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THE EVENING TIMES AND STAR, ST. JOHN, N. B., WEDNESDAY, MARCH 24, 1920



YOU are buying a daily pleasure and a lifetime of shaving comfort, when you buy yourself a Simms Lather Brush.

Some men don't realize the importance of having a good lather brush. The better the brush, the better the shave. Over 200 different styles in Simms Brushes for every beard, every taste, every pocket. All "Made-in-Canada"—all "Set in rubber," so the bristles can't come out. Your Druggist, Hardware or Department Store will have them—look for the Trade-mark on the handle.

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TRADE MARK
T. A. SIMMS & CO. LIMITED
Head Office: ST. JOHN, N.B.
Montreal Toronto
Lester
Wholesale for
N. B. Area

C. M. A. DISCLAIMS CONNECTION WITH MURRAY'S PLAN

Chairman and General Manager Say Association Not Behind Idea

Manufacturers Talk — Industrial Leaders Express Views Regarding Plan — No General Adoption of the Scheme Is Favored.

(Financial Post.)

The Canadian Manufacturers' Association, through their present general manager, J. E. Walsh, disclaim any responsibility for the Murray scheme. "The association is not behind the idea," stated Mr. Walsh this week, "and newspapers that discuss it are careful to state this body is not responsible and they had better not say otherwise."

Mr. Walsh refused to express any opinion as to the feasibility of the proposal or to the reception that it would probably receive by the association and the members generally. A meeting of the executive body will be held in Montreal next week, when the matter will probably come up for consideration, and some suggestions or advice relative to the association's attitude will probably be conveyed to the members. But, as Mr. Walsh pointed out, the association is an advisory, not a legislative body. The powers of the executive do not extend beyond the privilege of giving advice to the members on shipping, transportation, markets, and other matters of interest to the industry of this country. Beyond that they have no power to order that the advice be observed, and every member follows his own desires and instincts, and they will accordingly act as they please in this matter, but Mr. Walsh was unable or at least refused to state what the probable course would be or what stand the association would take.

Industrial Leaders Delicant.
Some of the industrial leaders seen this week were diffident in expressing any opinion, preferring to stand back and avoid controversy. Hon. Frederic Nichols, president of the Canadian General Electric, in an interview, stated that he had read the complete reference to Mr. Murray's article as published in The Financial Post, but he would not express any opinion for or against the plan. He wanted to avoid discussion of the matter entirely. T. A. Russell, vice-president of the Russell Motor Car Company, Ltd., was equally reticent.

S. J. Moore, who has extensive interests in both Canadian and American industrial concerns, stated that his companies would not adopt the proposal. He

was not sufficiently acquainted with the matter to express any definite opinion on its merits. From the meagre knowledge that he had acquired, however, he thought that there were concerns which probably be interested. His firms advertised mostly through circulars, but when advertisements were placed in the press the editorial policy of the journal was not considered at all, and this plan, he stated, would still be followed by the advertising managers.

It is improbable that the Massey-Harris Company will be influenced by Mr. Murray's scheme. J. N. Shannon, first vice-president, was of the opinion that the plan savored of politics and, as his firm had ever avoided political issues, it would probably be unaffected by the new scheme. Further than this, he refused to discuss the matter.

Opinions Pro and Con.

"While we have not been approached so far as I know in regard to adopting Mr. Murray's proposal, I know that this company will not fall in line. We will continue to advertise in the papers that will sell our goods and will not attempt to dictate editorial policies," said F. Selway, of the Office Specialty Manufacturing Company.

Approval of Mr. Murray's scheme was voiced by the general manager of the Dunlop Tire and Rubber Goods Company, of Canada, Ltd. Mr. Western views it entirely as an information bureau, the purpose of which is to supply Canadian manufacturers with information concerning editorial policies of newspapers. "As that respect I deem it a very good thing," said Mr. Western, adding, however, that he thought manufacturers must use their judgment in applying the information supplied to them and should not allow themselves to be dictated to in regard to the selection of mediums.

A concern that has already cut out what was formerly one of its most important advertising mediums because its editorials maliciously attacked Canada's industries as a class, the Hamilton Carhartt Company of Toronto, manufacturers of overalls, stated that it would not give its support to the Murray proposals. "We do not consider the policy a right one," said C. F. Fell, manager for Canada. "However, we sell large quantities of goods to the farmers and do not think it would be diplomatic to stop advertising in their papers, and this is what our approval of the proposal would involve."

Use Own Judgment.
The scheme is considered impractical by A. M. Hoberlin, president of Hoberlin's Ltd., house of tailors. He points out that manufacturers are in the habit of placing their advertising in the medium by which they can reach the greatest number of readers. They are not influenced by the editorial policy of the publication. The fact that they advertised in a publication did not indicate that they endorsed the paper's policy, and in fact he considered that a manufacturer was capable of selecting the papers he wished to use himself. Advertiser

No Maize, Corn, or Mineral Oils in

APROL

The Sweetest Oil from Apricots



Let it rain! Despite the dampness

REGAL
FREE RUNNING
Table Salt

Never cakes. Just open the aluminum spout and out comes Regal—running.

The Canadian Salt Co., Limited

The package with the Handy Little Spout

tising was a matter of business and a manufacturer who wished to advertise his goods would continue to use the medium which would produce for him the best results, regardless of the paper's policy.

Some Montreal Opinions.

Local manufacturers have various opinions to express in regard to the so-called "Murray agreement," but the majority of those spoken to were inclined to condemn it as a method that would injure the general interests of the Canadian Manufacturers' Association in general before the country.

Where the plan was not condemned there was a disposition shown to isolate it from any of the official activities of the C. M. A. This stand was taken for instance by T. P. Howard, chairman

of the Canadian Manufacturers' Association, who had not seen a copy of the "agreement" Mr. Murray was sending out, until he read of it in the Financial Post. He made this statement in reference to it.

"Mr. Murray left the C. M. A. in October last and since that time has not been connected with us. The C. M. A. has nothing whatever to do with his plan."

The president of a large manufacturing concern, whose products sell all over Canada and who is a "national advertiser," declared that he did not agree that it was a wise course to follow, and had intimated this to Mr. Murray. In his own advertising affairs he had never taboored or boycotted a paper as a result of its attitude on any question.

A. A. Bittues, the motive power of

the Gillette Safety Razor Company of Canada, declared that the scheme had its "merits and demerits." He did not think the purpose was to muzzle the press, and that the question would be handled broad-mindedly. Any move that tended to clean up the press or to tone up the editorials was quite worth while.

"My own feeling is that I don't think I would want to advertise in a paper that was raided. So far as the proposal of Mr. Murray goes it would appear that it is his intention to furnish information and not to attempt to dictate as to what papers should be used."

The twin brother of Miss Maud Whitman, telegraph manager at Bathurst, was drowned recently at Round Hill (N.S.)

"Just Because"—

You have never used "Salada" is no reason why you should not enjoy its goodness the same as millions of other folks are doing.

"SALADA"
Is truly a revelation in "Tea Goodness"
TRY-IT-TO-DAY—Sealed Packets only



Fresh, "whole" MILK
Sealed for safety—Sterilized for purity

CARNATION is "whole" milk—with part of the water removed.

Add an equal part of water to Carnation Milk and you have milk of natural consistency—NOT separated or skimmed milk, but rich, "whole" cow's milk.

That is why Carnation is

- so good for table use. It serves as both milk and cream.
- so good for children's drink. It is rich in food value.
- so good for cooking. Adds flavor. Saves butter.
- so good for infant feeding. Uniform in richness.

And Carnation is absolutely pure. This rich milk is collected every morning from Ontario's fine dairy farms. Part of the water is evaporated from it.

Fresh and rich, it is Sealed in clean new containers.

Its absolute purity is assured by Sterilizing.

In this handy form it travels safely to your home, is kept on the pantry shelves and opened, only

- as you need fresh milk.

Add water to it—an equal part—and it is milk of natural consistency—NOT Separated Milk—but "whole" milk, uniformly rich, sweet and PURE.

Nothing is added to Carnation Milk—not even sugar. It "keeps" because it is sealed and sterilized.

If you use Carnation you need no other milk supply—and you will want no other.

Phone your grocer—he is the Carnation Milkman.

Carnation Milk Products Co., Limited - Aylmer, Ont.
Condenseries at Aylmer and Springfield, Ont.

Carnation Milk
"From Contented Cows"

Use Carnation Milk for

Drinking Tea	Cereals	Baking	INFANT FEEDING
Coffee	Candies	Creamed Soups	A noted Specialist's Formula for baby's bottle
Cocoa	Puddings	Creamed Vegetables	will be found in the Carnation Booklet. This milk
	Custards		is absolutely pure for infant feeding. Use Carnation
			according to your family physician's directions.

MUTT AND JEFF—JEFF IS GONNA BEAT THE HIGH COST OF UP-KEEP

By "BUD" FISHER

