

ADVERTISING KINDLES PUBLIC DESIRE FOR TRUE ECONOMY

PROVES WISDOM OF ADVERTISING

Authority Points Out Necessity of Publishing Facts to Secure Business.

TRUTH GREAT FACTOR

Urges Advisability of Convincing Public Now Is Time To Buy.

Advertising if properly employed will do more than any other one thing to pull a business out of the mire of depression and give it a flying start on the road to prosperity. This has been proved times innumerable.

First Move of Merchant. Of course advertising alone will not close the actual sale. There are other factors that enter into a campaign to increase trade.

Truthful advertising is the first move of the merchant. Newspaper advertising is the best because it brings a maximum of results at a minimum cost, and it covers a field thoroughly, reaching practically every consumer in that area. However, the advertisement must not only reach the consumer but by its attractiveness, claim his attention and convince him that it has a message for him personally.

When the merchant has done all this, it will not pay him just to sit down and wait for the crowds to invade his establishment. The place of business itself must be made just as attractive as the advertisement. Its windows must be carefully dressed, its contents arranged in an artistic manner, and the goods must be of as high a quality as the advertisement represented.

Salesmanship counts for much in the campaign for increased business. There is little use of attracting the public to the store if the public is going to be turned away by poor service at the counters.

Overtake Prosperity. If every business man in Canada advertised truthfully and convinced the buying public that the present was the time to buy and, most of all, boosted made-in-Canada, how soon this country would overtake prosperity!

Optimism, not of the shallow kind, but real optimism that is put into practice day by day in business, will do more than anything else to banish unemployment and stagnancy which have been partly the result of the "hard times" talk of the pessimist.

Co-operation is needed in every municipality and in the country as a whole. Boosters are needed, and the best way to boost is to advertise.

Advertising Paid London In Wealth Untold.

"IN London We Live." Perhaps this slogan circulated by The Advertising and Sales Club of London a few years ago did as much as anything else to attract attention to the city.

Outsiders asked, "Why?" London's residential sections, wonderful climate, unexcelled drinking water, progressive industries, educational advantages and religious institutions were a few of the answers given.

Home-seekers and industries which would not have inquired had the slogan not been circulated, were attracted to London. Advertising paid London.

Goodwill and Service—His Aim at All Times.

HARRY J. McCALLUM, city passenger agent for the C. P. R., and a member of the executive of The Advertising and Sales Club of London, puts into practice what the club preaches.

By his untiring efforts to please the traveling public he has not only won promotion for himself but has gained a wide circle of personal friends.

Goodwill and the best brand of service possible is his aim at all times. The Advertising and Sales Club, he declares, helps its members to understand the other fellow and see his point of view. It also broadens one's knowledge of the various lines of business.

Membership in the club is a good investment. Mr. McCallum testifies. Every place of business should take an interest in the club by having one of its members or its employees become an active member, is Mr. McCallum's firm belief.

Business in Canada, as he sees it—and he receives reports from many industries through being in contact constantly with their travelers—is improving steadily, and the future holds much good in store for the business man.



HARRY J. McCALLUM.

CZAR SELLS HIS CARS AND WINES

Boris of Bulgaria Sets Example of Frugality To People.

REFUSED OFFICIAL AID

Court's Cost Less Than Canadian Corporation President's Salaries.

SOFIA, March 24.—Young Boris, the Czar of the Bulgars, is so much in need of cash to maintain his modest household that he has sold some of his automobiles and all of the wines and liquors belonging to his father, the self-exiled Ferdinand. English visitors to Bulgaria have been surprised to find old vintage wines and rare champagnes from the royal palace on the tables of Sofia's hotels at \$2 a bottle.

The former Czar Ferdinand, now barred from Bulgaria, enjoyed in his days of imperial power all the luxuries and extravagances of the royal sovereigns of the Elizabethan Age. But his son, who is beloved of all the people for his simplicity and lack of ostentation, lives almost as humbly and plainly as one of his peasants. Bulgarians say that when the father fled the country, just before the armistice, he took with him all the crown jewelry, money and realizable assets and left the son nothing.

Refused Government Aid. Boris's civil list is much below the salaries received by Canadian corporation presidents. The young ruler has repeatedly refused financial assistance from the government, because he felt the country's need of economy and conservation was too great. He is doing everything he can to make both ends meet. The various palaces built by his father are now the property of the state, otherwise he could realize something on their sale.

In his desire to set an example of economy and frugality to his people he long ago stopped all entertainments and court functions. He maintains a modest household of three or four servants and one or two guards.

Boris is just past 25. His people say he has all the virtues of his mother, Princess Marie Louise of Parma, and none of the characteristics of his father. He is full of body and delicate in features. He has a compelling charm of manner and an earnestness and sincerity that win instant admiration.

His chief motive of life is work. He is never idle. If he isn't busy with affairs of state he is studying. Horticulture, natural history and engineering are his hobbies.

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CLEAR PERU OF YELLOW FEVER

Government and Rockefeller Foundation Successfully Carry Out Campaign.

DIRECTED BY DR. HANSON

Populace at First Resented Closing of Theatres and Churches.

Lima, Peru, March 24.—The campaign conducted jointly by the Peruvian government and the Rockefeller Foundation, which has resulted in ridding the Pacific coast of South America from a scourge of yellow fever, was a test of human endurance and also a battle against ignorance and opposition.

"Our chief obstacle," said Dr. Henry Hanson, director of the international health board, "was the ignorance on the part of the public. The inhabitants in general did not wish to accept the diagnosis of yellow fever, saying that it was pernicious malaria with vomiting of blood. However, there was a sufficient number of medical men there who had seen yellow fever before and were satisfied as to the nature of the disease."

In one town the populace rose in arms against the enforced closing of moving picture theatres and churches and mobbed the sanitary office, intending to kill the director in that district and stop the campaign. The men in the office escaped through a hole in the roof of the building and troops were called out to end the riot.

Continues Severe. The epidemic continued severe in that place for Dr. Hanson withdrew all his sanitary forces to protect a section of the country where they were more needed.

An idea of the magnitude of the campaign may be gained from the fact that Dr. Hanson's assistants made more than 800,000 house visits and inspected more than 1,000,000 water containers.

After yellow fever was stamped out in Guayaquil in 1919, the disease stealthily spread to the northern provinces of Peru and in early 1920 Dr. Henry R. Carter was sent to combat it. He believed he had it stopped, but instead, it had crept into the department of Lambayeque.

Upon learning of its reappearance, the Rockefeller Foundation asked the Peruvian government if help was needed and President Leguia accepted their offer. Dr. Hanson, who made a name for himself in sanitary work in Panama, has directed the campaign as a joint project for the Foundation and the Peruvian government, each paying 50 per cent of the expenses. The outside world will little realize the tremendous piece of work quietly carried on by this America doctor, who himself fell sick with the disease he was fighting.

Officially Recognized. In January, 1921, the epidemic was officially recognized and the campaign

mission to Peru was a very valuable adviser and helper in the campaign.

WATCH YOUR SPARK GAPS. There are few things more annoying to the motorist than a missing, skipping motor. Besides the certainty that this condition is imposing a serious strain upon the engine, clutch, transmission and the rest of the propelling system of the car, due to the irregularity of the power impulses, it means increased gasoline and oil consumption and carbonized cylinders.

Too frequently motorists are prone to suspect the carburetor and start to tinker with the adjustments, when, as a matter of fact, there is nothing the matter with the mixture. The whole trouble may be due to uneven spark gaps, caused either by bent or the electrodes unintentionally in moving or cleaning the plugs, or sometimes in replacing them, or the points becoming pitted, to such an extent that the gap is materially widened. By spacing the gap so there is a space of one thirty-second of an inch between the actual firing surfaces of the two points the condition may be quickly and easily corrected.

Budapest, Hungary, embraces the historic town of Ofen, once a Roman colony.

French scientist spent 45 years and nearly \$50,000 in an attempt to produce a blue rose.

Interior of Hong Kong Island is a barren.

Shoe News! Savings Without Equal For Men, Women and Children

Unrestricted choice of our entire stock. Prices greatly reduced for Saturday's and Monday's selling. Be sure to see the big values we are offering.



SLATER SHOES FOR MEN Made of selected black calf leather, resoled and rounded toes. Regular \$9.50. A limited number of pairs to go at only \$5.95.

MENI We give you your choice of a big range of excellent quality Brown and Black Calfskin Shoes, welted soles. Values up to \$8.00, for \$4.95.

MEN'S TOWN GRAY LEATHER WORK SHOES They're made to stand hard wear, for only \$3.29.

A BIG LOT OF MEN'S FINE SHOES. Broken sizes and lines. Marked away down for quick clearance \$1.48.

BOYS' GOOD SERVICEABLE SCHOOL SHOES. To go today and on Monday at \$2.48 and \$1.98.

LADIES' PATENT AND KID LEATHER 2-STRAP PUMPS Cuban heels, perforated patterns and real snappy styles. At \$3.98.

A WONDERFUL ASSORTMENT OF LADIES' PATENT AND KID LEATHER PUMPS, OXFORDS AND STRAP SLIPPERS. Marked to clear at \$3.98, \$3.48, \$2.98, \$2.69.

SNAPPY SPRING FOOTWEAR FOR LADIES. In Oxfords and Strap effects, suede kid, patent and calf leathers. Every pair marked to save you money. See them.

MISSIES' AND CHILDREN'S FOOTWEAR. In all the pleasing styles, at prices to suit your purse.

The Peoples Shoe Store

131 DUNDAS STREET. 12 MARKET SQUARE.

What We Want the Name Perrin's to Mean to You

We want you, first of all, to associate the name, Perrin's, with biscuits—the very best kind of biscuits that can be made, too.

We have always striven, and we are striving just as hard today, to make Perrin's Biscuits so well, and from materials so good, that you can't think they are anything but the best.

Then we want you to know that "Perrin's" is a good place to work. Our employees are contented, industrious people, who are working hand in hand with the firm to achieve success and keep up the good name of this organization.

Honest effort on the part of the firm, and whole-hearted co-operation of the employees, form a combination of which we are proud.

D. S. PERRIN & CO., LIMITED.

Per

D. S. Perrin & Co., Ltd.

HER WEDDING RING

Should Come From Barnard's



Ask for this very interesting brochure on the newest and best in bridal and engagement rings.

BARNARD'S

Fine Bridal Rings.

399 RICHMOND ST. LONDON.



An Old Saw

"A poor workman blames his tools." A good one doesn't—he sees to it that his are above reproach. Tools that make his work easier and pleasanter and are a pleasure to keep in ship-shape condition. Come here for high-grade Tools and Hardware of all kinds at reasonable prices.

Our Golden Rule Policy insures a square deal.



W. A. O'DELL Hardware

Talbot St. Opposite Market.

Why Every London Business House Should Have an Active Membership in The Advertising and Sales Club of London

NO MATTER how successful a manufacturer or merchant may appear to be in the marketing of his product, he can always learn, from somebody else, something which will increase his ability along the selling line.

The business of advertising and selling requires constant study to keep up with competition. New ideas must be learned, new plans must be tried, if increasingly good results are to be obtained. No man can truly say to himself: "I have attained the full measure of results which I can hope to attain for my business," and yet he may get to thinking that way if he does not mix with other men who are encountering the same difficulties and overcoming them day by day.

If a man takes the attitude that he can learn no more from contact with his fellowmen, and fails to take advantage of opportunities offered, by which he can learn of methods being successfully used, not only in other cities, but his own city, he becomes narrow and that narrowness is reflected in the progress of his own business.

The Advertising and Sales Club of London is a meeting place for those who earnestly are seeking after ideas for their better advancement in the marketing of their merchandise. Speakers of international reputation in the advertising and selling field, are heard at regular intervals throughout the winter. Discussion of the different addresses are free and open; no member need feel backward in seeking to obtain the information which he requires to improve himself for the better handling of his own business. The very association with men who are devoting their time and energies along a similar line of endeavor has a broadening and educating effect.

There is no retailer in the city of London, no matter how circumscribed his field of endeavor may appear to be, but can obtain ideas and suggestions for the bettering of his own business conditions by being a member of a club such as the Advertising and Sales Club of London.

Principals of larger businesses may have too many other engagements, and their time may be too fully occupied to spare the time to properly attend the regular meetings of the club. They have, however, in their employ, associates whom they should delegate to become members of the Advertising and Sales Club and who should have impressed upon them the fact that it is part of their training, part of their duty as a member of that establishment to attend regularly and glean information from the meetings which will reflect itself in the general betterment of the establishment.

The small fee, which provides a membership in the club, rather than being a deterrent, should be a stimulant to the businessmen of this city to encourage members of their staff to become actively engaged in the work of the club.

A representative Advertising and Sales Club means, for a city such as London, better merchandising on behalf of the business establishments, better fellowships amongst the "rank and file" of the different establishments, which must mean a much better London.

The Advertising and Sales Club of London

D. GEO. CLARK, President.

Put In a Season's Supply SHIRT SALE \$1.48

We haven't been able to offer Shirts of such high quality in several years at this price. So consider yourself fortunate in being able to participate in this great event. At this price every man should put in a season's supply of these Shirts, the products of the best makers in the country.

One great big tableful of Fine Shirts, all the wanted colors, and pretty patterns, new spring shipment, sizes 14 to 17. No limit, buy all you can carry. But be here early today. Values up to \$3.00.

Raising of business standards—Truthful Advertising—is what we stand for. We believe that truth and service is the very life of business.

R. J. YOUNG & COMPANY