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his superior can always see whether

or not he is turning in a good ac-

himself, and to use his words, "why

is our business good right now? Be-

dred per cent, more money in adver-

tising this year than we did a year

ago, our sales force is a hundred per

cent. larger, and our sales methods

represent the highest degree of or-

ganized effort we have been able to

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The common hen lays only

average of 50 or 60 eggs a year.

hen to supply an ordinary man.

the men who achieve it.

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marketing of poultry, which includes

count of himself.

devise."

Is it a force with them?"

# ONE MODERN METHOD FOR EFFECTIVE SELLING

The System Used by the Fuller pany: "How much advertising is Brush Company-Direct Contact With Ultimate Consumer.

The people of Kingston and the district around have doubtless come acquainted with the Fuller Brush Company, through the activity of its representatives in this district under the supervision of Mr. Padden, the local sales manager of

that large concern. Printers' Ink Monthly, published some time ago, a two-page article by Alfred C. Fuller, president of the Fuller Brush Company, in which he set forth the reasons why the business of the company during April, 1921, showed an increase of 179 per cent over the corresponding week of April, 1920. The reasons given are three and this is how the first one

"The consumer has money spend. In one sense this may be regarded as the greatest reason of There is no possible way for us to be misled about this, because we sell the consumer direct through our own sales force and make no sales through distributors or retailers. We therefore know, in spite of all talk of business depression and the unemployment figures printed in the papers from day to day, that the consumer is buying and paying for his purchases, and our sales are made, not to any one class of buyers, but to all classes."

This, from a man who should have his finger on the buying pulse of the country, if anyone should, is cheerful news and information that can be relied upon.

Although not the usual "profitsharing, co-operative" concern, the Fuller Brush Company has some features along that line worthy of mention. No man on the staff, from the president down to the newest addisalary. All work on commission and of the Phillipines as the "weeds" are factor in the affairs of the commuseach is rewarded according to his regularly exported from those isl- ity, the civic officials should make it merits and abilities. The salesmen ands to forty different countries. It their business to find out why this receive the largest commission as is a significant fact that the Phillipthey do the actual work and have ines are also famous for the manuthe smallest volume to draw from. facture of rope. The more a man sells the more he makes and the larger his bonus, for there are regular bonuses. The dis- the imports of Japan exceeded the trict sales manager receives a small exports by 300,0000,000 yen, a con- ing efforts to secure work for the percentage of the turnover of his siderable increase over the same peforce. If he puts life and "pep" into riod last year. his men and is full of everlasting suggestions, is, in fact, a live wire all round, then his influence and supervision is soon manifest on his men extension of credits to the extent of and he reaps the benefit. So it goes \$10,000 and the establishment of a on up the ladder until the president's killing station at Moncton has been chair is reached, each man, from approved by the government of New bottom to top, working for all he is Brunswick. worth for his own good. No loafers are allowed to clutter up the smoothworking machinery of the company. A-minimum of calls is set for each

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\$60 and \$65 Bicycles for \$45 and \$50, to clear. Also Bicycle Saddles, regular \$4.50, for \$3.00.

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Write for further information, KINGSTON, ONTARIO

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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 Princ as Street.

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Tuga, Clam S.ell Lighters, Divers,
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Wreeking and Salvage work since
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## DOMINION TEXTILE COMPANY LIMITED

MANUFACTURERS OF:

"PRUE COTTONS"

MONTREAL

TORONTO

WINNIPEG

The natural question asserts itself. Often, particularly where working ooking on the success of this commen meet and talk, one hears the question asked, "when is the local done by the Fuller Brush Company? going to open?" To an outsider that sounds rather strange but its inter-The answer is given by Mr. Fuller pretation is "When will the Canadian Locomotive Company's Plant recommence operations?" cause we are spending almost a hun-

Here in Kingston, it must be admitted, we have been a little more fortunate than most other towns in the matter of employment during this summer and fall. Extensive building operations have been carried on which have tided a large majority of the local unemployed workingmen over many months. But comparatively few Kingston men have been totally unemployed this summer.

Yet there is always the winter to be thought of. Common sense tells us that the building operations at present under way cannot last forever. The George Richardson Stadium has been finished. The work of tearing down the old hoisery mill that it takes more than one common was long ago completed. The Cataraqui Golf and Country. Club's new Some people prefer idleness to home is fast nearing completion. The diligence. Would they prefer rust two big prospects still good are the to brightness? The two classes are new Jock Harty Rink at Queen's and somewhat similar when figured out. the central heating plant for the General Hospital and the University. Labour men will tell their candi- Work on these should last till the dates for parliament "Get us work." New Year.

'Work" would be a very good plat-These two jobs cannot possibly acform for the Labor party generally, commodate all the men looking for work. Farming will soon be a thing Success is a thing that some al- of the past until spring comes again, ways think of in others never in and no relief can be afforded from themselves. The man who think of the rural sections. The big hope, it in connection with themselves are then, is the Canadian Locomotive Company.

The question has often been ask-Down in Texas they are operating | ed; Are the officials of this company making any effort to secure orders or work of any description? In or-Besides the tremendous acreage dinary cases, where a man operates of tea plantation in Ceylon there are a small shop, it is left to his own over 60,000,000 cocoanut trees un- free will whether his doors are closed or open, his wheels turning busily or lying idle. But in the case of a company whose operation is so im-When you smoke your favorite ci- portant to the welfare of so many tion to the sales force, is on a stated gar you may be enjoying a product people, a company which is such a company is not operating. If the officials are making an honest effort to secure orders then their efforts should be backed up by the city, and surely 5,000 odd votes should have some influence. If they are not makplant, then it is up to the city council to find out why they are so disin-

### MAPLE SUGAR CROP.

During the last three years the manie wagar i reduction of the province of Quenes has increased threefeld, the last crop amounting to There are still a few men working | 30,000,000 pounds valued at \$7,at the Richardson Memorial Stadium | 000,000. This increase has been finishing up there. A large number | mainly due to the scarcity of beet of the men from this job were tak- and cane sugar, but another imporen on at the new Queen's rink as tant factor has been the establishsoon as their work at the stadium | ment of sugar-making schools. At was over. The work on the new cen- these schools, of which there are tral heating plant tunnel for Queen's three, the most modern methods of and the General hospital is also pro- making sugar and maple syrup are taught.

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A Battery you will recommend to your fellow motorists. Phone 410w. W. MILNE and F. KING Bagot Street

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