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THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, MARCH 10, 1921



THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

Turnover Plan Speeds

Co-operation among members of the sales force is essential to the realization of the maximum amount of business, in the opinion of H. F. Proctor, proprietor of the Market Shop, one of the largest blouse shops in Seattle, for Proctor gives a liberal share of the credit for the remarkable development of his business to the co-operative spirit developed among his employees.

One of the fundamental planks in his platform of co-operation concerns the "turning over" of a prospective customer from one salesgirl to another. Proctor proceeds on the theory that customers may not "take to" one salesgirl who would be unsuccessful in selling her, while if she was "turned over" to another salesgirl at the psychological moment, a sale will probably result.

While the salesgirls at the Market Blouse Shop receive a bonus on sales made over a stipulated amount they have some to recognize the value of the "turning over" plan and they carry out the suggestions with willing effect.

A customer enters the Market Blouse Shop and the salesgirl whose turn it is to wait upon her approaches and inquires what she wishes, escorting the customer to the particular section where the goods she is interested in are kept.

Negotiations proceed, but the salesgirl, as the result of her schooling, observes that she is not making headway with the customer. A sale is slipping, possibly because her particular brand of relationship does not appeal to this particular customer. The salesgirl recognizes the situation and casually invites another girl to meet the customer with the remark, "I believe this lady will be able to show you just the very blouse you desire, as she is in charge of this section."

Now there may be little or no foundation for the statement about "being in charge," but this does no harm and it may stimulate the customer's interest in the goods if she considers she is talking to some one in authority, irrespective of the fact that the girl described as such is merely a salesgirl on the same plane as the others.

Proctor has emphasized to his employees that they should not consider that they have "won" when they "turn over" a customer to another salesgirl. On the other hand, that they are the more efficient when they become good students of human nature and can recognize when their personality does not appeal to that of a certain customer.

Dramatizing Cases

Draws Many Photo Fans.

The Robert Johnson store in Wilkes-Barre, Pa., has shown a new method of advertising by turning one of its windows into a miniature theatre.

As passersby glance at the display they get the idea that they are looking at a stage on which the curtain has just fallen. From the retail world and the possibility of putting up a structure that would house stores, was suggested to Mr. Johnson, who has a store in Wilkes-Barre, Pa., and a shoe store, a woman's wear establishment, a music shop and a building on the corner of the street.

Stickers Moved

Stickers in Two Days.

The idea of giving shopping bags free to customers has proven to be very popular in Oklahoma, but a short time ago T. L. Henson beat the idea by giving stickers to his grocery customers.

"Let's go out and get a few bundles," says Bill to Tom.

"Can't do it," remarks Tom. "I'd like to, but I have no gun. I can't afford to buy one, and that fellow down the street charges too much rent for one. I haven't got money enough to rent a gun and buy all the cartridges I'd want."

"Don't need to rent a gun. Come on, we'll go down to 'R. L.'s and buy our shells. Hell, I'll lend you a gun and it won't cost you a cent," says Tom.

"Fact! K. L. Leathers of Carterville, Mo., 'conceals' guns, etc., has guns for sale, of course. He has none for rent, but he will lend you a gun. Come on, I'll lend you a gun, and you'll be able to get the more popular it becomes. He has stock of late model rifles and shotguns, so one can find his particular favorite at all times."

When Leathers first laid in his stock he was disappointed at the results—very few sales were made, for guns were high in price, and very few cared to lay out the amount for perhaps only two or three days hunting a year. He considered the rental a gun, but finally evolved something far better.

Leathers sells ammunition as other merchants do, for cash, non-returnable. His leading gun is based upon the quantity of ammunition purchased at one time. If a man buys fifty cents worth of cartridges he is entitled to a loan of a gun for one day, but fifty cents is the minimum, whether the gun is kept one day or only one hour.

"Of course, I sell a few guns," says Leathers, "but my best trade and largest profit comes from the ammunition. Very few men care to purchase a fine gun at \$85 to \$100, or more, then use it for a week or so during the game season. Next year he may find that his gun is 'out of date'—that a new model is all the rage. Instead, he gets the very latest model, buys the ammunition from me at reasonable prices, returns the gun and is probably \$50 or more ahead of the game." The idea is a sure winner. At least it has taken this neighborhood by storm.

Developing Children's Trade—Via Rabbits.

To develop departments for boys and girls from nothing to first rank in the retail trade is the exceptional record performed by M. L. Parker & Co. of Davenport, Ia. In three years, a record won in spite of keen competition from stores that held the business of little folks for many years. It was accomplished only through careful study and understanding of "kid" nature.

Just before Easter, 1919, an aggressive campaign for the boys' and girls' department was inaugurated. Much of the money spent on summer clothes and toys was sold at that time and the Parker people hit upon a novel plan to get the lion's share of this patronage. A plan was applicable to Christmas as to Easter.

Eight days before Easter Saturday shoppers were attracted in large numbers to the center display window of the Parker store. Fifty white, black and brown rabbits were scampering back and forth in the window. On a case appeared the following sign:

FREE
A Real Live Bunny For Easter
To Each Boy Who Spends \$5 in
Our Store For Toys.

Junior members of Davenport's population flocked about that window all day long. Parker's Boys' store got a favorable publicity. Parker's store had been careless and neglectful of their personal appearance suddenly became Beau Brummels in that they had a few years older parents would have attributed the change to girls. There was no mistake this time. It was rabbits.

Trade was decidedly brisk at Parker's boys' store that Easter week. Large crowds were attracted daily to the rabbit window. As soon as a boy bought \$5 worth of goods at the department he was admitted to the display window and given his choice of any rabbit there. His choice after his favorite bunny came off the shelf, and he wanted rabbits. Peace was restored in the big Parker family, when it was announced that the girls' store would have a similar event Easter week, 1920.

The cost of rabbits, as did almost everything else, went up during the following twelve months. The store decided to confine its offer to boys and girls who bought dresses or coats or suits and coats. At that time it was almost impossible to buy any garments for children for less than \$7.50.

The boys' store, in 1919, had 1019 in 1919 O. C. McClure, display manager for the store, to arrange an unusually elaborate display for the event last spring.

Rabbit week has now become an established feature of the boys' store. Parents of infants, children from one to three years old, now want to be given a chance to get rabbits for their offspring. The next spring will include boys and girls and infants.

GOOD THINGS COMING TO THEATRES OF ST. JOHN.

DON'T MISS BIG SCOTCH REVUE

Musical at Opera House is One of the Biggest Attractions of Season—Other Vaudeville Offerings Also Good.

Those who have not as yet enjoyed the great Scotch musical revue, which is being presented in the Opera House by Jack Wyatt and his clever group of Scotch lads and lassies, would not fail to attend either of the two performances this evening. It is a real treat, direct from the Heather and has been making a decided hit. The costumes worn by the participants are gorgeous and the singing strong and tuneful and the dancing typical of the Highlands.

In addition, Jack McAuliffe appears in a programme of comedy songs, parodies and stories; Burke and Burke present a comedy sketch, "The Messenger Boy and the Actress," which is amusing with humor and mirth; Commodore Tom, a trained pony, gives a brilliant performance, which includes making a popular hit; McGrath and Deeds appear in a skit combining comedy and class singing. There is also another episode of borrowed sections, fervently breathing prayerful themes, music which did much to inspire the beautiful picture. Humorous receive its final presentation tonight at 7 and 8:45 p. m.

WESTFIELD COUNTY CLUB DANCE

As previously announced, the Westfield County Club will hold their dance of the season at the Gardens, Tuesday evening, April 19th.

METAGAMA HERE; THE EMPRESS TO LEAVE TOMORROW

The C. P. O. S. liner Metagama arrived off the Island at 2 o'clock this morning. She has 280 passengers, 43 cabin and 808 steerage passengers on board in addition to 1,400 tons of general cargo, 2,000 bags of mail and 985 packages of parcel post.

The C. P. O. S. liner Empress of Britain left last night for Liverpool with approximately 100 first cabin, 200 second and 600 third class passengers. Mr. McNeil, who is the president of the C. P. O. S. is a passenger. Other prominent passengers will be Miss Gault, Mrs. G. M. Sherrin, W. P. McLean, Major S. J. Robins, Mr. and Mrs. Angus and David Law, the majority of whom are from Montreal.

PERSONAL

Mrs. Daniel Mullin left last night for New York accompanying her daughter, Miss Helen Mullin, who is returning to the Sacred Heart Convent at Manhattanville, (N. Y.) where she is a student.

Dr. and Mrs. E. Mathew left last evening for New York, where they will spend about three months with their daughter and her three sons whose homes are in New York state.

Mrs. S. P. Gerow arrived in the city yesterday and is in the city. She came here from New York a few days ago to attend the funeral of her mother.

Rev. W. A. Hills, general secretary of the board of religious education for the Church of England in Canada, arrived on the Montreal train today.

Death of R. Roy Evans

R. Roy Evans died this morning at his home, 181 Leinster street, after six weeks' illness. He was a son of Mr. and Mrs. Richard Evans of 85 St. Andrew's street, and was well known and respected. His death was a great shock to his relatives and friends, and his bereavement will be extended to the bereaved family. His parents, he is survived by his wife and two children; one brother, Frank, of Halifax; and six sisters, Mrs. Baxter, Mrs. David Lawson, Mrs. A. O. Fitch, Mrs. George Lawson, Misses Ruby and Grace, all of this city. He was a member of the local fire department for some years, and when news of his death was received this morning flags on the various stations throughout the city were flown at half-staff. Mr. Evans was also an active member of the Knights of Pythias. His funeral will take place on Sunday afternoon at 1:30 o'clock from his late residence.

BURIED TODAY.

The funeral of Mrs. Catherine Burke was held this morning from her late residence, 891 Main street, to St. Peter's Rev. Dennis Coll, C. S. R., assisted by Rev. Dennis Coll, C. S. R., deacon, and Rev. Edward Seilly, C. S. R., sub-deacon. Interment was in the New Catholic cemetery. Her four nephews were pall-bearers and many floral and spiritual offerings were received.

The funeral of Peter Mahoney was held this morning from his late residence, 248 Brussels street, to the Cathedral. Requiem mass was celebrated by Rev. H. Harnage assisted by Rev. A. P. Allen, deacon, Rev. Simon O'Leary, sub-deacon, Rev. William Doherty, master of ceremonies. His Lordship Bishop E. A. LeBlanc administered the final absolution. Interment was in the New Catholic cemetery.

The funeral of Miss Jeanne E. Tracy was held this afternoon from Trinity church to Fernside. Service was conducted by Rev. Canon R. A. Armstrong.

CHANGES IN IMMIGRATION REGULATIONS

Ban Against Central Europe—The Application of the Money Clause—Skilled Labor.

Ottawa, March 10.—(Canadian Press.)—Some striking changes in the regulations governing the admission of immigrants to Canada are reported to be under consideration by the cabinet. Those which are expected to be passed include: (1) a ban against immigrants from central Europe; (2) the application of the money clause to skilled labor.

It is understood that some provision will be made for the relaxation of the money regulations in the case of a firm laborer who is coming to Canada with definite employment arranged for. The same, it is understood, may be made to apply to persons coming to immediate relatives, as in the case of a wife coming to join her husband, or children coming to Canada to join their parents.

An important clause, it is understood, will be included in the new regulations. In the case of mechanics of all classes, the proposal is said to be to admit only men for whom there is an actual demand in any line of work.

RE-ORGANIZE CAPITAL G. T. V. A.

(Special to Times.)

Fredericton, March 10.—The G. T. V. A. re-organization, which was a large meeting last night at which some 600 people were present, was held at the home of Mrs. J. H. Tracy, who is the president of the organization. The meeting was held at the home of Mrs. J. H. Tracy, who is the president of the organization. The meeting was held at the home of Mrs. J. H. Tracy, who is the president of the organization.

ROWS ENTHRALED WITH HUMORESQUE

Imperial Packed in Spite of Rain—Everybody Charmed With Picture—Last Showings Tonight.

In the very midst of last night's tremendous down-pour, long lines of people waited in front of the Imperial to see the new picture. The picture was certainly well repaid by the perfectly lovely emotional picture. The picture was certainly well repaid by the perfectly lovely emotional picture.

WINNERS

Last week the following held Golden Peace Coupons which won cash prizes: Mrs. E. H. Powers, 249 Rockland Road, \$50.00. Kathleen McGirr, 65 St. Patrick street, \$50.00. Royden A. McLean, 221 Pitt street, \$20.00. Stella Carson, Macaulay Brook, \$20.00. Cyril Bideout, 55 Kennedy street, \$20.00. J. B. Morse, West side, \$10.00. Who wins some of the Buffalo Times prize money this week?

COUNTY HOSPITAL

The board of commissioners of the St. John County Hospital met in the office of the County Secretary, J. King Kelley, this morning with the chairman, Dr. S. H. McDonald, presiding. Other members present were Mrs. J. H. Frink, Mrs. E. Atherton Smith, Louis Simms and Mr. Kelley. Matters relating to the coal supply of the hospital were discussed. Some attention was given to the case of a soldier's wife seeking admission to the hospital and for whom the patriotic fund had been raised. The hospital was reported to be full, with six patients on the waiting list. The board considered adopting a policy of keeping two beds always vacant to provide for patients belonging to the city and county of St. John.

CATCH BASINS WERE CHOKE-POINTS OF SOME HOMES FLOODED

Catch basins in Harding street, City road and Douglas avenue overflowed last night during the storm and the cellars of some homes were flooded. Numerous telephone calls were sent to Commissioner Jones and he set forth to ascertain the cause of the trouble. He found that the catch basins were clogged with debris, which was washed from the streets and out of back yards by the heavy downpour.

EXCHANGE TODAY

New York, March 10.—Sterling exchange strong. Demand 890-8; Cables 891-1-8; Canadian dollars 123-8 per cent. discount.

TO DOUBLE THE GYPSUM OUTPUT

Hillsboro, March 9.—There is considerable activity in mining work in Albert county just now. At Hillsboro, where more men are employed in mining work than anywhere in New Brunswick, except the Grand Lake coal regions, the Albert Manufacturing Company of which Hon. C. J. Osman is president is enlarging their plant, so that the output of gypsum and gypsum products will be about doubled. One or two of the smaller companies are increasing their output. At Albert Mines the site of the former Albertite production, men are seeking the vein of the mineral which is generally believed to be quite as rich as the one formerly mined. The company proposes to increase the output of the mine by erecting a plant of large dimensions for the purpose of extracting ore from extensive beds of shale that exist in that district.

LOCAL NEWS

Lost—White Poodle, answering the name Teddy. Reward, H. Jones, 90 St. James street. 9-12

P. E. I. HOUSE OPENED TODAY

Activities of Year by Government Reviewed in Speech From Throne.

Charlottetown, P. E. I., March 10.—Review of the activities of Premier John H. Bell's Liberal government was given prominence in the speech from the throne at the opening of the provincial legislature today by Lieutenant-Governor Hon. Murdoch McKinnon. The opening ceremonies were carried out with the usual pomp and circumstance. With reference to educational work carried on by the government during the last year the lieutenant governor said that the salaries of teachers had been increased and the number of vacant schools in the province had greatly decreased. The establishment of the agricultural and technical high school was also mentioned.

Some of the features of the work undertaken by the department of agriculture during the year were detailed such as the holding of a provincial horse show, the establishment of a lime stone crushing plant and the importation of crushed lime stone at reduced freight rates, purchase of export hullers for the encouragement of island growers, increased grants to exhibition associations, resulting in a large exhibition of live stock, grants to school fairs, generous prizes to dairymen and assistance in the importation of high class dairy animals and sheep.

It was announced that during 1920 a satisfactory beginning had been made in the work of improvement of the highways of the province. In spite of the high cost of labor and material some sixty miles of the worst stretches had been brought into good repair.

SHIPPING

ALMANAC FOR ST. JOHN, MAR. 10.

High Tide... 12.00 Low Tide... 6.22
Sun Rises... 6.47 Sun Sets... 6.21

PORT OF ST. JOHN

Cleared March 10.

Stmr. Karisik, 1399, Hogstedt for Kinsale for orders.

Stmr. Manchester Importer, 2638, Everett for Philadelphia.

Stmr. Roman Prince, 3301, Durrant, Antwerp.

Stmr. Bayhowel for Antwerp via Baltimore.

FOREIGN PORTS

New York, March 9.—Ar. str. Dante Alighieri, Genoa.

MARINE NOTES

The steamer Roman Prince sailed this morning at 10:30 for London. Have and Antwerp with general cargo. Furness Withy & Co. are the local agents.

The steamer Manchester Importer sailed this morning at 6:15 for Philadelphia. She will return to this port about March 18 to load general cargo for Manchester. Furness Withy & Co. are the local agents.

The steamer Bayhowel sailed at noon for Antwerp via Baltimore with a cargo of general cargo. Furness Withy & Co. are the local agents.

The steamer Bayhowel shifted this morning from No. 3 berth to No. 5 berth to complete loading cargo. Furness Withy & Co. are the local agents.

The steamer Venus II, sailed from St. John's Island, yesterday for this port to load a cargo of potatoes and hay for Cuba. She is expected to arrive here on Sunday. Furness Withy & Co. are the local agents.

The R. M. S. P. Chandler is due to leave Bermuda tomorrow morning for St. John. William Thomson & Co. are the local agents.

IN WALL STREET

New York March 10.—High grade investment rails were subjected to renewed pressure at the opening of today's stock market. Selling of those rails at average declines one point was doubtless prompted by indications of a country-wide revision of wages and salaries to meet prevailing economic conditions. Shipments also were lower. Atlantic Gulf preferred stock declining to 83 1/2, a new low record. European oils were conspicuously strong, however, Shell declining to 16 1/2, a new low price for the year. Exchange on London rose appreciable over its early advance as call money was unchanged at 7 per cent. although the supply seemed less plentiful.

NON REPORT

Selling of rails continued with little interruption during the active forenoon involving every division of that group. Great Northern Canadian Pacific, Union Pacific, New York Central, D. & H. Norfolk and Western, St. Paul, Common and preferred shares of the Rock Island and St. Louis Southwestern system fell 1 to 1 1/2 points. Among industrials and specialties losses of 1 to 2 points were sustained by Republic and United States Steel, Anconia Copper, General Asphalt preferred, and Sears Roebuck, the latter declining to 16 1/2, a new low price for the year. Exchange on London rose appreciable over its early advance as call money was unchanged at 7 per cent. although the supply seemed less plentiful.

MARCH FURNITURE VALUES

We have a large assortment of all the latest styles of Dining Room Suites, Parlor and Library Sets, etc., which we are offering at March prices to clear.

Come in and see the many rare bargains. Beautiful Chesterfield Suites from \$220.00 up to \$450.00.

Linoleums in four yards width; Oilcloth in one and two yards width AT OLD PRICES.

You can select your furniture, etc., and we will store free by leaving a deposit.

Have you a PHONOGRAPH in your home? Come in and see ours. Easy Terms.

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