

ADVERTISING FOSTERS DISLIKE OF ANY PRODUCTS BUT BEST

ADVERTISING OF REAL VALUE TO BUYING PUBLIC

Truth Recognized as Dominant Factor in Success of London Merchants.

FIND QUALITY COUNTS

Consumers Educated by Daily Reading as to Merit of All Articles.

London merchants know the value of advertising, but what do the consumers—the members of the great buying public—think of it? If you ask the average man on Dundas street he will probably dismiss it with: "Oh, the public pays for it?"

Happily, however, this is not the case, for if the man who made that sweeping assertion considered the matter carefully enough he would find the reverse was true—that both buyer and seller benefit alike.

Modern scientific advertising, it has been proven, pays its own way, and has earned a prominent place in the assets column. It so increases the business of the man who takes advantage of it that he is able to cut the profit on the individual article, and yet because of the larger volume of business reap just as great a total of profit.

Unscientific advertising is the only kind that fails to bring results for merchant and consumer alike. Not only does advertising precede an appreciable saving in dollars and cents, London businessmen have found, but it raises the public standard of taste.

Truth Big Factor. Truth has long been a factor in the advertising done by London business houses, and this has aided much in establishing mutual confidence between the customer and the merchant.

When a merchant sets out to advertise his wares, he knows that he is entering a field filled with competitors. Therefore, he stresses some quality or qualities that his goods possess, which others do not. This stressing of quality appearing daily, as it should, before the eyes of the householder leaves an indelible impression that he cannot escape. Thus Londoners are educated to the fact that quality counts, and they learn to ask for the better grades of merchandise. No longer does the cheap article satisfy.

Educate Householder. Scientific advertising has educated the householder to practice economy—not the economy of the miser, who thinks that he is saving by denying himself, but the economy that makes him buy the best because it endures and is true value.

Then advertising puts the consumer on his guard. Through daily reading he learns the names of the various things which are widely used and have made a mark for themselves. When the name of a well-known auto, piano or the like, is brought to his attention he involuntarily associates certain qualities with that article.

The names of certain brands of cigarettes, cars or bicycles are better known to the public than the names of some of the leading men of the period. And truthful advertising has created this state of affairs.

If it were not for advertising, London merchants and manufacturers would only sell to persons within easy traveling distance. With the aid of advertising, however, the merchant is able to tell his story through the newspaper to residents of the most remote village, and those

Declares Advertisers Get Best Results.

A. R. MALTON, director of McConnell & Fergusson, and a member of the executive committee of the Advertising and Sales Club of London, observes a healthy tone in business at the present time. And Mr. Malton is in a position to draw conclusions, for he handles many of the largest accounts for McConnell & Fergusson.

"Business is easy to secure for those who go after it," Mr. Malton states. "Those getting the best results are advertisers."

Speaking of the Advertising and Sales Club, Mr. Malton declares: "You get out what you put into it." "When the members of an advertising club co-operate in developing the sales idea or publicity, the advertising club succeeds," he added.

"The officials of the Advertising and Sales Club of London are certainly aggressive. Their aggressiveness this year is going to make the club show better results."

"Advertising is so closely linked with sales that time spent with the club is well worth while to any executive of any company."



A. R. MALTON.

Business Builder Heralds Era of Prosperity.

GEORGE G. WESLEY, chairman of the publicity committee of the Advertising and Sales Club of London, and manager of the British and Colonial Press plant, is a business builder.

Since Mr. Wesley came to London



GEORGE G. WESLEY.

three years ago and assumed control of the local office of his firm people in turn know where they can buy a certain article, what it will cost, and have an excellent idea of the worth and appearance of the article without ever having left their homes to investigate.

Saving in Labor. Consumers are greatly indebted to this force of advertising for it enables them to order their existence methodically and with a saving of labor.

By enabling the merchant to make a quick turnover, advertising helps to reduce prices.

For instance, John Smith, an enterprising London businessman, has a certain amount of goods that he wishes to dispose of. He tells his story through the columns of the newspaper. On the day of the sale hundreds of people are attracted to his store. He sells all his wares and is able to do so at a lower figure than the man who does not draw the crowd, for the expenses in connection with the storing of the particular stock of which he disposes is re-

Sees Awakening of Service Spirit in Canada.

GILES R. TAGGART, American consul at London, is an active member of the Advertising and Sales Club.

Mr. Taggart joined the organization, he declares, for the same reason that he joined many other clubs in the city, namely, to mix with the best class of citizens.

He has been greatly helped in his work by the special lectures given by some of the biggest advertising and business men of Canada and the United States.

Prosperity, Mr. Taggart believes, will come when there is an awakening of the consciences of people working for others, and when those people stop watching the clock.

There must be a revival of religion in business, he thinks.

He sees signs of an awakening of this conscience in Canada, of a recognition of the rights of others.

The service spirit advocated by the clubs today is simply what men have had impressed on them by their church pastors ever since they were knee high to a grasshopper, is his belief.

In recent years, Mr. Taggart states, men have come to think less of themselves and more of their brother.

Mr. Taggart did not occupy the post he now holds by mere chance,



GILES R. TAGGART.

but by dint of hard work. Prior to entering the U. S. government service he was associated with various business concerns in the United States.

"Truth in Advertising" Yields Big Dividend

G. L. SPRY, advertising manager of the Huron & Erie Mortgage Corporation, and a member of the executive of the Advertising and Sales Club of London, attributes much of the success of the Huron & Erie in recent years to "truth in advertising."

"The nationally-known advertising



G. L. SPRY.

business point of view is worth in many cases more than the paid-up capital and reserve fund.

Webster's dictionary says truth is the true state of facts or things. The duty of the court of justice is to discover the truth. Witnesses before the court of justice are sworn

Goodwill Keeps Wheels of Industry in Motion

Goodwill! That more than anything else keeps the wheels of industry revolving. Goodwill is relished by the best and worst of men. It is something that cannot be bought for money, but it can return money if employed in the proper way.

Goodwill in advertising is essential.

Businesses that consider goodwill their biggest asset are the ones that have a good clientele of regular customers, who come to regard business as a friend, working not only for monetary gain, but working for their benefit as well.

to tell the truth, the whole truth, and nothing but the truth.

"The national advertiser of today who builds for the future must visualize in Canada's growing population, to whom his appeal is directed—a 'court of justice,' not whose duty it is, but whose privilege it is to discover the truth. The local advertiser will realize that the handful of potential buyers in his district are all charter members of this 'vast court of justice.'"

"If your advertised wares or investments are as represented and they give satisfaction, the purchaser

discovers the truth about them, and you have made a friend. Should they fail to satisfy, he discovers a repeat order would be unprofitable, and straightway forgets you."

"Has advertising proven an important factor in the development of the business of the old Huron & Erie?"

"A few figures will answer that question."

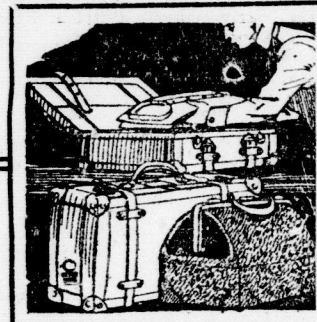
"Savings deposits and Canadian debentures: 1912, \$5,199,071; 1914, \$5,583,636; 1916, \$7,190,512; 1918, \$8,320,193; 1920, \$13,265,074; 1921, \$14,235,053."

"Total assets: 1912, \$14,624,452; 1914, \$16,418,166; 1916, \$17,771,190;

1918, \$18,207,750; 1920, \$22,647,815; 1921, \$22,712,516."

"During 1921 we said 'Business is good; go and get it.' The above figures show an increase of \$970,000 over 1920 in savings deposits and Canadian debentures."

"What are the prospects for 1922? We believe they are what you make them. It is easier to be optimistic than to be pessimistic, because while good, and that's the time to go to business. To keep that way until the profit and loss account for the year is closed is essential. To automatically extend it through another twelve-month period should bring results. We are hopeful."



WHEN YOU UNPACK

Does your luggage look and wear well after many trips and hard usage? Lots of Valises and Suitcases look dandy when you take them out of the store, but what about after you've used them a few times?

Ours are the kind that become true and trusty friends—more welcome as time passes.

We carry a full line of Club Bags, Trunks, Suitcases, Purses, Music Cases, Shopping Bags, Etc.

TRUTHFUL ADVERTISING AND SQUARE DEALING HAS ENABLED US TO RETAIN OUR POSITION AS "LONDON'S LARGEST LEATHER GOODS STORE"

J. DARCH & SONS

377-383 Talbot Street, London.

Three doors from King Street.



Commercial Sincerity

Commercial sincerity is today a recognized asset. The reputation of being reliable—goods up to the standard and fair dealing—is indispensable to every concern that expects to succeed.

Commercial sincerity is the watchword at our BIG FIRE SALE. We aim to give thrifty people real bargains in reliable, serviceable goods, realizing that when we announce future sales they mean something.

Here Are Some Real Values

MEN'S BOOTS
Fine Box Kip, Chrome Grain and Brown Kip Lace Boots, recede and round toes... **\$3.95 and \$3.49**

MEN'S BOOTS
Brown Cordo Calf Lace Boots and Oxfords, Goodyear welt, new French last... **\$4.95 and \$4.45**

BOYS' BOOTS
Fine Box Kip and Brown Cordo Calf Lace Boots, regular or brogue style, good school shoe... **\$3.49 and \$2.49**

MISSSES' BOOTS
Box Kip and Dongola Kid Blucher-Cut Lace boots, just the thing for school, sizes 11 to 2... **\$2.39**

WOMEN'S BOOTS
Fine Black Kid Lace Boots, Comfort last, cushion sole, low heel... **\$3.49**

WOMEN'S OXFORDS
Fine Black Kid Oxfords and Slippers, flexible and turn soles, plain toe or tip, Cuban and low heels... **\$2.95 and \$2.49**

NEW SPRING ARRIVALS

\$2.95 Women's Kid, 1-Strap, 2-Button Slippers, Cuban heels; Dongola Oxfords, flexible soles, stitch tip, Cuban and low heels.

\$3.45 Growing Girls' Patent and Vici Kid Two-Strap Slippers, flexible soles, low Cuban heels.

\$3.95 Women's Brown Calf Oxfords, perforated on vamps, seams and toes, Cuban and low heels; Gunmetal Calf Two-Strap Slippers, perforations across vamp, Cuban heels.

\$4.45 Growing Girls' Black or Brown 8-Inch Calf Lace Walking Boots, new style low heels, sizes 2½ to 8.

\$4.95 Women's Brown and Black Calf One-Strap Brown and Black Calf Oxfords, perforated across vamp and spray on tip, new style low heel.

\$4.95 Women's Patent One and Two Strap Slippers, daintily trimmed with suede, some with dull kid, others with little touches of white; Cuban, Louis and Baby Louis heel.

A glance at above list is sufficient to convince you it is not necessary to pay fancy prices for shoes of style and durability.

Morrison Shoe Co.

123 DUNDAS STREET AND 8 MARKET SQUARE.

That every wash in London will come to us to be made as white as the space around this little announcement is the sincere wish of

THE FOREST CITY LAUNDRY

Per W. R. Jarmain



Enameled Cooking Utensils
"The CLEAN Ware."

McClary's Enameled Cooking Utensils are simply steel enameled with a coating of tough, heat resisting porcelain. Housewives appreciate the wearing qualities of McClary's Enameled Cooking Utensils in preserving time. They know that fruit acids cannot stain or eat into the hard glossy surface. No pores in which bacteria may hide—no special scouring to reduce an acid-bitten surface to smoothness—only a tough, smooth, clean surface that is easily and quickly washed with soap and water. Be sure you get

McCLARY'S