

BUSINESS MEN LISTEN TO VERY INTERESTING ADDRESS

Charles H. Mackintosh, President of Associated Advertising Clubs of the World, Presented Facts for Education of Salespeople on the Matter of Advertising.

One of the most interesting and instructive addresses, which it has been the good fortune of the business men of this city to hear, was given yesterday by Charles Henry Mackintosh, president of the Associated Advertising Clubs of the World, before a representative audience, at a luncheon, held at Bond's, under the auspices of the local Ad. Club. The latter organization is to be congratulated on its effort in arranging for Mr. Mackintosh's presence in the city, as yesterday's meeting was most profitable, especially from the standpoint of the retailer and his employee. The speaker dealt forthrightly on the theory of education and co-operation among retail sales forces, with a view to securing and retaining the greatest essential towards successful business—the good will of the customer. At the close of the address, Premier Foster extended the welcome of the province to Mr. Mackintosh, and moved a hearty vote of thanks for his illuminating address. The motion was seconded, in a happy speech, by His Worship Mayor Schofield, who also extended to the visitor the welcome of the city. R. A. MacIntyre, president of the local Ad. Club, who acted as chairman of the meeting, extended the appreciation of the meeting to Mr. Mackintosh, and briefly dealt with the aims of the club.

"There never was a time in the commercial history of this country when it was so urgent that we business people get together and discuss business conditions thoroughly and carefully," said Mr. Mackintosh, in opening his address. We have got to learn to do business today on an entirely different basis than for the past quarter of a century, and for another quarter of a century to come we will have to do business upon this new basis.

Prosperity and high prices have nothing in common. If high prices meant prosperity, which would be the most prosperous country in the world today? It would cost you \$10,000 to buy a suit in Russia. It would cost you \$20,000 to buy a first class letter. If high prices meant prosperity, obviously a country having prices which have reached such high levels would be the most prosperous in the world. In reality, of course, high prices have nothing to do with prosperity. The only relation is this: How much in commodities can a man get for what he earns by his labor? How much will his effort buy him? As prices fall the purchasing power of the dollar comes up, so from the standpoint of the general public, this constant fluctuation in prices means practically nothing. While prices are rising, the value of the dollar is falling and when prices are coming down the purchasing power of the dollar is going up.

From the standpoint of merchandising this means a big problem. We will have to do business for the next twenty-five years on a falling market instead of doing business on a rising market as we have for the past quarter of a century. Very few of our present business people have had personal experience of a falling market, and we will be required to do it for the next quarter of a century. There is all the difference in the world between buying and selling on a rising market and a falling one.

We recognize today the fact that retailers must estimate their possible market more closely than ever before. We don't have to do this, but we have to do it. In fact, probably 97 per cent of the retailers today are underbidding. They are afraid they may not be able to sell. It is not so easy to sell today because the very same thought that restrains the merchant from stocking up is restraining customers from stocking up. There never was a buyer's strike. Buyer's strike was a clever term but what really happened was the individual himself or herself stopped to think, saying, "Prices are falling; wait, they will probably reach the bottom in a couple of months," and put off buying until the bottom was reached. So I say the best message you can send out to your customers is, "If you people are going to stop buying until prices reach the bottom, you are going to stop living, because the price will go down for thirty days. You might just as well start buying right now because while prices, including the price of labor which is so large a proportion of all costs, will keep on falling and the value of the dollar will keep on coming up to meet them."

Most of the selling in this country is done of course by retail salespeople. It isn't done by high priced specialty salesmen. And those salespeople look upon the proposition of creating desire and concentrating it on certain goods as being human nature naturally. In the past four or five years have not had to sell goods. Their time has been taken up explaining why they couldn't deliver them or in merely delivering them. I imagine

Born

FARQUHAR—April 27th, to Mr. and Mrs. G. M. Farquhar, Queen street, a son.

Died

SEELY—At Lower Norton, Kings County on April 21st, 1922, Susan Ellen, widow of the late Byron Seely, in the 73rd year of her age. Funeral will take place at Lower Norton, on Monday, April 24th, at 2:30 p. m.

MASONIC FUNERAL

The members of the New Brunswick Lodge No. 21 P. and A. M., are requested to attend the funeral of our late brother.

FRANCIS W. SMITH
at 7:30 o'clock, Sunday at 2:30 p. m. without fee.

Members of sister lodges invited to attend.

By order of the Worshipful Master, FRANK W. SMITH.

MINISTER OF LABOR MURDOCK GIVEN SEVERE PANNING BY RT. HONORABLE ARTHUR MEIGHEN

Discussion Arising Over Conciliation Board to Hear Disputes in Nova Scotia Coal Mining Troubles Showed Up Cabinet Member in Ludicrous Light, and Being Ignorant of the Statutes Relating to His Department.

Ottawa, April 21.—(By Canadian Press)—Introduction of main estimates of the Department of Labor at last night's evening session, precipitated a discussion on the situation in the Nova Scotia coal mines. On an item of \$50,000 to provide for administration of the Conciliation and Labor Act, and the printing of the Labor Gazette, Hon. H. H. Stevens (Conservative, Vancouver Centre) asked Hon. James Murdock, Minister of Labor, what progress was being made in Nova Scotia in the matter of the coal strike. The Minister's answer was unsatisfactory.

Mr. Murdock stated that the Conciliation Board had been reconstituted, but that the chairman and the representative of the employees had resigned stating that, under the law, they had no authority to deal with the situation. The resignation of these two men had been accepted, and the Department of Labor immediately took steps to institute a new board. The situation now was that the representatives of the employees had made a recommendation for appointment. The company had not yet submitted the names of their representatives and the time given them elapsed tonight. If the company failed to submit a name, it would devolve upon the Minister to select its representative. When the company failed to do so, the Minister would appoint a chairman. Failing agreement, the Minister would appoint a chairman. "What is the situation in the mine at present?" queried Mr. Stevens.

Mr. Murdock replied that his information was that coal mining was proceeding in a fairly normal manner. The "strike on the job" policy had been abandoned. Government at Sea. Rt. Hon. Arthur Meighen did not know why the Government had wasted time in reconstituting the old board, as under the statute, it could not function. When his re-appointed members resigned they were resigning positions which they never had. He could not help but think that the Minister had been aware of this all along. However, he was glad to see that something had at least been done. He hoped that the new board would go to the root of the trouble and learn all the facts.

Mr. Meighen also expressed the hope that when the Minister of Labor made a declaration of policy, he would make the most advantageous one for Government and not of himself. It was unsatisfactory to have the Minister's policy, as stated in the House, denied by his colleagues.

Mr. Murdock replied that he had

ONE MAN KILLED, THIRTY INJURED

Toll of An Explosion at An Oil Station in Downey, Cal.

Downey, Cal., April 21.—One man killed and thirty injured, two seriously, was the toll tonight of two explosions at an oil station here today. Seventeen hundred gallons of gasoline blew up after the fire started, either from crossed electric wires or from a blow torch which was being used by a workman near the building.

The woman question.

Fisherwoman—Don't you want to buy some fine trunks, sir? Look—they're all alive.

Summer Boarder—Yes, but are they fresh?—Le Journal Amusant.

STOMACH TREATMENT FUTURE FOR CATARRHAL TROUBLE

Impossible to properly treat Catarrh in the nose or throat by dosing the stomach. To rid the system of Catarrh, send the healing power of Catarrhona after the germs, and accomplish real results. When you inhale the rich, potent essence of Catarrhona and get its healing balsams circulating all through the breathing organs, the cough is eased, sneezing stops, the nostrils are cleared, the throat is healed and freed from discharge. If you want permanent relief from Catarrh, use Catarrhona several times every day. Safe and sure. Two months' treatment One Dollar, small size 50c. All dealers or The Catarrhona Co., Montreal.

York suggests that we may spell the last word, "profits."

It is a fact that the good will of our customers depends; no less than the well-being of the business, on the result of our advertising, rests in the hands of retail salespeople. What are we going to do about it? What are we going to do to realize that 50 per cent of lost sales? The answer must be found in EDUCATION. Realizing that the average retailer is not in a position to answer that problem for himself, the Ad. Clubs have decided to put on a co-operative campaign for the training of retail salespeople.

It isn't what you put into a sales talk or into your advertising copy that gets results; it's what the customer takes out of it. And what the customer gets out of your copy doesn't depend upon your education but on his, so if you put anything into the copy or sales talk that is above the intelligence of the fourth grade or grammar school, you are aiming your weapons at only 6 per cent of your prospects.

Today we must speed up business, and it is the function of an advertising club to do that very thing. Advertising Clubs exist for the practical purpose of studying and applying to that condition better business methods.

all along been of the opinion that it was impossible to reconvene the Conciliation Board for the purpose of investigating the trouble. The leader of the opposition had suggested that action for the sake of playing on himself or other members of the Government.

"Will the hon. gentleman quote my words while I suggest reconvening the Conciliation Board?" interjected Mr. Meighen.

Mr. Murdock read Mr. Meighen's questions as to whether the reconvening of the board was unconstitutional in regard to the Conciliation Act. "I never made the suggestion that the Board should be reconvened," came back the Opposition Leader. "I was asking whether, since it was to be reconvened, it was unconstitutional."

The Minister of Labor said that he had not the slightest desire to misrepresent Mr. Meighen. But the delay that had occurred during the past three weeks had been due to the action of Mr. Meighen.

The Minister said he knew that the Leader of the Opposition was very clever at leading the House to believe that the responsibility was not his own, but nevertheless the Right Hon. gentleman was primarily responsible for the delay. However, the department was now trying to make up for the delay that the Leader of the Opposition was responsible for.

Meighen Amused.

"I cannot say," retorted Mr. Meighen, "whether astonishment or amusement is apperceived in listening to the Minister." He went on to say that the suggestion that the board be reconvened was made not by himself but by Hon. T. A. Cresser, when he had heard the impossible position taken up by the Minister. Mr. Cresser's suggestion had been accepted by Hon. W. S. Fielding, and then Mr. Murdock had issued a proclamation that nothing would be done unless Mr. MacLachlan backed down.

It was after this proclamation by Mr. Murdock, said the Opposition leader, that he had asked whether the board would be reconvened unconditionally.

Here Mr. Murdock interposed to ask whether Mr. Meighen would say that the Minister of Labor was acting in disregard of the rights of the people when he had demanded that there must be a repudiation of the strike on the job.

Did the leader of the Opposition believe that he was his own friend as an answer? He was the worst of Mr. Meighen, but I will not be diverted from the point.

He then finished his account of what had occurred in the House when he had inquired whether the reconvening of the Board was unconditional.

"Minister," he wound up, "who says after all that happened, that I am the father of the reconvening of the Board?"

"I am willing to leave it to the people of Canada to judge," called out the Minister.

We are now before the members of this House," shot back the Conservative leader.

The item carried.

CANADA DEVELOPS UNDER-SEA MINING

Pioneer Work to Secure Submerged Coal Deposits Graphically Described.

Montreal, April 20.—The remarkable conditions under which Canadian engineers are extracting coal from beneath the sea in the Sydney district of Cape Breton Island was described by Mr. F. W. Gray in an address before the Montreal branch of the Engineering Institute of Canada. It is noteworthy, said Mr. Gray, that a Canadian enterprise (The British Empire Steel Corporation) should control and operate the largest undersea mining operations in the world. For purposes of comparison, Mr. Gray stated that at several points in Great Britain, in Australia, Japan and Chile.

It was a coincidence that coal should be found beneath the sea in New South Wales and under Sydney Harbor in Nova Scotia, he declared. In Canada, another important coal mining operation was being conducted under the name of the Steel and Coal Company at Sydney Mines, where the face of the main shaft is 2 1/4 miles from shore. At many other points, coal is being worked at distances exceeding one mile from shore, under a thickness of strata ranging up to 1,400 feet.

The only important difference between the undersea coal mines of the land and from under the sea is the danger of inundation from the sea, and the chief necessity imposed upon the mining engineer is to prevent breaking and distortion of strata by above coal seams. The great problem in the Nova Scotia fields is transmission of power underground for the purpose of driving the shafts, and forcing of fresh air through many miles of underground passages. The taking of workmen to and from the working face each day will become a question of much importance when workings extend four or five miles seawards, or even greater distances, as is not unlikely in the future.

A great hindrance to coal mining under the sea in Nova Scotia has been the method of leasing coal areas. Instead of dividing the undersea coal into mining areas, preserving to each area the invaluable right of access from the shore, the province has leased rectangular areas according to priority of application and without relation to the technical necessities of coal mining.

Result Was Confusion.

"The result has been confusion and conflict of interests. This condition, first suggested, and eventually forced, consolidation of mining properties of the Dominion Coal Company and the Nova Scotia Steel Company, which has made it possible for the mining engineers of the merged companies to disregard lease lines in their planning of mine extensions. This will result in saving millions of dollars in future mining operations, and in lengthening the life of all submarine collieries and their equipment, by permitting operators to proceed seaward to the point where extraction of coal is more than it can be sold for—which will prove to be the limit of submarine mining in Nova Scotia, rather than failure in persistence of the coal seams."

"Great credit is due to Canadian engineers for their pioneering work in undersea mining, which has demonstrated the possibility of much greater development. It is extremely probable that mining textbooks of the future will give special prominence to the development of a Canadian technique in mining under the sea that has been the excellent result of local conditions daringly and skillfully attacked by men who had no precedents to guide them, and whose achievements have not hitherto been appreciated in Canada."

REITERATES THEIR GENERAL DEMANDS

Anthracite Operators Announce Nothing New to Aid in Strike Settlement.

New York, April 21.—Anthracite operators, who had announced that they would submit to the miners the terms upon which they would sign an agreement ending the strike, contented themselves with a single reiteration of their general demands that wages come down. The subcommittee will resume negotiations next Tuesday.

TO DISEASE

This is an apt description of the situation. It's an unnatural condition to begin with—but it's dangerous because it leads to indignation, fills the system with poison, brings on aneurism. You don't need a purgative; you don't want to weaken the system by a harsh, gripping medicine—what you need is mild, natural stimulant to the bowels. You get just what you need in Dr. Hamilton's Pills, which tone up the liver, restore the bowels to perfect action and positively and constitutionally. You'll feel tip-top after a splendid course with Dr. Hamilton's Pills. Good for young and old—a real family medicine. 25c. all dealers or The Catarthosone Co., Montreal.

LEAVES MESSAGE, THEN SUICIDES

Daughter of Souris Farmer Drank Three Bottles of Gopher Poison.

Winipeg, April 21.—"Good-bye dear mother, dad and Will; when you wake I will be no more." This parting message was left by Agnes Fowell, daughter of Morgan Powell, farmer, living near Souris, Man., who committed suicide by taking gopher poison. Three empty gopher poison bottles were found lying beside her. No motive can be found for the act as the girl was in the best of health and very popular in the community.

TO HIS WORSHIP MAYOR

St. John, N. B.
Dear Sir,—Your con-

PURER THAN AIR! Purity Heated Ice Cream

The atmosphere used in making Purity Heated Ice Cream is infinitely purer than air. It is a sterile, clean, germ-free atmosphere. The purest atmosphere known to science—the air at mountain tops, which ordinary mortals never breathe, is said by scientists to contain over 3,000 particles of dust and dirt to the cubic inch.

The same authority says the air of our busy cities is never pure. It is often laden with all kinds of impurities. So mixing air in with pure cream, sugar, and flavoring used in making ice cream makes the finished product impure.

Purity Heated Ice Cream is made by a patent method. The air is driven out of the freezers before the mixture is run into them. The pure atmosphere is forced in under pressure, until it replaces the air.

The mixture is then frozen in this super-pure atmosphere. That's why we can say that Purity Heated Ice Cream is infinitely purer than air made ice cream.

Be sure, when you order ice cream, whether it be a dish or a brick or carton to take home, that you are getting Purity Heated Ice Cream.

If It Isn't Purity, It Isn't Heated.

PURITY ICE CREAM
BEST AND PUREST BECAUSE ITS HEATED

PURITY ICE CREAM CO., LTD.
ST. JOHN, N. B.

TO HIS WORSHIP MAYOR

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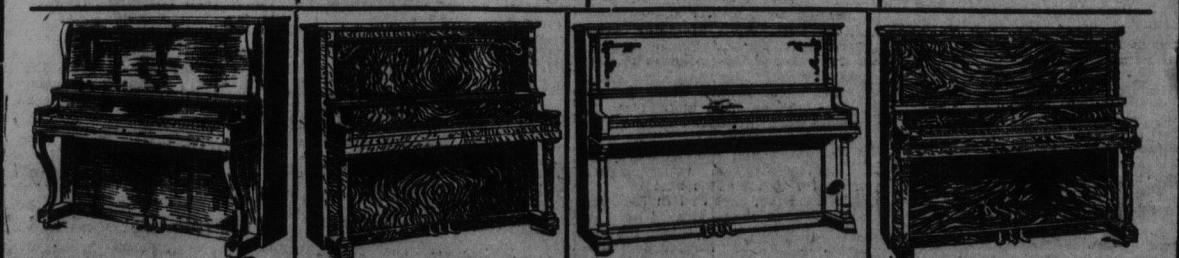
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PIANO SALE

No. 1 Good used Dominion Upright Piano. Beautiful tone in ebony case. Sale price \$225.00. Only \$2.50 per week.	No. 2 Good used Kingsbury Upright Piano. Beautiful Walnut case. Excellent tone. Sale price, \$225.00. Terms \$2.50 per week.	No. 3 Practically new Ennis Piano. Upright, fumed oak case. Price new, \$450.00. Now \$300.00. Terms \$3 per week.	No. 4 Used Stadia Upright Piano. A very fine instrument for only \$135.00. Terms \$2.00 per week.
No. 5 Used Cadby Piano. Upright, nice piano for child to practice on, for only \$75.00. Terms \$2.00 per week.	No. 6 A nice little Upright Piano, nice tone, for only \$15. Terms Cash.	No. 7 A good W. A. Jewett & Co. Square Piano, for only \$75.00. Terms \$2.00 per week.	No. 8 A very fine famous old Steinway Square Piano, for \$140.00. Fine Value Terms, \$2.00 per week.
No. 9 A Billings & Co. Square Piano for \$80.00. Terms \$2.00 per week.	No. 10 One Ivers & Pond Square Piano, a very fine instrument for only \$90.00. Terms \$2 per week.	No. 11 A John Mitchell & Co. Square Piano, a beautiful tone for only \$100.00. Terms \$2.00 per week.	We have several other good square pianos ranging from \$20.00 up. Also a lot of good organs from \$15.00 up.



STORE OPEN EVENINGS

These Pianos are all excellent values, being thoroughly overhauled and repaired and absolutely reliable at prices offered. We furnish a good seat with each Piano and we deliver free of charge to any part of city or will prepay freight to outside districts to purchaser's nearest railway station.

SALE CONTINUES FROM MONDAY, 24 TO SATURDAY, 25.

The C. H. Townshend Piano Co., Ltd.

54 KING STREET, CITY

TO HIS WORSHIP MAYOR

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SPRING

Now Needed by Near

To Purify the Blood

Up Spring

Few come to the

days without wear-

ing that "tired feel-

ing." Change of sea-

son all the strength

many people say.

The tonic and

needed is Hood's

Springs

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