

REXALL MEN IN CONVENTION

More Than 1,200 Stockholders of the United Drug Co. Attend Eighth Annual Convention

Boston, Mass., Sept. 30.—The most important convention of its kind ever held in the East, if not in this country, ended here last night when more than 1,800 stockholders of the United Drug Company, and some 600 ladies, members of their families, stood in the immense enclosure of the Boston Arena and united their voices in the chorus of "Auld Lang Syne" as a finale to the annual banquet. It made an impressive sight. The magnitude of everything connected with the banquet cannot be adequately described, for the plans were carried out on a scale commensurate with what the convention represents today, a gathering of leading druggists from every section of the North American continent.

The convention opened last Tuesday morning at 9:30 a.m. In order to make the large gathering in the Boston Arena was carried. For three days business and pleasure were combined. There were a score of booths erected where were displayed all the Rexall remedies. These spaces were prettily decorated with flowers which were entwined about the lattice work so that they added to the general beauty of the scene. This was especially true at night, when myriads of tiny electric bulbs of different colors glowed from every conceivable crevice and from the centres of beautiful flowers.

President Louis K. Liggett called the convention to order and then he introduced Hon. John F. Fitzgerald, mayor of Boston, to the gathering. There were many present who knew Mayor Fitzgerald personally and many more who had heard much about him, and he was given a most hearty reception. The Mayor welcomed the visitors to Boston, and he told them that he considered it a high tribute to the city that the United Drug Company stockholders thought so much of the Hub that they were willing to sacrifice their time in coming long distances to meet here. He also paid a tribute to the company for locating here and adding much to the wealth of the city, not alone in taxes, but also in giving employment to hundreds of men and women. He ended by praising President Liggett for his brilliant conception of the Rexall idea and his efforts in making it such an industrial success. When Mayor Fitzgerald finished he was given an ovation, the cheering lasting several minutes. Then there was an impromptu reception when the mayor was introduced to many of those from far off points.

When the regular business was resumed much was accomplished. President Liggett outlined what had been accomplished during the past year; how the number of stockholders had been increased until at present there are nearly 4,000 druggists affiliated with the company, representing the leading ones in that many cities and towns in the United States and Canada, all working with the one idea of advancing Rexall remedies. The general order of business was followed by discussions in which many participated, the result being an exchange of ideas of great benefit to all.

The keynote of the business sessions was the advancement of sale of pure drugs and the prevention of the sale of noxious preparations so that purchasers might be certain that they were getting the best drugs obtainable at the lowest possible price, allowing a fair margin of profit to the dealer. The new stockholders learned from their talks with the older ones how valuable the cooperative idea had been because it eliminated the middleman; how during the past eight years business had increased largely because the purchasers had confidence in Rexall remedies and this allowed the company the largest organization of its kind in the world—to buy its drugs in such wholesale quantities as to permit a great saving, with the natural result that the quality was always bound to be excellent. A large number of the stockholders, having been in business for many years, were able to speak words of wisdom from experience, and their words were listened to carefully, while the other hand these older men were glad to hear the younger men give their opinions, realizing that this is an age of progressive ideas and young, fresh minds contain many kernels of value. Naturally every stockholder derived much benefit from the business sessions, all of which were attended by practically every one.

Tuesday afternoon while the men were attending the business session the ladies were treated to a motor trip. Over a hundred automobiles had been engaged and a trip planned that gave the ladies a splendid idea of the many historical places in and around Boston. In the evening they attended the Tremont Theatre, the entire house having been bought out for the performance of "The Fortune Hunter," presented by John Barrymore and an all star cast of New York favorites.

Wednesday was even more of a red letter day for pleasure because everyone participated in the outing, which, like everything else

that was carried out, was arranged in a mammoth scale. In the morning while the men were attending the business session the ladies were taken to the Riverside recreation grounds in special trolleys.

The special feature of the afternoon was the appearance of Charles Foster Willard, the noted aviator, with one of Glenn Curtiss's biplanes. Mr. Willard soared up in the air and did all sorts of things, to the amazement of the party, many of whom had never seen an aeroplane operated before. The astonishing ease with which Mr. Willard flew around the track, "sometimes to the ground, and gain hundreds of feet in the air, turned in circles at sharp angles, dropped miniature bombs down in a circle, and landed with the lightness of a bird after gliding down in graceful sweeps from a high altitude, delighted the onlookers.

When it began to grow dark red lights were set in all sections of the grounds. A large tent had been set up and near by on the river bank immense open fireplaces had been built of field rocks. There a force of chefs from Cook's, Boston's foremost caterer, prepared what proved to be the largest outdoor clambake ever given in Boston.

On Thursday afternoon there was an inspection of the laboratories. This proved very interesting, for an exhibition of how various articles that have made the name Rexall famous are manufactured was demonstrated by the experts. The visitors got some idea of the immense plant occupied by their company, which covers about six acres of floor space and gives employment to about 1,000 people. A visit was also made to the plant where chocolates are made, and it was seen that everything pertaining to sanitary conditions was in evidence in turning out the high grade Liggett and Fenway confections. This plant employs several hundred people, too.

The banquet Thursday evening which was held in the Boston Arena building, was a fitting climax to the three days' convention. The music for the banquet was furnished by the famous Boston orchestra, Belle Yeaton Renfrew, conductor, the same orchestra that supplied music at the clambake outing.

President George W. Cleman of the Pilgrim Publicity Association of Boston, an organization comprising the leading advertising men of New England, was toastmaster, and he proved a brilliant one. He had the happy faculty of introducing each speaker in an entirely different manner from the preceding one. The first one he called was Rev. A. A. Barie, one of the best known clergymen in the East. He responded to the toast, "To the Ladies." He made a capital address punctuated with witticisms that kept everyone interested, and he was applauded heartily when he ended. Hon. P. H. Sullivan of Manchester, N.H., was next introduced. His talk was more along business lines, and it made an admirable contrast with the Rev. Mr. Barie's talk. Mr. Cresswell McLaughlin of Cornwall-on-the-Hudson was then called. His topic was "Adam and His Rib." As the subject denotes, it was amusing. Mr. Robert Frothingham of Everybody's magazine was the next speaker. Here again variety was introduced, for he spoke on "Advertising as an Asset." It was a splendid address, full of wise suggestions that made a deep impression on his hearers. Mr. Walter E. Anderton, known as Boston's contra-tenor was then asked to sing. The remarkable range of his voice and the rapidity with which he changed from one key to another added much to the evening's program. Mr. Matt King of Newark, N.J., was the final speaker. His subject was "Stories to Remember." It proved a delightful ending to the speaking. The menus were handsomely gotten up and they proved valuable souvenirs also. So will the checkbooks that contained the tickets to everything. The banquet then ended as stated in the opening paragraph, leaving a train of pleasant recollections in the minds of those who participated in the convention.

Titled Shopkeepers

The Duchess of Sutherland, who recently opened a new shop in Bond street, West End of London, where she sells needlework is but one of many titled persons who run business establishments, many of which are disguised by fancy names.

Pseudonyms are often adopted in order to evade the Lord Chamberlain's regulation that no persons who is in the retail trade can be admitted to Court, or be presented to the Sovereign.

Lady Auckland recently opened a shop in Baker street as a furniture dealer and decorator.

The dressmaker business of 'Lucille' belongs to Lady Duff-Gordon.

Lady Harvey Bathurst and Lady Montgomery own shops in Duke street.

Lady Essex runs a laundry.

The Daches of Abercorn owns a creamery.

Lady Algernon Gordon-Lennox has a fruit-bottling establishment.

Lord Strafford's daughter, Lady Ractel Byng, presides over an artistic needlework shop.

Viscountess Molesworth has just established a jam making business, which is proving highly successful.

Lady Wimborne sells Church of England literature at 8 Dover street, under the title of the 'Church of England Book Store.'

NEW POTATO DISEASE.—Europe has a new enemy of potatoes that is likely to trouble American farmers. It is called the wart disease, and is a fungus that attacks the tubers, producing large warts upon them and so greatly diminishing their edible value. It is common in the soil, the fungus tubers in the potato growing for several years, or until it is allowed to die out. No cure has yet been found for the disease, but scientists are studying the problem. The United States Agricultural Department has taken up investigations in anticipation of the appearance of the new foe.

TACT.

A reproof tactfully conveyed was suggested when Lord Kitchener visited an out of the way district in India where a new fort had been erected. He was astonished to find that it was commanded by a hill close by. 'I congratulate you colonel,' said Kitchener to the officer who had selected the site. 'It's a capital fort. And how soon do you begin to remove the hill?'

A fashionable photographer, however, has undoubtedly achieved the pinnacle of tactful achievement. A woman with a decided squint came to him for a photograph.

'Will you permit me,' he said promptly, 'to take your portrait in profile? There is a certain shyness about one of your eyes which is as difficult in art as it is fascinating in nature.'—'You're his Companion.'

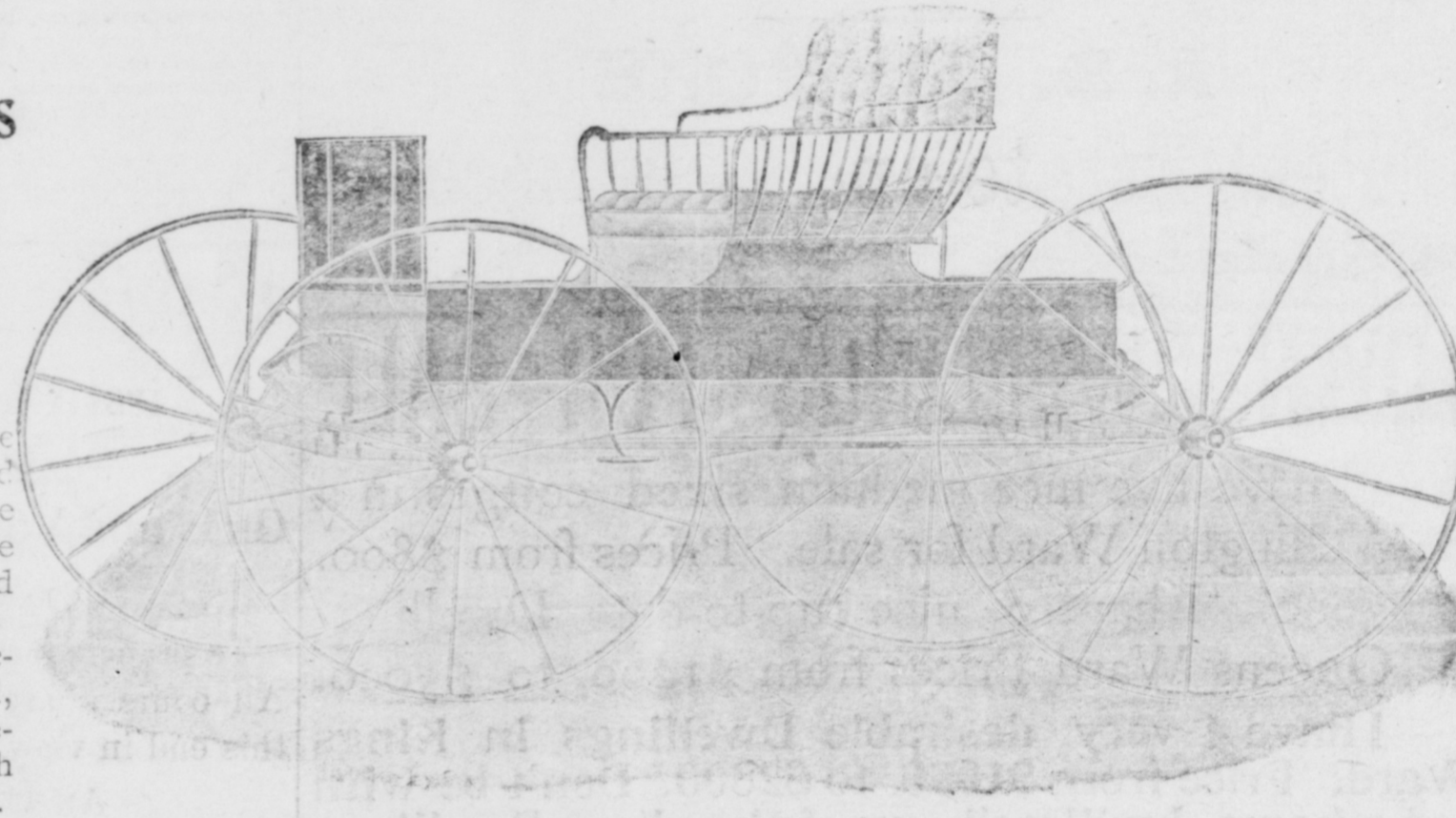
Split His Mind

A Perthshire farmer on his way home from market one day suddenly remembered that he had forgotten something, but what he could not recall. As he neared home the conviction increased and three times he stopped his horse and went carefully through his pocket-book in the vain endeavor to discover what he had missed. In due course he reached home and was met by his daughter, who looked at him in surprise and asked:

'Why, father, what have you done with mother?'—'M. A. P.'

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