

## ADVERTISING IN BUSINESS 'GETS JUST THROWN IN'

Head of Great English Toffee Industry Turns To It From Tiresome Work.

### NOBODY PAYS BILL FOR IT

"By Increasing Output and Lessening Selling Costs It's Just Thrown In."

Special Correspondence of The London Advertiser.

Manchester, April 11.—"What romance is to literature advertising is to business. We all, at the bottom of our nature, have a love of adventure, but it is not possible for us in these days to live romantic lives. In advertising the business man has an outlet for this natural craving."

### Speaks From Experience.

Such is the opinion of Sir Harold V. Mackintosh, head of the Halifax, England, firm of toffee makers. It was expressed to newspaper men from all over England, when they gathered at the Manchester Midland Hotel to congratulate Sir Harold on having been made a knight.

"What is absorbing that the interest of planning a new advertising campaign," he continued, "working out details and watching results? These things have something of the joy of battle and give a spice of adventure to an otherwise ordinary sort of work."

A committee of men well known in the newspaper world arranged the luncheon at which Mackintosh spoke. Sir Charles Walter Starmer, managing editor of the Birmingham Gazette, was chairman of the committee. Among its members were Lord Riddell, who won many Canadian admirers at the Washington conference, Sir William Edge, Sir Edward Hulton, Sir Alexander Jeans, managing director of the Liverpool Post and Mercury, and Sir Albert Stephenson, at one time director of the Observer, The World and Vanity Fair, who presided at the luncheon.

Replying to the toast of his health, Mackintosh was regarded the neighborhood rather as a posthumous honor to his father, the founder of the firm, than as a recognition of his own qualities. He went on to speak of the advantages and benefits of advertising, and said that when recently preparing for the press his biography he was struck by the great part which advertising—and particularly newspaper advertising—played in the building up of the business.

### "I wish to express my gratitude,"

he said, "because advertising cannot all be paid for in hard cash. But I think that nowadays there is no need to demonstrate that advertising pays from a pound, shilling and pence point of view. You have only to look around this company," Sir Harold added, amid loud laughter, "to see that advertising pays."

### As Necessary As Raw Material.

"Advertising is as necessary to the modern business as raw material. And the strange thing is that nobody pays the advertising bill. The bill of my own firm during the last thirty years has been something like half a million pounds for newspaper advertising alone and our total selling costs today are less than they were twenty-five years ago. They are probably less than those of any of our competitors who may not spend a penny in advertising."

"That is a remarkable thing, but, nevertheless, it is true. Nobody does pay the advertising bill, if it is rightly done, for by increasing production and lessening overhead expenses and general selling costs advertising really gets thrown in. I recommend any business man who wants a hobby to do some advertising."

### Proofs Every Day.

Sir Harold concluded by saying that every day he has surprising evidence that the public read advertisements. He mentioned a series of drawings done for his firm by a well-known comic artist. The artist's pencil had missed a stroke or two and the consequence was that no fewer than forty persons wrote pointing that a lady in the picture appeared to have no arm.



The first and original Cold and Grip Tablet, the merit of which is recognized by all civilized nations.

Be sure you get

**BROMO**

The genuine bears this signature

**E. W. Brown**

Made in Canada.

## AVERTS BREAK WHEN FRANCE

Continued From Page 1.

leading to the meeting place. A large crowd assembled to witness the arrival of the delegates. The Palazzo Reale was erected about 1650 by the Durazzo family, and was restored in 1842.

It is announced that the representatives of the states composing the little entente are to hold a further meeting to decide upon their precise attitude toward the problems before the conference.

The delegates today made every preparation to settle down to the serious technical work of the conference, accepting, for the moment, at least, the idea expressed yesterday by Mr. Lloyd George and Premier Facta, that the agenda as arranged at Cannes provided a sufficient cargo for the conference ship, with the danger of wrecking it if new and controversial problems were added.

### Praises Lloyd George.

Louis Barthou, head of the French delegation, told the representative of the Exchange Telegraph that he was particularly pleased at the way in which Premier Lloyd George had smoothed over the incident between himself and M. Chicherin, head of the Russian soviet delegation, at yesterday's session. Mr. Lloyd George, he said, had upheld "views which are mutual."

M. Barthou was glad at the turn of events taken, as he realized that discussion was inevitable, and it was much better that the incident should be cleared up at the very opening session. He now saw no reason why the conference should not accomplish its end.

### LLOYD GEORGE SPEAKS.

ST. GEORGE'S PALACE, GENOA, April 10.—David Lloyd George today challenged the Russian delegation to accept allied conditions as a basis for its presence at the Genoa economic conference, or withdrawal.

In a speech which drew applause from the 157 delegates, representing 34 nations, gathered in the council hall for the opening session of the most impressive international conference since Versailles, the British premier declared the program for the party was the program laid down at Cannes, France, by the supreme council.

The French delegation applauded loudly as Lloyd George, looking directly across the council to where George Tchitcherine and the Russian delegation sat, declared:

"If anybody rejects these elementary conditions of civilized intercourse among nations, they cannot be expected to be received here." The little premier dominated the conference, which presented a picturesque scene with delegates of many races and colors, some in gorgeous uniforms, mingled at the long tables.

### "Comity of nations is the fundamental basis of this conference,"

he declared.

### Must Accept Terms.

"All who are represented here are presumed to have accepted the conditions laid down at Cannes," Lloyd George continued. This drew fresh applause, which was led by the Allies' representatives who sat on either side of the speaker, near the head of the council table.

The conditions of Russian attendance laid down at Cannes were accepted by the French, although Briand's ministry fell as a result. They called for Russian recognition of old debts and other guarantees.

Lloyd George did not specifically mention the Bolsheviks at the opening of his address, but it was clear to everyone that he was throwing down the gauntlet of battle to Tchitcherine and his colleagues.

### "The actual fighting has ceased,"

Lloyd George said, entering into one of his oratorical flights which was not entirely lost on the gathering, despite the divergence of languages spoken and understood, "but snarling continues, as though dogs of every country imagine that the louder they bark the deeper will be the impression of their ferocity."

### "Europe today is almost deafened with this canine clamor."

### Confident of U. S. Aid.

Mr. Lloyd George evoked applause and continued laughter when he said:

"Genoa did America a great service by sending Columbus to discover the new world, and she can do America another great service by helping America to re-discover Europe."

The British premier said he was positive the United States would come to the aid of Europe if Europe settled its own affairs.

Premier Luigi Facta, of Italy, opened the economic conference late this afternoon with a speech of welcome to the 157 delegates, representing 34 nations of the world.

### After paying tribute to Signor Facta's address, Premier Lloyd George, in his speech before the conference said:

"This is the greatest gathering of European nations which has ever assembled on this continent, and having regard for the magnitude of the assembly, the character of its representation and the importance of the topics we are here to discuss, the results of the conference will either be for better or for worse, upon the destiny not merely of Europe, but of the whole world."

### Hold Common Aims.

"We meet on equal terms, provided we accept equal conditions. We are not here as allies and enemy states; we are not here as belligerents or neutrals; we have not come together as monarchists or republicans or socialists. We are assembled as the representatives of all the nations and peoples of Europe to seek out in common the best methods of restoring the shattered prosperity of this continent."

"So may each build up in his own land, each in his own way, a better condition of things for the people than the world has yet enjoyed. But if we meet on terms of equality it must be because we accept equal conditions. These conditions involving the powers were laid down at Cannes. They apply to all alike; they are the conditions which heretofore have been accepted by all civilized communities as the basis of international good faith."

"They in themselves are honorable, they are essential to any intercourse between nations, they do not derogate from the complete sovereignty of

the states. We fully accept them ourselves; they are the only condition on which we can consent to deal with others. I will summarize them in two or three sentences.

### States Conditions.

"The first is, when a country enters into contractual obligations with another country or its nationals for value received, that contract cannot be repudiated whenever the country changes its government without returning value."

"The second is, that no country can wage war on the institutions of another."

"The third is, that one nation shall not engage in aggressive operations against the territory of another."

"The fourth is, that the nationals of one country shall be entitled to impartial justice in the courts of another."

"If any people reject these elementary conditions of civilized intercourse between nations they cannot be expected to be received into the comity of nations."

"These conditions were laid down at Cannes; they were incorporated in the invitation to this conference; they are the fundamental basis of its proceedings, and all those who are invited to have accepted the conditions, and I have every reason to believe that that is the view which every nation represented in this assembly is prepared to adhere to in letter and in spirit."

### Repair Devastation.

"Europe undoubtedly needs a common effort to repair the devastation wrought by the most destructive war ever waged in this world. That war came to an end three years ago. Europe, exhausted with its fury, with the loss of blood and treasure it involved, is staggering under the colossal burdens of debt and reparations it entailed. The pulse of commerce is beating feebly wildly. In some lands, artificial activity is stimulated either by demands for repairing the ravages of war, or by generations of thrift by the frugal and industrious among her people; but legitimate trade, commerce and industry are everywhere disorganized and depressed."

"There is unemployment in the West; there is famine and pestilence in the East; the peoples of all races and all classes are suffering, some more, some less, but all are suffering, and unless some common effort by all the nations of Europe is made, and made immediately, to restore European efficiency, I can see symptoms not merely that the suffering will continue, but that it may even deepen into despair."

### Europe Needs Peace.

"What is the first need of Europe? Peace—real peace. We propose to study the currency. Good! We propose to examine the question of exchange rates. That is also good. We propose to discuss transport and credit. That is all good. But unless peace is established and good-will amongst nations all those discussions will be of no avail."

"On the other hand, if real peace is the issue of this conference, all those things will be added unto you. But is there no peace in Europe? It is true that actual fighting has ceased. But the snarling goes on, and as there are many dogs in every country who imagine that the louder they bark the deeper impression they make of their ferocity and determination, Europe is deafened by this canine clamor."

### It is undignified; it is distracting; it destroys confidence; it has rattled the nerves of a nerve-ridden continent, and we shall only make a real contribution to the restoration of Europe at this conference if we can stop the snarling. Europe needs quiet, tranquillity—that is, she needs peace."

### United Means Success.

"If we act together, in the same spirit we shall succeed; not in a spirit of greedy vigilance over selfish interests, but with a common desire to do the best for the world, to its normal condition of health and vigor. We shall do so if we measure the success of this conference by the good we achieve, not only by the good we prevent. We must not roll boulders in front of the plow. Let us think more of what can be accomplished than what can be restricted."

"We have all of us one common restriction in the public opinion of our own countries. The public opinion of one country is concentrated perhaps more upon one aspect of affairs, the public opinion of another country upon a different object. That undoubtedly creates difficulties."

"It is not easy to reconcile these divergent opinions even when they are not conflicting. But public opinion is not a rigid fact, like the Alps; it is amenable to guidance, to direction, to the appeal of reason and conscience, and I feel confident that in every way it will yield to the appeal made to its mind and heart by the common statesmanship of Europe. It can be taught that the good of another country is not necessarily an evil of its own; on the contrary, that which benefits all lands must necessarily be best for its own."

"The world is one economic unit. Economically—it is one round, broken sphere. For that reason I regret that the great American republic is not represented here. However, much that has happened and that is happening in Europe makes our affairs. But if we can set these things right at this conference I feel sure America will not merely come in, but be come in gladly."

"A distinguished citizen of this city once said to me a discovery of America and a discovery of Europe. I discovered America to Europe, I am hopeful that Genoa once more will render another immortal service to humanity by rediscovering Europe to America."

### 34 Nations Represented.

"Thirty-four nations are represented at this table, and the interest taken in the conference by the world is by no means exhausted by that representation. The press practically all over the world is represented; representatives would not be here if the great public, which, according to their genius they either fortify and instruct or alarm and chasten, were not deeply concerned in our proceedings and anxious as to the results."

"The world will follow our deliberations with alternate hopes and fears. If we fail there will be a deep despair which will sweep over the whole world; if we succeed, a ray of confidence will illuminate the gloom which is resting on the spirit of mankind."

## POST DEPLORES LACK OF POLICY

London Newspaper Attacks Government On Canadian Cattle Embargo.

### WOULD NOT EFFECT PRICE

Parallel Is Drawn Between Churchill's Attitude and That of Montagu.

London, April 11.—(Canadian Press Cable).—A strong attack on the proposed importation of Canadian store cattle was made in the Morning Post today. The Post charges the government with inconsistency on the subject of cabinet responsibility. It draws attention to the fact that Hon. E. S. Montagu, former secretary of state for India, was dismissed from the cabinet for publicly infringing on the functions of the foreign office, and asks why Rt. Hon. Winston Churchill, secretary of state for the colonies, who has declared that he is in favor of permitting the importation of Canadian store cattle, is allowed to queer the attitude of the board of agriculture.

The Post further charges the Government with a lack of policy in fact, disavowing with the report of the royal commission, which recommended the lifting of the embargo against Canadian cattle and then deciding, as it did last week, to leave the matter to the unfettered judgment of the House of Commons.

The Post declares that the price of meat in Great Britain is ruled by the chilled meat market, and therefore it is obvious that the price would not be sensibly affected by Canadian imports.

When the corporation recently issued a threat of eviction, the American automobile manufacturer sent a cable message to the effect that unless he was granted the lands in fee simple he would move the factory elsewhere.

A Cork dispatch early in March said all construction work and installation of equipment at the Ford factory had been discontinued in consequence of the Cork corporation's action in calling on the company to comply with the alleged conditions of the lease. One of these conditions was said to provide that the firm employ a minimum of 2,000 men for five years. It was charged that fewer than this number were being employed.

During the two weeks of April 18 to May 3, the Kellogg Toasted Corn Flake Company, of Toronto, will conduct its "Jungleland" advertising campaign. The dates originally set were from April 11 to April 25.

Such a demand has been made for Kellogg's Waxtite Toasted Corn Flakes and for the Jungleland book for children, which has been so great that the Kellogg Company is unable to take care of the orders, and at the same time produce sufficient goods to enable a proper distribution to be made in this district.

### The first advertisement will appear in this paper next week.

### PAZO OINTMENT is a guaranteed remedy for Itching, Blind, Bleeding or Protruding Piles. Instantly relieves Itching Piles. 60c. Made in Canada.

### CONDUCT 2 WEEKS' DRIVE IN LONDON

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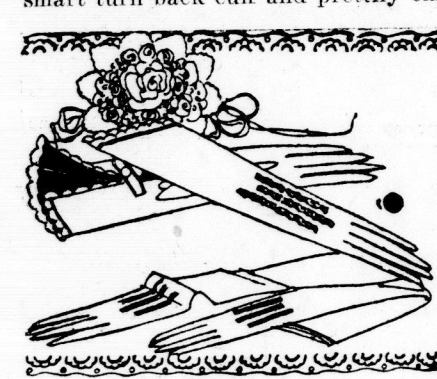
# DISPLAY OF EASTER APPAREL

As Easter approaches, the needs of new apparel become more real. Our thoughts grasp the problem seriously and we are quite likely to be more or less perplexed, if we are not clear as to the styles and their adaptations to our needs. Months ago your store considered your apparel problems, and now invites you to prove to your own satisfaction the simplicity of the solution to those who make their purchases in this store. The most to be desired of the season's smartest garments are shown in this week's display of distinctive Easter styles.



## Gloves for Easter Wear

No self-respecting costume can be without gloves this season, if rumors are true. The new embroidered ones are charming and some lovely new shades are but just arrived. Serviceable, good looking chamoisettes are available, with smart turn back cuff and prettily embroidered.



Heavy quality, long silk, 16 - button length. Price ..... \$3.00 pair  
12-button length silk in white, navy and black. Price ..... \$1.85 pair  
Very smart Chamoisette Gloves, with turned back cuff, embroidered in black, colors, champagne and grey; very new style. Price ..... \$2.50 pair  
Smart Gauntlet Silk Gloves, in different styles and colors. Price ..... \$1.85, \$2.25, \$3.00 and \$3.25  
French Kid Gloves, pique stitching, black, white and colors. Price ..... \$3.75 pair  
Long French Suede Gloves, grey and beaver. Price ..... \$5.75 pair  
Long French Kid Gloves, tan and brown. Price ..... \$5.75 pair  
Children's Tan Cape Gloves. Price ..... \$1.00  
Children's Chamoisette Gloves, white and colors. Price ..... 75c pair

## Lighter Underwear for Warmer Days

Fine ribbed cotton, lisle and Swiss ribbed, beautifully finished seams, so comfortable to wear.

Fine Ribbed White Cotton, Combinations, camisole top, tubular tape shoulder strap, loose knee drawers, lace trimmed. Prices ..... \$1.00 and \$1.50

Fine Ribbed White Cotton Combinations, camisole top, tubular tape shoulder strap, step-in, closed style. Price ..... \$1.00

Fine White Lisle Combinations, low neck, sleeveless, finished with plain hem around neck and arms. Open style. Outsize. Price ..... \$1.50

White Cotton Drawers, finished with elastic top, loose knee, closed style, sizes 36 to 40. Price ..... 79c

Fine Ribbed White Cotton Vests, low neck, sleeveless, sizes 36 and 40. Special ..... 29c

Swiss Ribbed White Cotton Vests, low neck, sleeveless or camisole top, with tape shoulder straps; sizes 36 and 40. Special ..... 29c

Pink Jersey Cotton Bloomers, another lot same as sold last week. Special ..... 49c

## Easter Blouses



### Blouses Speak Russian Fluently

The Russian influence is plainly apparent in these new blouses, and a very charming influence it is, too. It may evidence itself in a shirred, peasant neckline, with puffed sleeves restrained at the wrist with more shirring. Or it translates its story in vivid cross-stitch embroidery in primary colors—red, blue, yellow, etc. They are very effective, and moderately priced.

Smart White Dimity Blouses, featuring the high-low tailored collar, or the comfortable round collar trimmed at edge with pointed organdie. Prices ..... \$3.00 and \$4.50  
Dainty Fine White Voile Blouses, tuxedo collar and vestee, trimmed with fancy hemstitching and dainty lace. Prices \$4.50, \$4.75 and \$5.50  
The Backs, made of French voile, finished with fine tuckings, fancy pleating, embroidered motifs and fine lace edging. Prices ..... \$3.50 to \$6.50  
Beautiful Tailored Blouses of French Voile, either side front is beautifully embroidered and open centre front with pearl buttons; the collar and cuffs are edged with lace. Price ..... \$7.50  
Fine Voile Blouses in outsize; there are several pretty styles to choose from, all daintily trimmed, ranging in size from 48 to 52. Prices ..... \$5.00 to \$6.75

## Dainty White Dimity and Voile Blouses

Smart White Dimity Blouses, featuring the high-low tailored collar, or the comfortable round collar trimmed at edge with pointed organdie. Prices ..... \$3.00 and \$4.50  
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### Washing Georgette Blouses

#### A DEMONSTRATION.

of washing and ironing Silk, Georgette and Crepe Blouses, in the Silk Blouse Department from 11 a.m. to 1 p.m., and from 2 to 4:30 p.m., under the direction of Miss Britton, showing how delightfully and easily

### LUX

washes Georgette and Silk Blouses and keeps them beautiful and fresh as when new, without the slightest injury to the garment. Ladies invariably use too large a quantity of LUX in washing these dainty articles. This demonstration will show in a practical way the exact quantity of LUX to be used. Come and see it today. Demonstration will continue this week.—Second Floor.

### IN THE MEN'S SHOP.

The New Van Heusen Collar, 50c.

## SMALLMAN & INGRAM LIMITED

carrying member find favor in the homeland?

### SIDE LIGHTS AT OTTAWA

Continued From Page One.

beginning of any headway towards the completion of the plans.

FOR the first time since the election the Western Farmers will return home at the Easter recess. It is possible that they will return to the capital more than ever imbued with loyalty to their constituents.

Among all the members from different parts of the country, the aggressive members from the west have been the most ready to speak voicing the peculiar problems of the country from which they hail. It would seem that these members from the west are idealistic when the question of truly representing their home territory comes into play.

They were sent to the federal House, only on the grounds that the new doctrine of Progressiveness was to get the country the most before the federal members and the House at large.

Now when they meet, the electorates after their first performance at Ottawa they will be judged.

What will be the verdict of the people? Many of the deputies from the west have bought canes since they came east. Will the cane-

## POLICE BELIEVE LEWIS WILSON

Continued From Page One.

show that they ever operated together.

### Big Job At Toledo.

The Toledo "Job" was "staged" the night of February 17, 1921. The local hold-up occurred March 3, the same year. At Toledo, the loot secured more than \$2,0