

THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

MIKE WRITES ADS JUST AS HE TALKS

Twelve years ago M. H. Loeffler, known around Grand Junction, Colo., as "Mike"—started his clothing store \$4000 borrowed capital and decided that he would rest his advertising ease on personalized advertising. He would be himself talking to the reader of the advertising. If 1919 continues as it is his sales for the year will be about 1000 per cent over those of the first year.

Each Loeffler advertisement, usually a single column piece, is made up of "Mikograms," and so headed. Each is signed "Mike." There is no formal language in the body nor formal signature at the bottom. But personal and interesting as they all are, each brings in the merchandise talk as forcibly as the most so-called efficient advertisement written in undertaker's English. The proof is in the sales—for Loeffler sells wherever the local newspapers circulate.

"I was influenced in selecting this style," said Mr. Loeffler, "by the simple fact that you can clip advertisements and when you cut off the name plates of them you cannot tell whose nine out of ten of them are. I believe that an advertisement should reflect the individuality of the advertiser and his firm. Especially in the smaller community.

"When I first began to advertise I decided that I didn't care to write the same sort of advertisements that everybody else was writing. So I didn't write any. I talked it! I aimed to talk to my prospective customers just as if they were at the counter and I was there with the merchandise in my hands, selling it to them. My advertisements may not be college English, but I believe they are, every day, human talk."

Here is a typical Loeffler advertisement:

MIKOGRAMS

It takes your friends to say horrid truths about you.

For instance: I had to make a trip to Chicago to replenish my stock of Blank Brand Clothing and to pick up a few snappy Ties, Shirts and Suits. But my friends insist I went to bid one last farewell to a footrest in the shape of a brass rail, to blow the foam off the top for the last time; to say, "I'll take the same" just once more — You know the mean things your friends will say about you!

But, honest to goodness, I went to buy some new Blank Clothes; and, besides with highballs at 40 to 60 cents per copy, there is a limit, and, besides again, I am absolutely eligible to run for school director even on a prohibition ticket—if you don't believe it, ask Charlie Jones or Mrs. Gallupe. Never once have I applied for a permit. (Again my friends say that I went after it in person. False again.)

But, anyhow, I brought back a real swell selection of real pretty Summer Suits—the kind that always keeps this store of ours at the head of the procession.

See some of them in the windows. I would go to the moon, even though it were dry, if I knew I could buy something good for you.

—Mike

At the Fountain. 425 Main.

GETS GOOD RESULTS FROM SCISSORS SALES

A common article, such as a pair of scissors, lends itself to successful sales possibilities, as the demand for scissors is always good and the assortment endless. The Bronson Company of Cleveland, holds such a sale monthly, displaying all sizes, shapes and kinds, from the commonest to the specially designed scissor on velvet-lined trays. Each sale has been greater than the last and a very satisfactory business has been developed on this article.

EXPENSE SHOULD INCLUDE INTEREST ON CAPITAL

"Interest on investment is becoming a mighty important element of cost in these days of fair-price in-

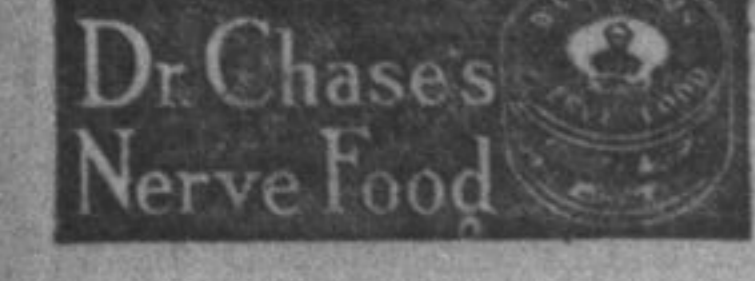


Could Not Sleep

Mr. Earnest Clark, Police Officer, 338 King St., Kingston, Ont., writes:

"For three years I suffered from nervousness and sleeplessness. I believe my condition was brought about by overwork. I had frequent headaches, neuralgic pains and twitching of nerves and muscles. I had indigestion, was short of breath and easily tired. I commenced a treatment of Dr. Chase's Nerve Food, and seven boxes of this medicine cured me of all my symptoms. I am now feeling one hundred per cent. better than I was, and have to thank Dr. Chase's Nerve Food for the good health I am now enjoying."

Dr. Chase's Nerve Food, 50 cents a box, 2 for \$2.75, all dealers, or Ellingham, Bates & Co., Ltd., Toronto.



vestigations, and especially when our assistant attorney general feels that a penny a pound is enough profit for the retail dealer," says W. E. Koch, of Kansas City.

It is the "invisible" costs such as interest on investment depreciation, spoiled goods and bad debts rather than the "visible" expenses of payroll, rent, taxes, supplies and so forth, which the retail dealer has most to fear, according to Koch.

Return on investment is rather commonly neglected, he points out, a great many retailers assuming this is properly included in net profit. As a matter of fact it is not. Interest on investment is no more the profit of a business than interest on borrowed funds is. Really there is no difference between the two except that in one case the proprietor happens to be the person who lends the funds to the business and in the other it is an outside person.

Interest on investment is an expense of the business. Webster gives the following definition: "American economists in general have held that profit as a share in distribution does not properly include either interest or insurance, but represents the reward of the employer for his skill, as distinct from that of the capitalist, for his savings. This view is the one now generally prevalent."

The merchant who does not deduct interest on his investment as an expense to the business, before arriving at the net profit, simply is drifting toward the rocks, for his books show a larger return than his business really is earning.

A merchant who formerly has earned a salary of \$2400 acquires \$10,000 and decides to go in business for himself. Neglecting to figure interest on investment and his own salary as expenses, he shows a net profit of \$3000, and feels that he was wise in going in business for himself and in having bettered his "profit" by \$600 in the jump from \$2400 to \$3000.

If he were assailed as a profiteer and were forced to declare his profit in defense, or for purposes of taxation on the business, he would suffer through his own fault. Actually, with such figures the business shows no profit at all.

As a matter of fact his situation is exactly the same as if he had retained his former position at a salary of \$2400, and had invested his \$10,000 in stocks or bonds, which would pay him 6 per cent interest, or \$600. And the chances are that he would have saved himself much work and worry had he done so.

His personal services have earned him \$2400, as they would have in his former position. His capital has earned him \$600, as it would have invested anywhere at 6 per cent. But his business has earned him nothing.

For, if he borrowed the capital for the business he would have to pay \$600 for it, and if he merely contented himself with owning the business and hiring some one to run it for him, he would have to pay \$2400 to get a man as good as himself.

WOODEN MONEY.

Who ever heard of wooden money? The only known currency of this kind is issued by the Hudson Bay Co., and circulates all over the vast territory controlled by that powerful trading concern.

It is a coinage consisting of pieces of wood known as "castors," which are stamped with a die. These are accepted everywhere in that territory as cash, and are exchangeable for all sorts of supplies and commodities at the widely scattered stations of the corporation.

The area governed by the company is vast. In one straight line it extends as far as from London to Mecca; from King's Posts to the Pelly Banks is further than from Paris to Sarum. Over all of this region the corporation exercises a complete dominion, employ the native Indians, chiefly Ojibways and Crees, to collect the furs which furnished its revenue.

Hudson Bay is about two-thirds the size of the Gulf of Mexico. It is an almost landlocked sea, with 3,000 miles of coast line. More than 300 years ago Hendrik Hudson, trying to find the northwest passage, wintered there. His crew mutinied and set him afloat in an open boat with his son and seven others. He and his companions were never seen again.

The unit of value in that part of the world is a beaver skin. Two martens are equal to one beaver. The trapping is done in winter, and in spring the Indians bring the pelts to the stations, receiving in payment for them wooden money. With the latter they buy what supplies they need at the store maintained by the company at the station.

Still Think of Us as Pioneers.

Pre-war ideas of Canada as a wild colony appear to die hard in England. For instance, a London writer in a famous daily says:

"I have just noticed what I regard as a very interesting advertisement in an imposing contemporary: Footman required for Canada. Good situation, etc., etc. Really I should not have been more astonished if I had read that a stockman was required for Berkeley Square. Does it mean that the threatened exodus of well-to-do families from this country is already begun? Certainly no everyday pioneer wants to take a footman with him!"

Hot Weather.

"Call this hot weather," said a visitor to Canada. "Why, I've seen it so hot down south that the popcorn popped right on the stalks."

"When?" exclaimed the host. "And that's not all; the juice of the cane in the next field turned to molasses, ran through the fence, mixed up with the popcorn and formed the finest combination of popcorn and molasses that ever crossed your lips."

ADS SOUND KNELL OF THIS CHURCH BELL

In future the First Methodist Episcopal Church of Hoquiam, Wash., will not summon the congregation to service with the clanging of a bell. Display advertising will be used in the local papers instead.

"A bell is all right on a country church," declares the Rev. W. W. Switzer, pastor of the First M. E., "but it is an unnecessary antique on a twentieth-century house of worship in any progressive city or town that has the advantage of newspapers and the publicity which can be obtained through the use of their advertising columns. Our bell will be removed and sold because, in future, we will depend solely upon the power of the printed word."

The Fathead.

It would surely be imprudent to address that formidable creature the swordfish as Fathead, yet the term would be quite appropriate.

The heads of 199 average swordfish will yield sixty-five gallons of an oil that has high market value. Refined and sun-bleached, it is indistinguishable from whale oil, and fetches the same price. In fact, commercially, it is whale oil.

Whale oil is obtained on a much larger scale from halibut heads, which are treated in the same way as the swordfish heads—i.e., cooked to a pulp with steam and pressed. A short ton of them will yield forty gallons of oil. Boston and Gloucester (Mass.) annually produce 12,000 gallons of refined whale oil from halibut heads.

Away back in the seventies somebody discovered that salmon heads were rich in oil, and since then the production of it has been a considerable industry in connection with the Pacific salmon fishery. By 1905 the annual output had risen to 50,000 gallons.

Swimming de Luxe.

There is not much pomp and circumstance connected with modern sea bathing, either mixed or otherwise, and few women bathers would care to take their dip with the pomp affected by the Duchesse de Berry, who first made sea bathing fashionable in France, says the London Express. In the summer of 1871, when this great lady went bathing at Dieppe, her arrival on the beach was hailed with a salvo of artillery. The holder of the especially created post of "Inspection des Bains" had to be there to receive her, attired in a resplendent uniform, cocked hat and white gloves. This functionary led her royal highness into the sea until water reached her knees, when he retired with three profound reverences to change his shoes and stockings. The duchess, who was an excellent swimmer, then proceeded to enjoy herself.

In South America two dainties are lizards and baked centipedes. Enslaves may be fed to beef cattle in winter in an inexpensive shelter such as a one-ply board shed.



THE RIVER EXPRESS DURING ENGLAND'S STRIKE.
Photo shows passengers on one of the steamboats which ran between Richmond and Westminster in the morning and evening to take people to and from business.

IS ICE-COLD WATER BAD FOR RHEUMATISM?

A BRITISH SEAMAN'S EXPERIENCE

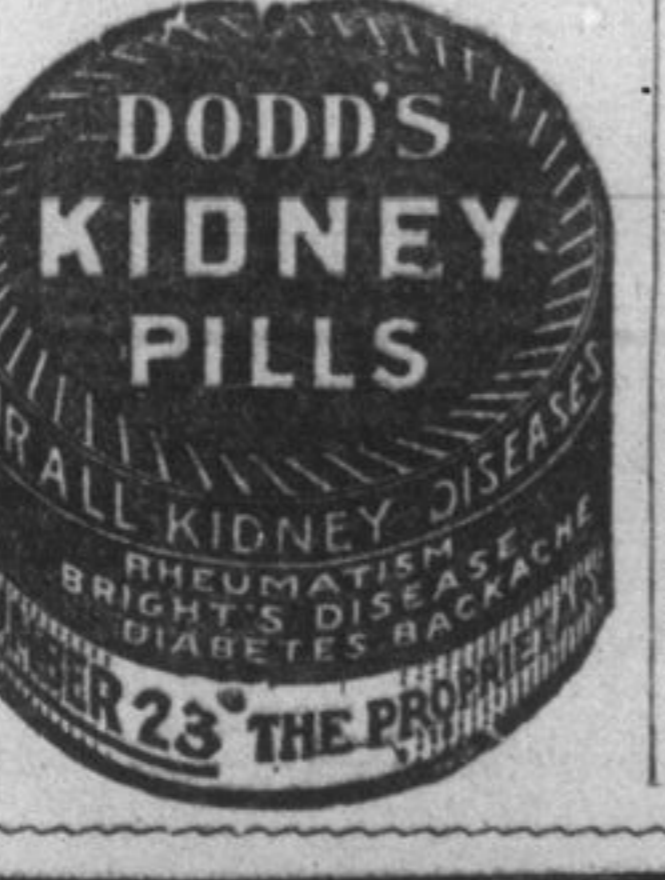
This story of Wm. Rogers, a seaman in the Mine Sweeping Branch of the Royal Navy, is absolutely true and can be readily verified.

At Niagara Camp, in 1914, Rogers contracted Rheumatism. He was sent to the Toronto General Hospital, where for over 19 months he was a patient, finally being discharged as incurable. In despair he took a friend's advice and tried Templeton's Rheumatic Capsules. The results were astounding—in a short time he was able to pass the stiff examination set by the Navy, and became an A.B. in the Mine Sweeping Branch.

For 17½ months he did service in the North Sea. On three occasions he was blown into the sea and remained in the ice-cold water as long as eleven hours at a stretch. Despite these hardships Rogers had no return of his previous trouble. Think about it. If T.R.C.'S did so much for Rogers—will they not do the same for you?

Ask your Druggist or write us for our new booklet, it tells everything and costs you nothing. (Templeton, 143 King West, Toronto). We mail T.R.C.'s anywhere on receipt of \$1.00.

Sole agent for Kingston, James H. McLeod, Druggist.



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BARGAINS IN HEATERS

NEW, ALSO FEW SLIGHTLY USED
FIRE KINGS AND STATION AGENTS.
ALL SIZES QUEBEC HEATERS
MUST BE SOLD AT ONCE

Do Not Delay
CAN BE SEEN AND BOUGHT AT
A. SPEIZMAN'S
60 QUEEN, ST., KINGSTON. Also Plumbing Supplies.

U.S.L. Storage Battery

DISTRIBUTOR AND SERVICE STATION
DON. M. CRAIG

Expert Storage Battery and Self Starter repairs.
All size Batteries for all cars.
207 PRINCESS STREET, WINDSOR BLOCK
PHONE 1818. HOUSE PHONE 1683W.

Boyd's Garage

We have several five passenger Touring Cars, from \$250.00 up.

Don't go home without seeing our new Reo Six.

Boyd's Garage,
129 Brock Street Phone 201

PICTON VETERANS MEET

Absence of Harry J. Flynn Causes Disappointment.

Picton, Oct. 27.—A mass meeting of returned soldiers resident in and around Picton was held in the Town Hall here Saturday evening. Lt.-Col. M. K. Adams occupied the chair, and H. E. Lewis, organizing secretary for the G.W.V.A. (Ontario Provincial Command), was the principal speaker. Some disappointment was expressed at the absence of J. Harry Flynn, of Toronto, as the veterans had looked forward to a warm debate between the representatives of the old and new veterans' associations.

STANFIELD'S
Unshrinkable
UNDERWEAR

Stands Strenuous Wear

YOU are certain to get value when you buy STANFIELD'S —
The Underwear that protects your health—your Comfort and your Money. **STANFIELD'S** is soft, warm, durable, and is worth every penny your dealer asks for it.
Stanfield's Label is your guarantee for genuine underwear satisfaction.

Made in Combinations and Two-Piece Suits, in full length, knee and elbow length, and sleeveless, for Men and Women.

Stanfield's Adjustable Combinations and Sleepers for growing Children. (Patented). Sample Book, showing different weights and textures, mailed free. — Write:

STANFIELD'S LIMITED, - TRURO, N.S.