

FOUR

## Old-Time Book Agent Practically Has Gone

NEW YORK, April 13.—Without any definite realization of the fact on the part of the present generation, the old-time book agent, who until comparatively recently was a familiar figure in all parts of the country, is vanishing slowly from contemporary life. His boon companions, the lightning rod agent and the raucous voiced vender of nostrums, who sold his wares and various other compounds under the glare of the gasoline torch, already have slipped into oblivion.

The increasing intelligence of both the rural and urban populations has done much to eliminate the traveling quack doctor and the lightning rod man from our social life. But it is the growth of advertising—the realization on the part of the publishers that books can be sold in greater quantities and at lower cost through the medium of newspapers and magazines than by the use of agents—that is responsible for the passing of the last figure in the once familiar trilogy of the traveling book agent, the quack doctor and the lightning rod man. It was only a comparatively short time ago that publishers commenced to learn how to advertise their wares effectively—how to appeal to the emotions and curiosity of the book-buying public. Several nation-wide campaigns of publicity and advertising were conducted very successfully. The phrase "finish this story for yourself" became, and still is, one of the best known of all advertising slogans. The works of O. Henry, Kipling, Mark Twain, Jack London, Du Maurier and other noted authors were exploited according to modern commercial practice and the results obtained were effective. You cannot slam the door in the face of an alluring magazine ad and it is folly to set the bulldog on your favorite newspaper just because it is attempting to sell you a set of short story masterpieces or a universal compendium of knowledge. So, in the publishing business, as in many other enterprises conducted along lines that permit of advertising, the printed word has taken the place and usurped the function of the personal salesman.

Romance and Pathos.—There was a certain romantic and, at the same time, pathetic aspect to the wandering profession that practically has disappeared before the efficiency of new commercial methods. Book agents for the greater part were either innocently young or pathetically old. The field attracted those who were starting out in life because always it offered an opportunity to make a living; and it was a refuge to life's failures, who turned to it when there seemed to be no other niche in the world wherein they could fit.

There were a few agents who were fitted by temperament to the arduous task of selling books to people who were determined not to buy them, and agents of this type found the business a lucrative one. The book agent who was successful, however, probably could have reaped rewards as great, if not greater, selling oil stoves in equatorial climates. For the book agent generally was considered a peddling that he was given a greeting that accorded with his reputation at the majority of doors at which he knocked. He needed cunning of Machiavelli to secure an opportunity even to start a sales talk, and before a sale could be "closed" he must have recourse to a forceful and insidious type of salesmanship.

Before an agent was sent into the field he was thoroughly coached in the present and was obliged to commit to memory various "patterns" that might be used in selling his offerings. It is there where he does not remember the type of agent who lacked the faculty of salesmanship altogether? He may have been a young cherub checked the summer to pay his tuition during the winter months at school; it may have been an old man with a goatee and an air of faded respectability; but in either case, once having gained admission to a home or office, he would recite his sales arguments in a singsong, mechanical manner which at once disclosed their origin to an observant person.

The "instructions" to agents included not only various statements intended to prepossess the prospect in favor of the set of books or the ponderous tome which the agent was peddling, but they also provided for the pacifying of the busy housewife, whose workaday temper was never improved by finding an agent at the front door after she had discarded her apron and apron and dust cap in response to his knock.

Easiest of Victims.—The book agent, however, preferred to deal with women; for they are easier victims than men, particularly when his appeal to them could be founded on the assumption that the literature he was selling would be of inestimable value to their children.

Perhaps the last distinctive phase of book agenting came a very few years ago with that type of salesman who urged his wares on the fact that he was endeavoring to work his way through college. For a short time agents who used this method of approach were very numerous. They were both male and female, and their introduction consisted of the simple request for the "vote" of the prospect. This opened the conversation and it then developed according to the plausible agent, that there was a country-wide contest being conducted by some benevolent association and that the person getting the most "votes" would get a free college education.

Needless to say, in order to cast a "vote" in behalf of the apparently sincere and earnest young person who applied for your patronage it was necessary for you to buy a certain book or set of books. This game produced splendid results for two or three years, but the public soon became aware of the fact that, in most instances, the assertions of the agents were devoid of truth with the result that the "aspiring student" type of agent lost much of his or her effectiveness.

Throughout the country what might be termed the genius itinerant is disappearing. Chatterboxes and quacks of various kinds still linger in the backwoods districts, but for the greater part they have gone and left only memories behind them. The book

agent, however, has left his imprint in every community—the book shelves in homes in the rural districts and the smaller cities testify to his activities long after his species has become extinct. Now, and for a long time to come, the gloomy libraries in old-fashioned American homes will contain the inevitable volumes which contain the beacon light of knowledge and which should be in every family which desires the inculcable benefits of erudition. The impressive little volume with the black cover which exposes the wiles and the wickedness of slick city crooks and which states emphatically, among other precepts, that one "must never sign a paper for a stranger," passing of certain picturesque phases of American life, will mourn the passing of the book agent. And for those slight ailments to which mankind is heir, the encyclopedia "which is a better friend to a stranger" than a few, save those who deplore the passing of the old-fashioned phases of American life, will mourn the passing of the book agent. For, in the face of obstacles that only the less or desperate spirits could surmount, they carried the first flickering light of culture and education into byways that otherwise might long have been left unilluminated.

## WIDE DISCONTENT IN RUSSIA WITH EXISTING ORDER

Trades Union Resent Bureaucratic Methods of the Soviet Government.

STOCKHOLM, April 13.—Russian peasants south of Moscow gladly sell a horse for three boxes of matches or a kilo of salt, it is declared by persons said to be in touch with conditions in the interior of the country. Observers cite this state of affairs as the cause of the counter-revolution in March when, they say, began to take definite form in January. Unwieldiness of the soviet administrative machine, the difference among the Bolshevik leaders, and the fuel crisis, the consequent stoppage of transportation and lack of food, are given as the reasons for the subversive movement.

Discontent which was prevalent throughout Russia during the war period, but concealed in the presence of the invading enemy, could no longer be repressed when the fighting men returned home to find want and distress. The first signs of revolt against the existing order are said to have been apparent at the Russian trades union congress in Moscow last November. There were further evidences of dissatisfaction in the eighth All-Russian Soviet Congress, which convened in splendid at Moscow. These symptoms of dissatisfaction, it is stated, were unapparent on the surface, but made themselves felt among those behind the scenes. Harmonious resolutions were adopted, but the attack came from a quarter whose importance could not be doubted. In this eighth congress, the metal workers and miners' unions, led by Schliapnikoff, urged the democratization of the government, which, it was charged, was military and bureaucratic. Schliapnikoff also demanded that the food administration be placed entirely in the hands of the trade unions. This was plainly an attack against the communist executive committee and the highest soviet authorities.

Press Aggressive.—More recently the press of the country has shown signs of greater freedom, and has not hesitated to attack policies of the government, which, it is said, has intrusted itself by appointing thousands of petty officials.

Press controversies have revealed animosities between leaders. For instance, Trotsky and his followers are declared to be set upon a policy of nationalization of trade unions, whereas Lenin believes it wiser to maintain the independence of the unions apart from the government, and to use them as training schools for communism.

And there are numerous other groups which, it is stated, are bent upon other projects, revealing a tendency to destroy the former unity of front in Russian policy. Within recent weeks the transportation of coal from the Donetz valley has grown steadily less. The production was between 300,000 and 400,000 tons monthly, but only about 150,000 tons were loaded for rail haulage, due to the practice of expropriation by subordinate soviet corporations or councils. Simultaneously with the reduction in the coal supply, there was an almost complete cessation of delivery of wood.

In addition to this, the snowless winter and the slaughter of horses in 1920 added to the difficulties of local transportation. Lack of fuel resulted in the shutting down of rail traffic. According to soviet newspapers no trains are running on 30 lines, and on the others only the minimum schedules are being maintained.

Little hope for improvement is held out unless supplies of naphtha at Baku can be brought into the centre of the country.

## LIQUOR SLEUTHS HAD CLOSE CALL

Tasted Nitro-Glycerin To See If It Was Booze.

TORONTO, April 13.—Two liquor sleuths had a lucky escape from death at Mount Forest, Ont. "Sle" Mullen of Leamington, who shot for the Canadian Oil Field. Limited, now on a visit to this city, states that two days ago he was on his way to the oil fields near Fleisherton with a load of nitro-glycerine, a highly explosive material. In compliance with the law, he left his load outside the limits of the town of Mount Forest when he arrived there. He did not tell everybody his business, either. The automobile, with its cargo of cans, soon excited the interest of the booze detectives and a couple of them decided to investigate. They did so, Mullen even swears that they tasted the stuff to see just what brand of booze de month it was, whether they liked the taste is not reported, but anyway they handled the stuff rather roughly and left the cans scattered all over the ground. "The wonder is," comments Mullen, "that they weren't blown to a country that is even drier than this. It's a miracle that they are alive."



## Extra Special!

## D. & A. Corsets

10 dozen Extra Quality D. and A. Corsets, made from good quality white coutil, elastic top, four garters attached, sizes 20 to 26. Anniversary Sale ..... **\$1.19**

## Extra Special— PRINT APRONS

43c, 2 for 85c  
25 dozen Print Aprons in light and medium color, made from good quality print, with bib and without bib; plain style. Extra special value **43c**  
Two for 85c.

## Child's Chambray Romper, \$1.95

Child's Rompers, made from good quality chambray; colors, blue, pink, tan; sizes 1, 2 and 3. Sale price ..... **\$1.95**

## Child's Gingham Romper, \$1.95

Child's Rompers, made from good quality check gingham, sizes 1, 2, 3. Cut Dutch style. Sale price ..... **\$1.95**

## Girls' Print Dresses, \$1.69

Girls' Print Dresses, in a range of light colored striped print, pique collar and cuffs; sizes 6 to 14. Sale price ..... **\$1.69**

## Special Sale of Children's Straws, \$1.98

1 table of Children's Straw Hats, in a range of colors and styles, regularly to \$3.00. Special sale price ..... **\$1.98**

## Lace and Embroidered Doilies, 10c.

7-inch Lace or Embroidered Doilies, blue embroidery. Special, each ..... **10c**

## White Bath Towels, 2 for 95c

White Bath Towels, good size and heavy quality. 2 for **95c**

## Extra Special— Linen Curtain Scrim, 39c

300 yards Pure Linen Curtain Scrim, in natural colors, stenciled designs in different colors, 27 to 30 inches wide. Very special value, per yard .... **39c**

# ANNIVERSARY SALE 1907 Fourteenth 1921

Fourteen years ago, April 26, 1907, this store was opened to the public, a few doors east of our present location. The success we have enjoyed during this time is due to the loyalty of our many friends, as last year we did eight times more business than we did in 1907. To properly celebrate the completion of fourteen years' successful store-keeping, we have decided to give our patrons the most extraordinary values of the whole year. Each day during the sale will bring many new and stirring offerings, which will be well worth coming for.

## Big Special Purchase of Silk, Lisle and Cotton Hose Featured For Anniversary Sale

**RIBBED TOP LISLE HOSE, 59c.**  
25 pairs Ribbed Top Lisle Hose, slightly imperfect; brown, black and white; sizes 8½ to 10. Sale price, **59c** per pair

**OUTSIZE LISLE HOSE, 49c**  
20 dozen Outsize Lisle Hose (seconds), in black or dark brown, sizes 9, 9½, 10. Sale price, pair **49c**

**Lisle and Cotton Hose, 35c Pair; 3 for \$1.**  
Good Quality Lisle or Plain Cotton Hose, in black or dark brown, sizes 8½ to 10. **35c, 3 Pairs for \$1**  
Sale price, per pair ....

**LADIES' VESTS, 59c**  
Ladies' Vests of fine lisle and cotton, sleeveless or short sleeves, lace yoke or plain. Special, **59c** each

## Children's Cream Cashmere Coats, \$3.95, \$4.50, \$5.50

Very hard to get. Children's Cream Cashmere Coats, lined with white flannelette; neatly trimmed with silk braid and embroidery. Sizes, 6 months, 1 year, 2 years. Sale prices—

**\$3.95, \$4.50, \$5.50**

## Children's White Cashmere Hose, 59c to 75c.

New shipment of Children's Cream Cashmere Hose, fine all-wool sizes from 4½ to 6½. Sale price ..... **59c to 75c**

**Ribbed or Garter Top Pure Silk Hose, \$1.50**  
20 dozen Pure Thread Silk Hose, in black, brown or navy, ribbed or garter top; sizes 8½ to 10. Sale price, per pair ..... **\$1.50**

**PURE THREAD SILK HOSE, \$1.25**  
Pure Thread Silk Hose, in black only, sizes 8½-10, garter top, sub-standards. Sale price **\$1.25**

**Children's Ribbed Cotton Hose, 35c Pair, 3 for \$1.00**  
Ribbed Cotton Hose, in black or white, 1-1 rib, good quality; sizes 6 to 10. Sale **35c, 3 Pairs for \$1**  
price .....

**PINK BLOOMERS, 59c**  
Knitted Pink Bloomers, elastic at waist and knee, large and medium sizes. Sale price ..... **59c**

## Girls' Serge Middy Dresses, \$7.50 and \$8.50

Girls' Serge Middy Dresses, made from good quality serge, trimmed with red braid, pleated skirt.

Sizes 8 and 10 years ..... **\$7.50**  
Sizes 12 and 14 years ..... **\$8.50**

## Children's Dresses, for \$1.00

1 table Children's Print and Chambray Dresses, in a range of styles and colors; sizes 2 to 6 years. **2 for \$1**  
Sale price .....

## EXTRA SPECIAL!

### MILL ENDS

### CHAMBRAY,

### 35c YARD

500 yards Extra Quality American Chambray, 34 inches wide; colors of blue, grey, pink, rose and green; lengths from 2 to 4 yards. Anniversary sale, per yard

### 35c

## Seconds in Ladies' Vests, 43c

These are called "Seconds," but the imperfection is so slight that it is barely noticeable; with or without sleeves; good large size. Sale price **43c**  
Two for 85c.

## Extra Special— Silk Camisoles, 95c

Silk Camisoles, made from good quality Jap silk, shirred top and bottom, with elastic. Sale price ..... **95c**

# Special Values in Children's Rompers and Girls' Dresses

## Child's Chambray Romper, \$1.95

Child's Rompers, made from good quality chambray; colors, blue, pink, tan; sizes 1, 2 and 3. Sale price ..... **\$1.95**

## Child's Gingham Romper, \$1.95

Child's Rompers, made from good quality check gingham, sizes 1, 2, 3. Cut Dutch style. Sale price ..... **\$1.95**

## Girls' Print Dresses, \$1.69

Girls' Print Dresses, in a range of light colored striped print, pique collar and cuffs; sizes 6 to 14. Sale price ..... **\$1.69**

## Special Sale of Children's Straws, \$1.98

1 table of Children's Straw Hats, in a range of colors and styles, regularly to \$3.00. Special sale price ..... **\$1.98**

## Lace and Embroidered Doilies, 10c.

7-inch Lace or Embroidered Doilies, blue embroidery. Special, each ..... **10c**

## White Bath Towels, 2 for 95c

White Bath Towels, good size and heavy quality. 2 for **95c**

## Plain Chambray Romper, \$1.45

Child's Rompers, made from good quality chambray; colors, blue, grey and tan. Special price **\$1.45**

## Check Gingham Romper, \$1.25

Child's Rompers, made from check gingham, belted style; size 1, 2, 3; elastic knee. Special **\$1.25**

## Extra Special—Silk Waists, \$1.95

One lot of Silk Waists, made from good quality Jap silk, in black or white; a number of good styles; round or V neck, long or short sleeves. Extra value ..... **\$1.95**

## Georgette and Crepe de Chine Blouses, \$4.95

1 table of Georgette and Crepe de Chine Blouses, in a variety of styles; colors, black, white, flesh, maize, grey, peach; sizes 36 to 42. Value to \$8.50. **\$4.95**  
Sale price .....

## Sale of Swiss Embroidered Handkerchiefs, 15c

50 dozen Fine Swiss Embroidered Handkerchiefs, in all white or colored embroidery. Regular 25c value. **15c**  
Sale price .....

## White Bath Towels, 2 for 95c

White Bath Towels, good size and heavy quality. 2 for **95c**

## Child's Romper Overalls, \$1.25

Child's Romper Overalls, in pink and blue combination colors; sizes 1 to 4 years. Sale price ..... **\$1.25**

## Girl's Chambray Dress, \$2.95

Girl's Chambray Dress; colors, green, blue, sand; neatly embroidered front, square neck; belted style; sizes 2 to 6. Sale price ..... **\$2.95**

## New D. & A. Corsets, \$1.95

New Model D. & A. Corsets, made from good quality coutil, in flesh or white; top finished with embroidery; four garters attached; sizes 19 to 30. Sale price ..... **\$1.95**

## Numode Brassieres and Bandeaux, 79c, 2 for \$1.50

Numode Brassieres and Bandeaux, in a wide range of styles; colors, pink and white. Values to \$1.25. Sizes to 46. Sale price, **79c, Two for \$1.50**

## Georgette and Crepe de Chine, \$1.45

Georgette and Crepe de Chine, in a range of colors, 36 to 40 inches wide. Values to \$2.65. Sale price ..... **\$1.45**

## Round Lace Doilies, 15c

Round Lace and Embroidered Doilies, in all white and white with Dutch blue. Special, each ..... **15c**

## Girl's Chambray Dress, \$1.95

Girl's Dress, made from good quality chambray; colors, pink, blue, sand; sizes 2 to 6; collar and belt of white repp. Special ..... **\$1.95**

## Silk Buggy Covers, \$1.98

Quilted Silk Covers for baby buggies, in flesh or white. Sale price ..... **\$1.98**

## 18-Inch Centrepieces, 59c.

18-inch Centrepieces, drawnwork centre, embroidered in blue. Special ..... **59c**

## Extra Special—Lady's Serge Dress, \$9.85

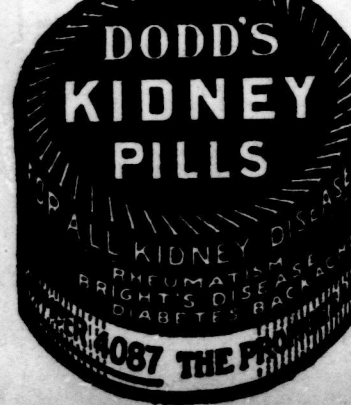
8 only, Ladies' Wool Serge Dresses, in black, navy and brown; round neck style; sizes 36 to 40. While they last .... **\$9.85**

## Pure Linen Centrepieces, \$1.25

18-inch Pure Linen Centrepieces, with border; embroidered in Dutch blue. Extra special ..... **\$1.25**

## Shams and Runners, 95c

Lace-Trimmed Shams or Teacloths, size 30x30; also runners to match, 18x45 and 18x50. Special ..... **95c**



LONDON EAST. PHONE 3213.  
ALL DUNDAS CARS PASS THE DOORS