

### H. E. Stephenson Retires

Ends Active Participation With A McKim Limited After 46 Years Of Service.

One of Few Remaining Links With Distant Past In Canadian Advertising

Through the retirement this month of Mr. H. E. Stephenson, Director of A. McKim Limited, the profession of advertising in Canada sees the man who probably had the best claim to be regarded as its Dean.

Born on a farm in Ontario



MR. H. E. STEPHENSON

County Mr. Stephenson graduated as a youth in Brockville, where he secured his first employment as clerk in a dry goods store. That he had a fair for advertising was soon indicated by his originality and efficiency in arranging street and window displays.

Answering an advertisement for a youth with a knowledge of shorthand, he received a note from the late Mr. Anson McKim, inviting him to come to Montreal for an interview.

That evening he was given the position that marked commencement of his career in advertising—a career that began with the same agency from which he is now retiring.

He joined McKim's in June, 1891, but two years after its establishment when it boasted a staff of 18 only, and when it was still the sole advertising agency in Canada.

As stenographer to Mr. McKim, he learned the business from the man who was not only its Canadian pioneer, but its most dynamic director for over a quarter of a century.

While still a mere stripling, Mr. Stephenson achieved his first triumph when he planned, sold

and successfully directed a \$40,000 mail order campaign for a Canadian client with ambitions to invade the United States field.

This experience brought him into close touch with such giants in the United States publisher representative field as Frank Richardson, S. C. Beckwith and others, who soon learned to respect him for his wide and intimate knowledge of markets and circulations.

This in the need of those early days began that close study of localized markets, and the efficiency of daily newspapers in cultivating them, that always played so important a part with Mr. Stephenson in the planning of advertising campaigns.

The foundation for his intimate acquaintance with the press of Canada was strengthened in 1892, when he assisted the late Mr. E. B. Bagar in bringing out the first edition of McKim's Directory of Canadian Publications. He succeeded to the editorship in 1899, and was responsible for introducing many improvements in that publication that are still retained as standard features.

For a few years in the middle 90's, Mr. Stephenson took what he chose to call a "post-graduate course" in advertising. For a time he associated himself with an old established advertising agency in Boston, leaving it to go to London, England, where he assisted British manufacturers in the preparation of merchandising plans and advertising suitable for Canada.

Returning to Canada, he spent some time in advertising work in Toronto. Enriched by these experiences in other fields, he returned to McKim's in 1899. When the latter was turned into a limited company, he bought into the business, becoming a shareholder and eventually a director.

In the course of his long and varied career, Mr. Stephenson has seen press advertising develop from the prosaic thing it was born to the present force in selling it is today. And through every stage of that development he has worked with it, and on it, step by step. He planned and produced campaigns of advertising when its sole function was still thought to be to sell products, and when "copy" was merely filling space with bare details. He was among the first to produce it when its potentialities for selling services and ideas came to be appreciated, and when the vogue began for persuasive, emotional, and educative type of copy.

In the advertising of proprietaries and cosmetics in particular he is recognized as one of the highest authorities in Canada. And for a knowledge of the French Canadian Market, with all its shades of viewpoint, background and influences that affect sales, he is said to be without an equal among Canadian advertising men.

Mr. Stephenson is retaining his financial interest in A. McKim Limited. Meanwhile he will devote his well-earned leisure to certain hobbies that are dear to his heart. The news of his retirement will naturally be received with regret by his wide circle of friends and

### Achievement Day At Rose Valley

A large number of parents and friends attended the Achievement Day Exercises held on August 5th at Rose Valley School. The work which was all a credit to both leader and girls was neatly exhibited in the school room.

While the judging was taking place the girls all entered into the competitions provided. The Second Year girls making a hand worked buttonhole and the First Year girls a patch.

Following the competitions the Second Year girls took part in a dress parade exhibiting the wool skirts and hand knit sweaters which were part of their year's work. A demonstration by two of the girls Eva Chouen and Violet Todd on "fitting a sleeve" was an interesting part of the afternoon program.

At the close of the afternoon exercises Miss Hazard of the Women's Institute Department congratulated the girls and their leader Mrs. K. H. MacKenzie on the very splendid work accomplished, and presented certificates to those who had completed the year's work.

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Miss Mordena Matheson received Honorable mention for having won first place in the competition of button hole making.

Prize-winners are the prize winners: Second Year Work Seniors—1. Eva Chouen, 2. Alice Chouen, 3. Junior—1. Marge Clow and Edna MacKenzie, 2. Mordena Matheson, 3. Lena Mathew.

First Year Work Seniors—1. Annie Atken, Junior 1. Rita Prizze.

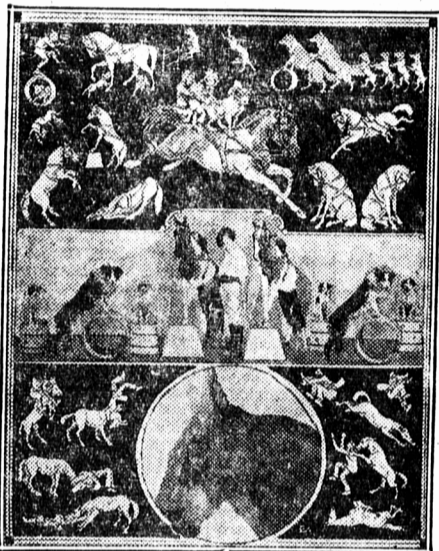
## SEE THESE TROUPES at the CHARLOTTETOWN EXHIBITION

### THE REXOLA TROUPE



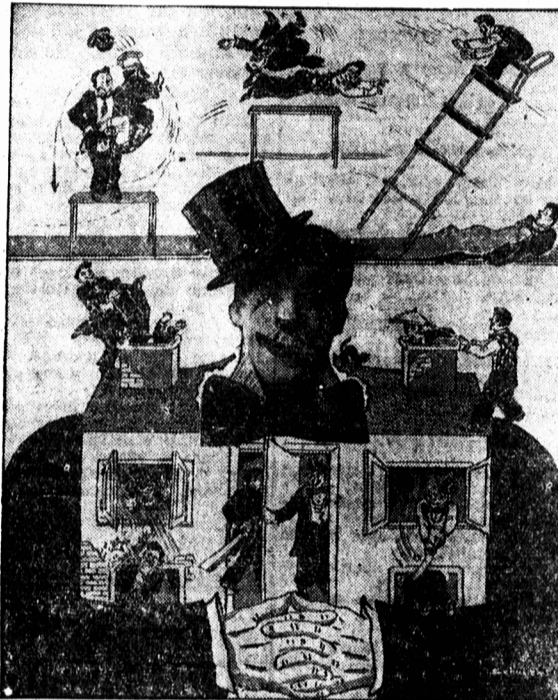
Each member is a polished artist. As a sextet they engage in pyramid building and tumbling work. As a quintet they perform one of the speediest and most glittering skating acts known to the world of rollers. Few if any, troupes can parallel them for diversity—acrobatics and skating. Their perch act, which is the third performance they offer, is something that will surely interest you. It is balancing par excellence.

### Roberta's Circus



Miss Roberta is known as one of the great animal trainers of the world. Her name and fame is known over two continents. This Animal Circus which she will bring to Charlottetown is a creation of her own especially suited for Exhibitions. It has a galaxy of dogs, ponies and monkeys. These are dressed in gay and clever fashion. The star feature of the Roberta Animal Circus is a comedy male of highly stubborn variety whose antics and death-dealing qualities of his hoofs provide a provoking finish and barrels of laughter.

### Young Ladell and Company



Comedy gone wild. Comedy in every action of the circus artists known as Young Ladell and Company. These laugh-bringing clowns of the big tops have regaled audiences from the Atlantic to the Pacific. They have been with the biggest shows of all, both in Europe and America, and millions have rocked with laughter at their funny antics. You will be pleased with this feature.

### The Kings of the



Four super-acrobats, coming all the way from sunny California to perform their daring acts 110 feet in the air for our Prince Edward Island audiences. Many of their aerial thrills you have probably witnessed in motion pictures and wondered how it was possible for human beings to execute them. In addition to their high acts they also perform on the spring board. Their volcanic act and balancing feats are unexcelled by any circus artists in the world. Their comedy act is a mixture of abandon and gaiety that invariably brings volleys of laughter from spectators. Three men and one lady. Positively one of the greatest acts ever brought to Canada. This will be its first appearance before a Canadian audience.

### Professional Cards

**D. F. ARCHIBALD**  
Chartered Accountant  
140 Richmond Street  
Phone 47. P. O. Box 12.

**McLeod & Bentley**  
W. E. BENTLEY, K. C.  
J. A. BENTLEY, K. C.  
Barristers and Attorney-at-Law  
MONEY TO LOAN

**Bell & Mathieson**  
R. R. Bell D. L. Mathieson, LL.B.  
Barristers and Solicitors  
MONEY TO LOAN  
Cameron Block, Charlottetown, P.E.I.

**H. F. MCPHEE, B. A.**  
K. C.  
NOTARY &c.  
BARRISTER, SOLICITOR  
Riley Building, Charlottetown

**Palmer & Haslam**  
H. J. PALMER, K. C.  
A. J. HASLAM, B. A., LL.B.  
BARRISTERS, ETC.  
Bank of Nova Scotia Chambers  
Charlottetown, P. E. I.  
MONEY TO LOAN  
Phone 85. P. O. Box 127.

**MacGuigan & Trainor**  
MARK R. MACGUGAN, K. C.  
C. ST. CLAIR TRAINOR, B. A.  
Barristers, Solicitors, Etc.  
MONEY TO LOAN  
Office: Over Provincial Bank,  
Richmond Street, Charlottetown.

**\$10.00**  
**For A Loaf of Bread**  
In co-operation with the Quaker Oats Co., we offer a prize of \$10.00 if your loaf of Bread is made with QUAKER FLOUR and wins first prize at Charlottetown Exhibition.  
A second prize of a 98 lb. Bag of QUAKER FLOUR if your loaf of Bread is made with Quaker Flour and wins Second Prize.  
Enter your bread in usual way. Get a sales slip from your Grocer when purchasing QUAKER FLOUR.  
**ALWAYS THE SAME QUAKER FLOUR ALWAYS THE BEST**  
**ARNOLD RATTENBERY CO.**  
DISTRIBUTORS

### The Green Hussar

Continued from page 2

Now! cried Hohenlohe.

Three men leaped away from the bar and, dashing through the restaurant, bounded out of the east door and on to the east platform of the station just as the Paris express, with a final puff of warning, started in motion on the west side of the Junction.

"Dovolo—enough!" he cried, wrenching the revolver away. You fool! he growled tensely, dragging his protesting comrade deeper into the shadows. What would you have gained by killing him here with plenty of witnesses and no possible chance of escape? He thinks he's rid of us. He is for the moment.

Gradually the other man's breathing dropped to normal; slowly he relaxed as the train bearing the King cut off sight.

### OUR BOADING HOUSE

with Major Hoople

HEY! YOU TWO MAN-MOUNTAINS! WE'RE BOGGED DOWN IN A MUD HOLE AND WE WANT TO USE TH' TRAILER FOR A DERRICK! SHIT YOUR TONNAGE TO TH' REAR! THAT'LL HOIST TH' CAR UP OUT OF TH' MUCK!

HMF—DRAT IT! SPITTE STAND ASIDE! AS HEAD OF THIS TOUR I'LL TAKE CHARGE OF THE SITUATION!

WELL, IF IT AIN'T OL' LOOSE-FENDERS, HIMSELF—WITH ONE SPEED FORWARD AND THREE IN REVERSE—WHY DON'T YOU RUN YOURSELF INTO A JUNK-YARD AND THEN JUMP OUT WITH TH' REST OF TH' RUBBISH?

THEY RAN RIGHT OVER A STOP SIGN!

### OUT OUR WAY

By WILLIAMS

SAY, ROOKIE—IF YOU DON'T KEEP THEM WINGS FROM FLAPPIN', I'LL PUT STONES UNDER YOUR ARMS AN' MAKE YOU HOLD 'EM THERE! HEAVE UP—SEATS DOWN—GALLOP—HOOOO—

BORN THIRTY YEARS TOO SOON.