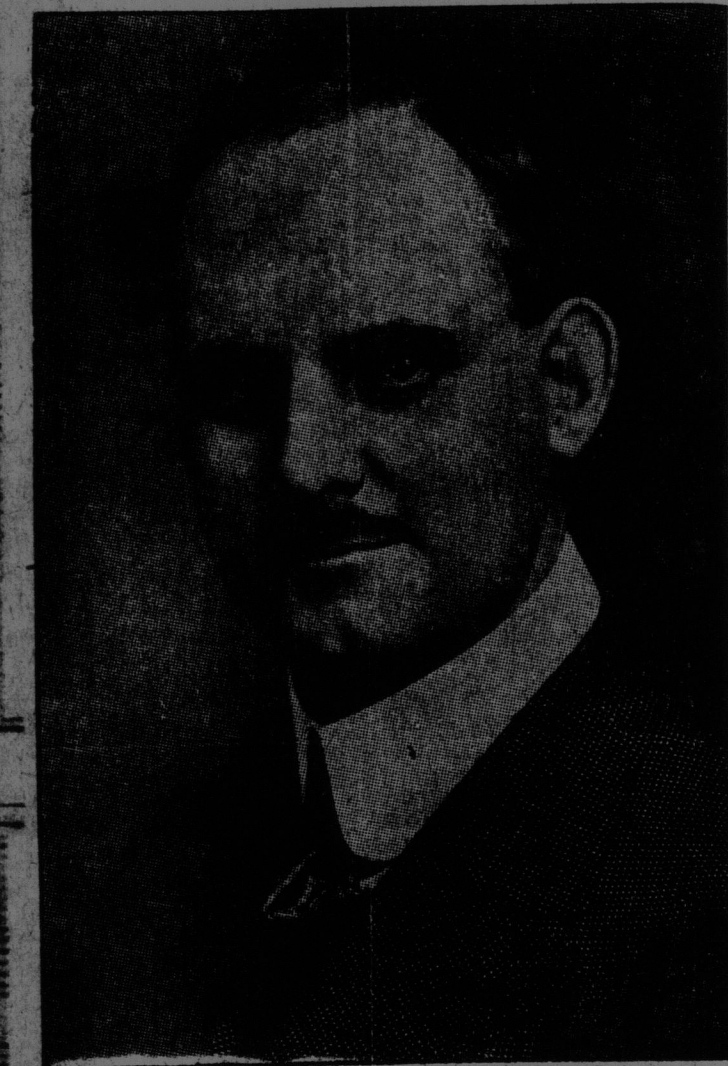


Advertising Big Help Towards His Success

Head of Fuller Brush Co. Tells of Building up of Big Industry—Interesting Addresses to R. M. A. and Advertising Club—Stresses Training of Salesmen—Is Guest of Local Branch Staff.



A. G. FULLER

In a strong address yesterday afternoon before a combined meeting of the local Advertising Club and the Retail Merchants' Association in the telephone company's building, A. G. Fuller, head of the Fuller Brush Company of Canada and the United States,

advocated better trade relationships between Canada and the United States for the expansion of the too-limited Canadian market.

"There is one thing lacking in Canada," he told his hearers, "and that is a wide market. Of course, it will

A Wise Purchase is the Best Economy

"IS SATISFACTION"
TBA
is the wisest purchase you can make.
Pure, Fresh and so Delicious—Just try it.

grow and Canadian export business is growing fast. But the cost of a retail article in Canada is at least twenty-five per cent. higher than in the United States. This is largely due to the fact that production is on a much smaller scale and you cannot attract the highly technical skill."

Continuing his argument, he declared that the money values of both countries were practically the same, as were labor costs. It was just as detrimental to have a high tariff wall between Canada and the United States as it was to have one between two states of the republic. Reciprocity should have received more generous consideration from the Canadian people ten years ago but issues foreign to the subject had made it a political football. He held no brief for either party in this matter, as both had erred. He felt, however, that the people in time would recognize the true facts of the situation. Then the Government would act.

Newspaper Advertising.
Opening his address, Mr. Fuller explained that there was very little of specific value he could give them, not knowing their peculiar problems. He could tell them something of his own business and thus help them in that manner. Speaking of newspaper advertising, he said that his company paid as high as \$8,000 for one page of a nationally-known magazine to place the product before the people. When \$8,000 was paid for one page, it was hard to see what return would be made. But such advertising worked constantly and if backed by proper salesmanship, the effect was bound to be noted. Advertising created confidence in the article featured. It made an opening for the salesman. It was a greater sales force for the amount of money expended on it than any other agency.

Touching on salesmanship, Mr. Fuller thought it possible for companies to increase the efficiency of their salesmen by 100 per cent. through training and incentive. A store was judged by the customer from the treatment accorded and unless the right impression was created, customers would not come back to that store. Salesmen should be trained along right lines and compensated for their efforts above the flat, regular income. The head of the business must realize that the salesman is the life of the business and should convey these ideas to the clerks. As to any extra compensation plan, he thought this was a simple matter, either by bonus or commission.

Growth of Business.
The growth of the Fuller Brush Company business in the last five years has been phenomenal and Mr. Fuller attributed this to the fact that service was the underlying principle of the business. He left his home when eighteen years old. In 1905, he had taken a position as salesman for a brush company and for the next five years he placed small advertisements in national magazines with the idea of getting in touch with salesmen. Five months' time he was doing as much business in one month as he had done previously in one year. In 1915, he found he had about 400 salesmen working for him but not supervised. So a branch office was set up in Boston, directing the work of the salesmen. The experiment was entirely successful and had been repeated in Canada, where the company started in April, 1921. This year, it is expected to do a business in Canada of about \$1,000,000 and in the United States of about \$12,000,000.

Votes of Thanks.
R. A. Macaulay, president of the local R. M. A., moved that a hearty vote of thanks be extended to Mr. Fuller for his exceedingly practical talk. This year, it was expected to do a business in Canada of about \$1,000,000 and in the United States of about \$12,000,000.

A banquet was tendered A. G. Fuller, president of the Fuller Brush Company, Limited, by the members of the local branch last evening in Bond's. E. F. Jamieson, manager of the local branch, occupied the chair and about twenty-five enjoyed the excellent menu provided for the occasion. Besides Mr. Fuller three other men were present as guests of the local staff. These were W. Campbell, secretary for Mr. Fuller; T. A. Ryan, of Toronto, divisional sales manager, and R. H. Taylor, of Montreal, district sales manager. Addresses were given by the local manager and the four guests, telling of the various activities of the company and its plans for the future. An address on salesmanship was also greatly appreciated by the members of the staff. Mr. Fuller is commencing his first Canadian tour and St. John is his first stopping place. During the evening solos were sung by Dewitt Cairns and Thomas Guy, which were heartily enjoyed.

Bell will have caused a loss in the production of cotton in the United States of over 10,000,000 bales.

NOTICE
On account of reduction cost of electricity, we will now recharge any make of battery for \$1.50.
Westinghouse Battery Service
59-74 Germain St.

BUSINESS GAINS COAST TO COAST

Mine, Mill and Factory Output Jumps.

Wages Up and Unemployment Almost Thing of the Past—Wholesale Prices Higher—Loadings Near Record.

Washington, Dec. 4.—Improvement in business and financial conditions in recent weeks is shown in a statement of the Federal Reserve Board just made public. The board gives a summary of conditions throughout the Federal Reserve Districts in the month of November. It says:

"Substantial increases of productive activity were reported by basic industries during October. Due principally to increased activity at anthracite coal mines, mineral output was 19 per cent. larger than in September. There was also a larger production of all other important minerals. Production of pig iron was greater than in any month since October, 1920, and the blowing of additional blast furnaces during November indicates a further increase of activity. Mill consumption of cotton has continued to increase, and the October total is the largest in more than two years, while operations of woolen and silk mills are approaching capacity.

Record Car Shortage.
"The total number of railroad cars loaded was nearly at a maximum, yet the car shortage on November 1 was the largest ever recorded. The large movement of manufactured goods is indicated by the fact that loadings of miscellaneous freight by railroads were larger in October than in any month since 1920. Live stock receipts continue to be exceptionally large, as drought conditions on the ranges during October necessitated unusually heavy marketing. During the first two weeks of November there was a decline in car loadings and some reduction in the estimated car shortage.

"Increased production in October has been accompanied by a continued increase in the volume of employment at industrial establishments. The average pay per worker was larger in many industries, due in most cases to increases in hours of work rather than to increases in rates of pay. Railroad repair shops and equipment factories made the largest additions to their forces. Steel mills, metal mines and building contractors still report shortage of skilled labor. Automobile companies, on the other hand report a small surplus.

Retail Trade Gains.
"Wholesale trade showed comparatively little change during October. Furniture, hardware, groceries and drugs showed a general up-tendency. Seasonal declines took place in such departments as automobiles, automobiles supplies. Retail trade continued to be greater than a year ago and throughout the month was larger than in the last month. The volume of payments by checks also increased in every Federal Reserve district, more than in the last month. The total for 140 cities, not including New York, was 11 per cent. larger in October than in September and 13 per cent. larger than in October, 1921. The increase over last October is partly due to the increase in wholesale prices during the current year.

Reproduction of the Trade Mark.
The reproduction of the trade mark granted by the United States Patent Office for the Hurlingham Club Overcoat.

"We introduce to you the new and improved 1922-23 Hurlingham Club Overcoat—with this unprecedented special offer—with every Hurlingham Club Overcoat sold this fall and winter. We will give to the purchaser an English cap to match absolutely free of charge.

"This cap is made of exactly the same material as is the coat and both the cap and overcoat have been designed and built after the English fashion.

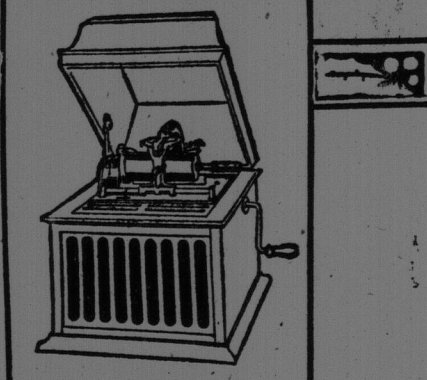
"The 1922-23 Hurlingham Club Overcoat is a work of art, an improved coat of many particulars, of its record-breaking predecessor of last season. This thought of ours by the thousands of men and young men who will buy these coats this fall and winter is a cap fashioned of the same cloth with a more popular on this fall and winter.

"As well does the store think of its style and the idea used to promote the sale of this model that it has applied to Washington to have it protected by patent registry. A number of store officials, hearing of the stunt, have been visiting Mr. Wanamaker and several merchants have suggested that he put the idea across on a national scale.

In the sales made so far, the store has not had a single cap that did not fit the purchaser. This indicates that the store has apparently solved the most difficult part of its problem and that there is little danger of being overstocked with odd-sized caps. The sizes of coats, as shown by the returns of the questionnaire, range from 38 to 50, and over 51 per cent. of the 1500 customers questioned wear either a 7 or 7½ cap.

Asked how he viewed the future demand for overcoats, Mr. Wanamaker replied: "Last year we had the coat and we sold hundreds of them. This year we have the coat plus an original selling idea. So why worry about the future?"

Places the New Edison Diamond Amberola With Twelve Records Of Your Own Selection in Your Home



Here is your opportunity to have Mr. Edison's New Diamond Amberola, the family phonograph that plays songs and instrumental selections—all the latest as well as old favorites—and plays them as they ought to be played. Jazz for young folks, classical music both vocal and instrumental—the Amberola plays them all with that clarity of tone and mellowness that all music lovers so much desire.

And it is so easy for you to own an Edison Diamond Amberola. The payments are so small that you scarcely feel them, if you take advantage of this SPECIAL CLUB OFFER.

\$2 AND \$2 A WEEK (no interest charges) till you have paid. \$63.00

Then think of the other great advantages of purchasing your Amberola from us. It goes right to your home on a trifling deposit of only \$2.00. If repairs are ever needed, we have an Edison-trained expert of wide experience right here at our store where we can make repairs and send back your Amberola with least delay.

JUDGE FOR YOURSELF. Come in and hear the Edison Diamond Amberola. Its clear, mellow music is a revelation to all who have heard the harsh, mechanical shrillness of ordinary "talking machines." The music of the Amberola is that of the artist, and, whether vocal or instrumental, it is reproduced with all the harmony and feeling of the original.

ONLY A LIMITED NUMBER of Amberolas will be sold on these special terms, and this offer holds good only until Christmas.

Come in, hear the Amberola, and avail yourself of this limited offer, which means the most extraordinary Phonograph value in the market.

Take the Elevator to the Phonograph Department.

W. H. Thorne & Co., Ltd.
Store Hours: 8.30 to 6. Open Saturday Evenings until 10.
12-5

crease in wholesale prices during the current year. Visitors to the recent Royal Winter Fair here noted a considerable use of the silk hat by those in the boxes in the evening.

Statistics handed to Hon. Walter Rollo, Minister of Labor, Ontario, show that the outlay for the year by the Mothers' Allowance Board has been \$1,882,138. The total administration expenses of the board amounted to, roughly, 5 per cent. of the total.

Hearty congratulations were extended to Mr. and Mrs. Walter Golding yesterday on the occasion of their twenty-first wedding anniversary.

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FRANCO

**A Gift to All
On Easy Terms**

A world of nightly entertainment, news and instruction comes to your home with a Radio Set—and here you have one that's guaranteed on a pleasant system of payment.

Music, song, educational lectures, the finest talent in the land north and south offers you free amusement. Tune in on what ever strikes your fancy in the nightly programmes broadcasted from many cities. Give a Radio and you give to the whole family—and your friends.

**Jones Electric
Radio Supply Co., Ltd.
30 Charlotte St.**

Hotpoint

BOUDOIR SET

A Dainty Serviceable Gift

THIS set consists of a three pound Hotpoint Iron, a metal stand for converting the iron into a small stove, and a pair of folding curling tongs. The iron is equipped with spaces for inserting and heating the curling tongs. The set fits nicely into an attractive suede leather bag.

The Hotpoint Boudoir Set is particularly appreciated by ladies who do much travelling, as it takes up very little room, and can be put to innumerable uses.

For sale by all Dealers of Electrical Appliances.

"Made in Canada" by
Canadian General Electric Co. Limited
Head Office, Toronto
58 Sales Branches in all large cities

El Shostor

**Make This An
Electrical
Christmas**

Hotpoint Electric Iron will give lasting pleasure.
Electrically at Your Service.
The Webb Electric Co.
91 Germain St.
M. 2152

**\$9.98 Window
Again Tonight**

The final 3 hours of the \$9.98 window are up at ten o'clock tonight. Find cut glass silverware and jewelry gifts of clearly certified quality worth up to \$28 for the one price—\$9.98. See the array of solid gold articles—rings, pendants, chains, scarf pins, bar pins and cuff links; gem set, plain, polished and hand carved.

To relieve the Christmas rush we are open every evening till ten o'clock.

L. L. SHARPE & SON
21 King Street

**Ganong's
XMAS PACKAGE**

so sweet a gift!

DINNER COAT IN FAVOR.
(Toronto Globe)
Another step has been taken in the standardizing of men's clothes by the action of the Prince of Wales in showing partiality to the dinner coat. This abbreviated garment has always been more popular on this side of the Atlantic than in Great Britain, but the Prince of Wales since his return from his world tour, has impressed its convenience on his countrymen. Strange to say, it was a London tailor who first abolished the coat-tails, and an expert says that the dinner coat was first imported into New York about 1885. Since then the dinner coat has almost become the evening dress of the United States. It gained headway during the war, when so many barriers were lowered in the matter of formality. The tail-coat also loses ground because of