

Russia Salutes the World

Opening of the Dardanelles Is of Tremendous Value—To Canada Will Be Thrown Open a Market, the Extent of Which Can Hardly Be Realized—Nearly All This Country's Exports to the Russian Empire Originate in Toronto.

BY E. B. BIGGAR.

WHAT diplomacy and war combined have failed for two centuries to do for Russia, the new entente with Great Britain has brought about with the good will of the British people and the general consent of the neutral civilized world. Apart from the tradition handed down from the alleged will of Peter the Great, it has been the most natural and reasonable thing in the world for the Russian people to desire free access to the world by some free seaport. The historic friendship of Great Britain for Turkey, and the

supposed danger to the peace of Europe by Russian dominance at Constantinople have stood in the way of a free opening for Russian fleets through the Bosphorus and the Dardanelles, the two straits through which lay the only warm water outlet of the trade of European Russia into the Mediterranean and Atlantic. The Crimean war of 1853-4 was fought chiefly to maintain this imprisonment of Russian trade, and the failure of Russia in that war drove her into Siberia to seek on the Asiatic shores what was denied her on the Mediterranean. Lord Salisbury years ago voiced the sober reflection of Englishmen when he admitted that in the Crimean war Great Britain had "put her money on the wrong horse." More recently the conviction has been growing that the peoples of Southeastern Europe, apart from the question of national control over Constantinople, should have unrestricted access to the markets of the world. Against this there stood the pledges and past policy of British diplomacy upholding the Turk as master of the Golden Horn. But the blind and fatal obstinacy of Turkey's rulers, influenced it is also said by their readiness to accept German bribes, cast Turkey into the melting pot when she joined Germany, and this absolute Great Britain from all obligation to support the sick man of Europe.

The bringing of the British and French fleets to force the Dardanelles as the preliminary step to an advance Constantinople is therefore the fulfillment of the dream of Gladstone that the Turk should be driven "bag and baggage" from Europe. While Constantinople does not possess the importance it once did when Europe meant the civilized world, it is yet true that no event of this great war will have greater political meaning or bring about wider economic changes than the downfall of Turkish dominion on these shores. The success of these great changes is attested by the declaration of the British premier that Great Britain will no longer stand in the way of Russia obtaining a "warm water" port with a share at least in the control of Turkey's capital.

Few Canadians yet appreciate what this means in an industrial sense to the people of Canada. It will mean, first an immediate and immense increase in the trade of Canada with Russia direct via the Mediterranean, instead of largely through Germany, as hitherto.

Canada and Russia

Canadians export to Russia much more than they buy from Russia, and these exports to Russia are largely Canadian manufactures. For instance, in 1914 Canada imported from Russia goods to the value of \$1,641,439 in agricultural products, of which \$430,000 consisted of furs and hides and skins. The balance being made up of flax, hemp, wool, and other goods. On the other side of the account we did a business which has had a remarkable growth in recent years. This has been almost wholly in goods of Canadian manufacture. In 1896 Canada shipped to Russia direct goods to the value of \$43,957. In ten years from that date they had amounted to \$222,415 per year and in 1914 they had grown to \$1,481,580, and this was below the previous year owing to the disturbances due to the coming war. In 1913 Canada shipped to Russia goods to the value of \$1,641,439 in agricultural implements alone. The figures for 1914, in Canadian-made implements were \$1,140,470, and the bulk of these came from the Toronto firm, the Massey-Harris Company. Other items of export to Russia in 1914 were: Cereals, such as flour, oatmeal and other manufactures of cereals, \$185,109; cordage, \$17,917; manufactures of wood, \$22,900.

The above figures do not show all the Canadian goods which go to Russia, for a considerable amount of Canadian goods shipped heretofore to Germany have found their way to Russia through the medium of German shipping agencies. Since the war there has been an interesting disclosure of the methods by which some of these agencies have built up German trade under the guise of "commercial service" bureaus. These houses, doing business in Russia, would undertake to act as a sort of intelligence bureau, furnishing the Russian manufacturer or merchant information as to where and by what means, and at what price, any kind of goods may be obtained from any country in the world. For this service only a nominal fee was charged. The scheme worked well, out it was found that where foreign goods were demanded, it was sooner or later discovered that goods of German make were recommended and substituted, so that the work of the bureau was not impartial. Even this to be said, however, that the German manufacturers, merchants and agents, were painstaking, and not only filled the wants of their Russian customers, but extended credits and met the wishes of buyers in every way possible. If the British had entered the war, the efforts the Germans made, the trade of Germany with Russia would not have grown to a value of \$2,270,000 against what \$27,610,000, with Great Britain. So assiduous has been the attention of the Germans that from Petrograd to Persia there has been a branch of trade in which German merchants and manufacturers have not had an important hand, until Germany, at the opening of the war, had gained one-half of the total trade of the Russian Empire.

Most Important Market In World to Canada

Russia, in the last few years, has been developing economically as well as politically, in a revolutionary way, and in this vast empire containing a population of over 170,000,000 people, or, if we add the Slavic nationalities of Southeastern Europe, with whom they are kin in race, say 200,000,000, we have a people more important, as a future market for Canadian goods, than any country in the world, not excepting the United States. Even at present the value of the total foreign trade of Russia is \$1,320,000,000, of which \$790,000,000 is chiefly in the export of raw materials of a kind which can be extensively used in the industries of Canada. These trade movements are only a beginning, and the changes that will supervene on the close of the present war, afford the psychological opportunity for a general advance by Canadians in this field.

It is the opinion of Canadians already largely interested in Russian business that there is no branch of industry in which Canadians now do an export trade that cannot be greatly extended in the Russian Empire. The general honesty of the Russian people, their high average of native mentality, which only needs the education to which they are earnestly aspiring, raise the standard of living and expand their intercourse with the world, combine to give assurance of success to those who have the energy to carry the name of Canada to this great people.

A Genuine Rupture Cure Sent On Trial to Prove It Don't Wear a Truss Any Longer

After Thirty Years' Experience I Have Produced An Appliance for Men, Women and Children That Actually Cures Rupture

Ten Reasons Why

You Should Send for Brooks' Rupture Appliance

1. It is absolutely the only Appliance of the kind on the market today, and in it are embodied the principles that inventors have sought after for years.
2. The Appliance for retaining the rupture cannot be thrown out of position.
3. Being an air cushion of soft rubber it clings closely to the body, yet never blisters, causes irritation or any other harm.
4. Unlike the ordinary so-called pads, used in other trusses, it is not cumbersome or unsightly.
5. It is small, soft and pliable, and positively cannot be detected through the clothing.
6. The soft, pliable bands holding the Appliance do not give one the unpleasant sensation of wearing a harness.
7. There is nothing about it to get lost, and when it becomes soiled it can be washed without injuring it in the least.
8. There are no metal springs in the Appliance to torture one by cutting and bruising the flesh.
9. All of the material of which the Appliance is made is of the very best that money can buy, making it a durable and safe Appliance to wear.
10. My reputation for honesty and fair dealing is so thoroughly established by an experience of over thirty years of dealing with the public, and my price are as reasonable, my terms so fair, that there certainly should be no hesitancy in sending free coupon today.

Child Cured in Four Months

Mr. C. E. Brooks, Marshall, Mich.
Dear Sir:—The baby's rupture is absolutely cured. Thanks to your Appliance, and we are so thankful to you. If we could only have known of it sooner, our little boy would not have had to suffer nearly as much as he did. He wore your brace a little over four months.
Yours very truly,
ANDREW EGGENBERGER.

Remember

I send my Appliance on trial to prove what I say is true. You are to be the judge. Fill out free coupon below and mail today.

FREE Information Coupon

MR. C. E. BROOKS,
2545E State St., Marshall, Mich.

Please send me by mail in plain wrapper your illustrated book and full information about your Appliance for a cure of rupture.

Name
Address
R. F. D. City State

The above is C. E. Brooks, inventor of the Appliance, who cured himself and who is now giving others the benefit of his experience. If ruptured, write him today, at Marshall, Michigan.

Others Failed, But the Appliance Cured

Mr. C. E. Brooks, Marshall, Mich.
Dear Sir:—Your Appliance did all you claim for the little boy and more. For it cured him sound and well. We let him wear it for about a year in all, although it cured him 3 months after he had begun to wear it. We had tried several other remedies and got no relief, and I shall certainly recommend it to friends. We are sure of it to you. Yours respectfully,
WM. PATTERSON,
No. 717 E. Main St., Akron, O.

Mr. C. E. Brooks, Marshall, Mich.
Dear Sir:—I am glad to tell you that I am now sound and happy. I do not do any heavy work. I can say your Appliance has effected a permanent cure. Before getting your Appliance I was in a terrible condition and had given up all hope of ever being any better. If it hadn't been for your Appliance I would never have been cured. I am sixty-eight years old and served three years in Reele's Artillery, Ogishchee Co. I hope God will reward you for the good you are doing for suffering humanity.
Yours sincerely,
H. D. BANKS.

Confederate Veteran Cured

Commercy, Ga., R. F. D. No. 11.
Mr. C. E. Brooks,
Dear Sir:—I am glad to tell you that I am now sound and happy. I do not do any heavy work. I can say your Appliance has effected a permanent cure. Before getting your Appliance I was in a terrible condition and had given up all hope of ever being any better. If it hadn't been for your Appliance I would never have been cured. I am sixty-eight years old and served three years in Reele's Artillery, Ogishchee Co. I hope God will reward you for the good you are doing for suffering humanity.
Yours sincerely,
H. D. BANKS.

Testimonial as Proof

"How do you like your typewriter?" asked a salesman of one of his customers.
"It's most satisfactory!" was the reply.

"Why, certainly I will," and according to the possibilities of your proposition, and get him interested.

"That's fine! Would you be willing to give me a little testimonial to that effect?"

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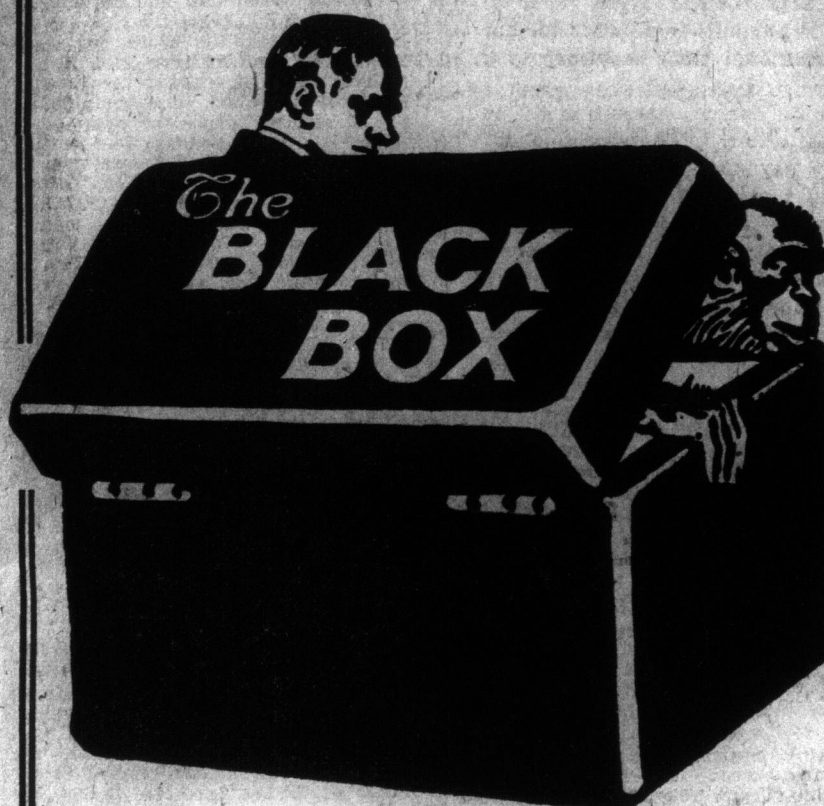
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CAN YOU SOLVE THE MYSTERY OF THE BLACK BOX?

It is one of those powerful, gripping stories that keep you in breathless suspense between instalments. The thrills that the author, E. Phillips Oppenheim, has woven thru the tale are guaranteed to satisfy every lover of action in fiction.

Read the story in this paper, then follow it in the Movies

First Instalment Next Sunday!



The Last is the BEST

BEFORE the days of tango teas and fox trots, when we gathered at the home of somebody's best beau down in the Old Town, we used to "count out" for the games, and the invariable rule of THE LAST IS THE BEST OF ALL THE GAME was a law that could not be disputed.

A recent review of "Mr. Grex of Monte Carlo," says that the work of E. Phillips Oppenheim improves steadily as the years roll on; and that his stories are as full of dramatic interest as ever.

True, and his VERY LAST story is yet the best of all. It has dramatic interest plus; it is inventive, scientific, ingenious, SKILFUL—a story that will live as long as will the name of the author itself.

This wonderful story is "THE BLACK BOX," a mystery tale told as only Oppenheim can tell it. Plausible, yet seemingly beyond human comprehension; sensational, yet profoundly dignified, mysterious without a hint of cheap "blood and thunder."

THE BLACK BOX is full of action—gripping, soul-stirring, thrilling—something doing in every line—never prosaic, never commonplace, never dull. Being written by E. Phillips Oppenheim it necessarily follows that the plot is original, that the situations are exciting, the denouement intensely dramatic.

And so "the last is the best of all the game," and as nothing is too good for our readers, this LAST and BEST story will be presented to them in serial form. The unique motion pictures of THE BLACK BOX, which were produced by the Universal Film Manufacturing Company, will be shown at the same time.

You will want to see these startling pictures; you will want to read this thrilling story; you will want to be among those who solve the mystery—who learn the secret of THE BLACK BOX.

Watch for the Opening Instalment

Toronto Women Who Have Made Good In the World of Work

Miss Mary O'Brien

If there is one profession above all others which seems particularly adapted to a woman, it is that of advertising. And it is not astonishing that so many women have adopted the writing of advertisements as their life work, but there is another phase of advertising which has in it more of the business quality, and, possibly, for that reason, does not seem to possess the same attraction for women—that of advertising solicitor. That at least one woman in Toronto has found this a paying and very pleasant work is evidenced by Miss Mary O'Brien, who, as a business free lance, divides her time between soliciting all the advertisements for several weekly papers, among them being The Record and The Bulletin of London, and The Messenger of Montreal, and taking up on her own shoulders the full responsibility of the financial end of a great many advertising booklets.

Miss O'Brien started her business career in the office of The World, but the call of the out-of-door work proved so strong for her and she accepted a position of advertising solicitor for a small weekly, about seven years ago, from which she has gone on to her present work. She has all the qualifications of an excellent ad-getter, and to the looker-on, would have decided, if missed her vocation had she chosen any other line of work. "Enthusiastic, persistent, without ever being insistent, always cheerful and happy, and with a clear eye for a good business proposition," that's what the business men, with whom she deals with, say about her.

"What's the chief qualification for soliciting advertising?" Miss O'Brien said in answer to an enquiry, "I would emphatically say—to have a good paper behind you, one that you can conscientiously recommend."

"It would be an absolute farce to go to business men and try to get them to advertise in a paper that you yourself had no faith in."

"You get your advertising on the merits of the paper. If you have the best paper, the one which covers the widest field to the best advantage, the people will quickly recognize it. Most

of the regular work is on contracts, but the financing of the getting out of special editions—you get your ad., and it is paid for, and when that part of the work is over, all you have to be troubled about is that there are no mistakes in the copy, for you know, that if there were one mistake the customer would have no right to pay for his ad. It's a fairly nice work, too, the special advertising, for once you close a job it is finished, and you have got to keep an eye on the "life" of an ad, that is, the time it has got to run, or any of the small financial details which go into the advertising part of a paper. Very few people realize just what advertising means, and how little a paper could get on if it were not for the ad. It's the advertising that gets out the paper and pays the salaries, not the subscriptions, and yet you've got to have the subscription list behind you before you can get the ads."

"There is a little difference in the way you go about the regular and the special advertising," she went on. "For instance, with the regular work, my part is to get just as much advertising as I possibly can each week, and get as many contracts closed as possible."

"The more advertising I get the more I have of percentage, so you can imagine I pay to be as energetic as possible. With the special work I usually find out the expense of getting out the booklet before I begin. Say it costs \$2000. Then you feel that you have got to make at least \$2000 worth of advertising. The whole financial responsibility of it then rests with me, and I have to fill the book with advertising, so placed and so displayed that it will give the best return to the advertiser. Then I look after the advertising entirely until it appears, looking after the printing and everything."

Miss O'Brien has just finished two special jobs, the getting out of a widely known year book, and a booklet for the London and Ontario, and distributing facts about it, and is busy just now on an attractive booklet for one of the best known hotels of the city. The latter will be distributed among all the most prominent hotels in the United States, as well as being in every guest room of the hotel, where it will be used as a perfect guide-book, and a mine of information for shopper and advertiser.

In parting Miss O'Brien said, "The one important thing on which everything else depends is how you approach people. While you must be insistent, you must not appear to be over-anxious. I always go to headquarters, for it's always best to see the man in charge, and demonstrate

to him the possibilities of your proposition, and get him interested.

"Some times you will realize that he is interested and yet he runs down your proposition. That's the time you must get your courage up and stand to your colors. He's likely only trying

to see if you yourself really feel the propensity to be a good one."

Usually considered a man's job, advertising soliciting has been proven, in this case, at least, to be a woman's job. In and out of the business houses, businesslike yet bringing with her a

atmosphere of optimism and good cheer, which makes one feel that 1915

is, after all, just the year to advertise more than ever "to keep up our end."

Miss O'Brien has grown to be a valued member of what is generally recognized to be the most important side of newspaper work. Certainly the most

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