

POOR DOCUMENT MC 2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, FEBRUARY 14, 1920

Australia and New Zealand

Every effort is being put forth to foster and increase trade between Canada and Australasia. The correspondents of this Bank include the principal banks of both Australia and New Zealand, and on the Pacific coast of both Canada and the United States it has branches in all the principal seaports. With many years experience gained in transacting a foreign business, its services are at the disposal of Canadian exporters and importers.

THE CANADIAN BANK OF COMMERCE

PAID-UP CAPITAL \$15,000,000
RESERVE FUND \$15,000,000

St. John Branch, W. H. LUGSDIN, Manager



THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE (Continued)

Because a heart appeal can always be depended upon to attract the attention of women the Pelletier Co., of Sioux City, Ia., recently published a love story, continued from day to day, which was taken from an early 1870 volume of the well-known "Godey's Lady's Book." Installments were used in the Pelletier advertisements every day for a week.

In the height of the season "special weeks" have become very common, showing the superabundance of different kinds of special weeks being held from coast to coast. The Pelletier store recognized that in holding such a military week, some supplementary feature was necessary which could arouse and retain the interest of the readers. It was an opportune time of the year to feature sales or "daily specials" for fashion copy was the prevalent appeal. Also, whatever feature was selected must pertain

to velvet. It was, therefore, decided to publish a continued short story along with the daily newspaper announcements and the quaint old love story, "The Velvet Hat," from Godey's Lady Book of 1870, was finally selected.

It was published in six sections, one each day of the "Velvet Hat Week." Preceding the publication of the first section, the Pelletier store inserted a small announcement in their advertisements of its coming and to watch for its appearance in the near future. This preliminary publicity helped to give it a proper end-off. Many inquiries were made as to what it was before the feature week started and comment was made on all sides of its novelty and originality while the week was being featured.

Special preparations were arranged to give the feature the necessary support in both merchandise and display. Large assortments of velvet hats were assembled and large window displays constructed on one autumn color tone at a

time also augmented pulling power of the advertisements. "All in all," said W. T. White, advertising manager of Pelletier, "it was the character of publicity that every millinery department needs—the kind which creates card-table-talk at women's clubs and organizations. Planned principally as a business builder, it also brought immediate business to the department and proved the best kind of advertising our millinery department has ever employed."

Turning an Error Into a Big Sale

"I am not the best writer in the world, especially when in a hurry," says A. J. Cavanaugh, a retailer of Miami, Okla., "therefore it was doubtless my own fault that some time ago, noticing that my stock of sirup was a bit short, I ordered fifty one-half gallon cans. I wrote the order myself in a hurry and never verified it. You can imagine my surprise when a week or so later I received notice of 'my shipment of 512 gallons of sirup.'"

The shipping clerk of the wholesale firm had evidently read the "500" gallons sirup" as meaning "512 gallons."

"The only wonder to me," said Cavanaugh, "that they didn't send 5,012 gallons."

Anyway, Cavanaugh was literally swamped with sirup—his shelves, counters and all, were covered with it. Of course, it could have been returned, but Cavanaugh declares that he was "too game a sport" to go back on his own order, even if it was a mistake. So he at once began thinking up a scheme to get rid of that sirup.

First he took a lot of that sirup to a bakery whose cook understood perfectly the art of making cakes, etc., by using sirup in place of sugar. He ordered a huge lot of various sorts of cakes and other toothsome dainties. Then he inserted small ads in local papers stating that it was impossible to obtain sugar (a fact), but that Cavanaugh had plenty of a certain kind of sirup, warranted to give the same results in cooking as would sugar. The ad also stated that all were invited to call at his store, whether in need of sirup or not, and sample various dainties made with sirup as one of the ingredients.

It's needless to say that very few persons (and hundreds of them called) sampled his cakes and left without ordering one or more cans of the sirup. Virtually half of it was disposed of the first day. Then the out-of-town trade began to arrive, and the third day there were not more than twenty cans left. The remainder went the fourth day, and impossible as it seemed to Cavanaugh, there were so many calls that he actually had to order more.

It so struck the fancy of housewives that Cavanaugh says he is a bit doubtful if he can sell sugar when it is again obtainable.

Efficient Banking Service

to the community has built up the reputation and prestige of this Bank since its foundation in 1832.

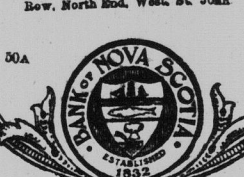
Our constantly increasing number of customers, in all branches of industry, is sufficient endorsement of our methods.

World-wide service, through our 300 branches in Canada, Newfoundland, West Indies, United States, and correspondents all over the world.

THE BANK OF NOVA SCOTIA

Capital \$1,000,000
Reserve Fund \$200,000
Resources \$200,000

St. John Branch, 100 Water Street
St. John, N. B.



FINANCIAL

NEW YORK STOCK MARKET.

(J. M. Robinson & Sons, Members
Montreal Stock Exchange)

Prev. Close. Open. Noon

Am Sumatra 128 1/2 129 1/2 129 1/2

Am Car and Fwy 128 1/2 129 1/2 129 1/2

Am Loco 87 1/2 88 1/2 88 1/2

Am Beet Sugar 42 1/2 43 1/2 43 1/2

Am Can 42 1/2 43 1/2 43 1/2

Am Int Corp 93 1/2 94 1/2 94 1/2

Am Steel Pkies 61 1/2 62 1/2 62 1/2

Am Steel 61 1/2 62 1/2 62 1/2

Am Tel & Tel 97 98 98

Am Woolens 128 1/2 129 1/2 129 1/2

Anacosta Min 78 1/2 79 1/2 79 1/2

Atch, T and S 78 1/2 79 1/2 79 1/2

Brooklyn R T 30 29 1/2 29 1/2

Balt & Ohio 109 1/2 110 1/2 110 1/2

Baldwin Loco 109 1/2 110 1/2 110 1/2

Beth Steel 87 1/2 88 1/2 88 1/2

Chino Copper 85 86 86

Ches and Ohio 47 1/2 48 1/2 48 1/2

Col Fuel 120 119 119

Can Pacific 120 119 119

Cent Leather 76 1/2 77 1/2 77 1/2

Crucible Steel 22 1/2 23 1/2 23 1/2

Erie 9 1/2 10 1/2 10 1/2

Gen Motors 24 1/2 25 1/2 25 1/2

Insulation 61 1/2 62 1/2 62 1/2

Int'l Mar Com 82 1/2 83 1/2 83 1/2

Int'l Mar Pfd 83 1/2 84 1/2 84 1/2

Indust Alcohol 84 85 85

Kenebec Copper 28 1/2 29 1/2 29 1/2

Midvale Steel 44 1/2 45 1/2 45 1/2

Maxwell Motors 20 1/2 21 1/2 21 1/2

Mex Petrol 172 173 173

North Pacific 70 1/2 71 1/2 71 1/2

N Y Central 67 1/2 68 1/2 68 1/2

New Haven 25 1/2 26 1/2 26 1/2

Pennsylvania 40 1/2 41 1/2 41 1/2

Pierce Arrow 53 1/2 54 1/2 54 1/2

Pan-Am Petrol 76 1/2 77 1/2 77 1/2

Reading 104 1/2 105 1/2 105 1/2

Republic 32 1/2 33 1/2 33 1/2

St. Paul 92 1/2 93 1/2 93 1/2

South Railway 91 1/2 92 1/2 92 1/2

Studebaker 88 89 89

Union Pacific 97 1/2 98 1/2 98 1/2

U S Steel 96 1/2 97 1/2 97 1/2

U S Rubber 96 1/2 97 1/2 97 1/2

Utah Copper 49 1/2 50 1/2 50 1/2

Westing Electric 49 1/2 50 1/2 50 1/2

Willys Overland 35 1/2 36 1/2 36 1/2

We offer

REPUBLIC OF FRANCE BONDS 5% VICTORY LOAN

Callable at par at option of the Government after January 1st, 1931. Interest payable quarterly.

These bonds are secured by all the assets of France and in addition, by the huge indemnity to be paid by Germany. France is recovering her economic position rapidly, the devastated area is being re-built, her exports are increasing. The French people are noted the world over for their thrift. France's internal credit is very high and in due course exchange with America will approach normal.

A peculiar present condition in international commerce creates this opportunity to take advantage of foreign exchange rates to purchase these French Government bonds at less than half their par value. The par value of 1,000 francs is \$193.00.

Present price, subject to fluctuation of exchange:

1,000 francs 5% Victory Loan \$82.00

4% Loan of 1917, callable at par at option of the Government after Jan. 1, 1943, interest payable quarterly

1,000 francs 4% Loan \$69.00

including accrued interest. Bonds are 1,000 francs denomination. Coupons will be cashed as they are due at the current rate of exchange, but purchasers are advised to hold coupons as they are valid for five years from date of coupon.

With each purchase, we include a translation into English if required.

Remit by draft on Toronto. Bonds will be shipped by registered mail when received. Interim receipts will be issued pending delivery of bonds which will be from three to four weeks.

H. J. DINGMAN COMPANY

Established 1908
Investment Securities

Dominion Bank Bldg., Toronto.

Sir Walter's Error.

Mistletoe is in many countries not admitted to the house before New Year's eve for fear of some dire disaster. The mas did not arise until long after the Reformation. Knowing nothing about the parasite—which is not native in

Scotland, and is still rare there—Sir Walter Scott commits a terrible "howler" in his introduction to the sixth canto of "Marmion." Describing the delights of a medieval Christmas he sends his "merry men" to gather mistletoe "in the wood," where they could not possibly have found it at that period—Manchester Guardian.



LEAP YEAR

Yes, and Valentine Day Coming.

Just time enough for to get the new suit and the fur nishings to embellish your appearance, so you'll be THE attraction—when she makes her j.

Gilmour's, 68 King St.

Eyeglass Supremacy

Confidence in our ability—strict attention to the smallest details—knowledge and experience—make our glasses supreme.

We fit each individual for his needs and guarantee satisfaction.

K. W. EPSTEIN & CO.

OPTOMETRISTS
193 Union Street

NOYES MACHINE CO.

GENERAL MACHINISTS

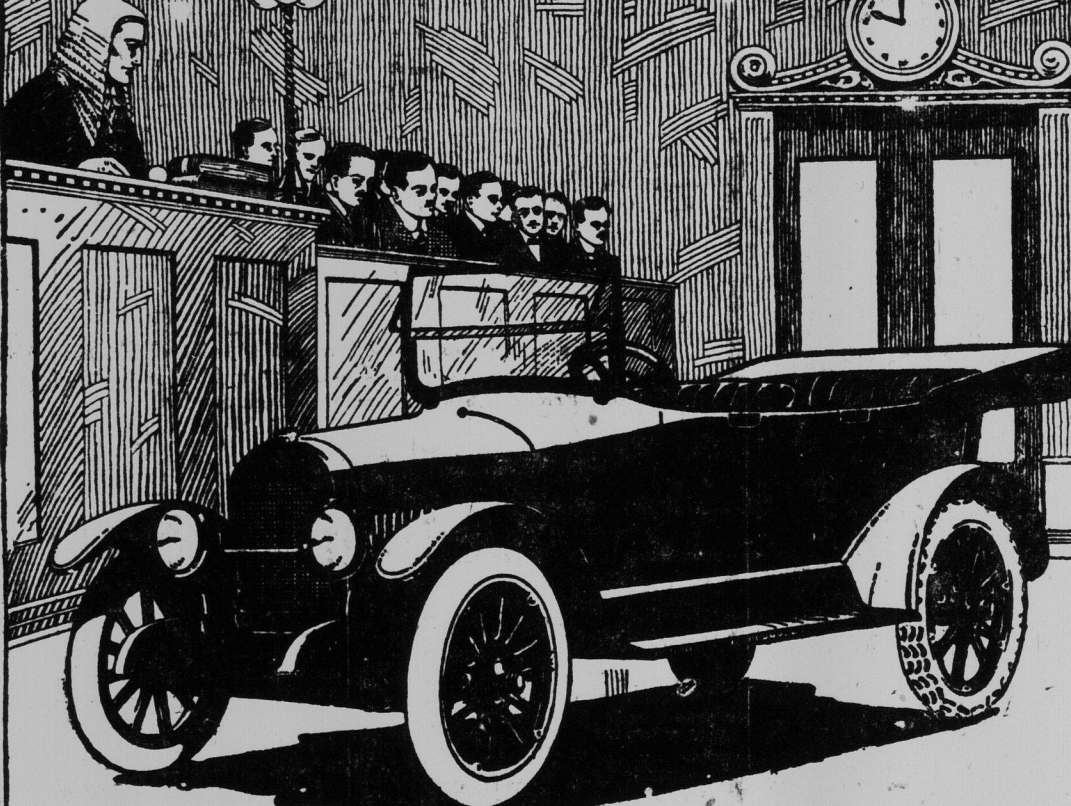
Marine Gasoline Engines, Brass and Bronze Specialists, Pumping Outfits and Gasoline Engines Repaired and Installed; also furnished.

27-33 Paradise Row. Phone M. 3634

USE The Want Ad Way

\$1365 GRAY-DORT

F.O.B. CHATHAM
WAR TAX EXTRA



Motor-Wise Men Judge Gray-Dort Value at \$1365 (PLUS WAR TAX)

Particularly if he has driven another light car, does a man appreciate these Gray-Dort features at \$1365?

The Gray-Dort motor, with its big bore and long stroke—a bigger motor than the light car buyer has been getting—with a much heavier crankshaft, as heavy as in big cars.

A motor with a cellular radiator and big water-jackets; with a dual exhaust for greater power; a newly-improved Carter carburetor; Westinghouse starting and lighting; improved Connecticut ignition.

The high-grade Gray-Dort Chassis has for foundation an extra heavy frame of channel steel. A big, sturdy rear axle, designed for the Gray-Dort. A new steering-gear, surprisingly big and strong for a light car. Big brakes, now with Thermoid lining. Long springs, built in Chatham under our inspection—rear springs full cantilever. When you drive, you drive in comfort. A shorter, smarter cowl now gives more room in the driving compartment. A new Gray-Dort feature does the same for the tonneau. The gears can be shifted with two fingers. The emergency brake is now on a lever, as in big cars. And like big cars, the Gray-Dort has side curtains opening with the doors. The new gasoline tank is in the rear, with Stewart vacuum feed system. The seats are tilted at the most comfortable angle.

New beauty has been added to the Gray-Dort. You still get the wonderful Gray-Dort finish, result of 60 years' coach-building. But there is a new and of 60 years' hand-tailored in our own shops. A new hood, with many long, narrow louvers. The lamps have been raised, to give ease to the front of the car. And there are such style touches as the French-pleated upholstery, the flat top-edge of the body, the full sweeping fenders.

At \$1365 there will probably not be enough Gray-Dort to meet the demand. It will be wise to see the Gray-Dort dealer right away.

PRICES
The Gray-Dort 5-passenger car, finished in Gray-Dort green and black with standard equipment is \$1365 f.o.b. Chatham. War tax extra.
The roomy 2-passenger roadster is the same price.

THE GRAY-DORT SPECIAL
For the man who wishes something a little extra in his car, we have built the Gray-Dort Special. Maroon body, with brown rayette top. Plate-glass rear window. Gilbey curtains. Rokee tan wheels. Motometer. Tilting steering-wheel. Real leather upholstery. Mahogany instrument board. Just the touches which lift this car above the ordinary. \$150 extra on the standard.

AND THE ACE!
The Gray-Dort Ace—the most beautiful light car of today. Super green body, with handsome California top to match.
Trouble lamp and bull-eye flashlight. Electric cigar lighter. Rear-vision mirror. Plate-glass windows. Over-size grooved-tread tires. This is the ace car for the man who does not wish to pile up a tremendous operating cost. \$25 extra on the standard.

GRAY-DORT MOTORS - LIMITED
Chatham - Ontario
U.S. Ford - Dort Motor Co., Flint, Mich.

WM. PIRIE SON & CO.,
St. John, N. B.

M. J. Scullin - St. Stephen, N. B.
J. H. Berrie - Hillsboro, N. B.
W. W. Boyce - Fredericton, N. B.
W. C. Albert - Edmundston, N. B.
Landry & Frenette

A. H. L. Bell - Woodstock, N. B.
A. O. Fownes - Moncton, N. B.
Keith Redstone Co. - Havelock, N. B.
H. S. Rideout - Grand Falls, N. B.
Bathurst, N. B.



New Triplex Springs Radical In Design Wonderful In Comfort

OVERLAND 4 Sedan records a great step forward in motor car design.

Even on the roughest roads the new three-point suspension Triplex Springs ward off the shock of road bumps.

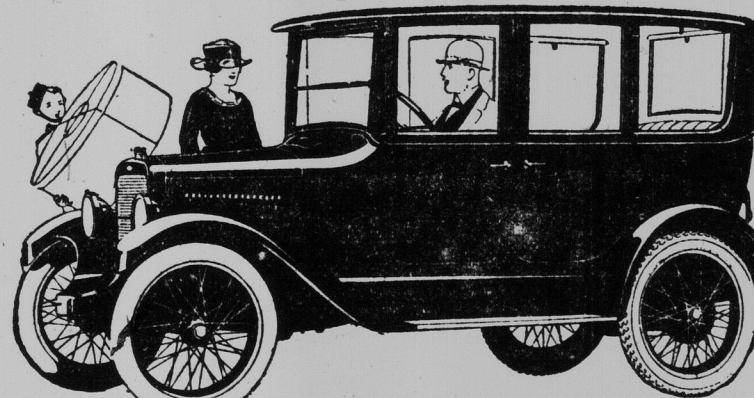
Attached diagonally at each end of the car, they protect car mechanism and passengers from the usual

jolts and jars. They permit long springbase with its easy riding and short wheelbase with its easy handling.

They thus make possible light weight with resulting great economy.

You can have no idea of the comfort, satisfaction and convenience a light sedan can give until you ride in Overland 4.

The Four-Door Sedan complete in every detail weighs only 200 pounds more than Touring Car



J. A. PUGSLEY & CO.
Rothsley Avenue.

For demonstration appointments, Phone Main 3170, and ask for Sales Department.

Head Office and Factories: Willys-Overland, Limited, Toronto, Canada