

REASON WHY SALES METHODS HAVE CHANGED

The Book Agent Showed Sample of the Marvellous Detective Work He Was Selling.

(Chicago News.)

"Sales methods have changed," said the methodical bookkeeper as he dusted off his ledger.

"Yes indeed," agreed his assistant. "The reason that moves me speak so this morning is an experience which I had Saturday afternoon. That experience only goes to show how radically sales methods have been revolutionized."

"I was sitting quietly in the parlor enjoying my book, when there was a knock upon the door. I laid my book aside and went to open the door. The face of the man who stood there looked very familiar to me, and I thought I recognized him as one who had often fed upon my one and only weakness."

"This time, however, I was not so sure, for as I was about to close the door he gave me a stern look from beneath contracted eyebrows, and thrust his foot between the door and casing, thus making it impossible for me to close the door. Then, very impressively, he stepped inside, swept off his hat and handed it to me."

"I was quite stunned, you may be sure, and accepted the hat. I forgot to put it aside, and followed him open mouthed into the parlor. Once within he turned suddenly and eyed me from head to foot, his arms akimbo, and one hand supporting his chin in a meditative way. Then he shook his head in a satisfied manner. The next thing he did, however, caused me some trepidation."

"He reached into his coat pocket and brought forth a large magnifying glass, with which he proceeded to examine the room at length. First he directed it toward the piano keys, then toward the window curtains, and at last he examined very carefully the backs of my entire collection of books. "I was at a complete loss, of course, to account for his strange actions. His magnifying lens gave me the impression that perhaps he might be a police officer and while I have nothing to fear from the police, it gave me a momentary chill to be thus magnified, as it were. My wife is as neat a housekeeper as the next woman, but there was some little dust on the piano keys and as he examined them I wondered if he could be a health official. Then suddenly he turned toward me and said:

"I deduce, sir, from the fact that your shoe laces are untied, that you were quite at your ease in your stocking-feet when my knock came. If I am not mistaken, your cuffs are rolled back also, as there is a slight bulge in your coat sleeve above the elbow. From the manner in which the dust on the piano keys has been disturbed, I should say that someone had been playing with one finger—and I believe that the selection was 'The Last Rose of Summer.' Your window was left open and the lower part of the curtain became wet, therefore you have had them draped back to hide the limpness of them. From your books I infer that you like Shakespeare fairly well. Bala-zac a little better, and you are crazy over Mark Twain."

"That, sir," he continued, "is a sam-

THE COAL SHORTAGE.

Toronto, Oct. 3.—Eastern Canada must make way for the interests of western Canada in the matter of hard coal, according to some coal dealers. This they say is the use of the embargo on coal exports by water route to Canada.

MADE PLEA FOR CLOSER UNION

Rochester, N. Y., Oct. 3.—Justice W. R. Riddle, of the Supreme Court of Ontario, evoked great enthusiasm when in a speech at the dedication of the New Chamber of Commerce building last night he made a plea for closer union between the United States and Canada. Among the other speakers was Lord Northcliffe, who told his audience that America's greatest task in the war would be to solve the submarine problem.

ROWLAND IN GAME SINCE 1903

Clarence Rowland of the White Sox has been managing ball teams since 1903. The Dubuque team of the Three-Eye League was the first team that he piloted. It was in that village that the Old Roman started playing the game professionally. In 1903, Rowland's first year as a manager, "Commy" gave him a couple of ball players, and he followed the manager's work closely for years, finally taking him from the Peoria team after the 1914 season.

ple of the marvellous detective work found in Uncanny Carney, the Great Detective. How many copies, did you say?"

"I took two copies, one for myself and the other I brought down this morning for you to read."

Boston has the only evening law school exclusively for women in the United States.

Slants of Humor

THE NEW PANACEA.

Are expenses all too steep?
Keep a sheep!
Are your debts both wide and deep?
Keep a sheep!
Do you sow what you can't reap?
O'er you do disasters eweep?
Dear consumer, do not weep—
Keep a sheep!

Do your troubles vex your sleep?
Keep a sheep!
Girl refuse to "take the leap"?
Keep a sheep!
Are your sins a mountain heap?
Over you does old age creep?
Into heaven take a peep—
Keep a sheep!

WANTED MORE EVIDENCE.

In a Kentucky court a man was being tried. The charge was that of selling adulterated liquor and some whiskey was produced as evidence. This was handed to the jury to assist in their deliberations.

In about an hour the jurymen filed into court, and the judge asked:

"Has the jury agreed upon a verdict?"

"No, your honor," replied the foreman, "and before we do, we should like to have some more evidence."

A CANADIAN WASHINGTON.

In a Canadian camp somewhere in England a second George Washington has been found. He, in company with several others, had been granted four days' leave and, as usual, wired for an extension. But no hackneyed excuse was his. In fact, it was so original that it has been framed and hangs in a prominent spot in the battalion orderly room. It ran as follows:

"No body dead; nobody ill; still going strong, having a good time and got plenty of money. Please grant extension." And he got it!

Mrs. Oelrichs, a leader in New York society, is credited with having made \$20,000,000 in two years, in competition with the cleverest financiers in America.

LOWER PRINCE WILLIAM.

Lower Prince William, Oct. 1.—We have had some pleasant weather lately and the farmers are busy digging potatoes.

Mrs. R. B. Crewdson entertained the Red Cross Society very pleasantly at her home last Thursday afternoon.

Mr. and Mrs. Edward Furrow and daughter, Muriel, of Millinocket, Me., have been visiting Mrs. Forrow's mother, Mrs. Joslin.

Mr. and Mrs. Jack Carten of Garfield, N. J., are visiting friends here.

Dr. W. A. McKenzie and wife are enjoying a motor trip through various parts of the province.

Miss Olive Burden returned home from Boston last week to spend her vacation.

Mrs. Cahill Haugh of the Barony, spent last week with her parents, Mr. and Mrs. John Courser.

Mrs. W. W. Boddy visited her sister, Mrs. McLean of Marysville, last Saturday.

Mrs. Edwin Hoyt and daughter, Edna, accompanied Mr. and Mrs. Ludlow Hoyt on a motor trip to Union Corner last week.

Mr. Samuel Gunter of Fredericton, called on friends here last week.

Mrs. (Dr.) Jewett of Woodstock, is the guest of her sister, Mrs. Frank Jewett.

Mr. and Mrs. Ludlow Hoyt spent Sunday with friends in Queensbury.

IN FIVE MINUTES! NO INDIGESTION, GAS OR SOUR, ACID STOMACH

The moment "Pape's Diapepsin" reaches the stomach all distress goes.

"Really does" put bad stomachs in order — "really does" overcome indigestion, dyspepsia, gas, heartburn and sourness in five minutes—that just that—makes Pape's Diapepsin the largest selling stomach regulator in the world. It what you eat ferments into stubborn lumps, you belch gas and eructate sour, undigested food and acid; tongue coated; your insides filled with bile and indigestible waste, remember the moment "Pape's Diapepsin" comes in contact with the stomach all such distress vanishes. It's truly astonishing—almost marvellous, and the joy is its harmlessness.

A large fifty-cent case of Pape's Diapepsin will give you a hundred dollars' worth of satisfaction or your druggist hands you your money back.

It's worth its weight in gold to men and women who can't get their stomachs regulated. It belongs in your home—should always be kept handy in case of sick, sour, upset stomach during the day or at night. It's the quickest, surest and most harmless stomach regulator in the world.

VILLAGE WILL CHANGE NAME

Regina, Sask., Oct. 3.—The village of Prussia, Sask., is to have its name changed to Leader, according to the decision of the citizens.

AUTOMOBILISTS

MAKE WINTER DRIVING A PLEASURE.

It is a great comfort to go out to the garage on a cold winter's morn and find the car warm and ready to start instantly, without any "fussing," boiling out radiator, without straining your starting and igniting system.

Let us install a heater in your garage, which will insure a quick start at any time, save your car and repair bills, and which requires your attention but once a day.

We will gladly furnish estimates on request.

D. J. SHEA & SON

Don't Stop To Count Them

There are 250 cups of strong, rich tea—all from a pound package of Red Rose. That seems a very large number, but then you must remember that Red Rose Tea is composed chiefly of the strong, rich Assam teas from Northern India, which yield an astonishing amount of tea essence. Why! You can brew five generous cups from about one cent's worth of Red Rose. Doesn't it seem a real war-time economy to use Red Rose Tea, which tastes better and goes further?

Kept Good by the Sealed Package



T. H. Estabrooks Co., Limited
St. John, Toronto, Montreal, Winnipeg, Calgary, Edmonton

Red Rose Coffee is as generously good as Red Rose Tea



These Men Will Help You Decide

Are you liable to be selected for service under the Military Service Act? The answer to this question is being made readily available for you. Remember that the first class to be called includes only men between the ages of 20 and 34, both inclusive, who are unmarried or widowers without children, those married after July 6, 1917, being deemed single for the purposes of the Act.

Medical Boards are now being established throughout Canada. These Boards will examine, free of charge and obligation, all men who wish to be examined as to their physical fitness for military service. They will tell you in a very short time whether your physical condition absolves you from the call or makes you liable for selection.

It is important that you obtain this information as soon as possible. A certificate of unfitness from a Medical Board will secure for you freedom from responsibility under the Military Service Act from any Exemption Tribunal. A certificate of fitness will not preclude an appeal for exemption on any ground.

In order that you may be able to plan your future with certainty, visit a Medical Board as soon as possible and find out if you are liable to be selected. Your family and your employer are interested as well as yourself.

Issued by
The Military Service Council.