

Retail Advertising Less Than 50 Per Cent Efficient

St. John No Exception, Says Frank Stockdale;
Newspapers Best Medium for Vast Majority;
No Game for a Quitter

That advertising is no game for the quitter, that it is less than fifty per cent efficient in this city, as in others, that advertising through newspapers is better adapted to the needs of ninety per cent of retail merchants than any other method, that it is a machine method of selling as it multiplies the powers of man, that business men should get busy and learn how to advertise, that advertising is a system of education, all those were facts brought out in a vivid manner by Frank Stockdale in the auditorium of the Board of Trade, last evening before a crowd of merchants and clerks that taxed the seating capacity of the hall. That Mr. Stockdale is well versed in the subject was evident not only from the fact that he is a member of the Retail Advertising Club of the World, but more especially because what he said was one hundred per cent true and acknowledged to be such by his large interested and appreciative audience.

Happy Medium Advised

In opening his address which was one of his series on business efficiency, Mr. Stockdale said that he did not advocate going to the extreme in advertising any more than in anything else, but believed in the happy medium. While it is true, he said, that some go to the extreme, many do just the opposite. "Advertising is no game for the quitter, if anything they should avoid it," he said. He pointed out that the majority of merchants do not use the advertising that pulls, but the kind that jerks. This type, he said, expect immediate results and if it is not forthcoming they are disappointed. Again he said there are a class of people, who use advertising as a stimulant, the same as people use beverages and the effect is much the same. Every stimulant has a reaction and what is true of the human system is also true of advertising. It is the building up, he said, that counts and the going about it in the right way. Expense on investment.

The speaker put it up to his hearers in the form of two questions, namely: Is it an expense? or is it an investment? He said it was undoubtedly both, but some wanted immediate results instead of looking for future results. He pointed out that it takes time to build up the prestige of a business so that people will read the advertisements and put faith in them. He cited an incident of a large firm handling their advertising and said that they figured that it would be three years before they felt the good of it. As a general rule it takes six months to a year before business men should see returns coming in for retail stores. The speaker said that it is one of the best methods of selling that is in existence because it is reaching out into the territory. The very thing that is taking business away from the Maritime Provinces, he said, is nothing more or less than advertising, and he pointed out that it is this competition that the merchants have to meet.

That retail advertising is less than fifty per cent efficient in this city as well as over the greater part of America based on the possibilities and oppor-

unities afforded in a great field was a strong point which the speaker brought out. He said that St. John is just as fertile and as undeveloped as the great prairies.

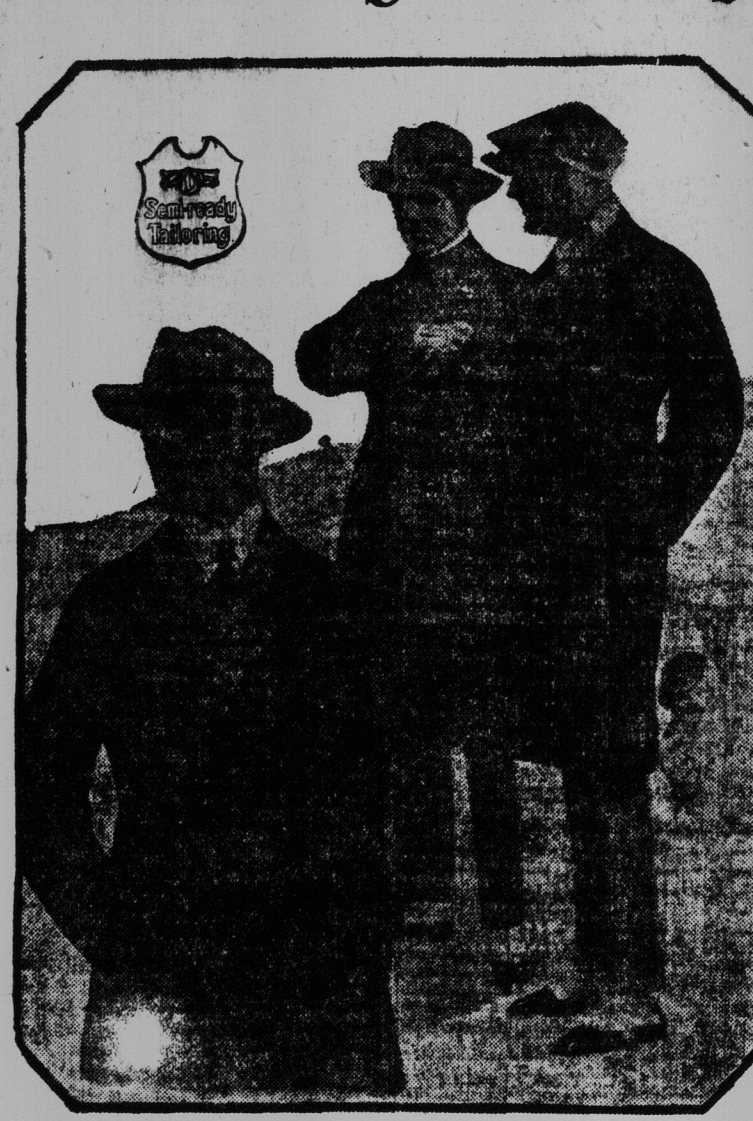
Newspapers the Best

The best means and place to advertise, he said, depended upon the needs of all. The vast majority of people, however, he said, find the newspapers better adapted to their needs than other methods because it solves the great problem of circulation. For eighty or ninety per cent of merchants, he said, it was better than any other. Common sense should reign in advertising, he said. He then cited instances of thoughtless advertising and pointed out that many do not give enough attention to this most important feature. He pointed out that it is not only space that counts in advertising but what is said in that space. It is, he said, one of the big things in a business, as it gives a merchant an opportunity of talking to all instead of one customer. In other words, he said, it is a machine method of selling that multiplies the powers of man. He said that some mail order houses spend as much as ten per cent of their sales on advertising alone, which aggregates no less than \$700,000 a year, while others spend three and four per cent of their sales. Space in a newspaper gives men an opportunity to talk to their customers, and he advised great care in what is said in that space. The speaker pointed out that newspapers from the States and Upper Canada were coming to this city and retail advertisers were talking to the local merchants' customers, with a result that many are going out and spending their money.

Women as Ad. Writers

He then dwelt on the method of advertising, and said that he personally thought that more women should write advertisements, as women purchased about ninety per cent of goods against ten per cent bought by men. He told of the many faults men have in advertising.

Semi-ready Tailoring



After three months' wear

That's when you can judge clothes;
often within a month

You have met the "flash" friend—all smiles and alluring in outward form—who turns out to be a hollow sham on close acquaintance. So it is with other things. After three months' wear, after years of acquaintance with Semi-ready Tailoring, you will like it better and better. It's the inside as well as the outside you must judge by, and now that cloth and clothes cost more money, it pays to be particular.

Give \$30 for a good suit, and be safe.

The Semi-ready Store
King and Germain Streets



DEARBORN & CO. LTD.
ST. JOHN, N.B.

DEARBORN'S BAKING POWDER
MADE IN CANADA
ABSOLUTE PURITY

MASS MEETING FOR THE RECALL

A mass meeting of those interested in the present recall proceedings against Commissioners H. R. McEllan and E. J. Hilyard, was held last evening in the Tremont Hotel, West St. John. Fred A. Campbell, acting president of the Trades and Labor Council, presiding. Seven hundred and thirty persons were present. The meeting was opened by Rev. W. R. Robinson, Peter Sharkey, C. H. Sturgeon and others. Mr. Robinson, in a short but pointed address, said that so far as he could see there was nothing to be gained by the extent of their being organized. He contended that it had yet to be proven to him that the local policemen had taken a wrong step in the action which led to their dismissal. He concluded by saying that he believed the people should stand behind the dismissed policemen and support them in their effort.

Mr. Campbell announced last evening after the meeting in West St. John, that the recall papers would be called in on Saturday night at 10 o'clock. Sunday afternoon a mass meeting would be held and the number of signatures would be taken. Mr. Campbell also said that the candidates, although now picked, would be endorsed at this meeting on Sunday. In reply to a question he added that it would be unfair yet to announce their names.

Recall papers have been placed in St. Michael's hall in Main street, where they may be available for the North End people desiring to sign them. Labor delegates are in charge. This center takes in Lorne, Lansdowne and Stanley wards.

Fifty-three Lost in Collision.
London, Oct. 3.—Fifty-three men are missing as a result of a British torpedoed gunboat in a collision with a merchant vessel, September 30, according to an official statement issued by the British admiralty tonight.

Saves Time,
Worry and
Waste
and a lot of discomforts when
the morning cup
is
INSTANT POSTUM
rather than
tea or coffee
Postum is
free from caffeine, is made in a
moment, is delicious, and the
acme of table beverage economy.
For a change try
INSTANT POSTUM

GERMANS AND THEIR ALLIES FALL BACK ON EVERY FRONT

New York, Oct. 3.—The Associated Press, tonight, issued the following: Lens, the heart of the great coal region in northern France and Armentieres, almost equally important as a manufacturing center, have been evacuated by the Germans; the German fortified positions between Cambrai and St. Quentin have been definitely smashed and the Austro-Hungarians in Albania, foreseen by their former allies, the Belgians, are in full retreat northward toward their border from the Adriatic Sea to Lake Ochrida.

Of the reconquering of invaded Belgium and the progress of the French and Franco-American forces respectively north of Rheims and eastward in Champagne to the vicinity of Verdun the tale remains the same—the Germans slowly, but surely, are being forced everywhere to give ground and their vital defenses daily continue to be eaten into, notwithstanding the strong resistance that the enemy is imposing to make null the efforts of the Allies to close in on all sides of the great battle arc from the North Sea to the Swiss border and compel the German high command to reconstruct its fighting line.

Winning Way Along Coast.
In Belgian-Flanders, the Belgians, French and British troops are keeping up their eastward progress in their endeavors to compel the Germans to give up Ostend and Zebrugge their naval bases on the North Sea.
Roulers, the important railway junction, with its lines of steel radiating to the North Sea and eastward to Ghent, has been entered by the Belgians, and at Hoogledebe to the north, King Albert's men are virtually upon the Roulers-Ostend railway. To the south, the Belgian and French are seriously menaced.
Across the border in France the capture of Amiens, the key to the capital of the department of the Nord, within striking distance, and the evacuation of Lens places Douai, the fortress northeast of Arras, and all the territory between Arras and Menin virtually in the hands of the British.

To the south, from Cambrai to St. Quentin the German resistance is still strong but nevertheless the British, Americans and French on all the sectors which are essential to the carrying forward of the Allied programme have valiantly attacked and withstood counter-attacks, smashed the old Hindenburg line, captured and materially advanced their line. Sequehart, north of St. Quentin, the German line in a vital position, an attack recaptured from the British Wednesday, again have been taken by the French, and the German line has been pushed back on the rolling country to the eastward, as likewise are all the Allied troops from St. Quentin northward.

Northwest of Rheims the Germans are offering more resistance to the French along the Aisne and in the sectors which are protecting the eastern end of the Chemin-des-Dames, the western end of which already is dominated by the French guns, but General Berthelot's forces nevertheless captured Compiègne and reached the Aisne Canal between Compiègne and La Neuville, a front of more than fifteen miles.
In Champagne the French have enlarged their gains from the region north of Somme-Py to the western fringes of the Argonne Forest, taking prisoners and inflicting heavy casualties on the enemy. The railroad junction point of the Argonne, the town of Verdun, has been captured and here the French have completed their dominion of the high Vaux, running south of the Argonne Forest and are only awaiting the arrival of the Americans to the eastern end of the valley to nip the big wooded baglion out of the fighting line. The Americans are slowly approaching the ridge.

In their retreat from Albania the Austro-Hungarians everywhere are in flight before the Italians, burning towns and depots behind them. Large numbers of prisoners and quantities of war material have been captured.

WAR GARDEN PRIZE WINNERS

The exhibition, which is being held by the War Gardens' Association in conjunction with the Housewives' League is a revelation to many of what can be done towards increased production, several industrious citizens having raised vegetables enough to last them through the winter.

The Prize-winners.
Following is the prize list in the war garden contest:
Class 1, best basket potatoes, variety—1st, Ernest H. Toole; 2nd, Mrs. Joseph Taylor; 3rd, J. F. and Miss Burditt.
Class 2, twelve Green Mountain potatoes—1st, H. C. Gilmour; 2nd, Frank V. Hamm; 3rd, Ernest H. Toole.
Class 3, twelve Irish Cobbler potatoes—1st, T. S. Simms Co., Ltd.; 2nd, R. C. Gilmour.
Class 4, six beets, round, any variety—1st, Irene E. Barber and Lillian Hazen; 2nd, T. S. Simms Co., Ltd.; 3rd, E. L. Hay.
Class 5, six onions—1st, Irene E. Barber and Lillian Hazen; 2nd, Mrs. H. B. Peck; 3rd, J. V. Hamm.
Class 6, six carrots, any variety—1st, Mrs. J. W. Flewelling; 2nd, W. F. and Miss Burditt; 3rd, William Johnson.
Class 7, six turnips, any other variety—1st, Mrs. J. W. Flewelling; 2nd, W. F. and Miss Burditt; 3rd, William Johnson.
Class 8, six parsnips, any variety—1st, T. S. Simms Co., Ltd.; 2nd, E. L. Hay; 3rd, William McIntosh.
Class 9, six cabbages, any variety—1st, Mrs. H. B. Peck; 2nd, R. C. Gilmour; 3rd, E. R. Hay.
Class 10, two heads cabbage, late—1st, T. S. Simms Co., Ltd.; 2nd, Mrs. Taylor; 3rd, W. F. Burditt; 4th, Mrs. Taylor.
Class 11, two red cabbage—2nd, Mrs. Taylor.
Class 12, pumpkin—1st, Wm. Johnson.
Class 13, one squash—1st, Gladys M. Hogan; 2nd, T. S. Simms Co., Ltd.; 3rd, Mrs. H. B. Peck.
Class 14, three heads celery—T. S. Simms Co., Ltd.; 2nd, Mrs. Brown; 3rd, F. V. Hamm.
Class 15, best collection of vegetables to occupy space of 25 square feet—1st, F. V. Hamm; 2nd, T. S. Simms Co., Ltd.; 3rd, W. F. Burditt; 4th, Mrs. Taylor.
Class 16, best collection five specimens each, potatoes, turnips, beets, parsnips, carrots—1st, T. S. Simms; 2nd, Mrs. Taylor; 3rd, F. V. Hamm; 4th, A. M. Belding.
Class 17, string beans, green—1st, Mrs. R. J. Hooper; 2nd, A. M. Belding.
Class 18, string beans, yellow—1st, Mrs. Hanna; 2nd, Mrs. Hooper.
Class 19, peas—1st, Ernest H. Toole.
Class 20, beets, small round—1st, Mrs. Hooper; 2nd, F. V. Hamm.
Class 21, cauliflower—1st, Mrs. Hamm; 2nd, Mrs. Hooper.
Class 22, greens, spinach or Swiss chard—1st, Mrs. Hooper; 2nd, Miss Beyer.
Class 23, Swiss chard, mid-rib of leaf—

S. Anderson & Co., Burnt Church, \$5.50. Four square miles, McKenzie Creek, near Covered Bridge, John A. Young, M.P.P., Taymouth (N. B.), \$3.50. Ten square miles, head north branch Cain's river, W. S. Anderson & Co., Burnt Church, \$5.50. Four square miles, east of McGivney Junction, W. S. Anderson & Co., Burnt Church, \$5.50. Two square miles east of Little River, P. C. Coburn, Ripples, \$5.50. Five square miles, Little River and Bear Brook, C. G. Coburn, Ripples, \$5.50. Four quarter miles, southeast of Crocker Lake, Northumberland county, Andrew Blackwell, \$5.50. Five quarter miles, north fork Bass River, Kent county, James A. Burns, Rexton, \$5.50. Three square miles, St. Nicholas River, James M. Burns, Rexton, \$5.50. Two and a half square miles, west of Little River, P. C. Coburn, Ripples, \$5.50. Two square miles west of Bay du Vin river, A. & R. Loggie, Loggieville, \$5.70. The sale was completed this afternoon with the highest bid \$17.25 per thousand. Another high bid was \$16.50. The sales this afternoon were:
Eight square miles on Big Brook, J. D. Irving, Buctouche, \$5.20; two and a half square miles, south of Dunganon River, Archie Alcorn, Blackville, \$5.50; three square miles, east branch Sables River, Archie Alcorn, \$5.75; two square miles, south of Southwest Rust-gornish, Burden Phillips, \$5.20; two square miles, northwest of Nacawac River, two square miles Little North-west Nacawac River, two square miles in parish of Southampton, two square miles in parish of Southampton, James K. Pinder, M. P. P., Temperance Vale \$5.50; two square miles on Three Tree Creek, Eldon Phillips and Fraser Waugh, \$5.50; two square miles east of Pollett River, Fred Colpitts, Salisbury, \$5.75; two square miles, Bel River, York and Carleton county, five and a half miles near Canterbury, H. N. Grant Canterbury, \$5.50; four and a half miles west of South Forks of Coal Branch, two and a half miles on South Forks of Coal Branch, two square miles at head, eight and a half square miles on Otter Brook Fred D. McWilliam, Ford's Mills, \$16.50 two and a half square miles at head of Coal Branch, A. Chapman, \$6.80; two and a half square miles on North Fork of Coal Branch, Fred D. McWilliam \$17.25; three square miles on White Rapids Brook, Archie Alcorn, \$7.70; two square miles on Mill Brook, Kent county, J. M. Mann, Calais (Me.) \$6; six and a half square miles east of Big Magog Lake, Fraser Limited Edmundston, \$5.50; two square miles parish of St. Mary's, Kent county, J. D. Irving, Buctouche, \$6; three square miles, Six Mile Brooks, Cain's River John Kevin, Shinichium, \$5.50; two square miles, Six Mile Brooks, Cain's River, and three square miles South Branch Six Mile Brooks, Cain's River Penton S. McCormick, Blackville, \$5.50 two and a half square miles, northwest of Crocker Lake, Joseph Ferguson Cassella, \$5.50; two and a half square miles, Lower Trout Brook, Magog, davis River, Percy J. Anderson, Lawrence Station, \$7.75.
Santiago Ingejerius, a member of the A. F. of L., has returned from Mexico. He reports a good outlook for union of the labor element.

Every Man Who
Enjoys Good Coffee
and isn't getting it at home
ought to take matters into his own hands, and write for our booklet:—
"Perfect Coffee - Perfectly Made."
We mail it free to every man (and Woman, too) who appreciates a delicious cup of coffee.
Write today for your copy.
CHASE & SANBORN - MONTREAL
Blenders and Roasters of "Soul Brand" Coffee

NEW METHOD
FORTIMBER SALE
IS SUCCESSFUL
Revenue Showed a Marked
Increase Yesterday
Highest Bid \$17.50
Sales by Stumpage Instead of Mileage Inaugurated by Crown Lands
Department to Advantage of Province
Fredericton, Oct. 3.—Hon. E. A. Smith, minister of lands and mines interviewed tonight with regard to the sale of timber berths by his department today stated that the sale was evidently satisfactory and that as far as could be ascertained from the mileage basis to one of stumpage has been decided for the better from the viewpoint of the province. The minister stated that the ten percent deposits required under the terms of the sale amount to about \$70,000. The lowest price paid today was \$5.50 and the average price for a hardwood limit for which only half-stumpage was required. This was the usual upset price. For some berths bidding was keen and the highest price bid was \$17.50 per thousand. Another berth was sold for \$17.75 per thousand. Under the new system the stumpage was \$2.50 per thousand. With mileage and fire tax reckoned the total would be about \$8 per thousand. The difference is most marked.
The big sale of timber berths began at noon. The sale was adjourned at 1 o'clock for lunch and was resumed at 2 p.m. It was notable for being on a new basis for this province, stumpage alone being charged. The berths are free of mileage and fire tax. There was a body of buyers and others interested in the sale on hand when the auctioneer, E. H. Allen, began the sale, so great that adjournment had to be made from the crown land office to the assembly chambers of the parliament building. All sections of the province were represented by those present. Small operators predominated but many of the larger lumbering firms of New Brunswick were represented. Hon. E. A. Smith, minister of lands and mines, was present during the sale. As each lot was put up the upset price was announced. No upset price was lower than \$5.50 and on some lots it was \$6. The upset price was on spruce, fir, pine and cedar. Other woods pay as follows: hemlock, four-fifths; hardwood, one-half; poplar, three-quarters; railway ties, twelve cents extra.
Some lots were withdrawn by the department on account of the scarcity of timber on them. For the trading ground reserve lots there was no lively bidding, many of those lots being difficult of access.

The Purchasers.
The purchasers were as follows:
Nine square miles, head of McKenzie Creek, near Covered Bridge, J. S. Hoan, Baltimore (N. B.), \$5.75 square miles, five miles east of McGivney, W. S. Anderson & Co.; 2nd, Mrs. Hamm; 2nd, Mrs. Hooper.
Class 27, cauliflower—1st, T. S. Simms & Co.; 2nd, A. M. Belding.
Class 28, green tomatoes (chow-chow)—1st, Mrs. Shaw; 2nd, T. S. Simms & Co.
Class 29, string beans, cut in pieces and dried—1st, Mrs. Hamm; 2nd, Mrs. Taylor.
Class 31, greens, beets, spinach or Swiss chard, dried—1st, Mrs. Hamm.
Class 32, best collection of five varieties, grown and canned by exhibition—1st, Mrs. Hooper; 2nd, Miss Burditt; 3rd, Miss Beyer.
The Housewives' League had an exceptionally fine exhibit of canned goods of all kinds. In this the prize donated by Mrs. R. J. Hooper, convener of the demonstration work, for the best miscellaneous collection of fruit, was carried off by Miss Beyer.

Economy Begins at Home
Now-days Governments, Chancellors, bankers and business men talk economy. However, it is one thing to talk economy and another to put it into practice.
The Canadian Housewife holds the key to the situation. Real economy may be practised by the housewife in food purchasing for the home. At very small cost she may obtain the finest cocoa that money can buy—a cocoa unexcelled as a food drink and unsurpassed as a flavoring, that adds extra delight to hundreds of dainty desserts.
Write for COWAN'S Recipe Book on Desserts—mailed free.

COWAN'S COCOA
"Perfection Brand"