

Altred Tyler

Dealer In High-Class Teas

Also Importer of
**Coffee
Spices**
Manufacturer of
**Extracts
Baking
Powder, Etc.**

355-357
**CLARENCE ST.,
LONDON, PHONE
1203**

NO LUCK ABOUT SELLING GOODS

Training a Salesman So That He Will
Be Able to Make Money.

There is no calling in which a bigger advance has been made than in the profession of business or trade of selling goods.

The day of the natural-born salesman has given place to the trained salesman who knows the business of selling from A to Z. Selling is now reduced to a science. There is no luck about selling goods today. The big salaries are secured by the men who have made a study of selling goods, and who are always looking for new ways of handling a tough proposition. There is no calling which will command the same amount of money for the same amount of work.

The salesman who makes the most money often works the shortest hours. The question is often asked now, "How can a man get a thorough training and learn to sell goods?" There are regular colleges in which the theory is taught, besides correspondence schools. Some firms have a regular school of their own where new men are given daily instruction for three or four weeks before starting out.

The best plan is daily experience, and daily instructions. The learner, either experienced, or inexperienced, reports each evening a full detailed account of the conversation which took place in every case in which he was turned down, snubbed, or failed to secure an order. These reports are submitted to a committee of expert salesmen who go over each case and forward definite information, what should have been said to each party to secure their confidence and order.

You can obtain this practical experience and be paid while you learn, instead of paying out good money to learn the theory of selling goods, which is no use without the practical experience. By writing to Altred Tyler, 355 Clarence street, London, and secure a position as local or traveling representative of this well-known tea firm.

He is even on the lookout for energetic, ambitious, wide-awake young men. His goods are sold throughout the Dominion. He is the only man in Canada carrying a complete stock of Indian, Ceylon, China and Japan teas of all grades, from the cheapest to the most expensive.

Besides tea he is a large importer of coffee and spices. He manufactures his own extracts, baking powder, etc. He has an up-to-date spice mill, and of fine-roasting plant. His staff is complete and composed of the best men money can command.

The home of this well-known wholesale firm is situated in the centre of the business section of London, 355-357 Clarence street, one block north of the G. T. R. station. He owns the premises, consisting of four floors, 32x30 feet, about one-quarter acre, free from any encumbrance, valued at \$10,000. He does no retail business whatever.

Maintain Their Popularity

The Most Popular Rubber
in Canada Today Is The
"CANADIAN" RUBBER

Hockey
and
Skating
Boots.
All
Sizes.

THE beauty in
every line of a
"Canadian" Rubber
pleases your
eye. The fit comforts
your foot.
The wear suits your
pocket book.
Look for "the
mark of quality."



Refresh
Your
Christmas
Lines
and
Sizes.

The Leading Shoe Brands

"Peerless" "Faultless" "Star"
"Climax" and "Prince Rupert"

London Shoe Company
LIMITED

Christianity In Uganda

WONDERFUL SUCCESS OF MISSIONARY EFFORT IN DARK CONTINENT.

Over 62,000 Baptized Christians—
Bishop Tucker's Great Work.

"There is no spot under the British flag, perhaps in the whole world," said Mr. Winston Churchill recently, "where missionary enterprise can be pointed to with more conviction and satisfaction as to its marvelous and beneficent results than in the Kingdom of Uganda."

No one can read Bishop Tucker's book without coming to the same conclusion. Although its main object is to give an accurate picture of episcopal missionary life and work in equatorial Africa, it deals also with the political and material development of the territory concerned. The story which Bishop Tucker has to tell is surely one of the most remarkable in missionary annals.

When he first went to Uganda the people were steeped in primitive ignorance and gross superstition, and the country witnessed at times cruelties as dire as any that ever occurred any portion of the dark continent.

But all that is changed. Uganda is now under British protection; slavery has disappeared, many of the chiefs and thousands of the people have embraced Christianity and are living moral and consistent lives; education is advancing by leaps and bounds, there being in the bishop's diocese no fewer than 22,000 boys and girls in primary schools, and the natives are taking an ever-growing share and interest in the development of the country. Indeed, the transformation that has taken place seems almost incredible, and much of the credit is no doubt due to Bishop Tucker and the brave men and women who have been associated with him in his labors.

It was in 1890 that the bishop first went to East Africa, and one can well imagine that the difficulties and possibilities ahead of him gave him some anxiety. Bishop Hannington and Mr. Mackay had both been cruelly done to death, the climate was continually raining the mission of some of its best men, a cruel tyrant, as on the throne, and at the time of his arrival the country was "like a volcano on the verge of an eruption."

But nothing seems to have daunted him. He immediately set to work and has never since looked back. For many years he has wandered up and down the land, mostly on foot, founding a mission station here and a mission station there, holding communion and confirmation services in the utmost parts of the bush, exposed to perils by night and by day, and often suffering keenly in health. If ever a man had the satisfaction of looking back upon work well done it must be Bishop Tucker.

One of the things that will strike many readers of his record is the extraordinary anxiety displayed by many of the natives to be instructed in the Christian religion, and the brave numbers of them displayed when persecution came. Statistics are sometimes misleading, but some of the bishop's figures may well be quoted. When he first went to Uganda there were about two hundred baptized Christians. In eighteen years he has seen this little band grow into a great host of over 62,000. The communicants in 1891 numbered 70. In 1907 there were 18,000 of them. In 1890 there was but one church in Uganda—that at Mengo; now there are over a thousand, with an average Sunday morning attendance of 52,471.

These churches, it should be added, have been built by the natives themselves, and are in repair by them—a striking testimony to their sincerity and self-sacrifice.

Of the schools we have already made mention, and Bishop Tucker tells us that during the last decade at least a quarter of a million of persons—men, women and children—have been taught the elements of reading, writing and arithmetic. The bishop does not say that the life of the Baganda is all that he would wish to see it. Indeed, he admits it is far otherwise. But when the centuries of heathenism and barbarism which are behind them and "the fearful power of hereditary tendency" are remembered, we can well believe the wonder and amazement which the change excites.

Anyone who doubts the value of missionary effort should read the bishop's book. But it has other claims to notice. As a work of travel it is first of interest. The bishop has much to tell of the strange habits and customs of the tribes among whom he has wandered, of the glories of the great lakes, and of the grandeur of the mountains and forests which are to be found in Central Africa. The interest of his narrative never for a moment flags, and it will appeal alike to the philanthropist, the politician, and the lover of the adventurous. The work contains a number of illustrations from the author's sketches.

TELEGRAPHIC VISITING CARDS.

The Roumanian telegraph administration is congratulating itself on the financial success of a new scheme, the so-called telegraphic visiting cards.

These are inland telegrams which contain the address, the name of the sender and nothing else. They take the place of the congratulatory cards that are obligatory in New Year's Day and similar festive occasions. They are accounted good form and have the additional merit of being exceedingly simple, the sender not having to think about the phrasing suitable to the rank and condition of the receiver.

They are also cheap, the uniform price of transmission being 5 cents each. How popular telegraphic visiting cards have become may be gauged by the fact that during the fiscal year just expired no fewer than 222,000 of these messages have passed over the Roumanian state telegraph system. Exchange

IT'S ALL IN BEING A BOY



QUAINT BRITISH MAYORAL CUSTOMS

THING THAT BRINGS A SCHOOL
HOLIDAY—A "STRIKING" CEREMONY.

Some quaint customs are observed in connection with the induction into office of the new occupant of the mayoral chair in England. The mayor of Lincoln is duly elected by the placing upon his finger of an ancient ring which his predecessors have worn for centuries. This ring possesses a curious power, for when the mayor sends it to any school within the city the schoolmaster is bound to give his pupils a holiday for the day. A similar custom, says the Pall Mall Gazette, prevails at Chichester, an ancient turquoise ring being used in this case. The chief magistrate of Chichester is also armed with a gold mounted mace. At York both the lord mayor and lady mayors are equipped with silver-mounted oak staves which have marked their authority for centuries. Moreover, the lady mayors enjoy the distinction of being the only lady in the land provided with a chain of office by the corporation. She is also entitled to retain the prefix "Lady" for the remainder of her life. There is a local rhyme which says:

The mayor is a lord for a year and a day,
But his wife is a lady forever and aye.

At Brightlingsea, a limb of the Cinque Ports, the ceremony attaching to the election of mayor has taken place in the parish church belfry from time immemorial.

The retiring mayor of Bournemouth on investing his successor with the civic regalia confirms him into office with an old time loving kiss. A similar salutation awaits the incoming mayor of Hanley.

A "striking" ceremony marks the expiration of the Grantham mayor's tenure of office. The robe is stripped from him, the chain is taken from about his neck, and with a small wooden hammer the town clerk taps the ex-mayor on the head in token of the demise of his authority.

The mayor of Dunstable had to submit to a somewhat trying ordeal. Immediately after his election the chief magistrate, aldermen and councillors, headed by a brass band, proceed to the nearest point of the boundary, which happens to be in the middle of a plowed field. Here a huge crowd surrounds a post. The bellman clangs his bell for order, the charter of the borough is read and the mayor is then seized by stalwart arms, lifted and "bumped" vigorously on the top of the post. This process is repeated at every point of the boundary, so that when the ceremony is concluded the mayor has every reason to remember exactly where the borders of his jurisdiction cease.

Directly after electing the new mayor at High Wycombe the members of the town council adjourn to the borough office of weights and measures, where the new occupant of the mayoral chair and each alderman and councillor are publicly weighed, and these records form one of the treasures stored in the municipal archives. The lord mayor of Birmingham is required to pose before the photographer immediately after his election, and a copy, together with a few biographical details, is placed in an album containing portraits of all the gentlemen who have occupied seats on the council, and this finds a place in the municipal library.

A general holiday is observed at Newcastle under Lyme on Nov. 8, when the newly elected mayor is publicly proclaimed from the famous market cross, a custom which has been followed since the first mayor was elected for the borough 753 years ago.

The picturesque ceremony of electing the new lord mayor of London takes place some weeks before Nov. 9 and is preceded by a religious service

THE PRICE OF FUTURE WARS

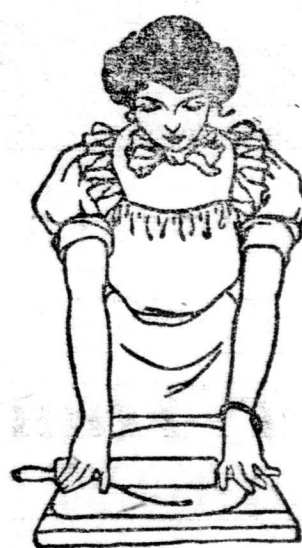
IT'S MONEY MORE THAN LIVES
THAT COUNTS WITH
POWERS NOWADAYS.

If you are looking for a good concrete example of how science is making war more and more costly, here it is. Torpedoes themselves are each worth a small fortune. But motorize will probably make it cost \$25,000 a half hour to run a torpedo boat. It is only to be used at the supreme moment, other fuel being used under ordinary circumstances. At the crucial moment it will give the torpedo boat and the torpedo a speed greater than an express train—at a tremendous cost. But the balance against the cost, large as it sounds, the possible, almost certain, less deadly warfare. The reason is not far to seek. Double the range of your guns, for instance, and you simply double the distance between the fighting lines. The farther the man-target is from the man-killer, the safer is the man-target. Increase the explosive force of shells and torpedoes, and the strength and resistance of armor plate are increased to meet them.

If you doubt that war is less deadly today than in ancient times, compare some of the battles. Hannibal slew 8,000 out of 60,000 vanquished Romans at Cannae. At Mukden, after many days of fighting, the Russian dead, including those lost in the retreat, were barely 30,000 out of a total number engaged of nearly 400,000. The vanquished Russians in the greatest sea fight of modern times when Togo smashed their fleet at Tsushima, lost only 10,000 in both killed and wounded. At Salamis the defeated Persians lost hundreds of thousands killed outright. These are not exceptions, either.

Indescribable Asthma

Six Mile Brook, N. S., Dec. 19.—Such suffering as Munro Gun has endured from asthma is seldom witnessed. "For six years," he says, "I suffered torture. Doctors said I couldn't get well, but after using three bottles of 'Catarhazone,' I was cured and never felt better in my life than I do today. Catarhazone is certain to cure asthma." For bronchitis and catarrh it is equally sure. Don't use doubtful remedies when cure is swift and permanent from Catarhazone. Sold by all dealers. Two months' treatment, \$1; sample size, 25c. Be sure you use Catarhazone.



If your baking goes wrong,
investigate—find the cause.
Look to your stove, your yeast,
your baking methods.

If you succeed in pinning the trouble down to the flour—then take up the flour question in dead earnest.

Consider that flour, to be successful from a baking standpoint, must be fine to produce light bread or pastry, pure to make that bread or pastry wholesome, and rich in nutriment to make it nourishing.

Ogilvie's Royal Household



has these three qualities in the greatest degree.

Ogilvie's Royal Household is milled by the most modern methods, and made only from Manitoba Hard Wheat which contains the highest percentage of nutriment.

Royal Household Flour never disappoints.

Ogilvie Flour Mills Co., Limited, Montreal.