries which depend on the shoe trade have realized that their interests were identical with those of the shoe manufacturers, and have lent their best efforts to make the campaign successful.

When the outlines of the scheme were fixed the first annual meeting of the Association was held, and Mr. Palmer delivered the address to which reference has been made before. With the formal blessing of the Association on their efforts, the committee proceeded to make final arrangements and fill in the outlines. On September 1st of the six weeks of intensive advertising started.

Advertising has almost become an exact science, and as such requires specialists. The best advertising brains in the country have been brought into consultation with the Association's committee. The best methods for reaching the public have been discussed. Ways of securing advertising operation of retailers have been studied. The committee have aimed at perfection in every detail.

How can we bring the case for Canadian-made footwear to every shoe buyer in Canada? has been the guiding question. First, there are the daily newspapers; almost everyone in Canada reads at least one of them. Then there are the farm papers, with a large circulation among people whom it is most important to influence. Then there are weekly papers, trade and class publications, monthly, fortnightly and weekly magazines. The advertising is appearing in all these different classes of publications, which have a total circulation of over 2,000,000. There will be a certain amount of duplication, but the only way to make a stronger impression is to better that everyone should see the same advertisement twice than that a few should see it once.

The Moving Picture. Another advertising medium is the movies. Six copies of an educational film are going the rounds of the moving picture theatres. It shows the principal processes in the manufacture of leather and shoes from the steer's back to the human foot. Almost everyone goes to the movies some time or other, and many are more effectively reached by a picture than by a printed advertisement. Even if the film does no more than teach the admirer of Theda Bara that a vamp is part of a shoe, something will have been accomplished.

Finally, there is the co-operation of retailers and the public. All along circulars and booklets have been sent out to the 11,000 shoe stores in the country. In this way dealers have been kept fully informed of all details as to the nature of the campaign. Copies of the advertisements to appear have been sent to them, and special advertising for their benefit prepared which they can run in local papers over their own signatures. Colored display signs and small window signs have been provided for use during the campaign. To secure the interest of the clerks, a contest is being held. In each province a prize of \$25 is offered for the best essay on the subject of "How I Sell Made-in-Canada Shoes," while the writer of the best of the nine prize-winning essays a further prize of \$100 will be awarded.

Essay Contests. Another essay contest is also being held as a further stimulant to the general public interest. This is open to all school children of Canada of sixteen and under, and the subject is "Why You Should Buy Canadian-Made Shoes." In each of the nine provinces ten prizes of two dollars each will be given to those children who write in French. It is certain that wherever a child is writing for this contest his adult relatives are going to talk about the arguments for Canadian-made footwear.

There are some people who do not read advertisements. To catch their attention "readers" are being inserted in various Canadian publications. These give facts about the growth and development of the shoe industry and tell why the advertising is being carried on. In all these ways the Canadian shoe industry is being kept prominently in the public eye.

Success of the Campaign. While this is being written the campaign is still in progress, and it is too early to estimate accurately how far it has been successful. One point has been gained, however. The Canadian people are taking notice of the advertisements. The retailers are co-operating, and entries for the essay contest are pouring in.

The whole task may not be accomplished by the week's advertising, but with that as a foundation the work that remains to be done will be easier. On this point Mr. Palmer said in his Quebec speech: "One season of this kind of advertising may not be sufficient—it may be necessary for us to carry on this work for several years or several seasons; but where we have the true facts concerning this matter so overwhelmingly in our favor, it is our duty and our great privilege at this time to make these known to the Canadian consumer. I am quite satisfied that the present misapprehension that exists in the minds of a great many Canadians with regard to Canadian shoes as compared with foreign shoes would disappear if the true facts were known to them."

The prospects of success are favor-

able. In the first place the case of the shoe manufacturers is backed up by the facts. Secondly, the strategic time has been chosen for the campaign. At this time of year most people are buying boots and shoes. When they have their Canadian-made articles brought to their attention in every newspaper, and go to a shop that is making a Made-in-Canada display, they are reasonably certain to give Canadian shoes a trial. In the third place the excellent character of the advertising should bring proportionate results. One of the Association's series of advertisements is a direct appeal to support the 22,000 Canadians who are engaged in the manufacture of shoes. Another, "The Too Modest Canadian," is a challenge to the national intelligence and pride. It asks the man "who prides with enthusiasm on the tone every century but this, and every country but his own" why his fellow citizens are not just as good workmen as any foreigners; and he must admit that there is no logical reason for refusing to buy or for belittling the quality of Canadian-made shoes.

The Shoe Manufacturers' Association of Canada have set an example that other groups of manufacturers might well follow. So long as people are allowed to remain in ignorance of the quality of Canadian-made goods, they will continue to buy these of which they hear the most, which in many cases are imported. When they are made to think they will cease to be apathetic, and may become strong partisans of the view to which they are converted. The general Made-in-Canada advertising serves a useful purpose, but people will respond more readily when something tangible is brought before them. And, when one group of manufacturers have accomplished their design, another group will find a similar task easier. For slaying the trail the thanks of all industries are due to the shoe manufacturers' Association of Canada.

**220 ACRE FARM**

PR. OF HORSES, STOCK AND TOOLS

This is a section of big farms and handles the big business. Here is one of them, 220 acres at less than \$25 per acre, level fields, great potato section, from 5 cows owner took in \$300 last year, 500 cords pulp worth \$15 per cord, 500 cords wood, 50,000 timber, only 2 miles to market, Orchard yielding 100 bbls. apples in season, 5 room house, greenhouse, village, good barn. Forced sale for only \$5,000 easy terms, and will include poultry, good quantity of potatoes, hay, produce, stove wood, etc. Send quick for full details and new catalogue of many money-making bargains. W. H. Smith, Newport, Maine.

W. H. Smith, Newport, Maine.

**NEW ISSUE**

\$200,000

**NEW BRUNSWICK TELEPHONE CO.****CAPITAL STOCK**

Quarterly dividends at the rate of 8 per cent. per annum, payable 15th January, April, July and October. Dividend cheques payable at par, at any branch of the Royal Bank of Canada and at various branches of the Bank of Nova Scotia, Bank of Montreal and Provincial Bank.

New Brunswick Telephone Co. Stock is one of the most favorably known investments in the Maritime Provinces. The stock is widely held, there being about 1,500 shareholders, who have been so well satisfied with their original investment that they have added steadily to their holdings.

The capitalization of the Company is most conservative, by comparison with other companies of the same character, as will be seen by figures given below.

Investment Per Telephone

New Brunswick Telephone Co. ....	\$ 72.36 per Phone
Maritime Telephone Co. ....	164.73 per Phone
Bell Telephone Co. ....	99.22 per Phone

Plant Investment for Same Companies

New Brunswick Telephone Co. ....	\$ 96.57
Maritime Telephone Co. ....	188.65
Bell Telephone Co. ....	147.09

The capital stock outstanding, including this issue, is \$2,099,470. Net assets as at March 31st, 1920 amounted to \$2,595,565. Conservative estimate of the replacement cost of company's plant today would be \$5,150,000.

The business of the Company has grown steadily. In 1909 there were 8,410 telephones—the total revenue for that year being \$228,919, whereas for 1920, there are 24,708 telephones and the revenue amounted to \$723,234, a growth which any Company could well be proud of.

We are offering this stock at present at

**\$11.00 Per Share and Accrued Dividend**

**Yielding 7.27 P. C.**

and consider this an excellent opportunity to secure this undoubtedly sound investment, at an attractive price.

SPECIAL CIRCULAR ON REQUEST

Orders may be telegraphed or telephoned at our expense and delivery will be made free of all banking charges through purchaser's bank.

**Eastern Securities Companies, Limited**

92 Prince William St. St. John, N. B.

JAMES MacMURRAY, Managing Director

193 Hollis St., Halifax, N. S.

**WRIGLEY'S**

5¢ a package before the war

5¢ a package during the war

and 5¢ a package NOW

The Flavour Lasts So Does the Price!



Honest advertising, simply put, brings honest returns.