

It has an unadulterated goodness that puts other Teas to shame

"SALADA"

Black or Mixed—Sealed Packets only. M316
FREE samples sent by mail on inquiry—
Address: "Salada" Montreal

IGNORING THE RETAIL MERCHANT

When Sir George Foster, Minister of Trade and Commerce, decided to advertise Canadian apples for Canadian consumption he ignored the retail trade entirely. This was quite unintentional on his part. Advertising was a new phase of business to him. He called in an advertising agency who told him the proper thing to do was to give them the money and to spend it in the leading daily papers. No effort whatever was made to explain the situation to the retail trade. The result has been that the retailers were placed at a disadvantage as the public were not properly informed. They understood that apples were unusually plentiful this year and could be bought cheap. So they can, but apples of fine quality, such as leading grocers sell, cannot be bought from the farmer at low prices. When retailers who give more thought to their reputation and the value they give for the money were asked to sell apples at about \$1 a barrel—the price they were led to expect from the advertising—for which they paid the wholesaler or farmer, \$2 or \$3, the consumer naturally believed the retailer was robbing him. Right across Canada in consequence the feeling has gone that the retail grocer, who has probably the smallest margin of profit of any dealer in the country, is making enormous profits and is the man responsible for the high cost of living. Letters are pouring in to the newspapers, and some are being published from indignant consumers, who refuse to believe the explanations.

The Canadian Manufacturers decided upon a campaign to urge Canadians to buy Made-in-Canada goods, and \$30,000 is being expended under the direction of another advertising agency. Again, the retail trade is ignored, and so are practically all the important weekly newspapers, and the local weekly paper is as carefully read in the smaller cities, towns and villages, as in the Bible. The manufacturers now complain they are not getting the results from their big expenditures they anticipated.

The theory of the advertising agency is that if an article is strongly advertised the retailer has got to handle it whether he likes it or not, but this has not worked out in practice. The fact is that no article has ever been forced on the retail trade permanently. The average advertising agency is not equipped to deal with the retail trade. They do not understand questions from the retailers' standpoint and advertising agencies that ignore the retail service are not giving intelligent service to their clients. As manufacturers learn more

about advertising they realize that the most important factor, an absolutely essential factor, in selling any goods, is the co-operation of the retail trade.

The National Drug and Chemical Co., who are members of the Canadian Manufacturers' Association, are to be congratulated upon coming out strongly on this point. They pay an annual subscription of \$70 to the Manufacturers' Association, but announce, in a circular to members, their willingness to appropriate \$250 or \$500 a year towards a proper advertising campaign, provided that the retail trade is not ignored. In the circular they have sent to members of the Manufacturers' Association they say "to get the full benefit of the newspaper advertising, it is necessary that each manufacturer should make every effort to interest the retailers in the movement, in order to get them not only to use their influence towards educating the public by means of effective window displays of Made-in-Canada goods, but also to get the retailers to really push the sale of goods. Therefore, too much stress cannot be laid * * * * * while at present the public take a faint interest in the Made-in-Canada movement, it would with the retailers' co-operation take a very decided interest in the movement and would be anxious to purchase Made-in-Canada goods." As large advertisers themselves, they say further, "that unless the manufacturers are successful in interesting the retail dealers and getting them to co-operate in the important movement of developing the sale of Made-in-Canada goods that the money now being expended in the public press will, while creating some slight attention, be ultimately lost," and again in the circular they say, "to bring the present movement to a successful issue will require not only enthusiasm but continuous hard work on the part of each manufacturer with the retail dealer."

These two national experiences are of great value in opening the eyes of all manufacturers to the absolute necessity of securing the co-operation of the retail trade in promoting the sale of any article. Advertising agencies are a very useful adjunct in national selling campaigns. There are some able and brilliant men associated with the agencies in Canada, though unfortunately many of them lack a real experience in, and grasp of, business affairs.

Some of them recognize this and are honest enough to tell the manufacturer frankly they are not equipped to handle campaigns to the retail trade, and advise him that this feature of selling is of chief importance and should be directed by the manufacturer himself or his general sales manager.—Canadian Grower.

Tax Reform in New Brunswick

The New Brunswick report to the fifth annual convention of the Tax Reform League of eastern Canada, held in Toronto, Oct. 22nd, ult., is here given. It was prepared by H. H. Stuart of Newcastle, Ex-Vice Pres. of the League.

The agitation in New Brunswick for a better system of taxation has continued with increasing energy since the last annual meeting of the league. During last fall and winter vigorous discussions on taxation took place in the two men's unions of Newcastle, and in various other public bodies in the province.

After a most successful tour of Nova Scotia from November 18 to January 2, during which he delivered some twenty-eight addresses on tax reform, James R. Brown spoke on the same subject in Moncton and St. John, and later in the year made an extended tour of this province, speaking again in Moncton and St. John, and addressing meetings in Fredericton, Woodstock and many other places, including Newcastle (under the auspices of the Men's Union of St. James Presbyterian Church) on April 9, and Douglastown on April 10. At all his meetings he had a good hearing, and was able to quicken local interest in the principles he so ably advocated.

St. John city, which two or three years ago obtained an amendment to its charter, abolishing property qualification for offices and giving it direct legislation, this year elected on the second ballot Ex-Alderman F. L. Potts, who had advocated tax reform inside and outside the council for some time, but had been defeated in 1912. Mr. Potts' programme included a liberal application of the land tax with corresponding reduction of income and improvement taxes. The independent labor candidate, J. L. Sugrue, included similar propositions in his platform.

In Newcastle town council on February 19 the undersigned's motion to ask for legislation authorizing, should the people be willing, 1st. Exemption of improvements from taxation by 25 per cent. per year until the exemption should be complete; (2) Exemption from taxation of all incomes up to \$400; (3) Abolition of income qualification for voting; (4) Exemption of personal property from taxation and substitution of a business license therefor; and (5) and (6) Abolition of property qualification for office of aldermen and mayor, was defeated, as were his similar motions in 1912 and 1913. The vote on section 1 was a tie—3 to 3—and was lost on the casting vote of the mayor. In the town elections in April only one of the three members of the previous council favorable to tax reform—Ald. A. H. MacKay—was re-elected; Alderman W. H. Belyea declining renomination, and the undersigned being defeated by a narrow majority.

In June the Methodist annual conference, of New Brunswick and Prince Edward Island, by a large majority and after a most vigorous debate, adopted the following as a section of its report on temperance prohibition and moral reform:

3. (a) We would further bring before you the pressing need of tax reform, and we are of the opinion that the time has come when our assessment laws should be amended as to make speculation in land values unprofitable.

Last year's resolution of the Maritime Board of Trade asking the provincial legislature to appoint commissions to investigate taxation grievances with a view to providing a remedy having been disregarded, the Newcastle Board of Trade at its meeting on July 23 last, unanimously passed a resolution requesting the maritime board again to take up the matter of a revision of our system of municipal taxation. Unhappily, this maritime meeting which was to take place in August last, has been postponed because of the war. But when it is

How to Get Pure Cream of Tartar at a Low Cost

Royal Baking Powder is made of pure cream of tartar. Its price has not been advanced. Its use will give better results and guard against the danger of improper substitutes.

held the question of taxation will be on its programme.
HENRY HARVEY STUART,
Newcastle, N. B.
Oct. 19th, 1914.

BELGIAN RELIEF FUND

PROVINCE OF NEW BRUNSWICK

Dear Sir:
The Government of New Brunswick, realizing the great need of the Belgian people and of our obligation to assist them, and believing that some organized effort should be made throughout the Province for this purpose, have appointed the following gentlemen as a Provincial Committee for Belgian Relief:—Hon. John E. Wilson; D. Mullin, Belgian Consul; Richard O'Leary, Richibucto; Irving R. Todd, Milltown; Dr. T. Carleton Allen, Fredericton; Senator Daniel, Mayor Frink and G. E. Barbour, St. John, who, under the patronage of the following prominent citizens, have kindly consented to act: Lieutenant-Governor Wood, the Bishop of Fredericton, the Bishop of St. John, the Bishop of Chatham; Rev. G. Pringle, Andover, Moderator of the St. John Presbytery; Rev. A. Rettie, Millerton, Moderator of the Miramichi Presbytery; Rev. J. E. Whiteman, Bathurst, President of the Methodist Conference; Rev. J. E. Wilson, Fredericton, President of the United Baptist Association, and Rev. R. J. Haughton, of the Congregational Church.

You are most cordially invited to give them your valuable assistance by promoting in every way possible this worthy object in your locality.

Clergymen are requested to have this letter read in their churches at several services.

1st. To secure information as to the present and future needs of the Belgian sufferers, and to supply this information to all wishing to aid in the good work.

2nd. To secure the co-operation of all the different forces, individual and social, at present working independently throughout the Province, so that our united efforts may better realize the object we have in view.

3rd. CASH CONTRIBUTIONS are the best, and with this object in view would earnestly invite the assistance of all churches, clubs, societies, Sunday schools, etc., and the people, young and old, to raise as much money as possible through the medium of socials, teas, sales, concerts, collections, etc.

4th. THE COLLECTION OF CLOTHING of all kinds, new or slightly worn; boots, shoes, etc.

5th. BEDDING, quilts or blankets.

6th. NON-PERISHABLE FOOD STUFF, such as dried peas and beans, dried and evaporated fruit, dried or salt meats, canned goods, flour, etc.

But owing to the lateness of the season and the great quantity of perishable food, like potatoes, vegetables, etc., already received, the committee do not care to accept any further consignments of perishable goods.

Cash contributions should be sent direct to the Treasurer, James H. Frink, Mayor of St. John, and all freight to the Belgian Relief Committee, St. John. All railways and steamers carry the freight free. As soon as received these goods will be properly sorted and classified, and when a sufficient quantity has

been received, the Provincial government has offered to charter a steamer to carry those goods to destination.

Copies of this letter are being sent to all clergymen, members of parliament, members of the legislature, judges, senators, wardens, sheriffs and many others.

Address all correspondence to the Secretary, James Gilchrist, 102 Prince William Street, St. John, N. B.

Minard's Liniment Co., Limited.
Gentlemen—I have used MINARD'S LINIMENT on my vessel and in my family for years, and for the every day ills and accidents of life I consider it has no equal.

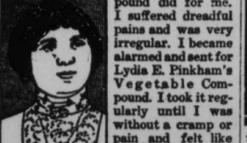
I would not start on a voyage without it, if it cost a dollar a bottle.
CAPT. F. R. DESJARDIN,
Schr. "Storke," St. Andre, Kamouraska.

Report No. 6 of the Canadian Record of Performance for pure bred dairy cattle, has recently been issued by the Live Stock Branch of the Dominion Department of Agriculture. This report covers the period from March, 1913, to March 31st, 1914, and includes the records of production of milk and butter fat of 120 Ayrshire, 165 Holstein, 30 Jersey, 9 Shorthorn, 2 Guernsey cows, as well as the names and progeny of several Ayrshire, Holstein and Jersey bulls that have qualified, by reason of production of their offspring, for registration. In an appendix to the report will be found the records of a number of cows, which produced sufficient milk and fat to qualify for registration, but failed to freshen within fifteen months after the commencement of the test. The rules and regulations governing the Record of Performance tests and the standards for registration for the various breeds of dairy cattle are also given. Copies of this report may be had on application to the Publications Branch, Department of Agriculture, Ottawa.

THIS WOMAN'S SICKNESS

Quickly Yielded To Lydia E. Pinkham's Vegetable Compound.

Baltimore, Md.—"I am more than glad to tell what Lydia E. Pinkham's Vegetable Compound did for me. I suffered dreadful pains and was very irregular. I became alarmed and sent for Lydia E. Pinkham's Vegetable Compound. I took it regularly until I was without a cramp or pain and felt like another person, and it has now been six months since I took any medicine at all. I hope my little note will assist you in helping other women. I now feel perfectly well and in the best of health."—Mrs. AUGUST W. KORNBER, 1622 Hollis Street, Baltimore, Md.



Lydia E. Pinkham's Vegetable Compound, made from native roots and herbs, contains no narcotic or harmful drugs, and to-day holds the record of being the most successful remedy for female ills we know of, and thousands of voluntary testimonials on file in the Pinkham laboratory at Lynn, Mass., seem to prove this fact.

For thirty years it has been the standard remedy for female ills, and has restored the health of thousands of women who have been troubled with such ailments as displacements, inflammation, ulceration, tumors, irregularities, etc.

If you want special advice write to Lydia E. Pinkham Medicine Co., (confidential) Lynn, Mass. Your letter will be opened, read and answered by a woman and held in strict confidence.

Something Original—that's the Cry of Every Buyer of Printing

If every print shop could or would work character into their product there wouldn't be such common place printing.

We'll be glad of an opportunity to prove to you that when your printing is placed with us, there will be character to it.

Our new type faces will do that alone, but there will be more than up-to-date type faces. There will be care taken in the arrangement of the type—good ink will be used—the proper paper for the work will be selected, and printed in the largest and most modern country printing office in the Maritime Provinces.

The Advocate Job Dept.
Phone 23 Newcastle, N. B.

NEWCASTLE CEMENT WORKS

After seven years of experience in the manufacture of cement building blocks, we are now able to overcome the difficulties experienced by many manufacturers. We are now able to manufacture blocks that will stand the test. We manufacture cement blocks, in twenty-five different designs. Blocks made for bay windows to any angle.

Blocks Manufactured for Dwelling Houses, Warehouses, Underpinning for Buildings, Cement Gate and Corner Posts for Fences, Grecian Lawn Vases.

All orders received before July 15th will be given a 20 per cent. discount.

Sand Delivered in any quantity

JAMES T. FORREST

CONTRACTOR AND BUILDER
Telephone 64 20-0 Newcastle, N. B.

THE ROYAL BANK OF CANADA

INCORPORATED 1869.

LIABILITIES	
Capital Paid up	\$ 11,560,000.00
Reserve Fund	12,560,000.00
Undivided Profits	1,021,900.00
Notes in Circulation	10,385,376.69
Deposits	136,729,483.41
Due to Other Banks	3,118,902.00
Bills Payable (Acceptances by London Br.)	3,352,148.77
	\$178,316,130.29

ASSETS	
Cash on hand and in Banks	\$30,476,000.19
Government and Municipal Securities	12,560,000.00
Railway and other Bonds Debentures and Stocks	12,622,217.20
Call Loans in Canada	9,189,278.16
Call Loans elsewhere than in Canada	10,860,229.65
Deposits with Dominion Government for Security of Note Circulation	37,000,000.00
	\$67,304,260.08
Loans and Discounts	\$105,363,238.92
Bank Premises	5,646,630.29
	\$178,316,130.29

HEAD OFFICE MONTREAL

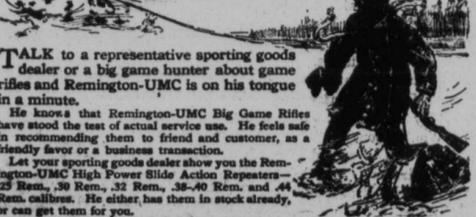
185 Branches in Canada and Newfoundland
LONDON, ENGLAND NEW YORK CITY
2 Bank Bldgs., Princess St., E. C. Cor. William and Cedar Sts.
BUSINESS ACCOUNTS CARRIED UPON FAVORABLE TERMS
SAVINGS DEPARTMENT AT ALL BRANCHES.

SAFETY DEPOSIT BOXES

In the Bank's Steel Lined Vault rented at from \$5.00 per annum upwards. These boxes are most convenient and necessary for all possessing valuable papers such as Wills, Mortgages, Insurance Policies, Bonds, Stock Certificates, etc.

NEWCASTLE, N. B. BRANCH
E. A. McCurdy, Manager

REPEATING RIFLES



TALK to a representative sporting goods dealer or a big game hunter about game rifles and Remington-UMC is on his tongue in a minute.

He knows that Remington-UMC Big Game Rifles have stood the test of actual service use. He feels safe in recommending them to friend and customer, as a friendly favor or a business transaction.

Let your sporting goods dealer show you the Remington-UMC High Power Slide Action Repeaters—25 Rem., 30 Rem., 32 Rem., 36-40 Rem. and 44 Rem. calibres. He either has them in stock already, or can get them for you.

To keep your gun cleaned and lubricated right, use Rem Oil, the new powder solvent, rust preventative, and gun lubricant.
REMINGTON ARMS-UNION METALLIC CARTRIDGE CO. Windsor, Ontario

THE UNION ADVOCATE

and Family Herald and Weekly

Star clubbing offer is still good.

The two papers for only \$1.50.

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