

POOR DOCUMENT

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INTERNATIONAL ADVERTISING

Establishing of Better Relations Among Nations—Address Today at Milwaukee Convention.

Milwaukee, June 12.—Among the "giant accomplishments of commercial advertising is that of establishing more friendly relations between nations," asserted L. J. Cuniff of the McCann Advertising Agency of Toronto in addressing a great general session of the convention of the Associated Advertising Clubs of the World here, this forenoon.

A failure to understand the people of a country when appealing to them through advertising increases their misconception of the advertiser and his fellow countrymen, and by the same token, favorable experience with the advertising and wares of another country tends to create good will and more friendly relationships.

Much is being said at the world convention of advertising, which opened here yesterday, concerning the better understanding between nations, which is resulting from international trade, and



What do you most desire in Tea? — FLAVOUR!
"Salada" Tea is rich in the essential oils of Flavour and will always give genuine satisfaction.

emphasis is laid upon the fact that truthful advertising and fair and generous dealing, as well as an understanding of the tastes and the customs of the people dealt with, rapidly promote friendly feeling; and every firm which undertakes to advertise in another country and misuses the mark is assuming a grave responsibility, for he is making it harder for his fellow countrymen to sell in that country, while also failing to make his own investment pay.

"A company in one country which enters the trading marts of another," said

Mr. Cuniff, "assumes the duty of studying the needs and preferences of the people and the responsibility of conducting its selling, its advertising and other business transactions in a way which will violate no traditions of this country and which will please prospective purchasers in the new market."

"The right kind of international advertising does much to establish friendly relationships between nations; the wrong kind, just as much in the contrary direction," he declared. "A firm which advertises in foreign countries and

is so careless or ignorant as to offend people by its business methods or its advertising messages, hurts not only its own market, but injures the efforts of all of its fellow citizens trying to market their products in the same countries and renders all similar efforts less effective, both foreign and domestic.

Quite Easy to Succeed.

"It is quite easy to do the right thing. It is not necessary to be skilled in diplomacy or schooled in international politics to advertise successfully in a foreign country. The matter is quite simple. If you will go about it the same way as you prepare your domestic campaigns; if you apply the same taste you apply to domestic campaigns, ninety-nine times out of 100 the outcome will be all right. Advertising men, who have so many times in the past thrown the weight of their influence on the side of progress, who have helped establish higher standards of living, more strict codes of business ethics, truth in advertising, truth in merchandising, honest goods and honest prices, will find it well worth while to lend the weight of their influence so that international advertising may mean only more profitable sales and more prosperous firms, but that it may also help bring into being a more tolerant, more friendly and more neighborly family of nations."

MANY MEN ARE NOW EMPLOYED

Snowball Company Shipping Lumber to Montreal, Toronto and Overseas — Will Soon Start Big Mill.

(Chatham World)

Our reporter took a walk down around the Snowball plant yesterday to see the activities that were going on there and the evidences of renewed business was very gratifying when we considered the quietness that existed in this locality last season. We found Mr. George Groat, who is in charge of the plant, engaged in installing a new Allis Chambers engine that will develop about 600 H.P. This is replacing the engines that were put in the mill when it was first built in 1912. Mr. Groat expects to have the mill running about the middle of June. He is now waiting for a 44 inch belt that is on the way from the makers. He has twenty-two men employed on mill repairs.

We also found the machine shop running to full capacity with about ten men employed. Loading was going on at the planing mill which is a new plant replacing the one that was burned last year and Mr. V. B. Snowball, who was told us this mill was giving good satisfactory and one day had turned out 48 m. of stock which had been re-sawed at the mill, planed and tongued and grooved and that he had orders on hand for a large quantity of similar stock going to Montreal and Toronto markets and he hoped to be able to keep this plant continuously running. There are about ten men employed in this mill besides four loading cars. Rough lumber was also being loaded for Toronto and Montreal, about two cars each day going out.

We saw lumber being unloaded from cars and on asking found that this was being brought from Tracadie mill by rail the first time they have been able to get a satisfactory export rate from that point and Mr. Snowball stated he had sixty-five cars on the way for the S. S. Drott now loading at the wharf. This was being argued by barges also coming from Tracadie.

So for this season, this firm has loaded the Canadian Trapper, carrying about two and a half million superficial feet, Canadian Challenger, carrying about four million, and have the Drott loading at the wharf, that will carry about three million superficial feet.

Our reporter asked Mr. Snowball how many men he had on the pay-roll and he stated the permanent staff that was in connection with car loading, tug boats, machine shop and mill, was about one hundred and the last time short, which also had the steamer men, had two hundred and thirty-two names.

We also noticed the Grasse Trader loading at the Canada Wharf for this firm which was taking a cargo of boards for Montreal. This vessel, the owner stated, would probably make several trips to the Miramichi this season.

When the big mill gets going, employing another 100 men, this section of the town will present a very busy appearance.



If you could visit our new, model, sunshine factory and see how clean and fresh everything is kept you would doubly enjoy

MCCORMICK'S
JERSEY CREAM SODA BISCUITS

HOW EXPORTERS OF THE DOMINION WILL BE HIT

To show the striking extent to which the new United States tariff now before the Senate at Washington will affect Canadian exports to the United States, the tariff department of the Canadian Manufacturers' Association has prepared a statement, comparing the present and proposed rates on the principal commodities exported. These indicate heavy increases in nearly every item, many goods which have hitherto figured on the free list being placed on a duty basis, while others which have been moderately taxed are now to be subject to much heavier rate of duty.

The commodities listed in the C. M. A. statement are only those, considerable quantities of which are exported to the United States. Even so, they represent in value more than fifty-four per cent. of Canada's exports to the Republic during the year ended March 31, 1921.

1921. The rates of duty will be raised on many other articles, and while the exports of each such commodity to the United States are not great, the aggregate of these exports represents a very considerable total. Total exports of \$294,924,254.

THOROBREAD FLOUR
Becomes a Habit

Milled by Hunt Bros Limited London, Canada

Thorobread—There's no mistaking—it's best for Baking.



Don't neglect those cracked walls and ceilings another day

You can repair them most economically with Beaver Board. Just nail the big, flawless Beaver Board panels over the old plaster. Apply paint if you want a decorated job, add the finishing wood strips, and you have an attractive, livable room at surprisingly low cost.

And remember, walls and ceilings of genuine Beaver Board can't crack, chip or fall. For Beaver Board is a real lumber product, made of white spruce logs. Each panel is sized by the patented Sealrite process which provides a perfect painting surface.

There are a thousand and one uses for this knotless, crackless manufactured lumber. It is ideal for transforming attics, making new rooms, erecting partitions, enclosing offices, remodeling of all kinds and new interior construction.

Beaver Boarding is not only the most economical kind of work, but also the quickest, easiest and cleanest. Once done, it's as permanent as the building.

Any carpenter or lumber dealer in town will tell you about Beaver Board and advise you as to its use. Ask one of them about it.

Be sure you get genuine Beaver Board. You can tell it by the trade-mark on the back. You can't expect Beaver Board results without Beaver Board itself.

Write for Samples and Booklet.

THE BEAVER COMPANY, LIMITED
Administration Office: Toronto, Ont., Buffalo, N.Y., London, Eng.
Eastern Sales Office: Toronto, Ontario
Western Sales Office: Winnipeg, Manitoba
Distributors and Dealers Everywhere

BEAVER BOARD
FOR BETTER WALLS & CEILINGS



BEWARE OF THE MOTH



MAGEE'S FUR STORAGE IS SAFE.

PROCRASTINATION IN FUR STORAGE

Not Only Thief of Time, But Joy of Moths

Store your furs in our own scientific storage vaults. They will be constantly under skilled care. They will be fully insured against any loss or damage.

No moth could live in our vaults if one ever got in, because the temperature wouldn't permit. Furs alone can thrive on it. Thousands of storage customers last year and not a single loss or inconvenience.

Telephone Main 3786—We Will Send For Furs.

D. MAGEE'S SONS, Ltd.

Since 1859

St. John, N. B.

MUTT AND JEFF—THE SONG HAS NOTHING TO DO WITH THE IDEA

By "BUD" FISHER

