

CANADIAN LOCOMOTIVE COMPANY Limited KINGSTON, ONTARIO.

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FAULTY PLUMBING Is Costly No Matter How Low the Price. Our Plumbing is being built up on a quality first basis. DAVE & BARRETT 208 Wellington Street Phone 688.

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KINGSTON'S ONLY DYERS Let us prove our work by giving us one trial. Dry Cleaning our Specialty PATTON'S DYE WORKS 349 Princess Street. Phone 214

A Real Vacuum Cleaner Would You Like To See One? Two experts will be here next week demonstrating our new model G Cadillac. Can we have your name? J. R. C. DOBBS & CO. 41 Clarence St.

HAVE YOU SMOKED A DUNHILL? WE HAVE THEM. BAKER'S CIGAR STORE

In over 400 cities the STREET RAILWAYS have had an increased fare. By your patronage show your appreciation of the fact that St. carries you to any part of our city. KINGSTON, PORTSMOUTH and CATARAQUI ELECTRIC RAILWAY

DEVELOP YOUR CITY By owning your own home and beautifying it—Bateman's Real Estate... Sell on a home—sell you a lot—lend you the money to build—insure your buildings and furniture—and later, should you desire it, sell your property at a profit. Now is the time to list your properties. GEO. A. BATEMAN, 159 WELLINGTON STREET

McGinnis & O'Connor HIGHWAY ENGINEERS AND CONTRACTORS

Weber Pianos

INDUSTRIAL WEEKLY REVIEW KINGSTON

HUGE BUSINESS WAS RUN BY FOUR MEN

Letter Writing and Telephone Shunned by Macdonald Tobacco Company.

Toronto World. Recent circulation and disproval of an unfounded rumor to the effect that W. C. Macdonald, Reg'd., Inc., has been acquired by the Imperial Tobacco Company, recalls the industrial history which is perhaps the most remarkable in the chronicles of Canadian business. In these days of gigantic corporations (among such the Macdonald company is to be considered as one of the largest manufacturing enterprises in Canada), we seldom think of a "one-man business" otherwise than as a good prospect for the assignee; yet the Macdonald institution has always been, still is and will continue to be during the lifetime of its present owners, at any rate, a one-man business in the strictest sense of the term.

The largest producers of plug tobaccos in this country, and now among the largest, too, of cut tobacco, it employs an office staff of five persons! Modern business men, recalling personal experiences, may be inclined to scout this statement, but it is none the less true. A business aggregating many millions of dollars annually is transacted by five office employees. This condition, presumably, is a survival of the form of efficiency for which that enigmatic, taciturn business genius, the late Sir William Macdonald, was distinguished, in fact the spirit of the late founder still looms large in the conduct of the company's affairs—making rumors of the sale of that which has his character for its foundation, all the more ridiculous—as was instanced only the other day when, in reply to a veritable bombardment of queries, the owners were finally prevailed upon to make a statement regarding the sales situation. (Continued on Page 15.)

Advertising Insurance

It is significant that the game of selling life insurance, one in which there is so much keen competition, active salesmanship and rivalry between individual salesmen, district staffs, and even whole companies, is at the same time governed by a series of laws, written and unwritten, that put the fairest rules of the fairest game on earth to shame. What the other fellow has gained by hard work is his and is sacred from trespass, but if there is fair game in sight, one hustles as hard as he may

to be first to bag it. Life insurance, is, of course, an established institution. It is just as reliable as owning a farm, or any other asset, except that one does not pay such a large amount for it, and its value does not decrease, no matter what conditions are. To the man who buys it, it is just the opposite to the income tax. With the tax, the more one gets, the more he pays, while life insurance works in the opposite fashion.

Competition broadens the outlook and this fact has been surely demonstrated well in the life insurance business. The field is so large, and the possibilities are so many and so varied, that the wide awake insurance man must have a broad outlook. Thus it is that the latest campaign of the life insurance companies in Canada is of a very broad nature. In connection with their advertising they have amalgamated, in a sense, not to boost any one company, but to educate the public generally on the subject of life insurance. By co-operating they can make the campaign worthy of the effort and can, at the same time, reap the benefits of it, one on an equal basis with the other.

At the present time the life insurance agent must first teach his "prospects" the value of the article, will have for sale and the advisability, almost the necessity, of possessing that article. After that has been done, he may proceed to point out the particular advantages of his company.

Under the new plan the agent, although he must still be able to show the value of his article, will have a silent helper for him in the newspapers and the first part of his work will largely be accomplished. He may devote more time to studying the business of showing how his company is particularly advantageous and competition becomes all the more keen automatically.

This is valuable, not only to the seller of life insurance, but also to the buyer. There are still a great many people who are "leary" of insurance. They know that it is the business of the man who calls on them to sell insurance and therefore they will not believe half he says. When the facts are stated for them in black and white, when a comprehensive and clear statement of life insurance is daily put before them in their newspapers, then they can no longer doubt, unless there be a defect in their understanding. They know what they are getting and they know just how badly they need it.

There is no chance for a glib agent to fool them and the agent's work is half accomplished for him. The advantages of such a campaign are manifold. In other lines the same thing has been done and with great success. Manufacturers of furniture have found it to work admirably as have fruit growers and others. It is just the old story of all the parts combining for the good of

the whole and at the same time rendering a service to those who serve them. Incidentally, a modest word might be put in for the old reliable newspaper which makes such things possible.

KUTTING KURLS

Makes Them Kurler Than Ever Is the Statement

The old-fashioned idea that barber shops were places for "men only" and that a woman might just as well go into a saloon as into one of them, was long ago discarded, the common sense of the women having come to the rescue in a ridiculous situation. Now, in regards to the better class barber shop, it is a common thing to see some mother taking her little boy or girl into a barber's realm to have the tumbled locks trimmed to a more orderly and sanitary state.

A barber shop is just like a dry good store or any other shop. The man who runs it and the men who work in it are just as respectable as any other tradesmen, and in some cases they are a great deal more so. In point of cleanliness, what store is there of any kind that can approach the spotless condition of the modern well-conducted barber shop?

Of course the idea that a barber shop is no place for a woman to go is ridiculous. She receives just as courteous treatment there as anywhere else. The barbers are only too glad to oblige customers, and especially lady customers. Where has anyone ever seen a barber who was not polite?

In the warm weather the little tots should not have a mop of hair to make them uncomfortable, sticky and feverish. Bobbing the hair, or cutting it short, is pleasant for the children and safeguards their health, besides promoting the even and thick growth of the youngsters' locks.

Frank Robbs is making a specialty of children's hair-cutting. It is quite a usual thing to see little tots in his big chairs having their "crowns of glory" touched up or trimmed, and mothers who have taken their little folks there cannot speak too highly of the service and courtesy they received. You can't make a mistake if you go there.

Ain't it a grand feeling to waltz home at one o'clock with your hair in your boots and find a note on the rack that the wife will not be home till two? And don't you get a just and righteous feeling?

With the reporter it's the "worst in years" and with Grandpa it's "pretty near as bad as in '75." But with the man who knows the facts it's "just the usual thing." Who wants to hear facts all the time?

At the present time the duty of every man heading an establishment is to employ as many people as he possibly can.

THE TOYE BREAD CO., Limited EAT MORE BREAD AND LESS MEAT Manufacturers of MOTHER'S and QUAKER BREAD 105 Ontario St. Phone 834.

PRINCE OF WALES DINING ROOM AND LUNCH FOR LADIES AND GENTLEMEN Try our Special Dinner from 11.30 a.m. to 7 p.m. Table Service—Prices Moderate. 33c—Regular Breakfast—25c. Omelet or Corn Flakes, Ham, Bacon and Egg, Toast, Wheat Cakes, Tea, Coffee or Milk. 181 PRINCESS STREET. American Management. PHONE 544.

ARROWROOT BISCUITS Have you tried our ARROWROOT BISCUITS? The Kiddies thrive on them. If your grocer does not keep them ring up the office. Try a pound and be convinced. THE W. J. CROTHERS CO., Limited

JAS. SWIFT & CO., Limited Importers and Shippers. Domestic and Steam COAL. Say it with Flowers A. D. HOLTON Florist 250 Princess Street - Phone 661.

S. S. CORBETT Funeral Director Ambulance Phone 143. Residence Phone 215. JAMES RICHARDSON & SONS Ltd. Established 1857 Kingston, Ont. BRANCHES: Calgary Port Williams Saskatoon Winnipeg

We Promote Industry and Build Character by Rendering Service I.C.S. M. M. SIMS Representative 130 Clarence Street Kingston, Ont.

KINGSTON NAVIGATION CO., Limited S.S. ST. LAWRENCE—630 PASSENGERS S.S. BROCKVILLE—300 PASSENGERS. Open for charter for S. S. Pleasure and Excursions. Call us up and get a good date. TELEPHONE 198

GRIMM'S AGENTS FOR NELSON'S AND WILLARD'S CHOCOLATES Phone 797 102 Princess Street.

Smith Bros., Jewelers, Limited DIAMONDS, SILVER AND GOLD GOODS Expert Watch Repairing Established 1848. 350 King Street

THE THOMPSON BOTTLING CO. "Belfast Ginger Ale" OFFICE: 294 PRINCESS STREET PHONE 304

McLaughlin Motor Cars. Gabriel Snubbers. Michelin Tires. Samson Tractors. If we didn't think these brands were the best in their line we wouldn't handle them for one day. PHONE 567. BLUE GARAGES Limited. H. M. Fair, Manager.

M. AMODEO Announces that the season is opening for BANANAS and all the early Greens. Wholesale and Retail Fruit and Commission Merchant 240 Princess Street - Phone 776

The FROST CITY STORAGE Company Choice Rooms and Space in our Storage—clean, bright and dry. 299-305 Queen Street. Phone 526.

VESTA BATTERY CO'S THE BATTERY WITHOUT REGRETS Place our Vesta Battery in your car and forget all your Battery troubles. It is a real battery of service. Whatever you use it for—Ignition, for starting, for Lighting, etc. it will serve you well. A battery you will recommend to your fellow motorists. Phone 410v. Queen and Bagot Sts. W. MILNE and F. KING

BOOTH FISHERIES CANADIAN CO. Ltd JOBBERS IN FISH, OYSTERS, GAME AND POULTRY 63 BROCK STREET PHONE 329.

CITY OF KINGSTON 5% 10 YEAR BONDS Denominations \$100—\$500—\$1000 PRICE 100 AND ACCRUAL INTEREST No better investment to be had than your own home city. Applications received at this office by mail or in person and bonds delivered wherever specified. Not a large issue. Get your orders in early. BONGARD, MYERSON & CO. 227 Bagot Street PHONE 1729

The Medical Health Officer Advised The Boiling Of All Milk Why not let us do it for you and do it right? We clarify it first and then pasteurize it. It is clean—it is safe—and it is the best and cheapest food you can buy. PRICE'S DAIRY Phone 845 277 Princess Street.

THE IMPERIAL LIFE ASSURANCE COMPANY Head Office - - - Toronto Reliable Representatives wanted in the Kingston district. Apply to J. B. COOKE District Manager, Kingston, Ont.

BIG SALE GOODYEAR BICYCLE TIRES THIS WEEK Reg. \$3.50 Tire for ... \$2.50 Agents for PERFECT OVERLAND and COLUMBIA BICYCLES GEO. MULLER, 375-379 King Street. Phone 1032v.

JOHN McKay, Ltd. BUYERS and EXPORTERS of WOOL, SKINS, GINSENG, RAW FURS Write for further information. KINGSTON, ONTARIO

Kingston Ice Company Limited Save food by using ice. Our Ice is certified to by Queen's University Laboratories as being pure. Telephone orders to 1307. Prompt delivery is our specialty.

WILLARD BATTERIES New low price for Willard Service now effective. I. LESSES 19 Brock Street - Phone 1349

We Are Always In The Market for Scrap Iron, Metals, Rags and Rubbers. It will be of benefit to you to ring 2067 or 20607. We are willing to give our best attention to any call, which may be received through phone. M. ROSEN & CO. 140 RIDEAU STREET

KEELEY'S Eyesight Service Eyes examined scientifically. - Over 20 years' experience. KEELY JR., M.O., D.O. 226 Princess Street. Phone 827.

LUMBER FOR SALE Good Hemlock Sheeting, sized and dressed to order. THE K. D. MANUFACTURING CO'Y MONTREAL STREET.

Frank Robbs "TONSORIAL PARLOR" 4 Chairs—Best of Service We Specialize in CHILDREN'S HAIR CUTTING 185 Wellington St. Phone 1315J.

HOUSE CLEANING MADE EASY It would pay you to drop into THE HYDRO SHOP on Princess Street and have our representative demonstrate the most improved types of Vacuum Cleaners. All kinds of Electrical Appliances for the home. THE HYDRO SHOP (Public Utilities Commission) 268 Prince St. Street.

Phones Office: 528, 1560 DONNELLY SALVAGE & WRECKING COMPANY, LIMITED Tugs, Chain, Sash Lights, Divers, Steam Pumps, etc. Wrecking and Salvage work since 1850 WITHOUT A FAILURE. JOHN DONNELLY President and General Manager

THE McCALLUM GRANITE CO. Limited MONUMENT BUILDERS 395-397 Princess Street. Phone 1931.

VINEGARS All Grades. Absolutely standard quality. Largest factory in Canada. The Wilson Lyle Baggerow Co. Ltd. Bagot Street

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CHILDREN'S HAIR CUTTING 185 Wellington St. Phone 1315J.

THE HYDRO SHOP (Public Utilities Commission) 268 Prince St. Street.

19 Brock Street - Phone 1349

140 RIDEAU STREET

DOMINION TEXTILE COMPANY LIMITED MANUFACTURERS OF: "PRUE COTTONS" MONTREAL TORONTO WINNIPEG