

The Evening Times and Star

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THE STRUGGLE NOT OVER.

Mr. McLellan and Mr. Phillips were quite right in warning their hearers at the Opera House on Saturday evening that the civic elections will not end the struggle between the people and the New Brunswick Power Company.

honesty if he does not go away with a higher appreciation of his opportunity to serve as well as to get service and profit in his relations with his customers, his competitors and the public at large.

BUSINESS CONDITIONS.

The National Bank of Commerce, New York, in a review of business conditions, finds that while spring retail trade in the United States has been disappointing there has lately been a marked expansion in the steel industry, which has for many years been accepted as a business index.

It is also noted that copper is moving steadily, and producers are cautiously increasing the output. Lead is in good demand and has slightly advanced. The consumption of tin in the plate trade is reported to be as high as for any corresponding period except during the abnormal war years; and it is expected that zinc smelting operations will be increased shortly, and some expansion of mine output will naturally follow.

THE MERCHANT'S PROBLEMS.

Following the very notable address delivered recently by Prof. Kierstead at the annual banquet of the Retail Merchants' Association, the speech of Mr. Charles H. Mackintosh on Friday, before the members of the Advertising Club and merchants interested in wholesale and retail trade, made a very practical application of scientific principles laid down by Dr. Kierstead; and the message will undoubtedly be very helpful to his hearers in applying those principles to the conduct of their own business.

But Mr. Mackintosh did more than merely consider the problem of buying and selling goods. At the outset he discussed the general trade outlook, and gave his reasons for believing that merchants in the United States and Canada must do business on a declining market for perhaps a score of years to come. Since 1912, in the United States, there have been alternating periods of falling and rising prices, the average period being about twenty-five years, and he believes the downward trend from the peak of three years ago will continue for something like a similar period. He is careful, however, to note that a period of declining prices does not necessarily mean a period of dull times. There may, indeed, be much activity, and the merchant's problem is not that he cannot sell goods, but that he must adjust his purchases as to meet the full demands of his market without having left in his hands quantities of goods the replacement value of which has dropped appreciably since he laid in that particular stock. Anybody can make money selling goods on a rising market, and that fact explains the great increase in the number of small merchants during the recent years of continued inflation. That it requires brains, experience and intelligent application to make a profit on a steadily falling market is shown by the number of merchants who have already given up or failed since prices began to go down. Mr. Mackintosh pointed out that if a merchant on a falling market bought more than he could quickly sell, he lost money; but if he did not buy as much as he could quickly sell he also lost the profit he might have made on the additional sale. Hence he must very carefully study his market and apply himself closely to business, taking into consideration the factor of competition as well as a possible growth or lessening of demand for merchandise.

The psychology of salesmanship was discussed in a very plain and illuminating way by Mr. Mackintosh, and his hearers must have gathered many valuable hints for profitable use in their business. His reference to short courses in advertising and salesmanship illustrated the growing recognition of the value of applying scientific principles to the trade of the retail merchant. The existence and activity of the Retail Merchants' Association and the Advertising Club mark a great change in recent years in the merchant's mental attitude toward his business and his competitor. It is a most healthy and stimulating change, and reacts to the benefit alike of merchant and customer and the community. The business man who listens attentively to such addresses as the two referred to in this article cannot be lacking either in intelligence or successful institution.

LAST YEAR'S KNOWLEDGE.

Little Peach Tree, by my window, With your buds all locked up tight, Don't you try to keep your secret Any longer from my sight.

Blades of Grass, so shyly peeping From the brown and thawing ground, You are sewing separate patches That are sprinkled all around. But they'll soon be pieced together— That's the reason why you grow, Just to make a velvet carpet— Didn't Last Year tell me so?

Sturdy Bush, with thorny edges, Surely everybody knows In your heart you hold a jewel That will grow into a Rose. Shabby though your present outfit, Only let your treasure show And you prove a lover's favorite— Didn't Last Year tell me so?

Homely Implements of warfare— Surely everybody knows Standing by my garden In an attitude that foils, Don't you think I hear you calling, Little Spade and little Hoe? Soon or later I must answer— Didn't Last Year tell me so? —Nan Terrell Reed in New York Times.

LIGHTER VEIN

His Sad Life.

The lady of the house was very soft-hearted, and the tramp who had ventured to beg at the front door congratulated himself on his "soft touch." "My poor man," said the lady, noticing the tramp's thin and webbed feet, "here is a shilling for you! Dear me, you must have had many trials!" "Yes, mum," replied the tramp, "I have. And a heap of convictions, too!"

A Clever Diagnosis.

Wife to sick husband—"The doctor says your system needs a stimulant and has prescribed whisky." Patient (eagerly)—"That physician has diagnosed my case correctly; he knows his business. When are we to begin?" Wife—"Right away. You are to take half a teaspoonful after each meal."

A Gentle Hint.

One of the guests at a banquet had been dining himself rather too well, so in accordance with a judicious hint, his glass was overlooked when the wine was sent around. For a time he bore this neglect without a protest, then suddenly he rose and proposed the toast of "Absent friends—with which I would like to couple the name of the wine steward." —London Express.

MORNING NEWS OVER THE WIRES

Charles F. Fanjoy and Blair M. Hamm were drowned in the Washademoak, near Cambridge, Queens Co., on Wednesday. The two men were en route to Cambridge and Waterbury respectively, had been on a two weeks hunting trip. On Wednesday they left Colwell's wharf on the return home in a canoe. Later in the day their dog swam ashore and went to Fanjoy's home. All day Thursday the search was carried on, and late on Friday the canoe and bodies were recovered. Fanjoy was twenty-nine years of age and leaves his wife, child, parents, three brothers and two sisters. Hamm was twenty-two years old and is survived by his parents, one brother and four sisters. Both bodies were buried at Waterbury today.

Philly S. Hutchinson, of Strathadam, was killed on the Sinclair drive, on the Miramichi, on Saturday. He was skidding logs of the landing when it gave way and he was precipitated down the steep bank with the logs. He sustained a broken back and soon passed away. The young man was twenty-seven years of age and leaves his parents, three brothers, and seven sisters. A fatal accident occurred on Saturday at Waterbury, when a man, who fell from the roof of a building, fractured his skull. The seat gave way, throwing the little girl and her father to the ground. She was dead before she was picked up.

Frank Scott, a section man, lost his life at McAdam on Saturday. He stepped from one track to another to avoid a train and was struck by a moving van. Both his legs were crushed. They were amputated at the St. Stephen Hospital, but he did not survive the operation and died at midnight. Two boys discovered the body of a male infant in a sand pile at Marysville on Saturday. The body was wrapped in an apron. Decomposition had set in so that death must have occurred some time before the body was found. A post-mortem examination showed that the child had lived for three or four days. The parietal bones had been fractured and crushed. They were Charles Vanderveer and H. L. Schaeffer.

John E. Moore has been appointed by the minister of labor to represent the British Empire Steel Corporation on the new conciliation board which will hear the wage dispute between the miners and company at Sydney. Mr. Moore and Mr. McDougall, who is the U. M. W. members of the board, will meet at Truro soon to select a chairman. It is likely that some of the sessions will be held at Glace Bay. Major Lord Leopold Arthur Louis Mounbatten, C. V. O., K. C. V. O., youngest son of Princess Beatrice and the late Prince Henry of Battenburg and a brother of Queen Victoria of Spain, died yesterday following an operation on Saturday. He was thirty-two years of age and was educated at Cambridge. In the great war he was decorated for gallantry on various occasions.

FINANCIAL QUESTIONS AT THE CONFERENCE

Genoa, April 24.—The financial commission is considering what action, if any, could be taken to prevent the flight of capital in order to avoid taxation and came to the conclusion that "any proposal to interfere with the freedom of the market for exchange or to violate the secrecy of bankers' relations with their customers are to be condemned." The commission also expressed the opinion that the question of measures for international co-operation to prevent tax evasion might be successfully studied in connection with the problem of double taxation now under consideration by the League of Nations.

The report of the committee of experts appointed by the committee of exchange sub-committee says: "Regard being had to the very large debts incurred since the armistice by many countries, we are inclined to think that a return to the old gold parity is not too heavy on production. The decision must be left in each case to the country concerned, but we suggest that considerable service will be rendered both to its own internal economy and the cause of European recovery by that country, which, after reaching comparative stability in its currency at a point so far below the old parity as to make a return to it a long and painful process, first decides boldly to set an example of securing immediate stability of parity by fixing the new gold parity at or near the figures at which stability has been attained."

West Palm Beach, Fla., April 24.—Lost at sea for twelve days, three days ago for three, Captain and Mrs. H. L. Morrow of Savannah, and a negro cook came within 400 yards of shore here on their last trip inland, and were rescued when fishermen passing along the shore saw their distress signals. Weak from lack of food and exertion in handling their auxiliary schooner, South Atlantic, a forty-foot craft, they and their negro cook were in bad physical condition when a launch took food to them. None the less, famished and pathetic was Cutie, a chow dog, which was hardly strong enough to move when a feast of bones was laid before it. Captain Perranias, Captain Morrow said, on April 7, he was blown out to sea and carried fifty miles across the Gulf Stream. He said he lost his bearings on Saturday afternoon. The factory of the New Brunswick Overall Manufacturing Company in Princess street was badly damaged by fire on Saturday afternoon. The factory is owned by William Webber. The factory was not in operation at the time that the fire started. Mr. Webber had a large stock on hand and this was a total loss. The machines on the lower floor were saved through the promptness of the Salvage Corps, but the spare machines on the upper floor were destroyed. There is some insurance on the stock and building, but none on the contents of the Salvage Corps, which Mr. Webber estimated that his loss would be half covered. Twenty employees are thrown out of work, at least temporarily. The motor ladder truck met with a mishap to the clutch when returning from the fire and will be out of commission for some days.

The firemen were called out yesterday morning for a slight fire in the oil of a house at 80 Waterloo street, owned by E. Hogan. The total damage was about \$400.

London, April 23.—The Engineering Employers' Federation have instructed their members to put lockout notices in to operation, which means that 600,000 men will be idle in a week's time in addition to the 230,000 members of the Amalgamated Engineering Union already out.

The employers protest against the suggestion that they want to force the unions to come to heel and declare that they are still desirous of an amicable agreement. The agreement which the employers asked the men to sign proposed for the employers a great measure of managerial control, especially in regard to overtime and also the right to view wage conditions.

Vancouver, B. C., April 24.—Unless something is done to prevent the spread of tuberculosis among Indians of Alert Bay and other coast reserves, the Indian will be only a memory, according to a report by C. J. Barton, secretary of the Columbian Coast Anglican Mission. Establishment of a tuberculosis hospital is urged upon the federal department of Indian affairs.

"Canada" Enameled Cooking Utensils "THE CLEAN WARE" made of steel, coated with a non-porous, flinty, glazing—smooth as glass, impervious to acids, rust, corrosion or bacteria. Made to withstand hard usage. Special Prices for 1 Week Only Commencing Monday, the 24th 2 Qt. Double Boiler ..\$1.05 3 Qt. Sauce Pan ..\$.37 6 Qt. Preserve Kettle. . .55 6 Qt. Potato Pot. . .1.20 Phone Main 2540 McAVITY'S 11-17 King St.

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Of Course— A New Spring Frock! But Where? Many women desirous of better things to wear have the Magee name in mind and the wish will be father to the thought within the next few weeks. Serge, Tricotine, Tafetta, Canton, Crepe de China. \$24.00, \$28.50, \$34.00 and to \$58.00 D. MAGEE'S SONS, Ltd., Since 1859 St. John, N. B.

They're Simply Wonderful This Spring, Men! The New Styles in Men's Oxfords for Looks and Individuality. Same thing goes for their quality. Of course, you know that! And on top of everything, prices down to where they look like old friends come back once more. \$4.75 to \$9.50 Exclusive Agency "REGAL" Shoes for Men. WIEZELBROS SUPERIOR FOOTWEAR 243 Union Street "LA PARISIENNE" Shoes for Women.

WILL LOCK OUT 850,000 HANDS London, April 23.—The Engineering Employers' Federation have instructed their members to put lockout notices in to operation, which means that 600,000 men will be idle in a week's time in addition to the 230,000 members of the Amalgamated Engineering Union already out.

YOU CAN LINE YOUR OWN STOVE WITH FOLEY'S PREPARED FIRE CLAY To be had of: W. H. Thorne & Co., Ltd. T. McAvity & Sons, Ltd. Emerson & Fisher, Ltd. D. J. Barrett, 155 Union Street. J. S. Wilson, Ltd., 17 Sydney St. Duval's, 17 Waterloo St. J. A. Lipssett, Variety Store, 283 Prince Edward St. H. G. Howlow, 1 Prince Edw. St. Geo. W. Morrell, Haymarket Sq. East End Stove Hospital, City Rd. Irving D. Appleby, 69 St. James St. Philip Granston, 568 Main St. Quinn & Co., 415 Main St. C. H. Ritchie, 320 Main St. P. Nass & Son, Ltd., Indiantown. J. Stout, Fairville. W. E. Emerson, 81 Union Street, West Side.

MONEY SAVING SPECIALS Alarm Clocks\$1.29 Rubber Heels.....10c a pair Smoky City Cleaner 19c a can Twine Mops 42c each Large size Cup and Saucer 25c Vacuum Bottles\$1.45

Duval's "YOU PAY LESS HERE" 15-17 Waterloo St. Open evenings. Phone 1407 Use the Want Ad. Way

Abbey's EFFERVESCENT SALT for Insomnia LUMBER We have a few cars 1x5 and up Dry Spruce and Hemlock Boards. P. I. S. Low Cash Price. H. W. Schofield & Co., Telephone, Main 2361 25409-4-25

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