

"The Invincible Salesman and His Modest Wage"

How the Business Press of Today is Promoting the Interests of the Retail Merchants, and Proving the Value of Printer's Ink

The following very interesting article, "The Invincible Salesman and His Modest Wage," by John C. Kirkwood, in the September issue of Printer and Publisher, is reproduced here for the benefit of Advocate advertisers and non-advertisers, especially the latter. This article by Mr. Kirkwood, who, by way of introduction, is editor of Printer and Publisher and a newspaper man of rare ability, drives home the fact that the newspaper is the retailer's only logical channel through which to transmit his message right into the homes of the buyer:

"The average retailer," says Mr. Kirkwood, "can sell more goods to more people than he is now doing. This means that the average retailer is making a good deal less money than he can make right where he is."

"... Many retailers say and believe: 'Everybody for miles around knows me and my store and if what I sell is wanted then I stand as good a chance—and perhaps a better one—as any other store to supply the needed goods.' This is the attitude of mind of the great majority of men in business; and it is one so sadly wrong that great and persistent efforts should be made to dispel it."

"Presumably everybody in Canada knows the T. Eaton Company, and everybody in Western Canada knows the Hudson's Bay Company. Everybody in New York and Philadelphia, and everywhere else in the United States, knows of John Wanamaker's stores; and everybody in England knows of Whiteley's, Harrod's, and Selfridge's. But not a single one of these mammoth retail establishments says: 'Everybody for miles around knows us and our store, and if what we sell is wanted, we stand as good a chance—perhaps a better one—as any other store to supply the needed goods.' Most certainly the big retailers, who were small retailers once, do not have this mental attitude; they don't leave it to chance; but they actually solicit the business of the public in their own homes."

Neither do they leave it to the buying class to discover their wants and needs, but they deliberately, systematically, and faithfully suggest merchandise, and develop business—this right in the homes of the people. That is, they are not content to have fine stores, occupying whole blocks—stores which every local resident knows thoroughly well and may visit often; but they carry their stores to the homes of the people, with their ship windows; and send good salesmen along to talk up the goods, and to suggest new goods. And so they have grown from small things to great."

"Are you asking the question: How can I take my business—my store, and windows and salesmen—to the homes of the people? The answer is brief—by using Printer's Ink. This is the way the Eatons, the Wanamakers, the Marshall Fields, the Whiteleys, do; and all other retailers headed the right way."

"Printer's ink can be used in two principal ways: in the form of newspaper space and in the form of printed matter sent through the mails. Usually both ways should be used. Most certainly the newspaper should be used."

INSTEAD OF PAINT

DON'T paint your pretty home this season, but use instead Velux Creosote Shingle Stains. By so doing, you can bring out all the beauty of the wood. And think of the preservative value. Velux Shingle Stains contain Creosote, the greatest wood preservative known. This means prolonged protection against wind and weather. It therefore means economy.

Velux Creosote Shingle Stains

Half the Cost — Twice the Wear

Velux Creosote Shingle Stains cost about half as much as paint. And they wear much better because they penetrate the wood. They do not evaporate or dry out and of course they cannot peel off. These stains come in any color you want. They are very easily applied. You ought to investigate them. We have the complete line and we know you will like them. Write us for a sample of wood stained with Velux Creosote Shingle Stain.

Canada-Peterson Mfg. Co., Limited
Saskatoon, S. S. St. John, N. B., 1916

THE BLESSING OF A HEALTHY BODY

Has Not Had An Hour's Sickness Since Taking "FRUIT-A-TIVES".



MR. MARRIOTT
73 Lees Ave., Ottawa, Ont.,
August 9th, 1915.

"I think it my duty to tell you what 'Fruit-a-tives' has done for me. Three years ago, I began to feel run-down and tired, and suffered very much from Liver and Kidney Trouble. Having read of 'Fruit-a-tives', I thought I would try them. The result was surprising. During the 3 1/2 years past, I have taken them regularly and would not change for anything. I have not had an hour's sickness since I commenced using 'Fruit-a-tives', and I know now what I haven't known for a good many years—that is, the blessing of a healthy body and clear thinking brain."

WALTER J. MARRIOTT,
50c. a box, 6 for \$2.50, trial size, 25c.
At dealers or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

TRAFALGAR DAY

Cable Address From Lord Lansdowne re Wounded Soldiers and Sailors' Day, October 19th

His Honour, the Lieutenant-Governor has received the following telegram from Lord Lansdowne:

"I have the honor to inform you that the British Red Cross Society and the Order of St. John, are once more proposing to appeal throughout the Empire by street and other collections upon our day, which has been fixed for the 19th of October. The money received will be devoted to our wounded soldiers and sailors from home and overseas at the various scenes of war. The generous response which we received last year from all parts of the King's Dominions, encourages us to hope that the constantly increasing demand for our help may be met by a corresponding increase of generosity throughout the Empire. We shall be truly grateful to you if you will assist our work by organizing an appeal and sending the proceeds to us for our sick and wounded at the front. I shall be grateful if you will communicate the contents of this telegram to your Ministers and recommend the proposal to their favorable consideration. Their Majesties the King and Queen and Her Majesty Queen Alexandra are giving us their gracious patronage, and I trust that you will also see your way to help us in the same splendid manner as you did last year, and that we may have the invaluable assistance of Mrs. Wood."

(Signed) LANSDOWNE,
President of British Red Cross Society, 83 Pall Mall, Plymouth.
Sup. prior to the Order of St. John of Jerusalem.

His Honor appreciates the generous response that the people of New Brunswick gave on Trafalgar Day last year to this appeal for our wounded soldiers and sailors. He would earnestly request that they will comply with Lord Lansdowne's request to meet the increased demands by a corresponding increase of liberality in their contributions to this most worthy cause, on the 19th of October next.

J. BACON DICKSON,
Private Secretary.

Railway Employees Meet

Charlottetown, P. E. I., Sept. 21—The seventh annual convention of the Canadian Brotherhood of Railroad Employees closed here today, to meet next September in Montreal. Following are among the officers elected: Pres., A. R. Mosher, Halifax; V. P., Murdoch McLeod, Charlottetown; P., for N. B., C. E. Cole, Moncton; Sec.-Treas., C. B. Scott, Mulgrave, N. S.; Sec., E. E. Cubb, Truro, Directors—C. H. Kinnear, S. C. Alward, Moncton; F. McPherson, Pt. Tupper.

It was recommended that the Brotherhood do everything in its power to induce the Federal Government to have the different provincial compensation acts apply to all government employees.

It was decided to employ all the organizers that can be procured, and to proceed as quickly as possible with the campaign of extension. It was agreed to take greater interest in matters political but no special recommendation was made.

To Save \$150,000,000

The Department of Agriculture estimates that the crop depreciation this year through rust will amount to no less than \$150,000,000. It is believed that a recurrence of this loss can be, in large measure, averted, this belief being the outcome of an exhaustive study of the blight, its causes and preventives, carried on during the past summer by the department's experts. A report of the work done in this direction and of the results obtained is in the hands of the minister and will be published by the department. Various means of combating the blight are recommended by the chief plant pathologist, who has recommended the establishment of special laboratories, in which the various systems may be developed. This suggestion is to be acted upon immediately and a laboratory established at Indian Head, with a branch station at Brandon.

CHURCH DIRECTORY

- SUNDAY SERVICES**
- UNITED BAPTIST CHURCH**
Rev. W. B. Crowell, (supply).
Morning service, 11 a. m.
Sunday School, 2.30 p. m.
Preaching service, Derby, 3 p. m.
Evening service, Newcastle, 7 p. m.
Mid-Week Service—Wednesday Prayer and testimony meeting 7.30 p. m.
- ST. ANDREW'S CHURCH**
Anglican
Rev. W. J. Bate
Holy Communion—Every Sunday at 8.00 a. m. and first Sunday in month at 11.00 a. m.
Morning and Evening Prayer—Matins at 11.00 (except 3rd Sunday in month, no service). Evensong at 7.00.
Daily Prayers 7.30 a. m. and 5.30 p. m. Wednesday Evensong 7.30 p. m.
- ST. MARY'S CHURCH**
(Catholic)
Low Mass with sermon, etc., 8.00
High Mass with sermon, etc., 10.00
Mass every morning at 7.00 o'clock.
St. Aloysius Society for boys, 1.30
Children baptized, when there are baptisms, 2.00 p. m.
Sunday School Classes, 2.30 p. m.
Vespers, with Benediction of the Blessed Sacrament, etc., 7.00 p. m.
- METHODIST CHURCH**
Rev. Dr. Squires
Sunday Services 11.00 a. m. and 7.00 p. m.
Prayer and Praise Service, Wednesday, 7.30 p. m.
- THE KIRK**
St. James Presbyterian Church
Rev. S. J. MacArthur, M. A., B. D.
Worship, Sunday, 11.00 a. m. and 7.00 p. m.
Sabbath School, 2.30 p. m.
- SALVATION ARMY**
Holiness Meeting—11 a. m.
Praise and Testimony Meeting—3.00 p. m.
Salvation Meeting—8 p. m.
Public Meetings—Tuesdays, Thursdays and Saturdays—8.00 p. m.

PRO BELGICA

"The relief work for the Belgian victims of the war" of whom the President is the most devoted General Consul for Belgium at Ottawa, is editing for some weeks past, the paper "Pro Belgica," printed in two languages.

This paper discloses the painful condition of the Belgian people so worthy of admiration and shows what Canada is doing for its relief. It is very interesting to observe the manner in which the subscriptions received for the relief of Belgian and French populations of the invaded departments are employed.

The subscribers of "Pro Belgica" are not only acquainted with all that happens in Belgium, they also contribute to the revivification of this unfortunate country, for all receipts of the paper are paid into the receiving office of the relief work. The amount of the subscription is but one dollar, which can be sent to the Management of the paper, 149 St. Luke, Montreal. Give your subscription for "Pro Belgica." It is a mere trifle, but it is for the relief of the destitute Belgian.

MODERN WAR HORSE—ITS CARE

The enormous number and variety of automobiles used in the present war and the great variety of other conveyances have thrown the horse very much into the dark. We are very likely to think that the present war has reached such a stage of development that horses are of a very minor consideration, being used hardly at all. That is far from the fact. To every army corps are attached thousands of horses and it is certain that more than one and a half million horses are continually in use by all armies now in the field.

So important is the horse that any serious epidemic among the horses of one army could readily spell defeat for that army and victory for its enemy. It is no wonder then that elaborate hospitals are provided for them, just as for the fighting men. These are in charge of highly experienced veterinary surgeons with assistant surgeons, nurses and attendants. Every horse received at a horse hospital is critically examined and sent to the particular ward set aside for similar cases. At the head of each stall is a record board on which are entered all items about that particular case, such as in any city hospital. The patients are carefully and scientifically attended and cured as rapidly as possible, many thousands being continually returned to the ranks. Every patient is examined every three weeks for glanders and those showing symptoms are immediately killed. Other incurable diseases are also killed. In cases where the horse is cured but not strong enough for war service, it is sold to a farmer at a fair price. Many cases of extensive operations are performed and the horse cured and sent back to the front. Besides preventing disastrous epidemics and saving an enormous wastage by deaths, the horse hospitals of the present war are teaching invaluable lessons and giving wonderful experience to a whole army of veterinarians, available for peace work.

THE ROYAL BANK OF CANADA

INCORPORATED 1869.
LIABILITIES AND ASSETS

Capital Authorized.....	\$ 25,000,000
Capital Paid-up.....	11,800,000
Reserve and Undivided Profits.....	13,236,000
Total Assets.....	234,000,000

HEAD OFFICE, MONTREAL
340 Branches in Canada and Newfoundland
37 Branches in the West Indies

LONDON, ENGLAND: Bank Bldg., Princess St. E. C. Cor. William and Cedar Sts.
NEW YORK CITY: 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

Navigable Waters Protection Act

R. S. C. CHAPTER 115

Bathurst Lumber Company Limited hereby gives notice that it has, under Section 7 of the said Act, deposited with the Minister of Public Works at Ottawa, and in the office of the District Registrar of the Land Registry District of Gloucester, New Brunswick, being the Gloucester County Record Office, at Bathurst, New Brunswick, a description of the site and the plans of a wharf proposed to be erected by the Company, in that part of the Public Harbour of Bathurst, New Brunswick, in front of the mill, wharves and shop properties of the said Company in West Bathurst, formerly St. Peter's or Bathurst Village, as shown on plan "A."

And take notice that after the expiration of one month from the date of the first publication of this notice, Bathurst Lumber Company Limited will, under Section 7, of the said Act, apply to the Minister of Public Works at his office in the City of Ottawa, for approval of the said site and plans, and for leave to construct the said wharf.

Dated at Bathurst, N. B., this ninth day of September 1916.
BATHURST LUMBER COMPANY, LIMITED.
By ANGUS McLEAN,
V. P. and Genl. Mgr.

Navigable Waters Protection Act

R. S. C. CHAPTER 115

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And take notice that after the expiration of one month from the date of the first publication of this notice, Bathurst Lumber Company Limited will, under Section 7, of the said Act, apply to the Minister of Public Works at his office in the City of Ottawa, for approval of the said site and plans, and for leave to construct the said wharf.

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And take notice that after the expiration of one month from the date of the first publication of this notice, Bathurst Lumber Company Limited will, under Section 7, of the said Act, apply to the Minister of Public Works at his office in the City of Ottawa, for approval of the said site and plans, and for leave to construct the said wharf.

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And take notice that after the expiration of one month from the date of the first publication of this notice, Bathurst Lumber Company Limited will, under Section 7, of the said Act, apply to the Minister of Public Works at his office in the City of Ottawa, for approval of the said site and plans, and for leave to construct the said wharf.

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How \$80,000,000 Could be Raised

Canadian single taxers at their annual convention at Niagara Falls, last month, decided to urge upon the Dominion government, in view of the enormous war expenditure, the necessity of raising revenue by a tax upon the land values of the Dominion. A tax of one per cent. on landvalues would produce an additional revenue of \$80,000,000 yearly with a maximum of equity and certainty, and might be collected through existing municipal organizations with a minimum of expense.

Another Cup, Please!

A compliment the lady of the house may be sure of when she uses KING COLE TEA—and what woman does not like to have her tea appreciated!

KING COLE'S rich, mellow flavor gives the finishing touch to an enjoyable repast.

"You'll like the flavor"

KING COLE TEA

It Doesn't Pay

To buy inferior articles for home use, no matter how small the article is

With matches as with everything else, it pays to buy the best

EDDY'S "Silent Parlor" MATCHES

Will save your time and temper, and they are good strikers, SAFE, SURE and SILENT.

—Always Ask For—
EDDY'S